

Our Answer



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

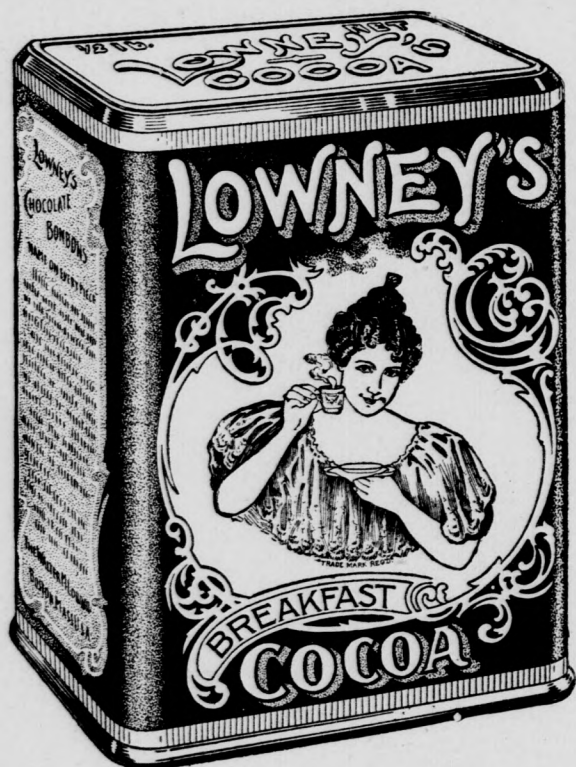
Toasted Corn Flake Co., Battle Creek, Mich. *W. K. Kellogg* President

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

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



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

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

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

Every Cake



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

The Fleischmann Co.,

of Michigan

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

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JUNE 3, 1908

Number 1289

Kent State Bank

A consolidation of the
KENT COUNTY SAVINGS BANK
and the
STATE BANK OF MICHIGAN
with total assets amounting to nearly
\$6,000,000

The consolidation will become operative about July first next and will be under the same successful management as the present combined banks. For a time the old quarters of both institutions will be maintained: The Kent County Savings Bank, corner Canal and Lyon streets; the State Bank of Michigan, corner Monroe and Ottawa streets, Grand Rapids, Mich.

DIRECTORS

L. H. Withey Edward Lowe T. Stewart White
Daniel McCoy Henry Idema A. W. Hompe
E. H. Foote John A. Covode B. S. Hanchett
Wm. H. Jones M. S. Keeler J. A. S. Verdier

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advances 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. Correspondence 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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RAILWAY CONDITIONS.

There is an industrial establishment in Western Michigan which for many years enjoyed a generous order business coming steadily and directly from the great railway corporations in the country. About a year ago this business dropped suddenly to practically nothing, and it was because the railways had stopped, to a very great extent, doing certain kinds of construction and repair work.

A short while ago the newspapers announced that the Pennsylvania Railway Co. had succeeded in securing a bonded loan of many millions of dollars in London.

Almost immediately thereafter orders began to come to the Western Michigan factory, not only from the Pennsylvania system but from other great railway corporations, so that from employing ten or twelve men four and five months ago work is now provided for over fifty men, with the increase steadily growing.

The inference is that the success in placing Pennsylvania bonds in the London market demonstrates clearly that there is plenty of ready money available abroad and that for high grade American traction bonds there is no lack of confidence in European markets. This fact has reassured the American corporations so that they are again taking up maintenance and extension improvements.

Whether or not this conclusion is correct the fact remains that, while the railway corporations are making dreadful references to the business depression, they are all of them feeling easier in every respect except as to the publicity given to their autocratic efforts to increase freight rates, readjust in their own way freight classifications and in all sorts of complicated, puzzling methods of accounting to make black appear white where receipts and expenditures are involved.

And now comes "an important official" who says that the Michigan United Railway Co., which already controls the interurban systems out from Detroit and extending west to Kalamazoo, will build a branch elec-

tric railway from the latter city to Grand Rapids over what is known as the Patterson right of way; that is to say, a route all the way parallel to the G. R. & I. R. R. This statement may be based on facts because the Michigan United interests have also placed a large amount of bonds recently; but whether it is true or otherwise, the proposed interurban connection between Grand Rapids and Battle Creek will be built and will prove valuable to both cities and all intermediate communities, as well as to the builders.

MERCANTILE HOSPITALITY.

There is as much hospitality necessary on the part of the successful storekeeper as of the true hostess. Of course it is not always made manifest in the same way, yet the proprietor of any establishment who fails to make his customers feel that they are welcome is rapidly driving them to a rival. Every opportunity which occurs to accord some mark of real, genuine hospitality will be credited in his favor.

If both you and your customer are in a hurry, the main thing is to show your stock of what they want in the most expeditious and at the same time most complete manner. Never mind if you do have to take down a whole lot that they do not want to find just what they do want. If they apologize for making you so much trouble, assure them that that is a part of the business. If they do not apologize, but seem to take it for granted that the re-arranging of your entire stock periodically is only wholesome, do your part gracefully, even though it is a trifle galling.

People from the country who drive in for a little trading look out for a good hitching post. If yours are not strong and plentiful, remedy the defect. One enterprising merchant on the advent of a new trolley line past his door took occasion to inform his customers that there were plenty of good hitching posts in the rear of the store, where the horses would be safe from being frightened by the cars. Patrons appreciated the alacrity with which he made the change. It showed that he was looking out for their interests, as well as his own. Some of these times he may take it into his head to put up a few rough sheds which will protect the horses from the weather.

Another thoughtful tradesman turned one corner in the rear of his store into a lavatory, customers from the country finding it quite convenient to be able to get rid of the dust and rearrange disheveled hair before going out shopping for the brief time which did not justify making hotel expenses to secure the privileges. The cost was trifling,

yet the patronage induced by this little piece of care-taking was worth the trouble.

There are many towns in which a similar corner set apart for lunch room might be made equally profitable. There is much in the store of the average grocer which will serve the inner man fully at less cost than it can be served at the restaurant. And many would be glad to avail themselves of this if there were only some place to eat it. Have a small room or corner set apart with screens or curtains near your cake counter, and you will need to double your orders for crackers, cheese and cookies, not to mention the increase demand for bananas and other fruits. Keep the nook neatly swept out; and, if found necessary, a placard asking people not to leave banana skins on the floor may be put up.

If some one is compelled to wait an hour for another party or for a storm, strive to make them feel that they are not in the way. A comfortable seat should always be extended. If you are too busy to talk, offer them the daily paper. In a moment of leisure, keep pleasant conversation going. Incidentally call attention to any new stock you may have, but never try to press a sale under such circumstances. This, of course, is not to foster the spirit of old fashioned "loafing," but to render the time spent through necessity of convenience a pleasure rather than a bore. Cordiality is a winning card.

STUART ROBSON'S ESTIMATE.

"Imitation is the sincerest flattery" is an old saw the force of which is being shown both by Chicago and by Detroit, who are now announcing that they are about to hold "Merchants' Weeks." The method and plans carried out by the wholesale merchants of Grand Rapids this year and the two previous years are being copied and, presumably, the coming events will be somewhat successful.

That either Chicago or Detroit will score the social and business successes that have been won in Grand Rapids is doubtful, for the reason that, as a general thing, a copy is never quite so good as the original.

It is said that when Nat Goodwin, the really capable and versatile actor of to-day, was a youngster giving imitations of Edwin Booth, Lawrence Barrett, John T. Raymond, Stuart Robson and other great actors of thirty years ago, he asked Mr. Robson how he liked his (Goodwin's) imitation of himself as one of the "Two Dromios." Mr. Robson in his most serious tone replied: "My boy, it would make me blush to tell you."



Old-Fashioned Bedquilts Are All the Rage Now.

Think of a window floor covered with a cherry red and cream white linoleum with a grapevine design and the sides paneled with cherry red burlap and narrow cream white woodwork with a plain cream white frieze and ceiling. Four ice cream tables are disposed about this small room. Wire-backed chairs, just like in a real ice cream parlor, surround the tables, which are disposed in the corners. At one of the tables in the background sit four young lady dummies, handsomely gowned in garden fete costumes. Flower-garden hats surmount their "bushel-basket" hair. They are ostensibly enjoying ice cream after some reception or the matinee. Over at one side of the miniature parlor stood a waiter, appropriately clad, who respectfully effaced himself. Big palms and a Boston fern on the "freak" order, so long it trailed on the ground, set in fine red and white Jap jardinières, lent their beauty to the scene. Hunting pictures adorned the walls and a plain cherry red rug stretched across the center of the floor.

Attract attention?

Think this idea, so well carried out, could fail of that? People jostled each other and stepped on their neighbors' "favorite" corns in the effort to gain the vantage ground next the glass, where the tinkling of the music box standing in the middle of the wall opposite the dummy waiter could be better heard through the glass. Both the man and the lady dummies were jointed, which made it an easy matter for the window dresser to pose the personnel. To be sure, the ice cream was not of the most delectable, it being composed of much less digestive stuff than the real thing, namely, cotton batting. Plates of delicious Nabisco wafers and Filipenos at the ladies' table tempted their palates—if they had any—and certainly those of the curious bystanders who were debarred from participation.

Old-Fashioned Bedquilts.

A dry goods establishment recently made a hit by lining the partitions and background of a big window with a series of old-fashioned bedquilts made up of wonderful intricate "blocks." These were borrowed of families which have treasured them for two or three generations—precious heirlooms, a monument to woman's skill and patience which no mere money could touch. Grouped on the clean cotton covered floor were bolts of factory and small-figured prints in red, yellow, blue and

pink, the principal colors employed in the making up of these bedquilts. It is quite the fad just now, and has been for a number of months ago, to revive this what-you-might-call-lost art of "piecing bedquilts." Prints and white cotton are cut up into infinitely tiny snips and put together into designs receiving such names as we hear on our grandmothers' and great-grandmothers' lips.

The bedquilts in this display were only in the window two days, so as not to soil them with the soot of a non-smokeless city. The exhibit, which was extremely interesting to persons of every age, was heralded in the newspapers for a week beforehand and by placards in that particular window in which it appeared. The display, as I say, attracted wide attention and resulted in an added impetus to the sale of prints and factory. One dear old lady who is a confirmed invalid was wheeled down in her chair to feast her eyes on what was looked upon in her youth as the acme of fine art. 'Tis to be astonished at that our feminine ancestors had any optics left in their sockets, for not only were the dozens of "blocks" in one of these bedquilts composed of hundreds of pieces, but the designs of the stitches with which the quilting was done were a marvel in themselves.

I have in my possession a beloved "tulip" quilt, in red and green and white, which came to me by inheritance, and which is only brought out to "dress up" a guest room on state occasions.

Homelike Surroundings a Drawing Card.

The home-ier a window can be gotten to appear the better where interiors are presented.

A wideawake window trimmer not long ago arranged a typical den, which was to advertise smoking jackets, the store dealing exclusively in men's clothing. The rich Oriental shades of the fabrics of the hangings and cozy corners and divans made a good foil for the elegant black velvet jackets sported by the three luxury-loving (dummy) men stretched in attitudes of ease on the soft couches. Everywhere pipes showed additment to the weed by the occupants of the apartment. An expensive Turkish pipe on teakwood tabourette stood in front of each dummy, whose lazy position plainly indicated that no thoughts of work intruded harshly on the serene enjoyment of these lucky dogs.

Needless to mention—so I won't—that many a masculine onlooker envied the dummies' good time; and it

?

Did you ever get tired explaining why it didn't happen?

Did you ever have folks refuse to accept that old gag—"It must have been a poor sack?"

Wouldn't you prefer pushing a brand that you can buy and sell with the distinct understanding—"complete satisfaction or no sale?"

Because we know just what goes into each sack labeled—



We are able to make this guarantee and can allow you to make the same guarantee to your customers.

Wouldn't you like to try it?

Write us.

Voigt Milling Co.

Grand Rapids, Mich.

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.

Ask Your Grocer for a Trial Sack



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

Bay State Milling Co.

WINONA, MINNESOTA

LEMON & WHEELER CO.

Wholesale Distributors

Grand Rapids, Mich.

Kalamazoo, Mich.

Merchants' Week

We shall be glad to have you call and visit us during Merchants' Week. We can then explain our facilities for handling your orders promptly.

When you order goods, as a rule you want them shipped the same day, or the day following at the most. We aim to give immediate shipment together with quality of goods that brings repeat orders.

We manufacture all kinds of coarse feeds and specialties.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

FOOTE & JENKS' PURE FLAVORING EXTRACTS



(Guaranty No. 2442)

Pure Vanilla

and the genuine



ORIGINAL TERPENELESS EXTRACT OF LEMON

Not Like Any Other Extract. Send for Recipe Book and Special Offer.

Order of National Grocer Co. Branches or Foote & Jenks, Jackson, Michigan

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company

Grand Rapids, Mich.

is known that at least a dozen costly smoking jackets were the result of this seductive picture of the dolce far niente.

The Pretty Maiden, Shady Nook
idea may be utilized to sell hammocks, chairs impervious to the elements and other practical porch accessories. In these sensible days of health-seeking by life in the open air many families practically live in their sun parlors. Screened from flies and other insect pests, vined from the intrusive eye of the common public, these outdoor rooms prove veritable havens of rest for human frailty. Hundreds of well folk have been made stronger by the possession of one of these charming porch rooms, while as many scores of the tuberculosis affected—or "tuberlocosis," as one tongue-twister always gets it—are restored to health and the happiness of loving friends by the efficaciousness of sun and air.

We all live too much in four-walled stuffiness. Out, out into the God-given invigorative!

It isn't enough that the window dresser string hammocks across an otherwise empty store front, but he must create the proper "atmosphere." Let him get up an exhibit out of everything that would go to the comfortable furnishing of a shady nook. Now every one knows that a hammock minus the pretty-maiden accompaniment is Hamlet with the player of the title role eliminated, so by all means gracefully ensconce this necessary concomitant in a corner-swung hammock. And rig up the windows as near like an enclosed piazza as possible. Have neat or gay matting on the floor, bamboo or other rain-and-sun-proof porch furniture, a large bright rug or several smaller ones, besides hanging baskets, a bouquet or two of flowers and anything else befitting such an environment.

Movements of Michigan Gideons.

Detroit, May 26—Louis V. Baker, State Superintendent of Oklahoma, is certainly a hustler. In the three months in which he has served in office he has formed two new camps at Guthrie and McAlester and expects to be able to report another formed at Oklahoma City in the near future.

Bloomington (Ill.) Camp starts off with a membership of twenty-five, and lots of enthusiasm and optimism. Thirteen of the number are new members. Chicago Camp was represented quite largely at the meeting, National Secretary Garlick being one of the number, and a very interesting and profitable time is reported by him.

Grand Rapids Camp of Gideons is interested in mission and Sunday school work in and about the city and the members frequently supply the smaller churches near the city. John Adams Sherick has conducted men's meetings during the winter. He addressed the men at the Presbyterian church last Sunday, May 24, at Mason. Brother Sherick is interesting and polished and his lectures are appreciated.

Gordon Z. Gage has been chosen and has accepted the leadership of the most important service that will be held at the next National convention—the sunrise prayer service Sunday morning, July 26. A splendid meeting is assured and none can afford to miss it.

Detroit Camp was favored last Saturday evening in having Brothers W. F. Parmelee and A. C. Pickett (yes, Sister Pickett, too) with them to help conduct the Volunteers of America service at 57 Monroe avenue. As an evidence of the success of their efforts two men came forward and expressed themselves as dissatisfied with their past and determined to lead a better life.

Detroit Camp has elected the following officers for the ensuing year:

President—J. J. Kinsey.
Vice-President—G. S. Webb.
Secretary—Aaron B. Gates.
Treasurer—C. H. Joslin.
Counselor—A. C. Holmes.

The Camp decided to continue the Griswold House meetings the year around without vacation and to put up in that hotel and others framed cards giving notice of these meetings. At the meeting last Sunday evening the room was filled and a part of the hall. C. F. Louthain and G. S. Webb favored the audience with singing. A. L. Pickett was present with his bride and told how he had Divine help in getting the prize. W. F. Parmelee gave the opening address, followed by strangers from the East and West. Miss Ethel McMillan, daughter of U. S. Consul Neal McMillan, of Sarnia, was present during part of this meeting, which was marked above all others by singing and inspiration. Mrs. J. J. Kinsey, Mrs. Gordon Z. Gage, Mrs. A. B. Gates, Mrs. G. S. Webb and many other ladies were present and aided in the song service. Mr. Hyde, of Chicago, in his testimony, spoke of the meeting as being one of the most interesting he had attended and that several travelers from other cities had spoken to him of the Griswold House meetings. It is expected that John Adams Sherick will be present at our next meeting, being the meeting which will be conducted by the ladies, led by Mrs. Gordon Z. Gage, who always has an interesting programme.

Detroit, June 2—At the Volunteer meeting Saturday evening nearly every seat was filled and great interest was shown. Brother W. S. Webb and the writer, aided by Brother Wilson, of this city, and Brother Burns, of Bay City, conducted the meeting.

The Griswold House meeting Sunday was conducted by the Ladies' Auxiliary, who furnished string and cornet music, aided by some of the best singers of the State. The interest in these meetings is growing, and if it continues larger rooms will be required.

Aaron B. Gates.

Many a man has been cured of any desire to join the heavenly choir by hearing the earthly ones.

It is the bowed heart that heaven sees rather than the bent knee.

What Is Doing in Michigan Cities.

Written for the Tradesman.
Drastic measures will be undertaken by the Chamber of Commerce, Port Huron, to compel persons who have signed subscription blanks to settle their accounts. The total outstanding subscriptions amount to more than \$7,500 and legal steps are threatened.

A course in domestic science will be added to the curriculum of the Hastings public schools. The manual training department started two years ago has proved very successful.

Manistee has adopted the system of scoring dairies on the basis of a score card prepared by the Dairy Division, U. S. Department of Agriculture, to improve its milk supply.

Bay City has received \$50,000 as the first payment on the \$200,000 Wenonah Park bonds and the Park Commission will take active steps toward acquiring the necessary property on the river front, which is to be converted into a beautiful park.

Chas. F. Schultz has been elected President of the West Side Business Men's Association at Owosso, to succeed E. B. Stewart. Mr. Stewart has moved to the East Side.

Prof. Roth, of Ann Arbor, State Forester, lectured in Grand Haven this spring under the auspices of the Woman's Club, and he spoke of the possibilities in the reforestation of the sand wastes in that section. His talk is bearing fruit, for a consignment of 15,500 Norway pine and spruce trees recently arrived from the State Forestry Department and they will be planted on the lake side of Dewey Hill. It is believed that the trees will prevent the drifting in of sand from the lake and will also make a beauty spot of Dewey Hill.

The new city of Allegan is arranging for a Home-Coming Week July 13-18.

The Business Men's Association of Hillsdale has completed its permanent organization and elected the following officers: President, Ford Foote; Vice-President, W. H. Vandeburg; Secretary and Treasurer, I. J. Frankstein. A credit department for collection and rating purposes has been formed and will be under the management of the Directors.

The village of Vicksburg has organized a Civic Improvement League. The Lee Paper Co. set the ball rolling by planting trees and shrubbery about the mills and keeping up Lee Park. The company has tendered the high school students the use of an acre of vacant ground between Prairie and Washington streets for use as a botanical garden and this waste place will be transformed into a bower of beauty.

Clean-up Day was a success in every way in Muskegon, according to the report of Secretary L. P. Haight. The city is cleaner than it has been any previous spring for years and

the Common Council is being urged to pass a pending ordinance requiring that an inspector be appointed to see that the alleys are kept clean.

Manual training and domestic science have been introduced in the Jackson city schools.

The Traverse City Record is urging that the Common Council of that city provide public bath houses for the boys and also for the convenience of summer visitors. At present the boys must undress behind lumber piles and dive from the docks, which is dangerous.

Almond Griffen.

When a man steals the honey from sin he always tells himself that he will pay for it with the coin of repentance.

Lightning Rods

We manufacture for the trade—All Kinds of Section Rods and Copper Wire Cables.

E. A. FOY & CO.
410 E. Eighth St. Cincinnati, O.

COST—LIGHT

How to produce the greatest amount of light at the lowest cost is the combination you are looking for. The Improved Swem comes nearer giving these results than any other system made. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

MAYER Special Merit
School Shoes Are Winners

YX BRAND Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

Two Heads

on one body would be a freak of nature.

"Two telephone systems in one city" is a freak of finance.

The duplicate has no function not possessed by the original.

"Use the Bell"

IT PAYS

CALL MAIN 330

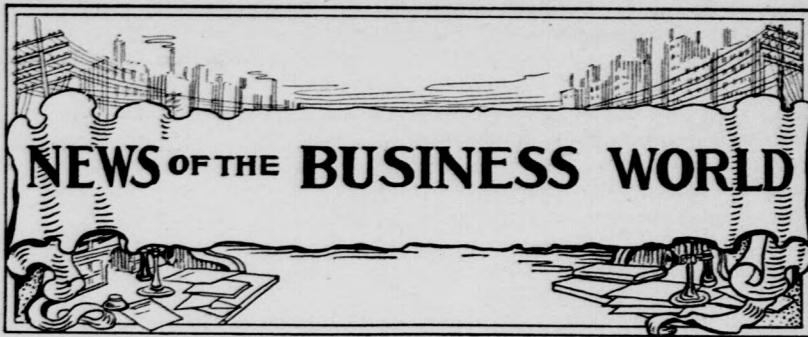


Rapid
HEATERS

For hot water or steam have no equal. Come and see us Merchants' Week—let's talk it over.

Rapid Heater Co.

Cor. Louis and Campau Sts. Grand Rapids, Mich.



Movements of Merchants.

Saginaw—J. F. Popp has engaged in the meat business.

Pontiac—A grocery store will be opened by Frank Bosworth.

Alpena—A confectionery store will be opened by Wm. Smith.

Jackson—L. Orrison is about to engage in the grocery business here.

Alma—F. A. Bennett is succeeded in the bakery business by Gloyd White.

Escanaba—W. Longtin is succeeded in the meat business by Henry Deloria.

Benton Harbor—A new general store is about to be opened by J. T. Welton.

Lansing—J. B. Clark & Son succeed Samuel J. Hoar in the grocery and meat business.

St. Joseph—M. W. Wells, of Benton Harbor, is making preparations to engage in the jewelry business here.

Dighton—Geo. Breen will continue the general merchandise business formerly conducted by Breen & Halladay.

Union City—S. G. Newman, who discontinued his grocery business two years ago to recruit his health, has again engaged in trade.

Galien—F. T. Prince has engaged in the grocery business at this place, the Lemon & Wheeler Co., of Kalamazoo, furnishing the stock.

Lawrence—A corporation has been formed under the style of the Lawrence Elevator Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Albion—The grocery stock of E. C. Deyoe has been purchased by Ben Franklin, who was formerly engaged in the same line of trade here. Mr. Deyoe will remain in the store as a clerk.

Port Huron—Brophy Bros., dealers in boots and shoes, will dissolve partnership, Thos. A. Brophy purchasing the interest of Charles A. Brophy. Thos. Brophy will engage in the shoe business in Detroit.

Detroit—Wm. R. Hamilton & Co., undertakers, have merged their business into a stock company under the style of the William R. Hamilton Co., with an authorized capital stock of \$5,000, all of which is subscribed and paid in in property.

Detroit—The new building of Lee, Cady & Smart, wholesale grocers, is now completed and the owners are moving into it. This structure, which is said to be built to last forever, is at the corner of Fort street, west, and the Michigan Central Railroad.

Mancelona—The corner store of

Jess Wisler's new brick building was laid with appropriate ceremonies last Saturday evening. Mr. Wisler is the backbone of Mancelona. He has done more to hold the town up and keep it forging ahead than any other citizen; and Mancelona has other good citizens also.

Epoufette—Several Port Huron capitalists associated with W. Hauseknecht, of Jonesville, will install a sawmill of 20,000 feet daily capacity at this place, the machinery having already been shipped. The new company has 14,000 acres of virgin timber, both hard and soft wood, and options on a considerable lot of other timber.

Alma—The interest of H. H. Soule in the Caple-Soule Hardware Co. has been sold to W. W. Caple and the company is now re-organized under the style of the Caple Hardware Co., of which J. S. Caple is President and W. W. Caple Secretary, Treasurer and General Manager, while A. B. Caple is a director. Mr. Soule will return to his original business of contracting and building.

Port Huron—G. C. Meisel, Oscar Hogan and Jacob Eichhorn have formed a copartnership under the style of Meisel, Hogan & Eichhorn to deal in dry goods. The officers of the company are as follows: President, G. C. Meisel; Vice-President, Jacob Eichhorn; Secretary and Treasurer, Oscar Hogan. Messrs. Eichhorn and Hogan have each been identified for several years with the dry goods house of the G. C. Meisel Co.

Escanaba—O. C. Curtis, for the past three years Secretary and Treasurer of the Mashek Chemical and Iron Co., and one of the most prominent young business men of the Escanaba district, has resigned his position and on June 1 went to Carter, to become Vice-President and Secretary of the Desmond Chemical Co. Mr. Curtis has also purchased an interest in the company and is considered to have been offered an exceptional business opportunity.

Detroit—William E. Riley was appointed temporary receiver of the William Reid Glass Co. May 26 and requested by Judge Swan to give a bond of \$5,000. The appointment came as a sequel to the petition of J. C. Widman & Co. et al. to have the Reid Co. declared an involuntary bankrupt. The creditors, Geo. W. Radford, Edwin S. Stringer and the Widman Co., claim that the Reid Co. owes \$15,000 which it can not pay. The Reid Co., in its answer to the petition, alleges that four notes held by Geo. W. Radford totaling \$15,000 came into his possession

wrongfully, and that the claim of Edwin S. Stringer for \$1,576.08 is absolutely without justification; that the company never engaged his services. The company requested that Riley be appointed receiver until Referee in Bankruptcy Lee E. Joslyn can hear the facts in the case and make a decision.

Manufacturing Matters.

Port Huron—The Port Huron Engine & Thresher Co. has again resumed operations and it is thought that by the middle of June a full force will be employed.

Houghton—John A. Cochran, manufacturer of soft drinks at L'Anse, will move his factory to this place, although he will retain his place of business at L'Anse as a distributing point.

Vanderbilt—Yull Bros. are building camps to log a large quantity of timber on the Mitchell-Belcher tract, six miles northeast of this place. The camps will be fitted up comfortably. The timber is on the Mitchell branch railroad connecting with the main line of the Mackinaw division of the Michigan Central and the logs will be railed out.

Menominee—Several shingle mill owners of the Upper Peninsula have been here and in Marinette during the last week trying to secure help to operate their mills for the year and have been unable to obtain any. Prices paid to shingle men are somewhat below that of last year and not near as much as their fellow employees in the lumber end of the mill.

Sagola—The Sagola Lumber Co. is developing a big farm near its mill at this place, and intends to raise all the hay and oats used in its logging operations and even to retail to local consumers. The company also owns the old Metropolitan Lumber Co. farm, six miles east of Sagola, and is clearing new land this year and has about 240 acres under cultivation.

Ypsilanti—The capital stock of the Homer Specialty Shoe Co. has been increased from \$5,000 to \$10,000.

Bay City—The Automatic Rotary Brick and Block Manufacturing Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$10,000, of which \$8,000 has been subscribed, \$2,000 being paid in in cash and \$5,000 in property.

Ripley—The sawmill of J. S. Pryor & Sons is in full operation with a full crew of men. The new planing mill building, 50x52 feet, has been completed and the planing outfit, which was removed from the company's plant at Houghton, has been installed and is running smoothly. The company expects to save considerably by having all departments of its plant together as both saw and planing mill will be operated by power from the same boilers.

Cadillac—The Williams Bros. Co. is considering the advisability of conducting a tenpin finishing plant in connection with its present plant. Two owners of similar plants have been in the city the last week conferring with the local company about

the matter. Tenpins in the rough are among the important output of the Williams Bros. Co. plants here and at Manton and if the finishing factory is arranged for it will be built in this city and the output of both plants would be made into bowling pins here.

Business Changes in the Buckeye State.

Cleveland—The Buckeye Awning & Tent Co. has been incorporated, with an authorized capital stock of \$20,000.

Middletown—The Fetzner Agricultural Implement Co. will remove to Springfield, Ill.

Alliance—The capital stock of the Alliance Gas & Electric Co. has been reduced to \$10,000.

Cincinnati—The A. M. Lewin Lumber Co. has been incorporated with a capital stock of \$150,000.

Gallipolis—C. W. Cox, dealer in dry goods, has made an assignment, his liabilities being \$14,000 and his assets \$30,000.

Hamilton—The Elite Baking Co. has been incorporated, with an authorized capital stock of \$16,000.

Marietta—Abiet Bros. have purchased the grocery stock of McPherson Bros.

Moundsville—L. A. Chalfant is succeeded in the confectionery business by S. J. Ganier.

Newell—Moore & Melvin have engaged in the undertaking business.

Sandusky—A petition in bankruptcy has been filed by the creditors of Gustav C. Kengalle, jeweler, whose assets are \$1,675.60, with liabilities of \$2,465.58.

Springfield—Fahien & Teban have embarked in the dry goods business.

Delta—The Fixler Trolley Stand Co. has been incorporated here, with a capital stock of \$25,000. The company will manufacture a new patented trolley stand for holding trolley poles on electric cars.

Trade Changes in the Hoosier State.

Churubusco—A meat market has been opened by Geo. B. Slagle & Co. Elkhart—J. J. Hoffman, grocer, has sold his stock to W. A. Griffith.

Farmland—The Bly Botkin Drug Co. has been incorporated, with an authorized capital stock of \$10,000.

Indianapolis—Roy Downs has purchased the grocery stock of Hall & Hall.

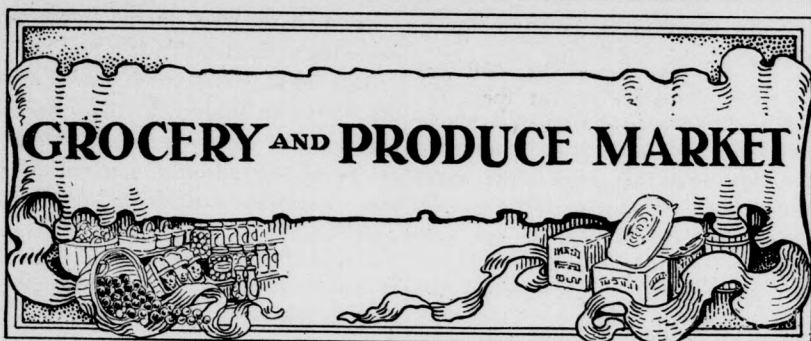
Ossian—The department store of Rector Bros. has been destroyed by fire.

Winchester—Ed. J. Hiatt succeeds F. M. Johnson in the drug business.

Will Erect a Coating Mill.

Kalamazoo, June 2—At a meeting of the stockholders of the Monarch Paper Co. it was voted to increase the capital from \$200,000 to \$300,000. The company proposes to increase the size of the plant and double the output. The company has been maintaining a coating mill in the machine room. A coating mill will be erected. Work on the improvements will begin soon.

He is always generous who has left his purse at home.



The Produce Market.

Asparagus—75c per doz. bunches for home grown.

Bananas—\$1.50@2.25 per bunch.

Beets—\$1.25 per box for Southern. Butter—The market is firm and unchanged. Butter arriving now is showing fancy quality and meets with ready sale, either for consumptive or speculative purposes. There will likely be a firm market at unchanged prices as long as the make continues as fine as now. Near-by creamery is getting scarcer and is selling on about the same basis as Elgin butter. Creamery is held at 24c for tubs and 25c for prints; dairy grades command 18@19c for No. 1 and 14c for packing stock.

Cabbage—Mississippi commands \$1.25 per crate. Tennessee \$1 per crate.

Carrots—\$1.20 per box for new.

Celery—\$1.25 per bunch for California. Home grown will begin to arrive next week.

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—Fancy are selling about on the same basis as a week ago. Present conditions are likely to exist for about two weeks, after which production will decrease and the market become firmer. Stocks of eggs in storage are about the same as a year ago. Local dealers now pay 13½@14c on track for case count, holding case count at 14½@15c and candled at 16c.

Grape Fruit—Florida commands \$5.50 for 80s and 90s and \$6 for 54s and 64s.

Green Onions—15c per doz. bunches for Silver Skins and 12c for Evergreen.

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

Lemons—Prices are firming up more and more as warmer weather approaches, but on account of the large supplies on the coast it is not likely that prices will rule very high the coming season. Californias are now held at \$3.50, while Messinas have advanced to \$3.50@3.75.

Lettuce—10c per lb. for hot house.

Onions—White Silver Skins (Texas Bermudas) command \$1.75 per crate. Yellows fetch \$1.50. The demand is heavy on account of the quality of the stock and the reasonableness of the price.

Oranges—The market is firm and higher on all sizes and varieties. Navels are nearly off the market, being now quoted at \$4@4.25 per box.

Mediterranean Sweets fetch \$3.75 @4.

Parsley—30c per doz. bunches.

Peas—\$1.75 per box for Southern grown.

Pieplant—90c per 50 lb. box for home grown.

Pineapples—Cubans command \$2.75 for 42, \$2.90 for 36s and \$3 for 30s and 24s. Floridas fetch \$2.75 for 42s, \$3 for 36s, \$3.10 for 30s and \$3.20 for 24s.

Plants—65c per box for cabbage and tomato.

Potatoes—Old command 65c and new fetch \$1.30 per bu.

Poultry—The list has shown some unimportant fluctuations during the week, mostly toward a lower range. Ducks and geese have been in good supply, while young roosters are mostly getting so staggy that they are not having much demand. Broilers and peepers are coming in finely with ready demand at fairly high prices for good-sized stock. Local dealers pay 9@10c for fowls and 25c for broilers; 10c for ducks and 15c for turkeys.

Radishes—15c per doz. bunches for Round or Long.

Spinach—60c per bu.

Strawberries—Ohio stock commands \$2.50@3 for 24 qts. Michigan (St. Joseph) stock ranges from \$2@2.25 for 16 qts. The crop is large and, with favorable weather, receipts will be heavy and prices low. Home grown are already beginning to arrive.

Tomatoes—\$2 per 4 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7½@9c for good white kidney. Prices have held steady, but the supply most of the time has been quite heavy and the market shows a weaker tendency.

One Point in His Favor.

A witty priest was once visiting a "self-made" millionaire, who took him to see his seldom used library.

"There," said the millionaire, pointing to a table covered with books, "there are my best friends."

"Ah," replied the wit, as he glanced at the leaves, "I'm glad you don't cut them!"

A. A. Johnson & Co., Sparta: Soap clubs and mail order house competition trouble us to some extent. Notwithstanding this fact, however, our business has been better so far this year than during the first part of last year. Our stock is about as heavy as at this time during the past few years. We believe indications point to a good future trade.

The Grocery Market.

Sugar—The market is weak and featureless, reflecting the twofold effect of a large stock and congestion in arrivals, together with dull trade conditions. The statistical position is strong and as soon as demand picks up prices may go higher.

Tea—The market is unchanged as to values. Demand is fair, but the volume of business is scarcely equal to last year. The market for new Formosas opened during the week on a basis slightly higher than last year. Even at the advance, however, the teas will probably be bought.

Coffee—Rio and Santos grades are without particular change, either in price or demand. Mild coffees are firm and unchanged. Java and Mocha are steady and unchanged.

Canned Goods—The demand for canned fruits is getting better and supplies are cleaning up fast, the market holding very firm. Pacific coast reports indicate that this year's crops will be larger than the average which will mean much lower prices the coming year. Tomatoes and corn look a little firmer on account of the very bad reports concerning the crops, which are not only backward, but delayed to a large extent. Corn is only just now being planted, whereas ordinarily the seed is gotten into the ground much earlier than this. The demand during the past three weeks has been very good and advances are expected by some. Prices on peas are strong supplies are scarce, and demand is good. The market on string and baked beans rules steady. Canned salmon is very firm and in better demand. Stocks are small. Advices from Columbia River indicate a very small catch thus far this season and if conditions do not improve materially, salmon prices will probably be high for another year. Sardines are firm and cove oysters are steady. No prices on future canned fish have as yet been named.

Dried Fruits—Apricots show no change, either spot or future, and the demand for both is light. Currants are in fair demand at unchanged prices. Raisins are dull and weak. Future citron is still in fair demand. Dates and figs are dull. Prunes are firm, but without further change in price. The demand is fair. Peaches are selling fairly well, at prices that still tend downward.

Rice—Reports from the South indicate that stocks are becoming very small. Good grades are hard to find and present prices will probably hold until the new crop arrives.

Syrups and Molasses—Compound syrup is dull and rules at unchanged prices. Sugar syrup is in fair demand at ruling prices. Molasses is not in particularly good demand, but is scarce and firmer.

Cheese—Receipts are showing more grass and better quality every week. Old cheese is about exhausted and the consumptive trade is now almost entirely on new. The general cheese market is selling 15 per cent. below a year ago, but the market

is very healthy, and if there is any change it will be upward.

Fish—Cod, hake and haddock are unchanged in price and in light demand. Domestic sardines are unchanged. New goods are obtainable in any quantity desired on a basis of \$3.10 Eastport. Spot goods are moving from hand-to-mouth, somewhat below when the sale is made from second hands, the packers' market. Salmon is unchanged and in fair demand. Prices on futures of some grades will be named soon. Prices on all grades of mackerel are nominally unchanged, but it is reasonably certain that any buyer of a good sized lot could obtain concessions. The demand for mackerel is light.

Provisions—Both pure and compound lard are selling well at ruling prices. Barrel pork, dried beef and canned goods are having a seasonable demand and a satisfactory trade is reported throughout.

Work Horses on Parade.

A horse show in which the animals exhibited are of the finest classes of driving and saddle stock is no unusual spectacle for our people, but an exhibition of work horses, those which toil six days in the week in drawing heavy loads, is something of an innovation in this city.

The quadrupedal servants of our toil are no less important than are the four-legged ministers to our pleasure, and the toilers had their innings this time.

Last Saturday there was a grand parade through the streets of work horses. The first exhibition of this sort was given in Boston a few years ago by a humane association there, and the idea has been adopted by organizations and citizens in many cities. Two hundred and eighty-two entries were made in the Work Horse Show, from which a good idea can be formed as to the interest and enthusiasm with which this idea, new to Grand Rapids, has been received. The Tradesman believes that a movement of this kind, which tends toward the education of drivers and the general improvement of work stock, should be heartily supported by the public at large.

The anthracite coal operators have decided to place 140,000 men at work and put in storage 10,000,000 tons of coal. This will give steady employment to every man in the coal region who wants work, for sometime to come, and it may prevent the danger that possible labor troubles may cause a scarcity of fuel in the future. The three-year wage agreement under which the miners are working expires April 1, 1909, and it is the desire of the operators to store before that time not less than 10,000,000 tons of coal in anticipation of any prolonged wage dispute. There is little hard coal in storage now.

The Dog's Way.

First Druggist—I call my dog "Tonic."

Second Druggist—Why?

First Druggist—He's mostly whine with a slight infusion of bark.

RUBE VS. DUDE.

It Pays, Sometimes, To Have Been the Former.

Written for the Tradesman.

"The clerk who stands like a stick behind his counter all day long is like the peddler who carried his pack around all day and at night complained that no one had asked him what was in it."

There's a young fellow in my store who could never, by the widest stretch of the imagination, be accused of belonging in the same category as the clerk referred to in the above.

When I got him I felt rather dubious—he looked like such a greenhorn. As a matter of fact, he was just from the country, so his appearance did not belie his late environment. After engaging the young Rube I was more than half inclined to change my mind. However, I thought that he couldn't be any worse than a certain other one of the clerks, whom I was just on the eve of discharging.

I decided to keep Young Hayseed just for the fun of the thing. If, by the rarest chance, he should make good I could let him stay on and fire the consequential incompetent Dude who considered himself IT; he regarded himself as the fellow of all the fellows for miles around. You could read it in his face, in his gait, in the pompous way in which he carried himself, in his manner towards the rest of the men in my employ. As for myself—well, he just tolerated his employer and that was all.

It was "Greek meet Greek," however, when His Dudship attempted to lord it over one of my clerks. That was a little woman who had looked after the store's interests most conscientiously for half a dozen years. That Dude would criticize her methods most harshly, expatiating on the fact that he never would have done a thing thus-and-so.

"Well, whether you approve of my methods or not," would exclaim the thoroughly exasperated little woman, "they sell the goods and that's what pretty much all clerks are hired for."

Having "met his Waterloo" with this unimpeachable statement the Dude would subside for a time, only to break out in a new spot of fault-finding.

One day the Rube, who had been contemplating drastic measures to eliminate such unnecessary scoldings on the part of the Dude Element of the store's clientele, literally took matters into his own hands by dragging the D. E. out on the lawn back of the building and turning the hose on him good and plenty.

"Now will you let that little woman live in peace!" demanded the Rube, while the D. E. spluttered, trying to escape the oncoming stream.

The next Saturday night the Dude drew his week's wages and left for parts unknown and we never saw him again.

After the Rube had cleaned up the Dude, matters settled down quietly to

business. He and the little old maid, who is eight or ten years his senior, are the best of chums, but with no thought of a possible marriage, as the disparity between their ages precludes the thought.

The Hayseed now has general supervision of the entire store. He got me to put in new shelving, counters and fixtures for the better display of goods. That was the first six months he was with me. The next thing we knew we were walking on a brand new hardwood floor, also a result of the persuasive powers of our Recent Acquisition. Then followed an appeal for a subscription to an authentic window trimmers' journal, and the store front soon began to take on new life. People commenced to stop and admire, whereas formerly the windows seldom could claim the look-in of half a dozen persons a day.

These and other changes were brought about through the influence of my new Hayseed, whose name now, after five years of steady and faithful service, reads, alongside of mine, on the sign over the door—only it isn't Hayseed nor Rube!

Sometimes it pays to have been a Rube.

This one, who started in my store with no money but, instead, fertile brains and willing and competent hands, made good, while his enemy, the Dude, may be ditch-digging now, for all I know.

I repeat:

It pays, sometimes, to have been a Rube. A. W. Fenton.

Good Sale That Was Made Wholly by Suggestion.

Written for the Tradesman.

Did you ever stop to figure out, Mr. Hardware Man, how much you and your clerks might increase sales in the tinware department?

Why, I know one young fellow who is in this department and the sales from his stock are just double what they were with his predecessor for corresponding months, right through the year.

There must be a reason for this. I will tell you what it is:

He goes out of his way to be pleasant to customers.

He does not simply ask them what they want and then shut up like a steel trap while he gets it, does it up, takes their money and hands back their change.

Far from that.

It's:

"Good morning, Madam. What can I do for you this bright and cheery morning?"

And then he looks at Madam with a smile that just fits in with his description of the weather.

"I want some little patty-pans," replies the lady, at once warming to a young fellow who can make something personal out of weather conditions.

"Right over this way, Madam.—Be careful of your nice dress on that nail there," he cautions as they round a box that some one has carelessly left in the aisle.

Tally No. 2 for a pleasant impression given by the young man.

"Now here we are at the patty-pans," beams the clerk, with an air as if he had personally conducted the lady on a tour around the world and landed her safely at her own doorstep. "Which kind do you prefer—tin or iron? We have both, as you see. Some people prefer the one, some the other. Things bake quicker in the tin, but the iron pans hold heat the longer."

Then there was his grammar—the lady noticed that the young man said, "the longer," in place of where a less careful clerk would have said, "the longest." Of course, good grammar doesn't sell goods—that is, all alone—but we do like better to deal

with a clerk who doesn't "murder the king's English."

This ideal clerk didn't end with the patty-pan subject. Without seeming to force sales—to "stuff orders," as 'twere—he adroitly fingered over several nearby articles of kitchenware, saying a word or two as to the special merits of each in regard to convenience for the one who gets up the substantials and eke the delicacies for the dining table. In consequence of this effective yet unobtrusive little running fire of culinary conversation there were sent to the lady's residence, that morning, aside from the patty-pans, which really were the only objects she intended purchasing at this special place of business:



M. J. Rogan

Representing the well
known and reliable
Men's Clothing House

**Solomon
Bros. &
Lempert**

Rochester, N. Y.

Will be at the Morton House

Grand Rapids

June 8 to June 12

showing his fall line of

Men's Suits and Overcoats

Out of Town Customers' Expenses paid

W. J. KIES

with

Weiss & Segal

Clothing for Boys, Ages 2½ to 20

18-20-22-24 Washington Place, at Greene St.

New York

Will be at the Morton House, Grand Rapids, June 8 to 12.

- 1 aluminium bread-mixer.
- 3 basting spoons.
- 1 sugar sifter.
- 1 china salt holder for gas stove.
- 1 china salt holder for kitchen table.
- 1 large dishpan.
- 1 small chopping bowl for parsley.
- 1 chain dishcloth for spiders.
- 1 large pancake griddle.
- 1 pancake turner.
- 1 soap shaker.

Mind you—pardon the repetition—these were all things that the lady had not the slightest intention of purchasing when she asked to see the patty-pans—there was several dollars' worth to the good for the store that might have gone somewhere else had not the clerk had a taking, a talking and a convincing "way wiz him," as that little devil of an Anna Held calls it.

Of course, every clerk is not the possessor of the "gift of gab," to use a homely old expression, and every clerk who has it has not a persuasive manner to go with the other gift. Also every lady is not so tractable as was this one, or has not the wherewithal to buy what she might like, no matter with how masterful tactics merchandise is brought to her attention. But, take it by and far, 'tis a fine thing for any store to have its clerking clientele composed of individuals who have good conversational powers and a personality that is sure to appeal to the trading public.

Philip Warburton.

Effects of Dining Out.

A certain gentleman prided himself upon the exactness with which he regulated all his duties, both in social and business life. One evening he had occasion to go out to dine with a business acquaintance.

"Don't wait for me," he said to his better half. "I may be rather late, but 'business is business,' you know, and it can't be helped."

The next morning the man of method was far from either looking or feeling well. At breakfast he sat toying listlessly with his toast and coffee, while his spouse sat stonily silent behind the coffee pot. The breakfast room clock was equally silent.

"Maria, my dear, there must be something wrong with that clock. I am sure I wound it up last night," remarked the husband.

"No," answered his wife, "you wound up Freddy's music box instead, and it played 'Home, Sweet Home' until 3 o'clock in the morning! The hall clock has also stopped and you have screwed your corkscrew right into the barometer!"

He Was Too Sly.

"But you confess, papa," protested the beautiful girl when the father showed indications of a desire to withhold his consent, "that you do not know of a single, solitary thing that is in the least derogatory to his reputation."

"That's just it," replied the old gentleman. "I don't like the idea of bringing anyone into my family who is so infernally sly as all that."

Suggestion Counts for Much in Salesmanship.

Written for the Tradesman.

If you talk about blandishments it reminds me of how I was inveigled into investing in a hair net the last time I was at the Beauty Parlor.

I was telling my chum how it happened and we agreed that the artful little minx of a hairdresser who sold it to me is "onto her job all right all right."

She had worked more or less silently—mostly less—on the nerve destroying task of extracting from my mop the hundred or two hairpins (of which one adds more and more as the time grows farther and farther from the day of the last dressing and the hair more and more tumbles down) when she insinuatingly remarked:

"You didn't have on any hair net."

"No," I said.

It was useless denying the soft impeachment, so I owned up immediately.

"Don't tell me you don't like them," she exclaimed, with the air of asserting that I was a Barbarian, a Nomad if I dared declare an aversion for the perishable trash.

"Oh, they're nice if one is going autoing, or buggy-riding in the wind, or on a journey," I admitted, half-heartedly.

"Oh, I think they're so nice—so very nice," purred she who gets a commission on everything she sells for the Beauty Doctor. "They keep the coiffure so smooth and lovely." (This in a tone that implied—if it did not state—that you didn't know what's what if you disagreed with her expressed opinion.)

I had to say, "Yes." There was no gainsaying her last statement.

The hairpins being finally removed from my devoted head to the shelf in front of me, to the very last mischievous rascal of a crinkler, the shampooing having been gone through—plus the drying, the oil glow, the curling and the Frenching (invention of the Devil!)—the wily cohort of the Beauty Parlor was proceeding to the most critical part of the art of which she is mistress—the wave over the forehead. Progressing from this through the various stages of arrangement she reached the place where the combs are adjusted.

With the central one poised daintily in dainty fingers, she said with the coaxingest of coaxing ways, and with a note of disappointment at a possible refusal:

"Now, Miss Kenyon, won't you just let me put on one of our strong nets? Your hair looks so beautiful now 'twould be a great pity to go out in this wind and spoil it all with straggling locks."

Did I yield?

What girl wouldn't, although I abominate those nets? They make a stiff, ugly outline out of an articulation that may be nothing less than perfection.

Now that girl is not only an artist in her chosen profession—she is an adept in subtlety; the subtlety that sells a feminine an article that she has had absolutely no idea of purchasing and, moreover, an article that

she detests. The girl doesn't know that I hate hair nets, so of course nothing can be laid to her door on that score; and I have been wondering why more clerks at notion counters do not follow some such tactics in the vending of hairdressers' merchandise. The former sell many of the goods in which the latter deal—hairpins, kid curlers, all sorts of metal crimpers, hair nets and the like, but they rarely have a word to say in favor of these articles. If you go along by their counter and your eye is attracted to some one or perhaps several of these things and you pause and look at them—or even finger them—do they ever appear interested and make any pleasant little timely remark about their convenience, etc.? Seldom. They let you pick up what you want in this line, hand it to them with the remark, "I'll take one of these," the clerk has it done up—or does it up herself, according to the rules of the store—and you walk off feeling somehow cheated as to what is coming to you.

Why couldn't the girl dig up out of her cranium some kind of a remark if it wasn't any more than: "This is a very good sort of a crimping iron—extra strong spring and yet easy to open." Even that morsel would start talk and pave the way for conversation about hairdressers' goods. She might know that if a customer looked at or asked for just one thing along this line she was interested in the subject and that possibly she would buy others of such goods were they brought to her notice.

The sale of half a dozen articles perhaps could be made if this course were pursued.

At any rate, if only one thing was bought on this occasion the fact that the clerk was a little bit companionable would predispose the patron to pick out your store the next time she wanted any hairdressers' articles. Suggestion goes such a long ways towards creating a want that it's always a mystery to me that more clerks do not avail themselves of this mental process.

Erminie Kenyon.

LUCK.

Written for the Tradesman.

Luck is a fiction, not a fact, In the affairs of man, The pluck to do, and nerve to act, Know not 'It might have been;' Man is the measure of his will 'T' aspire and act, his luck is nil.

Luck never built a Brooklyn Bridge, Nor sung a tender song, It stands for self and privilege, And recks no right nor wrong, A fluctuating spawn of Fate, Whose law is neither work nor wait.

To man no problem is so great, No object so remote, That purpose will not e'er create, From both his beam and mote, Resolving power to mould and bend All issue to its fruitful end.

Men strive, imagine, build, achieve, And thoughtless tongues define Their compensation—Luck—and grieve That laurel thus should twine Upon a brother's brow, alas, And their unfurnished temples pass.

A surge of pity fills my heart For him who can not work, Or him who, working, thinks in part, Whose judgment seems to shirk, For those who err, and fail, the ruck, Who always lay it onto Luck.

Lewis W. Guyser.

Taking the church as a fad does not make the life of faith.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

BRUSHES

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

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

CASH CARRIERS

That Will Save You Money
In Cost and Operation

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

CURTIS-LEGER FIXTURE CO.
265 Jackson Boulevard, Chicago

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.

The Perfection Cheese Cutter

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

Manufactured only by
The American Computing Co.
701-705 Indiana Ave. Indianapolis, Ind.

Established in 1873

Best Equipped
Firm in the State

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

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

PILES

CURED

...without...

Chloroform,
Knife or Pain

Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, June 3, 1908

AN AUDITORIUM OR WHAT?

The material phase of the convention hall proposition for Grand Rapids will prove the thing fatal to the enterprise unless the gentlemen most active, public spirited and sincere in pushing the matter are extremely careful.

There are a score or more of citizens who are each one able to subscribe for five thousand dollars' worth of stock in such a venture and who will readily do so if they can dictate as to the site upon which the proposed building shall be erected. And there are other scores who are able and willing to subscribe for five hundred to a thousand dollars of the stock if they can be assured as to the neighborhood of the site to be occupied.

Such subscriptions will be barren of even a suggestion of public spirit and no such proposition as a great public social center—such as an auditorium should be—can thrive except upon a genuine basis of public spirit and civic pride.

Not counting ecclesiastical structures, there are two beautiful ground floor auditoriums well adapted for platform and musical entertainments already in Grand Rapids, and either one of these assembly rooms will accommodate 600 persons with seats. For the reason that these halls are bound about by social conventionalities as private enterprises they would not in any way conflict with the idea of having one or two small halls in the auditorium building, and then, too, of course, the great room seating at least 5,000 persons would constitute the chief feature of such a structure.

But aside from the great and the small halls the building should contain a public gymnasium, plunge and other baths available at not more than 5 cents per bath, a large public reading room well equipped with current weekly and monthly publications. There should be bowling floors, billiards, basket ball, indoor base ball and numerous games available, such as chess, dominoes and

checkers, and all of these attractions should be, because of their cheapness, available to men and women, boys and girls at all hours at a cost not exceeding 5 cents per game or bath.

Such an establishment, thus equipped would become a true social center that would successfully compete with the streets, the 5 cent moving picture shows and the saloons and would not, probably, come within gunshot of being self sustaining.

It would not only attract great conventions, great orchestral organizations, great vocalists and great orators to Grand Rapids, but, better still, it would place our city in a unique position before the entire country as a community which provides all citizens with refining social privileges possible only, at present, to individuals having specific and liberal incomes.

If Grand Rapids has sufficient public spirit and brotherly regard to produce such an institution, it will be well worth to the city each year a 10 per cent. net interest upon a half million dollar investment. If such a quality of patriotism and democratic enthusiasm does not exist here, then the only thing to do is to trail along a mere imitator, satisfied with a "white elephant" which serves the few and is the perpetual jest of the many.

KEEP UP TO DATE.

The man who is not strictly on time with all seasonable goods is about as lucky as the one who goes one minute behind the time to catch the train. He may happen to find a customer who is a little behind-hand himself, but this is just a chance. Besides, the man who is a little behind in buying is often a little behind in paying. The choice customer wants his goods on time, as a rule.

There is a season for many of the staple articles in almost any business. The grocer would now scarcely stock up on onion sets or garden seeds. Neither would the hardware man expect to reap the profits from the sale of corn planters which were in demand a month or six weeks ago. Now he knows that the mowing machine and horse rake are of more interest to the farmer. He knows, too, that if they are not on hand at the proper time he will look elsewhere. With crops to be saved, the money maker on the farm is not going to wait two or three weeks for you to order what should be on hand in season, ready for him to make his selection.

Keep the ball rolling. Trade will not be brisk unless you constantly push a little. Anticipate the needs along the lines you handle and get ready for them. Better be two weeks in advance than two days behind. If you are early it reminds those inclined to procrastinate of their coming needs, and they are more apt to hustle themselves and make the most of a bargain. With all the hustle, do not fail to get goods which are worth the money you must ask. "Value received" is a good local trademark.

THE QUEEN BEE.

What a month for the farmers of Western Michigan was the month of May with rain storms every Monday, Wednesday and Friday in the month and wind storms and rain the remainder of the month and—then some.

And what a month it was for the retail merchants.

As though to bear out the oft-repeated assertion that when the farmers suffer all lines of business suffer, the condition of the highways in Michigan during the month of May was simply execrable. The farmers were not only unable to haul loads to town, but often found it impossible to "go to the store critter back," as they say in Kentucky. All spring farm work was kept back and spring stocks of merchandise did not begin to move until it was time for midsummer openings.

Indeed, it has been officially asserted that it was the worst month of May that has been recorded in Michigan during the past thirty-five years. And yet, what of it?

Practically the same comments are heard annually and yet Michigan farmers and Michigan merchants appear to be about as prosperous, well satisfied and agreeable as any in the land. It is not so much a matter of weather as it is a question of temperament.

Taking it by and wide Michigan is thoroughly well beloved by her people and the way to discount all conventional comments by grumpy people is to make a carefully bitter criticism of specific characteristics of the commonwealth or her farmers or retail merchants. Then it is that one finds out very promptly that he has "another think coming." Then it is that our merchant or manufacturer or farmer calls a halt and informs you that there is no average of annual climatic conditions superior to those of Michigan; that she has the most industrious, thrifty, clear headed and prosperous men and women in the land and that Michigan is the queen bee of as intelligent, hospitable and contented a lot of men and women as can be found anywhere.

ANTICIPATE YOUR NEEDS.

Even the largest and best equipped houses are sometimes out of certain articles, but every dealer should endeavor to keep on hand at all times the leading staples in his branch of the business.

The housewife who sends to the grocery in a hurry for a pound of coffee or a loaf of bread when company comes unexpectedly is pretty certain to express her opinion of the store which does not have it. More, her neighbors hear about it and seek elsewhere in an emergency.

Equally vexed is the man who calls at the hardware for ten-penny nails, only to learn that they are out of that size but have some eight-penny. These will not answer, and the man goes away wondering why people can not keep what they pretend to sell. True, there are special cases which may be excused, just as the farmer may be sometimes excused

for letting the flour get dangerously low before going to mill. Yet these are often due more to lack of foresight than to anything else.

During the strawberry and other fruit canning season the groceryman will naturally expect a greater drain on the sugar barrel and should prepare for it. He knows or can soon learn whether most of his patrons use granulated or coffee A for this purpose, and should be ready for them. The dry goods merchant should carry a good stock of black and white thread of medium sizes at all seasons, but during the spring and fall dressmaking period there will be needed additional variety in the prevailing tints.

To fail in keeping standard articles of the trade betrays a lack of interest, enterprise and judgment which at once leads to the question of efficiency.

THE BUSINESS CALENDAR.

In all popular summer resorts the calendar for the season is early placed in the hands of local hotels, restaurants and dealers, who make their plans accordingly. The same foresight may be in a measure accomplished in every place of business, resulting in preparation that is ample and more satisfactory as well as more profitable returns.

What is your biggest week of the year? Is it Old Home week, fair week, holiday week, or what? Every town has some special attraction, more or less modified by local conditions. Whatever it is, make this the pivot upon which to swing your profits.

There are other days or weeks of less importance, yet still worthy of more than passing notice. Yet your stock is in quantity and in shape. Advertise it in the local papers from one to three weeks in advance of the date, giving descriptions and prices. Fill your show windows with the most attractive material. You may not have room to display all the new things as you wish; let the goods given prominence be representative, and those interested along special lines will ask for more complete information.

Be sure that you have clerks enough to serve all within reasonable time. One of the most severe criticisms that can be offered is that customers must stand for hours and then possibly go away without being waited upon. Get clerks who know how and are willing to hustle in an emergency. The listless, don't-care manner of some during special sales has lost more than one good patron. Willingness to serve should always be included in good salesmanship.

Speaking of affinities—there is the baby just nicely and cleanly dressed and the coal bucket temporarily forgotten and allowed to remain in reach.

Time settlement is mostly a matter of education. If you talk cash, you will get cash. If you talk time, cash settlements will be impossible.

Sighing for a lost Eden will not make a new earth.

INDUSTRIAL PEACE.

Work of the Employers' Association of Grand Rapids.*

One of Nature's fundamental laws seems to be that there is a cause or reason for the existence of everything or condition. Through all stages of human development this law can be traced and be made to account for the varied phases of life as found in the social and business world of to-day.

Turning our attention to the material side of life we observe that business is built up almost entirely on trust and confidence in our fellow-men, the natural result of which can be described in two words, association and organization.

Without association and organization there can be little progress beyond the efforts of the individual, who, finding himself hampered in carrying out alone the plans which his busy brain has evolved, concludes that he must have the assistance of others. Having once seen a reason, based on necessity, and acting thereon he has begun the work of organization.

There are reasons, several of them, for the existence of the organization known as the Employers' Association of Grand Rapids, and we wish, in the outset, to emphasize the fact that the prime reason is not that we may become a powerful fighting machine, but, on the contrary, that we were called into being as a peace body for the purpose of maintaining industrial peace in our beautiful and much loved city.

We endeavor to assist in building up our industries, which are the heart, arteries and veins of the community through which flows the life blood of commerce so essential to the city's welfare and progress.

In carrying out the plans, those charged with the work have always been prompted and governed by the motto, "Live and let live." That this statement is true or not we must leave to public sentiment to decide.

Another prominent reason for our existence is in order that a labor bureau may be maintained where those seeking employment can register, and where the members of the Association can record their labor wants.

This bureau is absolutely free as regards fees. No applicant for work is required to pay a penny for any service which the office can render him. We have no black list or white list. Applicants are not even asked if they are members of a union or not. They are only required to give their name, address and experience in the class of work for which they apply. An earnest and sincere effort is then made to place applicants among those of our members who are on record as desiring their particular kind of services. Failing in this non-members are thoroughly canvassed until, in many cases, success is attained and the applicant set to work.

By this means the work is centralized in one office and men are saved time and car fare that would otherwise be spent in looking over the entire city for work.

When first organized the Labor Bureau was conducted on somewhat narrow and restricted lines with the benefits confined to members only, but of late years your Executive Committee has managed its affairs on a broader and more liberal basis, and the office system has been very much simplified.

Women applicants are given all the aid possible in finding work, and in every conceivable way our efforts are put forth to serve employers and employees alike. We even go so far as to do the local and foreign advertising desired by members who are in search of labor along special lines.

This broad gauged humanitarian

By non-members (men) 988
Total 2,910
Men sent to members 2,340
Men sent to non-members 921

Total 3,261
or 73 per cent. of male applicants for work were sent out to fill possible positions. During the same period in 1906 this percentage was but 57 per cent., showing a substantial increase in the work of the office. It may surprise you to learn that these figures are nearly double those of the Chicago Employers' Labor Bureau for a like period.

We would like to be able to tell you just how many of these men were hired by members, but can not do so, for the reason that when a

who go to swell our list of members.

Each sub-division is entirely independent of the others in managing its own affairs and electing delegates to serve on the Executive Committee of the Employers' Association. The number of delegates which each may elect is based on the combined pay-roll of the members comprising the sub-association. The Executive Committee is charged with the responsibility of carrying out the plans of the Association, the most important work being the Labor Bureau before mentioned.

As a Committee we have endeavored to protect the legitimate interests of each of the members, and at the same time be just and fair to their employees. If we have made mistakes in the work please remember that we always invite your kindly criticisms and suggestions. I take this opportunity to testify to the careful and conscientious services rendered by the members of the Committee during the years that are past.

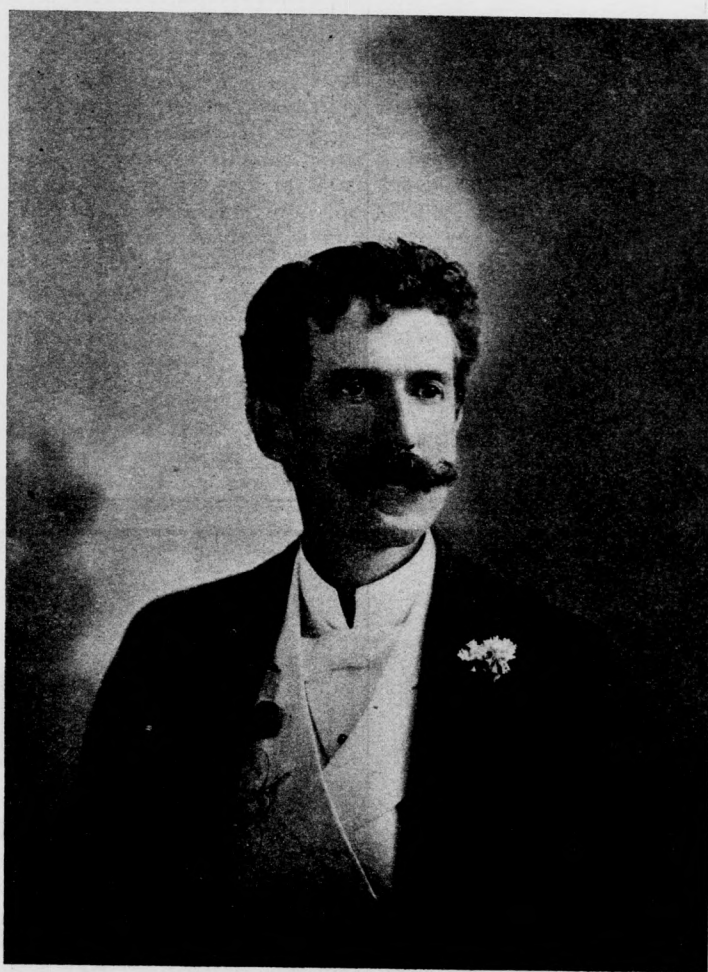
When you consider the membership of the Executive Committee and realize that your needs are being served by such men as Messrs. John Mowat, Geo. G. Whitworth, Geo. A. Davis, David Brown, L. A. Cornelius, W. R. Fox and Willis F. Stanton, you can feel that they are doing their level best for you. These men have a standing and reputation in business circles that command the respect and support of all, and I trust that you members present appreciate their painstaking efforts as fully as does your President.

You may not know that this Association stands unique among similar associations of the country, that it has a reputation which extends to many industrial centers in distant states. A number of letters and several personal calls have been received from those seeking information regarding our organization, particularly the Labor Bureau, because the latter is carried on in a simple and effective manner, without complex machinery, and at such small expense when compared with most labor bureaus of the country.

While we stand for the open shop we do not uphold unjust, dishonest or tyrannical treatment of employees. We believe it is the right and privilege of every working man to sell his labor in the highest market, and to exercise his constitutional liberty in selecting his employer. Your Committee would just as quickly condemn a member for unjust and harsh treatment of his employees as we would condemn labor for lawless destruction of life and property.

Working men, whether skilled or not, have the same right to organize as have employers, and by all lawful means to seek to better their conditions, but they have no moral or legal right to use force and violence, nor to incite others to do so to prevent a man from earning his bread in any honest way, simply because that man does not choose to belong to a union.

Conducted on legitimate and conservative lines organization has been



Daniel W. Tower

policy, we are pleased to state, has gained the confidence of the working men, who, through lack of confidence, often fight shy of labor bureaus. In addition we have also gained the general support and cooperation of our members, who now register their labor wants before looking elsewhere.

To give you an idea of the work of the Labor Bureau we quote from the report covering the six months from May 1, 1907, to November 1, 1907:

Personal applicants at 21 Fountain street 4,463
Written applications 113
Women applicants 293

Total 4,869
During this six months there were wanted (men) by members 1,922

member or non-member finds the man who suits him he nearly always forgets to report that he has hired one of the men whom the Labor Bureau has sent him.

Fuller details will be given by Secretary Campau in his report, but in passing we would state that the results of the Labor Bureau alone would justify the continued existence of this Association even if there were no other reasons.

Our membership at present is comprised of the following sub-associations: Furniture Manufacturers, Employers' Association, Grand Rapids Metal Trades Association, Printing Trades Association, the Team Owners' Association, and in addition there are a number of miscellaneous individual manufacturers and firms

*Annual address of Daniel W. Tower delivered at banquet at Hotel Pantlind May 27, 1908.

and can be of great benefit to the working man. If all labor leaders were as level headed and as sincere in the interests of those they represent as is John Mitchell, the late head of the miners' union, or if they all co-operated with their employers as thoroughly as does the Locomotive Brotherhood there would be little cause for adverse criticism at any time.

On the other hand if a few of the great corporations who have so ruthlessly disregarded the national and state laws in the past can be forced to deal justly with the public in general, and labor in particular, there will be less ground for the complaints that are heard from the great army of wage earners that there is one law for the rich and another for the poor.

It is inspiring to look over this audience and consider that you are by your pluck and energy giving employment to nearly 70 per cent. of the factory workers in the city's industries. You gentlemen in round numbers represent 100 firms, and probably three-fourths of you have arisen from the ranks and have at one time been wage earners in the very concerns you now manage or control with credit to yourselves and our city.

Personally, I am not ashamed but am proud of the fact that for ten years I carried a dinner pail and answered the 7 o'clock whistle at two of our largest factories.

Can it be truthfully said by critics that you men who now constitute

the largest part of the membership of this Association have changed ideas, as to what is right, honest and just between man and man, simply because you are now employers of labor instead of employees? I claim not, that you, as individuals or as members of this body, mean to be and are fair to those to whom you give employment.

The average working man is a pretty decent sort of a fellow and has manhood enough to not want a part of his wage in the form of gifts or benefits that on the surface appear to be an addition to the amount which he knows is his due. What he wants is just what he has earned and is rightly entitled to according to the ability and skill he possesses in his chosen line of work.

In the past the greatest source of contention between employers and organized labor has been the level wage scale, which put a premium on incompetency and handicapped brains and ability. By this means the indifferent and incompetent workman is paid more than he can honestly earn and the man with exceptional skill and dexterity is held down and not allowed to be paid more than the fixed scale of his particular trade. He may know in his heart that he can earn more if allowed to, but he can not receive the increase because he is under a rule.

There are many indications that these conditions will soon undergo a change, for already some of the unions are agitating a classified or graded wage scale based on ability and

training. This is a hopeful sign and will do much to draw employers and employees into closer relations, resulting in benefits to both.

While not speaking for the Association as a whole it is my personal opinion that differences of long standing between employers and employees will eventually be satisfactorily settled by some form of profit sharing or co-operation. Just how this will be consummated I do not attempt to predict, but there are even now many concerns throughout the United States who have some such plan in practice with satisfactory results; in fact, I understand that there are a few firms in this city that have a system of profit sharing with employees and who consider the system a good one. In a way we believe that whatever benefits the employee will by reflex action be beneficial to his employer and the city in which he resides.

To that end we will mention some ideas for work that have been suggested in committee meetings. Not all have originated with our Executive Committee, some have come to us from outside, but all are worthy of your consideration and your advice is solicited in relation to same.

The Saturday half holiday which is now granted by many firms could be made almost universal by united action, resulting in good to all concerned.

If there are faults in the so-called loan shark laws, allowing offenders to escape punishment on technicalities, we can as a body become a

powerful factor in having the law strengthened and enforced, thereby protecting the sick and unfortunate against these human leaches who fatten on the distress of others.

Better transportation facilities for our employees to and from their homes, especially during the morning and evening hours is a fit subject for your attention.

Insurance, both fire and accident liabilities, is of vital importance to employees. Combined effort might result in getting more favorable rates on both classes than is possible with individual effort. Increased fire protection and extension of the fire limit may also be considered.

Industrial education, particularly the broadening of the school work in manual training and the encouragement of boys to learn trades, should be fostered by this body.

What an opportunity exists for some man of wealth to found an art school especially fitted for teaching design as applied to architecture, interior construction, furniture and metal work. If there is present this evening a member who is acquainted with such a man of wealth, resident or non-resident, he should not let that man join the Great Majority without having used his influence with him to leave as a monument such an institution as we mention.

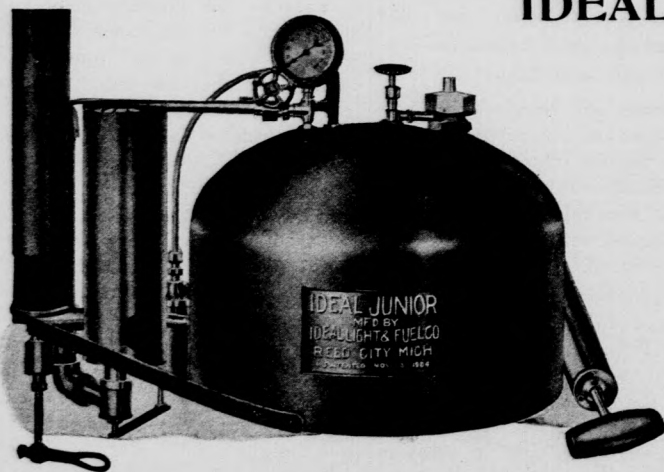
Child labor, thank God, is almost unknown in our city's industries, but we can use all the influence we possess as an Association in forcing Congress to pass a national law that will adequately protect the young and

We Light The Store

**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 and that always makes 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.



IDEAL LIGHT & FUEL CO.

REED CITY, MICH.

W. R. Minnick, Michigan Sales Mgr.
Grand Rapids Office, 363 Houseman Bldg.

Complete
Catalogues
and
Prices
for
the
Asking

We Light The Home

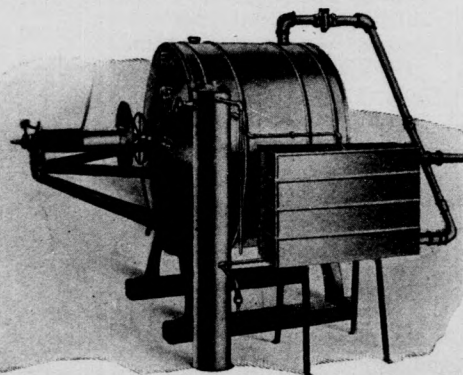
66% Less Cost Than City Gas

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.



innocent, a law which is so sadly needed at present in some sections of our country.

Our national emigration laws have proven ineffective as they do not prevent a great many of the undesirable element from Europe from flocking to this country, where they work for very low wages for a time under conditions in life that no self-respecting American working man would consider. After accumulating a sum which seems to them a princely fortune, many of them return to Europe. During their stay here, however, they have sadly demoralized conditions in the labor market. It is the duty of all employers' associations who have the welfare of our country at heart to seriously consider amendments to the emigration laws.

There is no use denying the fact that state laws providing for the inspection of factories have accomplished much good, bettering conditions, and adding to the safety of life and limb throughout the manufacturing world.

During the year 1906 the railroads of the United States managed to kill 7,090 people. This is an awful showing and one that we should all be ashamed of. An united effort should be put forth by such powerful forces as employers' associations to urge the Government to control and supervise all common carriers to the extent that this terrible slaughter should be reduced to a minimum.

It is a great relief to turn to the record of our city as recently made.

The Factory Inspector reports there is a total of 21,000 wage earners in Grand Rapids. This includes factory hands, clerks, office help, railroad employes, etc. During the last seventeen months out of all the small army of workmen employed in our factories there was but one man killed through accident. This speaks volumes for the care and attention given by your members to the safety of your employes.

Before closing this report I desire to pay tribute to the exceptional ability and energy shown by your General Secretary, Mr. Francis D. Campau, and to Miss Lillian Williamson, the attendant at the Labor Bureau.

Mr. Campau has been untiring in his efforts to forward the work of the Association and has, by his tact and fairness in dealing with every problem presented, demonstrated that he is the right man in the right place, and I would request that in future the members of the Association become better acquainted with the work under way.

Mr. Campau is ever ready to listen to suggestions or complaints that have not reached the members of the Executive Committee, and is willing to offer legal advice to the members on matters pertaining strictly to relations between employers and employes. He has, by his ability, won the confidence and respect of the Executive Committee, and I believe I am expressing the individual opinions of its members when I state

that his work has been of great value to the industries of this city.

Miss Williamson, in a modest and unassuming way, meets every applicant at the Labor Bureau, discharging her duties in a courteous and businesslike manner. Her memory of faces is remarkable, and I would further state that the Association would lose a valuable and faithful employe if she should yield to some of the inducements that have been held out to her to go to labor bureaus in other cities.

I trust that you will overlook our shortcomings and consider that it has been no light burden that the members of the Executive Committee have had to bear during the years that are told. We have devoted valuable time to your work, often at considerable personal sacrifice.

As for myself, I am a plain man from the plain people and I trust too much will not be expected of me.

Now just a word to each member: You have with few exceptions supported us loyally, your complaints have been few and your serious criticisms still fewer. During a period of great business depression you have gone about your daily tasks with energy and courage that have been inspiring to all with whom you came in contact. When orders have been few and far between instead of being "quitters" you have stuck to your work and with smiling faces and strict attention to business been instrumental in turning the tide of adversity. Your whole attitude and

spirit shown during these trying times have been beautifully expressed in a few lines by some poet whose name, I regret to state, is unknown to me:

Better to weave in the web of life
A bright and golden filling,
And do God's will with a ready heart
And hands that are swift and willing,
Than to snap the delicate minute threads
Of our curious lives asunder
And then blame Heaven for the tangled ends
And sit and grieve and wonder.

Ground Broken For Large Addition.

Monroe, May 26—The Monroe Binder Board Co. has broken ground for two buildings, in addition to the large plant now in operation. One building, 75x108 feet, will be an addition to the finishing room and extend to the south of it, while the other, 24x50, will connect the drying room. Like the other buildings of the plant, this will be of concrete block, one story high and well lighted. These will make a floor space of nearly 50,000 square feet under cover when completed.

Saginaw Merchants After Trade.

Saginaw, May 26—A large party of prominent Saginaw merchants and manufacturers left Sunday evening on the steamer Flora for a trade campaign of bay and lake ports between here and Detroit. The Flora left twelve hours ahead of schedule to give the junketers more time for their work. They will return home by rail via Port Huron.

LIKE A QUICK SELLER? THEN STOCK

Post (Formerly called Elijah's Manna) Toasties

You run no risk of loss. We guarantee the sale of Retailer's stock, for we do not consider Post TOASTIES sold until they reach the consumer.

THIS GUARANTEE, coupled with "merit," good profit and continuous advertising to create demand, makes a quartet of excellent reasons for pushing Post Toasties.

Post Toasties food is made from pearly white corn, cooked, rolled into thin flakes and toasted a golden brown. Its delicious, crisp, toasty flavour tempts the appetite morning, noon and night.

"The Taste Lingers"

Supplied by All Jobbers

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

NOT SO BAD.

Business Conditions in the Different Parts of Michigan.

For the purpose of definitely ascertaining actual business conditions in Michigan, the Tradesman recently sent a list of questions to fifty leading merchants, and already over forty replies have been received. The merchants were asked to compare their volume of business during the first four months of 1908 with the corresponding period of a year ago; also compare the present size of their stock with that carried three or four years ago.

The latter question was asked for the purpose of determining, if possible, whether or not retailers were carrying heavier stocks than usual.

Out of the forty replies there are but two or three instances where stocks are a trifle heavy, while the remainder of the stocks are perfectly normal. A few say their stocks are lighter than ordinarily, but in no case is there any report of stocks larger than the actual requirements of the trade.

Two-thirds of the merchants replying have done about as much business thus far this year as they did during the corresponding period a year ago and a few show increases of from 5 to 10 per cent. The best reports come from agricultural communities, although reports from merchants located in manufacturing towns are also good excepting in places where factories are running lighter than usual. From these points a few merchants write that business is from 5 to 10 per cent. below the first four months of a year ago and one or two extreme cases show a falling off in business of 20 per cent.

Every one of those writing expresses enthusiasm over the prospects for fall business.

Some of the replies are printed herewith, as follows:

Lubben & Rankans, Coopersville. Business for the month of April was ahead of any month since we have been in here, during the last three years, and we have done over \$800 more cash business since January 1 than during a corresponding period last year. Our stock is about as large as at that time. From present indications we believe that business will be fairly good in the future. Catalogue house competition interferes with us very little.

Geo. M. Brooks, Stanton: Our sales during April this year were \$1,000 larger than in April, 1907, and \$2,500 more from January 1 until now than during the same time in 1907. I have about \$1,000 more stock than a year ago and look for a good summer trade. I find that catalogue house competition encroaches on our sales. I am only combatting in a general way.

J. W. Milliken, Traverse City: Did not do as much business during February and March this year as during those months the year before, but

April has been a much better month. I look for good business this year unless there is a crop failure. I feel no inconvenience from the competition of catalogue houses.

Godfrey Gundrum, Leroy: From January 1 until the present time my sales are 20 per cent. less than during the same period last year. My stock is also about 20 per cent. lighter than a year ago. I believe business will be dull during the summer. Catalogue house and premium soap club competition is making inroads on my trade. I am doing nothing to combat it because I think people will stop sending orders to these houses when the novelty has worn off, as it is sure to do.

Kuyers & Mast, Stanwood: Since January 1 our business has dropped off about \$400 from the amount we did during the same months of last year. Our stock is about as heavy as last year and I hope to have about the same amount of sales this year as last. Both catalogue houses and premium soap clubs depreciate our sales. We do not know what to do to fight this competition.

Chas. F. Sears, Rockford: Business so far this year is not quite as good as during the same season in 1907, but we look for a better trade. Our stock is about as heavy as it was last May. Considerable catalogue house merchandise comes here and the soap clubs are quite active. We are doing nothing special to ward off this competition.

F. H. Smith, Fremont: My business is falling off each month and my stock is pretty heavy, as a large amount of my winter goods is left on my hands. I think my stock is about 20 per cent. heavier than a few years ago, but I look for pretty good trade in the future if the heavy rains do not injure the fruit crops. I am somewhat troubled with catalogue house and premium soap club competition, but try to sell better merchandise for the same money.

Abram W. Stein, Elmira: Business so far in 1908 has been fully 10 per cent. better than during the early part of last year and my stock is not within 10 per cent. as large. As the standard of wages is lowered, my trade is not quite as heavy as last year, but by extra effort I am selling as much or more than ever. I sell for cash and pay all bills weekly. Catalogue house and premium soap club competition are interfering considerably with my trade, but I think I have made some of my customers very sick and disgusted with them. I am willing to help down this competition.

G. F. Cook, Grove: My stock is lighter than a year ago and my trade is better so far this year than last. Prospects for business are better than a year ago. I have very little outside competition, but I take some popular and well known things that

will be noticed and go the catalogue man a little better. So far it has had the desired effect.

P. Medalie, Mancelona:—Trade so far this year as compared with the same period last year has been very good and my stock is about as large as last year. I think it has been about the same the last three years. Indications for future business are good providing the potato crop turns out well. I am not troubled badly with catalogue house competition or premium soap clubs. I attribute my good business to the fact that my heaviest competitor is burned out and will not resume business until next fall.

Cole Bros., Kalkaska: We see no material change in business since January 1 of this year, and trade is running about the same as a year ago. Our stock is not as large as at that time, and we are reducing it wherever we can consistently. Indications are not as good for future business owing to the decline in lumber products and our factories failing to put in as large a supply of logs as usual and the likelihood of being obliged to shut down for six weeks or two months during late summer or early fall. In regard to catalogue houses, we make it known generally that we will gladly compete with their prices plus the freight from the city here. Occasionally a party brings their catalogue in and we sell them a bill of goods from the catalogue and they are so much better pleased with the goods than they are where they have to send their money in with the order and take what they receive that the next time they want goods they leave their catalogue at home and take our word for prices and quality of goods. We pay very little attention to the soap club question. It is rather a hard proposition to get around. If any one has this question solved would be glad to hear from him.

J. A. Phillips, Grant: April shows a large increase in our business; in fact each month since January 1 has been better than the month preceding. My stock is about 20 per cent. larger than a year ago. Farmers about here all have money and are spending freely, so that indications are for good future business. Soap clubs are strong, but Chicago catalogue houses are losing ground. I am combatting this competition in a quiet way.

Louis Caplan, Baldwin: My April trade was less this year than last, but from January 1 business was a little ahead of the same period in 1908. My stock is larger than last year and is about double what it was a few years ago. Indications for future business seem to me to be good. Catalogue house and premium soap club competition has been pretty strong, but has been checked to a great extent, although it still exists. I do a great deal of advertising and

try to convince the people that they get the best bargains at home and am satisfied with the result.

A. B. Case Co., Honor: Trade with us is all right, and so far this year, is as good as last. Our stock is nearly as large as at this time in 1907. Indications for future business are good. We are troubled with soap club and mail order house competition, but we use our customers courteously and sell as reasonably as possible, thus trying to overcome these competitors.

W. K. Pringle, Muir: Mail order houses and soap clubs cut in on our trade, but we are doing nothing to resist this competition. With dry weather we hope to have a good business from the rich farming country tributary to Muir. Our stock is about as large as at this time last year and the months of January, February, March and April show a gain of about 5 per cent. over the same months of 1907.

Glarum & Classens, South Frankfort: We are buying stock in small lots and often. Farm and fruit prospects are good, but the lumbering outlook is not so good. Soap clubs have been worked quite hard, but are dying a natural death, as people are getting tired of paying 35c for coffee which they say is no better than a 15c or 18c coffee. Our stock is about as heavy as at this time last year considering the fact that we have our spring and summer goods bought ahead. We have had about 10 per cent. increase in our business so far this year over that period of last year.

Otis Miner, Lake Odessa: I am troubled more or less with mail order house competition and soap clubs, but do all I can to hold my customers by advertising and according them fair treatment. I think indications point to a good average business. My stock is about as large as at this time last year and trade since the first of the year is 10 per cent. heavier than during the first part of 1907.

H. A. Potter, Ovid: I am not bothered with competition from catalogue houses or premium soap clubs. Indications for future business are good and my stock is not as large as in May last year. Our sales so far this year are not quite up to what they were last year at this time on account of the bad weather.

Thomas A. Carten, Ionia: I am somewhat inconvenienced by catalogue house and premium soap club competition, but undertake to match and undersell them in every instance where I come in contact with it, and I advertise the fact that I do so. I think too many merchants are asleep at the switch on this thing. My sales so far this year show an increase of about 10 per cent. over the same months of last year. My stock

Come to Grand Rapids Merchants' Week

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 for 2,000 People

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 after that date the caterer will not permit us to change the number of plates ordered.

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

HEBER A. KNOTT,
Chairman

H. C. ANGELL
F. L. BLAKE
M. B. HALL

L. M. HUTCHINS
SAMUEL KRAUSE
F. E. LEONARD
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W. K. PLUMB
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GUY W. ROUSE
J. J. RUTKA
JOHN SEHLER

JOHN SNITSELER
D. C. STEKETEE
F. E. WALTHER
FRANK WELTON

is about the same as at that time.

Geo. E. Seaman, Bailey: My business so far this year has been about 20 per cent. better than during same period last year. My stock is larger now than at that time. Indications for future business are favorable. I am doing nothing to ward off catalogue house or premium soap club competition, although it inconveniences me to some extent.

W. W. Pearson, Newaygo: Indications for future business are good, although trade from January 1 until now is about 20 per cent. less than during the corresponding period of last year, owing to the fact of the cement plant being shut down four months. I am troubled somewhat with competition from mail order houses and premium soap clubs, but am not trying to fight them in any way.

Jas. Bristol, Ada: Indications are that business will run about as it has in the past. My stock is about as large as a year ago and my cash sales for the month of April were only \$7 less than during the same month last year. I feel very little competition from catalogue houses or premium soap clubs.

Chas. P. Lillie, Coopersville: I have done a little over \$1,000 more business during the first four months of this year than during the same time last year and I think my stock is about the same. My trade depends largely on the crops. I think trade will be about the same as it is during most political years. My customers say nothing regarding catalogue houses or premium soap clubs, and I do not know whether their competition hurts my business or not.

Wilcox & Godding, Eaton Rapids: Our stock is about as heavy as it was a year ago and business since January 1 has been about 25 per cent. lighter than for the same period in 1907. We are unable to account for the present decrease in business, as this is a farming country and farmers are making money. We are bothered by both catalogue house competition and premium soap clubs. To overcome this, we use mailing list and quote lower prices than the soap houses, but we do not give prizes.

E. R. Collar, Lowell: I am doing nothing in particular to combat mail order house or premium soap club competition, although I am considerably bothered with same. I do not consider indications for future business very good. My stock is not as large as it was a year ago. There has been little difference between so far this year and last, although the month of March was better this year than last.

F. W. Hubbard & Co., Hartford: Our stock of merchandise is not so large now as it was a year ago and business has been about the same so far this year as it was during

same time last year. Crops generally will be good, but the peaches are gone, which were a big item with our customers. Mail order house and premium soap club competition is felt by us and the only way we are endeavoring to overcome same is by advertising good reliable goods at fair margins.

LaDu & Baldwin, Coral: Our trade for the first four months of this year amounted to within \$110 less than it did for the corresponding period of last year; however, business has fallen off considerably during May, due, we believe to the heavy rain which has put the farmers back with their work. Catalogue houses cut into our trade on cream separators to some extent, but otherwise do not affect us much. We endeavor to show people that they pay just as much in nearly all cases for what they buy through such firms in friendly talks at times when they are not prospective buyers for any particular article and we believe we have done more to cause our trade to patronize home dealers than we could have done by any other method.

The R. G. Peters Salt & Lumber Co., Eastlake: Business so far this year is ahead of what it was up to this time last year. Our stock is about as large as a year ago. Although it is some heavier than a few years ago we are doing a greater volume of business. Mail order house or premium soap club competition troubles us very little.

Barnhard Mercantile Co., White Cloud: Business so far this year has been equal to last year up to March 1, but from that time on has run about 15 per cent. less. We have bought very light on all cotton goods, so our stock is much lighter than last year. We think the outlook for business is good. If farm products command fair prices trade will be good. We are bothered considerably with catalogue house competition and premium soap clubs. This is a hard question to handle, although we talk the matter over with our customers and try to show them the many reasons for buying at home.

Wright Bros., Hastings: Our business has run behind about \$100 per week since last year as compared with the same space of time in 1907. Our stock is larger and better assorted than a year ago and is about 10 per cent. larger than it was a few years ago. Our chances for fall trade are good providing the farmers have a good harvest, which looks very promising at present. We feel that peddlers and mail order houses interfere considerably with our trade and we are now forming a business men's league here and are going to have our city attorney draft some new ordinances, and will try our best to stop peddlers, soap clubs, etc.

C. L. Kimball & Son, Crystal: Our sales for the month of April were

**Sixty-Six
Years of
Superiority**

**KINGSFORDS'
OSWEGO CORN
STARCH**

Acknowledged by the best cooks everywhere to be indispensable in the making of fine desserts, delicious sauces, soups, gravies, filling—dainty cooking of all kinds.



All Jobbers

**T. KINGSFORD & SON,
Oswego, N. Y.
NATIONAL STARCH CO., Successors**

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.**

\$175 less than in April of 1907, while from January 1 until May 25 our sales have fallen short by \$269 from our sales for the same period of 1907. In the spring of 1907 we had a fair stock of men's and boys' clothing, which we have closed almost entirely out and have had very little clothing trade this spring. Our assortment is not any larger than a few years ago, having cut out clothing, making it that much smaller. If crops turn out well we think trade will be on the basis of last year. We are troubled to quite a large extent by catalogue houses, but think the soap clubs are not as numerous as last year. We are doing all we can in the way of meeting their prices, but in many instances we do not get the opportunity to compete.

L. C. Madison, East Jordan: I think I did more business for the month of April than I did a year ago and from January 1 until now it has been about the same as last year during the corresponding period. My stock is about as large as it was a year ago and I think it is about 25 per cent. larger than it was a few years ago. Prospects for future business are quite flattering, although most of the manufacturers are running with less help and shorter hours. I am troubled with considerable competition from both mail order concerns and premium soap clubs. I am doing nothing to ward off this competition. What can a person do? I agree to sell as cheap as any catalogue house, freight added, to my patrons. I think the more you say about them the more you advertise their business.

A. M. Kobe, Hart: The volume of my business January 1 of this year to the present time is about the same as during the same period of 1907. My stock is larger than at that time, but indications for future business are good. I am troubled to some extent with catalogue house competition and soap clubs and am selling ten bars of good soap for 25 cents.

Mrs. J. C. Neuman, Dorr: I have had only about half the amount of trade at my store this year compared with the same period last year. My stock is not as large as at that time. I try to please my customers, but that is the only effort I have made to combat mail order house or premium soap club competition, although Sears, Roebuck & Co. receive some orders from here. However, many of those who order merchandise in this way are disappointed in their purchases and have discontinued sending for more goods. Indications for future business are doubtful on account of the great amount of rain.

The latest about bats is that they migrate like birds. This has been definitely proved by observations in Washington, where large numbers of them were seen flying in broad daylight at great elevation. They migrate regularly in the autumn and in the spring.

Magic Mirror of London Inventor.

Lift up your eyes and enjoy a peep into London or Peking. That is what you can do with the lynnoscope, as claimed by John Wellesley Lynn, the inventor. These are the achievements he records for the marvelous mold of his brain. It allows people in London to see any one in America instantly. It reflects any written message at once to the most distant places. It enables any person to see right through any human being or solid substances as if they were not there. The lynnoscope consists of three distinct instruments. They are used in reflecting images like a mirror, and are not connected by wires or worked by electricity. These instruments are the operator, the transmitter, the receiver. The operator is like a large square box with a hole at each end mounted on the end of a telegraph pole, while the transmitter is a similar box. It contains, however, a telescopic arrangement which focuses the image from the operator. At the other end where the image is to be reflected is another box-like arrangement. At one end it has a large brass funnel like a phonograph; and at the other a screen, on which the image is reflected as in a looking glass. All that is necessary in studying reflections any distance over land is to fix a transmitter on the highest available point, hilltop or a tower, and the image is correctly reflected in the receiver. It will be possible, declares Mr. Lynn, to present an actual reflection of the Derby being run to an audience at a matinee at any London theater. By this he means not a living cinematograph picture, but an actual reflection of the event. He has secured perfect reflections at a distance of 186 miles and he has photographed scenes eighty miles away. He experimented at Buckingham palace and made a niece of a famous English artist apparently invisible. A curious accident helped him to the solution of a scheme he had worked on for nine years. As he experimented in his laboratory with his apparatus he found that he was looking through carpet and floor to a transmitter in the cellar. He thought there was a hole in the floor, but there was instead a magic in the machine. Mr. Lynn has been awarded a diploma for optical discoveries and is ready to show what he can do before any committee of scientific experts.

The Standard Oil investigation has brought out the fact that the first bottle of vaseline was made in Ohio. The discoverer was Dr. Charles L. Morehouse, of an old Ohio family. Vaseline is a sort of by-product of petroleum. Nearly half a century ago Dr. Morehouse was in the oil business in Ohio. This was at the time John D. Rockefeller was getting his beginning. It was in the sixties that Dr. Morehouse, while carrying on some other experiments, discovered vaseline, and a bottle of it was exhibited at one of the Ohio State fairs, where it was awarded a medal.

\$

Dollars in store for the grocer that pushes

Holland Rusk

(Prize Toast of the World)

The public wants it and all the grocer has to do is to sell it—taking a good substantial profit.

Large Package Retail 10 Cents.

Holland Rusk Co., Holland, Mich.



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.

Our "Leader" Fireworks Assortment is a Winner. - - Price \$8.50

PUTNAM FACTORY Grand Rapids, Mich.



The Silent Partner

In most concerns the silent partner takes no active part in the conduct of the business, simply allows his money to be used and at the end of the year takes part of the profits.

The McCASKEY ACCOUNT REGISTER SYSTEM is the BEST SILENT PARTNER any merchant can get. It's a WONDER WORKER.

It takes care of the accounts.
It compels your clerks to be CAREFUL and ACCURATE.
It stops all forgetting to charge goods.
It eliminates disputes.
It pleases your customers.
It draws NEW TRADE to your store.
It brings in the CASH faster than any two-legged collector.
It gives you complete information about your business.
It gives you complete proof of loss in case of fire.
It is always ready for work, is never late.
It is never cross or tired.
It don't draw any salary or take any share of the profits.
Mr. Merchant, don't you want to get rid of some of the hard work you have been doing? If so, GET A McCASKEY.
Drop us a postal for information—it's FREE

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex Duplicate and Triplicate Pads; also the different styles of Single Carbon Pads.

Agencies in all Principal Cities.

A WOMAN'S WAY.

Why She Likes To Come To Grand Rapids.

Written for the Tradesman.

I live in a rather small city within fifty miles of Grand Rapids, and really do more trading in the latter place than in my home town.

I'll tell you how it is: I buy all my staple supplies where I live. I divide up the cost of these among three or four of our best stores. In the spring and fall of every year I lay in between \$25 and \$50 worth of necessities for the house, in the way of linen for the table, for the kitchen, for the bathroom, besides sheets and pillow cases and an occasional bedspread, dresser scarf or pair or two of muslin curtains to freshen up the sleeping surroundings.

I can generally suit my requirements very nicely on any of these goods at our own stores. But when I want something extra fine along any of these lines I don't depend on our home establishments, but hie me to Grand Rapids, where the person is, in truth, hard to suit if she can not please herself with the lovely things to be found in the Valley City stores.

Sometimes our own tradesmen demur quite strenuously when they hear of something fine that I have picked up in Grand Rapids, saying that they could have ordered for me anything I wanted; but there is a great satisfaction to any woman, if she has some money to spend on what appeals to her taste, be it wearing apparel or objects of household decoration—I say, there is a deal of enjoyment to every such woman to "shop around" and find for herself just what she likes best.

When I go up to Grand Rapids I always carry along my list, that I may have been six or eight weeks in making out. Items are never carelessly jotted down thereon. Although my husband is what might be called "well fixed," I am not what would be considered extravagant for one in my position; however, I like pretty things as well as the next one, and I always buy first-class quality in everything. I don't get the most costly, but I am not the person to put up with shabby or shoddy material of any description.

The way I do with my Grand Rapids shopping, I watch the daily paper from there—my husband thinks he could not get along without it—and when I see that special bargains are to take place, I make a mental note of their dates, and then plan my trips accordingly.

Perhaps the so-called bargains are wonderful ones, perhaps not; at any rate a bargain sale has this advantage: there is always a greater variety of goods spread out for patrons' selection and consequently you don't have to bother the clerks to display a lot of merchandise for your especial benefit.

In suits, coats, shirt waists, etc., I am always able to secure a nice bargain at the end-of-the-season Grand Rapids sales. I get much better quality then for my money than I do at the beginning of a season;

and as I am a "medium sized" woman I am not difficult to fit. When I come home with my new togs my friends always seem to think I am very lucky in my findings. And that is so.

Sometimes a lady friend goes up to Grand Rapids with me, and then the time passes all too quickly for both of us. We go around to all the stores, lunch together at the Pantlind and likely as not are given a spin around the residence portion of the city by some friends who own automobiles, or through that delightful young forest known as the Garfield Maze.

This Maze is owned by Mr. Charles W. Garfield, one of Grand Rapids' most philanthropic citizen-bankers. Not content with the donation to that city of the splendid Playgrounds, he has given up to forestry, of which he is the most ardent lover, the planting of ten acres to many varieties of Michigan trees to see which are best adapted to this particular climate. The wildbirds are glad he included in that planting the mulberry trees, for whose fruit they have a remarkable affinity. And this charming Maze is open to the entire public. Mr. Garfield is so generous, so unselfish, that when people profusely thank him for the great enjoyment he has conferred on them he emphatically insists that "the pleasure is all his." Truly a benefactor to his generation is this Mr. Garfield.

Also our auto friends give us quite often the treat of a drive through John Ball Park, and those are, indeed, Red Letter Days with us.

In addition there is the Museum, where one may spend a profitable hour or so; and the frequent exhibits of famous paintings at the Ryerson Public Library just north of Fulton Street Park give the visitor something to think of for many and many a day.

We can hear at Grand Rapids such noted lecturers as Professor Charles L. Zueblin, of Boston, several of whose recent stereoscopic talks on Civic Beauty I was fortunate enough to be able to hear.

Then there are matinees and other entertainments the like of which we do not ever have in my home town.

If one stays over Sunday there are dozens of churches of countless denominations, where one may hear expounded any kind of religion that most appeals to him.

If one likes best to be fed on The New Thought, which comfortable doctrine is very attractive to some sinners just at present, one may get all one wants at some of the popular churches.

If a person "feels under conviction" he may go down to Mel Trotter's Mission on Market street, a block from Monroe, and "get religion" in the "good old-fashioned way." If he have religion already, or the "old-time religion" isn't "good enough" for him, he at least will be interested in seeing Mr. Trotter sway a vast audience—composed of nearly every stratum of the city's life—by his wonderful personal magnetism. At the Mission drunkards

are helped on their feet again and again—no matter how many times they stumble. Here others deep in sin have a hand extended when everybody else's is turned against them and are assisted to obtain honest employment. At the Mission—which nearly every one in Michigan has heard of as having been rescued from the Devil's clutches when it was the old Smith's Opera House—many a man "gives testimony" that he used to find his chief pleasure in attending variety performances in that very house, whereas now he is "trying his level best" to have all his old associates come there and gain the "peace to the soul" that is sung about again and again by the congregation. Society women go home from the Mission with less frivolity in their hearts and the desire and determination to live not wholly to their own amusement. More than one business man, by Mr. Trotter's burning words, has "got a vision" of something besides mere piling up of gold; that he owes more to his family than a grouchy footing of unwelcome bills and continual absence from home: and these men are now fulfilling an entirely different "mission" for themselves than the one that formerly enthralled them. And the way they sing at the Mission! Well, 'tis said on very good authority that the roof has to be spiked down regularly on Monday mornings—attributable to the well-known fact that "Mel will make 'em sing, whether they can or not!" And they sing—'twould do your soul good to hear the Missionites. Every time I go there I get inspiration for good that helps me all the time in my daily home life. Whenever I come up to Grand Rapids I manage to go and get a fresh supply of religious enthusiasm.

Now I think I have given a number of "good and sufficient reasons" why it is both pleasant and profitable occasionally to visit the Furniture City of the World. I. Taulksom.

Finance and the Markets.

Nothing about a metropolitan newspaper shows more plainly a high degree of organization than an accurate and comprehensive report of the world's markets. As might be expected, The Chicago Record-Herald covers this field in the same satisfactory manner that is characteristic of the paper's entire news service. It tells its readers every day what consols are worth in London, what money and stocks are worth in New York, what wheat and the other grains are worth in Chicago, Kansas City, Minneapolis and the other markets and presents in addition accurate information on the events and conditions that determine these values.

The Record-Herald is the only morning paper in Chicago having its own special correspondent to cover the New York stock market. George S. Beachel's letters report the daily movements of the New York stock and money markets in a way that shows the writer's close association with the men who rule in those affairs in Wall street. Equal atten-

tion is devoted to the Chicago stock and financial markets and to the daily movements of prices on the Board of Trade. The "Speculative Gossip" and the notes that record Wall street and LaSalle street happenings contain many a line that shows a bit of the real "inside" history of the various markets. The Record-Herald makes it a point to cover in full the financial reports of companies and corporations and devotes particular attention to banking interests in Chicago and the West.

Good Report From the Sawdust City.

Muskegon, May 26—That the industrial situation in Muskegon and Muskegon Heights industries is becoming better each day was gained from the bright prospects sent out from concerns the last week.

The J. T. Simonson Co., handlers of iron, machinery and mill supplies, reports the trade increasing. The concern is just now installing a 250-horse power engine in the works of the new Badger Woodenware Co., at Boyne City, Mich.

The Browne-Morse Co., manufacturer of cabinets and sectional bookcases, last week closed a contract for \$30,000 worth of goods to be made up for one concern. The order will keep the institution in operation for some time and more are expected to follow.

The Alaska Refrigerator Co. is busy making up and shipping the huge ice boxes that are now known the world over.

The Rogers Iron & Boiler Co. will hereafter operate the plant with Muskegon river power from the Grand Rapids-Muskegon Power Co. and a 45-horse power dynamo is being installed. Many other manufacturing institutions report business in good condition with excellent prospects for the future.

Kalamazoo Sore on the G. R. & I.

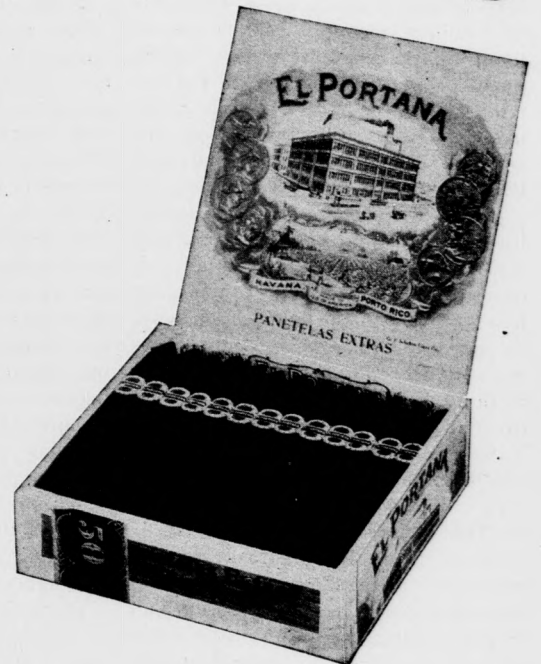
Kalamazoo, May 26—The Kalamazoo Commercial Club proposes to take up the cause of the Grand Trunk & Western Railroad in its effort to secure an entrance into this city. For more than a year the Grand Rapids & Indiana Railroad has opposed the coming of the Grand Trunk into this city. The latter railroad purchased the City Inn property, a large tract of land in the center of the city and close to the Grand Rapids & Indiana tracks. The G. R. & I. company, learning of it, blocked entrance by building more than half a hundred switches on land over which it would be necessary for the Grand Trunk to build. Business men are much wrought up over the attitude of the G. R. & I. officials. A committee of fifty business men has been named to call on the G. R. & I. officials and protest vigorously against the high-handed tactics of the road and its attorneys.

She Had.

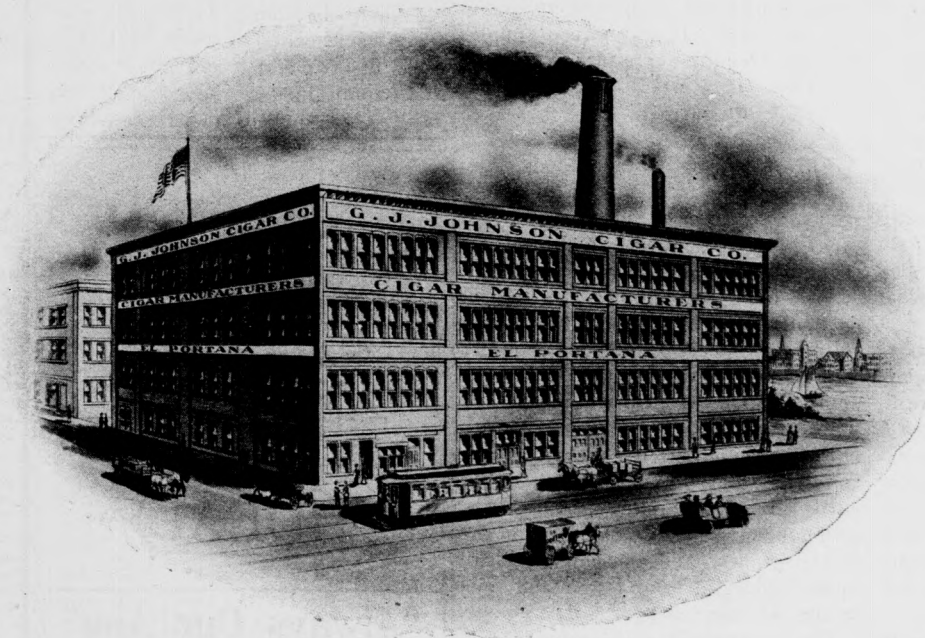
"I have never loved before," he said.

"Well," she replied, "I am not running a kindergarten."

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

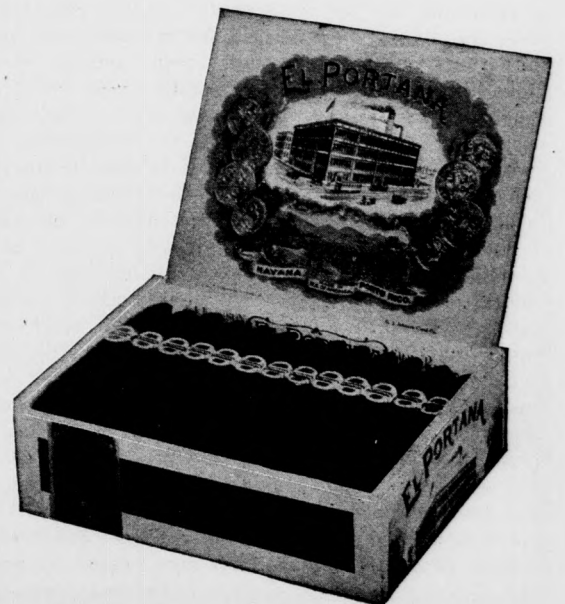
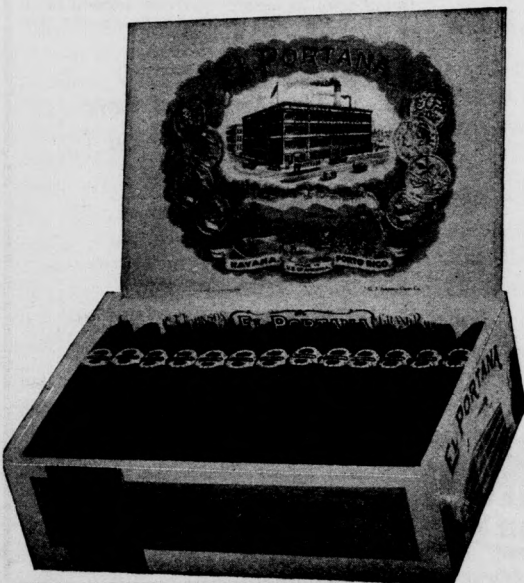
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



CLOTHING CONDITIONS.

Business Not So Bad as Complaints Would Indicate.

Following close upon the financial readjustment, already evidenced in easier money and the more normal condition of some kinds of securities, business is slowly seeking its proper level. Depression is being swept away by real liquidation and real buying. And, while the spirit of economy and conservatism yet remains in the shadow of the turmoil, most people seem to feel that the tempest has passed, although realizing that they must go slowly, lessening their purchases of goods and, while sailing along close-hauled, like the careful sailor who would sooner lose a little time than risk carrying too much sail while the skies are still unsettled, are confining themselves more strictly to the business in hand, selling what they have, and getting out of debt in real earnest. The clothing business has for some time been in process of liquidation, which, if wisely carried out, will result in readjustment that should correct the errors of the past.

The Value of a Good Name.

Out of it all there is no doubt that one of the most important results of the experiences had is the way that retail clothing merchants have come to regard standard manufacturing organizations, and the live, new school element in the clothing industry. To-day the clothing manufacturer is being considered from a new standpoint. Manufacturers and retailers have been brought to a realization as never before of the value of a name that stands for honest dealing and straightforward methods. As one important merchant factor expresses it tersely, "To-day it is knowing when buying just what you are going to get."

Fall orders with the aggressive standard manufacturing concerns are running close to last year's, breaking even or showing slight gains. And the small live houses are breaking even and also making some gains, while the less aggressive express dissatisfaction with the business and complain that conditions are the cause of their falling behind.

Business Not as Bad as Complaints.

According to the statements of travelers, which are based on information obtained through their close intimacy with the merchants they sell, the falling off in retail business has not been as bad as the complaints. They claim not to have found matters as bad as the talk, nor as bad as they themselves expected to find them. Getting right down to figures with merchants in their offices, and going over their books together, salesmen state that they found that the complaints of very bad business were unwarranted by the actual amount of business done. Many cases have been cited to us in substantiation thereof, but one that will serve as an example of the real state of business affairs is this, and it is a good average of the conditions encountered by salesmen: The clothing merchant does a business

of \$100,000 a year, and is located in an industrial town where for sixty days during the period for which the figures were quoted the coal miners were on strike, and the general local conditions were bad for business. Yet between February 1 and May 1 the business of this clothier showed a falling off of only 8 per cent. from the amount done between the same dates in 1907.

Gains Through New Accounts.

Fall gains and good showings as compared with last year's figures have been made largely through the taking on of new accounts, and salesmen report that they do not recall a season before when there has been so much switching around by merchants to standard new line houses. The very fact that retailers are not overbuying, and that wholesalers are getting some increased business through new accounts, is healthy. In fact, many of the live manufacturing organizations have admonished salesmen against urging customers to buy as liberally as before, commending underbuying as the retailer's best policy. The new conditions which the clothing interests are facing, and the radical changes in styles, are said to warrant the course taken by buyers.

There is no doubt that the majority of dealers are buying short of their needs in the belief that additional stocks can be picked up in the markets later. It is because supplementary requirements are likely to be larger than usual that wholesalers look forward to an increased house trade this summer.

Not Buying Cheap Goods.

There is, perhaps, not a manufacturing concern that did not come out for fall with more higher-priced ranges of clothing than were shown in the lines before, and this is in particular true of many of the organizations specializing on popular grades, and more business has been done on the higher-priced lines. It seems, according to the reports obtained from different manufacturing concerns, that retailers have apparently carried over more of the cheap and popular-priced stocks than of the better grades, and consequently are buying more of the latter and curtailing on the cheaper sorts.

The statements of salesmen are to the effect that they found many retailers in different sections of the country, who do a large business and cater to a variety of trade, selling clothing at from \$10 to \$35, who have bought for fall little or nothing to sell below \$20, and, having the cheaper goods on hand in fair quantities purpose bunching it with the "stickers" of better grade for a clean-up sale at the opening of the next season, so as to get out from under this stock as rapidly as possible and then replenish from wholesalers' stocks as needed.

The Clothier as an Educator.

According to the consensus of salesmen's reports regarding the great trade outside of the big cities, they have learned from retailers that the \$10 clothes wearer has been educated to understand that a \$10 suit represents false economy, and that

by the outlay of a little more money this man becomes better dressed, gets longer service out of his clothes and is a better satisfied customer.

The retail clothier is the most important factor in the educating of the public to the intrinsic merits of ready-for-service clothing. And, as every season there are more and more men being won over from the custom tailor, and there yet remain more to be gained, it behooves every clothier to conduct a campaign of education with that end in view. There is room for great improvement in the advertising that is done by many retail clothiers, and while there has been a noticeable and very commendable improvement in the publicity done by certain ones who were very much in need of it, we would like to see the good work continued and know that it is spreading all over the country, for, according to the reports we receive of the good results accruing from better advertising, every merchant will find it pays to put out the best clothing advertisements he can possibly get this year. Get after the custom-tailored men especially.

Optimistic Over Improving Conditions.

There is a distinctly more optimistic feeling among Rochester manufacturers of fine clothing. In spite of rather slow selling early in the season many houses say they are up to 75 per cent. of their last year sales at this date, and they report that conditions are improving every day. This improvement is, how-

**"Always Our Aim"**

To make the best work garments on the market.

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

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

Write us for samples.

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



When you open your store in the morning do you do so with every account posted to the dot, ready for instant settlement, regardless of whether it is pay day or any other day?

When you close your store at night do you absolutely know that all goods sold during the day were sold at the proper prices?

When you open your store in the morning are you so equipped that you will be notified of every transaction that will take place in your store that day?

When you close your store at night do you absolutely know that there have not been any credits extended to customers who were not worthy of same?

When you open your store in the morning have you a system that will enable you to prevent forgotten charges?

When you close your store at night do you absolutely know that the clerks did not make any errors in the addition of any sales made during the day?

When you open your store in the morning have you surrounded your clerks with the kind of environment and conditions that will tend to keep them honest?

When you close your store at night do you absolutely know that no customer received any goods that you did not receive your pay for?

When you open your store in the morning is your system such that you can follow every C. O. D. sale until the cash is in your cash drawer?

When you close your store at night do you absolutely know that you have all the money that has been received on account and the customer has received a proper credit?

When you open your store in the morning do you do so under conditions that will eliminate 75 per cent. of the labor incident to old and antiquated methods?

When you close your store at night do you absolutely know how much you sold for cash and how much on credit?

When you open your store in the morning do you do so under a system that will insure profits and prevent losses?

When you close your store at night do you know how much you have expended for the day and what the expenditure was for?

When you open your store in the morning have you a device that will make from 600 to 6,000 selling suggestions per day both to your clerks and to your customers?

When you use an AMERICAN ACCOUNT REGISTER YOU KNOW morning, noon or night. The one system in all the world that both makes money and saves money for its users!

The American Case and Register Co.

Alliance, Ohio

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

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

Cut off at this line

Send more particulars about the American Account Register and System.

Name

Town

State

ever, spotted, for it comes from sections not so much affected by idleness of wage earners, and also from dealers who seem to be concentrating their purchases with a few good houses to a greater extent than usual.

The great amount of shifting accounts is benefiting the large, strong houses, and yet the small, compact houses, with a clientele among merchants who cater to the best trade, say that their sales to date are rather larger than they had anticipated.

Someone must be getting more orders than they are willing to state, if the remark of a prominent woolen salesman here on the eleventh tells the truth. He said his house is getting duplicate orders to the extent of a thousand pieces a day on an average, and had been for two weeks. That is full of significance to the trade, for it indicates a confidence in the late trade theory and shows that the alert manufacturers are providing for a rush of orders late in the season.

One house that is usually well informed said it expected enough of this late trade to bring its total up to a year ago, and is providing itself with fabrics along that belief.

Another feature that is helping the Rochester market is the popularity of fancy fabrics and extreme models in both suits and overcoats. This market is in the front rank with respect to its wealth of new designs, which are selling the best and, as usual, is a large user of the most fetching patterns in fine fabrics.

This is illustrated by the experience of one of the most progressive of the smaller houses last season, a house that plunged on browns and struck the popular chord so well that it received an uncommonly large number of duplicates. The head of the house said that one retailer ordered so many of these brown suits that they would not have been sent if he had not been a ten-day merchant.

Students of styles and tendencies in other houses had similar experiences, going to show that an intelligent grasp of the fabric situation means a maximum of prosperity even in these times.—Apparel Gazette.

Always on the Grafting Line.

Jackson, May 27—Presenting a letter signed "Business Agent Lee," of the machinists' union of Detroit, and alleging that they were soliciting advertisements for a programme of a convention of the International Union of Machinists to be held in this city next July, two persuasive strangers collected \$200 to \$300 from business men here and flitted from the city when an unusually inquisitive one made an enquiry of local machinists and found that no convention is to be held here. The police got on the trail of the confidence men, but they sneaked out of the city under the cover of darkness. The men masqueraded under the names of Sands and Hayes.

The man with many corns always wants to go barefoot in the crowd.

Got a Second Call From Opportunity.

There probably is no position in the entire organization of a modern industry that admits of more petty tyranny being shown—the kind of tyranny that leaves scars on men's souls—than does the job of foreman. On the other hand, the right kind of a man in this position can omit the hectoring and still achieve as good results as his more overbearing compeer. And sometimes by so doing he may cast bread upon the waters that will return to him after many days. The difference between the master and toiler is frequently dependent upon some caprice of chance and the favoring winds of fortune may veer at any time.

Jim was known as one of the best "straw bosses" in Packingtown. He apparently treated his men no better than the rest, still he got more work out of his gang than did his fellows. His formula was simple. He knew what a day's work was, and was willing to pay for it. The rest was up to the men.

Gives Young Lithuanian Place.

Into his purlieu came one morning a young Lithuanian whose entire stock of English was comprised in the brokenly expressed salutation with which he greeted Jim: "Please give me a job, mister." Jim looked the applicant over and his experienced eye at once took in the something different that distinguished the young foreigner from his fellows.

Jim replied in the universal language of a nod and turned over to the new man the general management of a truck that was idle near by.

He learned the new man's name was Anton, with a patronymic composed of a bunch of staccato sounding consonants. Most of the names on Jim's pay roll looked like a line of printers' pi; so Anton was not dissimilar in that respect.

In due time a numbered brass tag or check merged him and his name into the toiling mass of his fellows. Every morning he stood in line and called out his number, "411," as he passed the timekeeper's window. But there was a spirit in Anton that cried out at his submergence. Back in the land of the double headed eagle America had meant to him a land like Beulah; a land wherein labor was worthy its hire and worthy labor the only nobility. The promise of opportunity was the lure that brought him here.

Forgets All About Him.

With the aptness born of interest he picked up the new language and customs of the Americans. This found him favor in the eyes of Jim, who taught him many of the thousand and one tricks of the trade in the yards. He was Jim's assistant when he had been on the gang three years.

The company was one of the minor concerns of Packingtown and further advancement for Anton was nearly an impossibility, so Jim, after much scheming and wire pulling, finally landed his protege in one of

the large packing companies. Then the hurly-burly of business crowded the young Lithuanian back out of Jim's thoughts, save once when he heard that Anton had been made a foreman.

Then fate played a little trick on Jim. The trust reached out one of its tentacles and benevolently assimilated the little plant where he had worked for fifteen years. Following the time honored precedent in such cases, the plant was closed down and most of the force laid off, and Jim suddenly found himself dependent on the little mercies of men.

When the last hope was gone that the plant might reopen, Jim started out on a quest the like of which he had not been on for fifteen years—he was looking for a job.

He was 45, but how young the world suddenly seemed to have grown. Experience, accompanied by a few gray hairs grown in accumulating it, was below par. Young blood, push, and initiative were desired. Then the mere fact of his being jobless was a handicap to him because of its effect upon his courage.

\$12 a Week Looks Small.

Finally he got work as a checker in the same plant where he six years before had secured a place for the young Lithuanian. The \$12 per week—about half his former salary—would keep his family a few jumps ahead of the wolf, anyway. But he could not get over the feeling of being a member in good standing of

the Ancient and Dishonorable Order of Hasbeens.

His situation was made more uncomfortable when he learned that Anton of the unpronounceable surname was an assistant superintendent in the same plant. Thenceforward his object was to avoid his former employe and quietly strive to secure work elsewhere.

"Good morning, Mr. Smith," was the salutation that one day caused him to start at the uncommon sound of his common name. It was Anton, the assistant superintendent. There was nothing in his manner to suggest any thought of their changed relations, and Jim involuntarily warmed towards the man his pride had caused him to avoid. "Jim, I am looking for a good man to take Copley's place as foreman—he's going to Kansas City, you know—and I should be glad if you would take it," continued Anton.

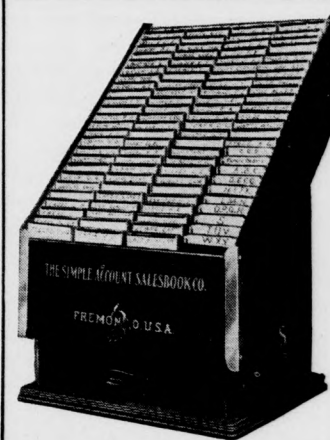
Jim's conflicting emotions admitted of a few incoherent sentences the gist of which comprehended an acceptance of the offer.

Then a long talk developed the fact that Anton had known of Jim's presence on the plant for some time, but he had not approached him until he had something to offer as a promotion.

So Jim got a second call from opportunity because he once had used judiciously the little brief authority that was delegated to him.

John D. White.

Why
In T—r
Don't Jones
Pay
His Bill?



Have you ever wondered why Mr. Jones does not pay at more frequent intervals?

Have you ever wondered why it is you have several **Bad Accounts**?

Isn't it a fact that you don't like to dun Jones, as he buys a great deal of goods from you and you are afraid you might offend him?

Isn't it a fact, also, you would have dunned Mr. Peck had you known his account had grown so large—but now it is too late, his bill has grown too large for him to pay, so he has left you and is trading with one of your competitors?

The Keith System gives your customer a bill with every purchase made, showing the total of his account to date. These slips are numbered the same as the originals in book form, which constitute your record.

The good customer wants to know what he owes at all times.

The good business man wants to know what the shaky customer owes at all times, so that he can stop credit before it is too late.

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.

HAS MADE GOOD.

National Wholesale Grocers' Association Justifies Its Existence.*

Fellow members of the National Wholesale Grocers' Association:

We must surely be the favorites of a kind fate and I congratulate you that "our lines are cast in pleasant places."

Hitherto we have held our annual meetings in the busy marts of trade, where the roar of industry made familiar music to our accustomed ears. But, enticed by the blandishments of our genial friends of the New Jersey, New York and Pennsylvania Associations, we have been lured to this incomparable city, where whispering winds and murmuring waters give us a realizing sense of the truth of the good old saying that "Variety is the spice of life."

It is a law of Nature that our mental processes are responsive to our material environment. We may therefore aspire to great results from our meeting of 1908, under the stimulus of the matchless beauty and limitless attractions of this premier pleasure resort of the Nation.

It is natural that this occasion and this assemblage should invite remembrance of the past, no less than contemplation of the future. Naturally, our minds revert to conditions which prevailed when we held our last meeting in Chicago, that mighty metropolis of the West. At that time buoyancy and trade expansion were rampant and the commercial pulse of the Nation was throbbing with feverish activity. Hope and confidence ran high and all the arteries of trade were congested with burdensome traffic. But even then the storm signals had been hung out by the far-sighted. Unwelcome admonitions to conservatism, from sources entitled to confidence, had been forthcoming, but were, as a rule, unheeded or laughed to scorn by the over-confident. It is needless to discuss in this presence the succession of events, fresh in our minds that followed in rapid succession. Suffice it to say that the crash came as a bolt from a clear sky. From a riot of activity to a paralysis of stagnation was the magic transformation of a few days. Extreme optimism gave way to hopeless pessimism. An insatiable demand for cars and commodities was succeeded by a surfeit of the one and a paucity of the other. But if the disaster was unprecedented in severity, in the decline of trade and the shrinkage of values, there is some compensation in the enduring lesson it taught us. Yea, more, it has left us a legacy of pride in the courage and fortitude of the American people in the face of adversity, and it has also given us renewed confidence in our resourcefulness in confronting and overcoming disaster.

My chief purpose in referring to this period of peril and misfortune is to give expression to the sense of pride that we all feel at the admirable manner in which the members of

our Association weathered the gale, demonstrating the soundness of their methods and the wise conservatism of their policies.

Happily, the rising sun of prosperity is again heralded on the horizon of the commercial future and we may soon contemplate the panic as an incident of the past and as only a bit of unusually rough road in our onward march to greater achievements.

So rapidly do events crowd upon each other in this age of restless activity that each of our annual meetings is an epoch-marking event in the history of our organization. We must not only keep up with the march of progress but we must lead the procession in commodity merchandising if we are to justify our continued existence and our title to the name we bear. It is a source of both pride and pleasure for me to state to you that our Association has "made good" as to all reasonable expectations or rational demands that could be made upon it.

Since our last annual meeting our ranks have been reenforced by many valuable accessions of influential wholesale grocers from all over the United States. This not only adds greatly to our efficiency, but to our prestige as well, and our organization now embraces a very large percentage of the distributing power of the wholesale grocery trade of the Nation. This fact confirms our belief that our Association justifies its existence by the results it achieves.

In this connection I will call to mind that at our last annual meeting we decided to work for the accomplishment of sundry purposes or measures which our interests and the interest of the public seemed to make it incumbent upon us to advocate and labor to accomplish. It is now my privilege to say to you that success has already rewarded our efforts in about 60 per cent. of the cases in which we have undertaken to bring about reforms and accomplish things decided on at Chicago. The credit for these gratifying results is largely due to the zeal and intelligent efforts of the several efficient committees in whose hands you placed the work in question. It is not my purpose, however, to anticipate the reports of these committees, which will be rendered in detail by their respective chairmen, but it is eminently fitting and proper that you should know from me how loyally and successfully they have served the Association.

Indeed, while the initiative of our Association in its organic capacity constitutes the motive power, so to speak, yet it is very largely through the machinery of our committees that we must obtain results.

In connection with the work of our committees we have had varied experiences and learned many things that will be valuable assets to us in our future endeavors. One of the most gratifying results of our united efforts is a growing recognition on the part of both manufacturer and wholesale grocer of mutuality of interest and dependence. The negotiations of our Association, through

our several committees, with the producers and manufacturers of the country, have given us a better conception of the impelling motives that govern manufacturers in their dealings with us. Through this means we have found that manufacturers and transportation companies, however large and influential, are as much creatures of circumstance as we are, and that their policies are dictated by the fiat of inexorable conditions as they exist and not by mere whim, avarice or arrogance, as is sometimes thoughtlessly and unjustly supposed to be the case. We have learned somewhat more definitely the tremendous responsibilities resting upon the shoulders of the administrative officers of these concerns and the conflicting currents of pressure brought to bear upon them from powerful opposing forces, necessitating, in many instances, a middle course between what they themselves would like to do and what is demanded of them by forces and conditions over which they have no control. Our committees are, therefore, more and more impressed as the months go by with the integrity of purpose of the great producing, manufacturing and transportation interests to deal equitably and fairly with us. This is, in fact the only logical conclusion, because we are just as important to them as they are to us. Anything that minimizes our activities retards their progress and hinders their prosperity. To handicap us paralyzes them. These facts, borne in mind, form the basis of negotiations predicated upon the wellbeing and the necessities of each. We have, therefore, learned that it is a mistake to try by harsh and unreasoning measures to coerce those whom we would influence. We have learned that faultfinding and crimination are not arguments. We have found that unenlightened and unintelligent contention for concessions or changes of policy incompatible with the interests and, possibly, with the continued existence of the concern with whom negotiations are pending erects an insurmountable barrier between us and the attainment of the object sought.

Again, trade is a game of give and take. When we ask a concern of magnitude to modify a policy that has won its success and established its prestige we will fail, and deserve to fail, in our purpose if we merely demand such change without supporting the request with cogent arguments showing that, while we will be accommodated and benefited, the best interests of the concern itself will also be enhanced.

This situation brings our Association face to face with the reciprocity proposition as to what we are going to do in consideration of concessions or changes of policy that we may seek at the hands of the producer and manufacturer. In this connection I am reminded of an incident that occurred at the White House during the administration of President Harrison. A delegation of statesmen from a neighboring nation called on him to negotiate certain matters of trade reciprocity. He

listened attentively to all they had to say and it appears that while asking for a great deal they had but little to offer in return. In other words, they wanted to swap a mole hill for a mountain. At the conclusion of their presentation of the matter President Harrison reflected a moment and quietly but firmly remarked: "Why, gentlemen, you have nothing to trade."

Now we are essentially tradesmen, and we know better how to trade than to do anything else, and it is, therefore, not wise for us when we want anything to abandon the trade proposition with which we are most experienced for diplomacy with which we are, possibly, less familiar. When we want something from the other fellow we will greatly increase our prospects of getting it if we have something to trade him.

In making a request or urging a demand much depends upon the viewpoint from which the conditions are observed and also upon the known facts upon which the demand is based. A demand that may seem reasonable to us from the information and data at our command, when laid before the manufacturer or transportation company, may be met with countervailing facts and arguments that will put the matter in another light and show conclusively that our contention is, in whole or in part, untenable, and that the thing asked for, if granted, would not accomplish the desired purpose, while causing possible loss and inconvenience to the concern from which the concession is asked. I make these remarks in justice to our committees, because it is impossible for us all to be present at the conferences held by our committees with concerns with whom negotiations are prosecuted, and hence we can not know in detail or feel the force of the countervailing arguments that are presented by the other side to the conference. And if we do not always get all that we ask for we should be encouraged by what our committees do get, and feel no disposition to criticize them for not always obtaining all that is desired.

It has been wisely said that all civic progress is the result of compromise. It should be borne in mind that the other party to the conference has opinions and rights which are entitled to respect, and if a compromise can be obtained, as a result of these counterforces, that is fairly equitable and just to each side, it is as much as commercial and political history would justify us in expecting.

To always get all that we demand might make us vain and arrogant and set us to riding recklessly for a very hard fall.

In general terms I may say that our committees have found the large interests indifferent to thoughtless criticism and unresponsive to anything having the appearance of threats or coercion, but always amenable to conciliatory approach and to intelligent argument based on facts.

Our experiences in this particular remind me of the old fable we learn-

*Annual address of William Judson at third annual convention National Wholesale Grocers' Association at Atlantic City, June 3, 1908.

ed in one of our readers when we were school boys. As the story ran, the wind and the sun had a dispute as to which had the more power and influence, and in order to settle the controversy they agreed to try out their powers on a lone traveler on the highway. It was agreed that whichever should rid him of his cloak should be the winner. The wind was to have the first inning and began to storm and bluster and beat mercilessly upon the traveler, throwing dust in his face and pelting him with sticks and flying missiles of all kinds, with the result that the traveler gathered his cloak the tighter around him and bid defiance to the gale of the wind god. Then the wind subsided and the sun burst through the clouds, shining quietly but warmly and steadily upon the traveler until he ceased to scowl and finally threw off his cloak and smiled with contentment in response to the winsome sunshine. Power and warmth had won against fuss and bluster.

Experience has confirmed in our minds the truth of the old adage that "Molasses catches more flies than vinegar," and the splendid results to which I referred at the outset of my talk have been achieved by our committees along lines of conciliatory negotiation.

Experience has taught us that in standing up for our rights and in demanding the recognition to which we are entitled it should be done without bravado on the one hand or fawning on the other.

When our grievances, claims or demands are presented with a force and dignity commensurate with the magnitude of the business interests we represent we are always sure of a respectful hearing and considerate treatment.

In this connection I want to emphasize as strongly as I can one vitally important duty; that is, when, through one of our committees, we enter into an agreement with a manufacturer or a transportation company that every member of our Association take a personal interest in carrying out our part of the agreement as faithfully as though it were a financial obligation. It would be a fatal mistake for the individual members of our Association to take a lukewarm interest in carrying into execution in good faith our part of any agreement into which we might enter, through the negotiations of one of our committees. It needs no argument to support the contention that, when an agreement is entered into and the other party carries out his part of it with fidelity, if we or any portion of us should treat our obligations in the premises with indifference we will find it a harder and harder matter to get corporations to enter into agreements of any nature whatsoever with us. In fact, the faithful and energetic discharge of agreements and obligations will be the measure of our success, our prestige and our usefulness.

Just here the thought occurs that it would be a good thing to always deal with each other along the lines that experience has taught us to deal with the big corporations. Per-

fect candor, frankness and sincerity in dealing with each other at all times will mitigate a multitude of our ills.

It was my privilege at our last annual meeting to call attention to the vast amount of gratuitous work done by the jobber in handling staple commodities without profit. I pointed out that this was indefensible from any legitimate viewpoint. It is a preposterous proposition that we should invest large capital, maintain expensive establishments, employ expert department heads, gather the commodities of the world into our warehouses, take the risk of doing business and then lay down to our customers a large percentage of the staple commodities we handle without profit. By so doing we rob ourselves of profits to which we are entitled, minimize our importance, cheapen in the eyes of the public the service we render and lower the standard of commercial dignity. But the leaven is working. We are waking up to our shortcomings as well as our opportunities. If I mistake not, the death knell of profitless business will soon be sounded. Jobbers are not only getting tired of doing a large volume of business for nothing, but they are getting ashamed of it as well. When once we fully realize the enormity of this offense against good, plain, everyday common sense the practice will be discontinued. The retailer will be benefited by such a course because stability in prices will follow the withdrawal of the bad example of the jobber. The whole catagory of confusion, subterfuge and misrepresentation which grows out of this practice will disappear with its abandonment, and the whole fabric of the grocery business, both wholesale and retail, will be lifted to a higher ethical plane and placed on a more stable and profitable basis.

As to matters of legislation, it is my privilege to report to you that we have been largely instrumental in bringing about legislation in the interest of both ourselves and the public. The pure food law, so beneficent in its far-reaching results, is a conspicuous example. It is true that we have not yet accomplished all we desire, but our experience in this particular is the common experience of mankind, relating to measures conceived in the interest of humanity at large. It requires patience and perseverance to make progress in legislative matters. Therefore, when we have to our credit the achievements already accomplished through the efforts of this Association we have little cause for discouragement, but every reason to be proud of our record in influencing legislation in the interest of commerce and on behalf of the public.

In this connection it may be remarked that the majority of our legislators, both state and national, have not had the advantage of a practical business training, consequently they do not have the clear perception of the necessity for the adoption of certain measures in the public interest that is so readily apparent to us. This is no reflection

upon them because it is impossible that any small aggregation of men should possess that versatility of information and experience that would make them experts on all matters of public importance. This brings us face to face with a duty to ourselves and to the public that we cannot evade if we would, and I believe that we would not evade it if we could. Instead of taking only a passive interest in legislative matters of vital importance to commerce and to the public, it is our duty to actively and energetically work for the enactment of such laws as we know from our broad basis of observation and experience to be expedient.

This we can do in part by correspondence and by interviews with our representatives and, still more effectively, when occasion justifies, by sending committees to our legislative bodies to give them the benefit of information that we possess through the channels of practical experience.

Many useless and even harmful statutes are incorporated into the laws of the land through the indifference of those whose knowledge, if properly laid before the legislative bodies, would forestall the enactment of useless and even vicious legislation. On the other hand, many important economic measures fail of enactment into law through the lukewarmness or indifference of those whose information, if properly brought to bear, would secure their enactment, and it is to this important duty that I think we may ad-

dress ourselves with the expectation of gratifying results.

Conspicuous examples are not wanting where administrative officers—doubtless with the best intentions—have made grave errors, possibly through lack of familiarity with the economic conditions with which they were dealing. An organization with the versatile talent, knowledge and experience possessed by our members could be largely useful in giving counsel that would enable state and national executive officers to avoid mistakes that may be far-reaching in their bad effects.

Last, but by no means least, I want to say that our efficient Secretary has labored earnestly and intelligently at all times to further the best interests of the Association and has discharged with fidelity the duties devolving upon him.

Our eminent counsel merits the highest commendation for the earnest, able and efficient manner in which he has served the organization.

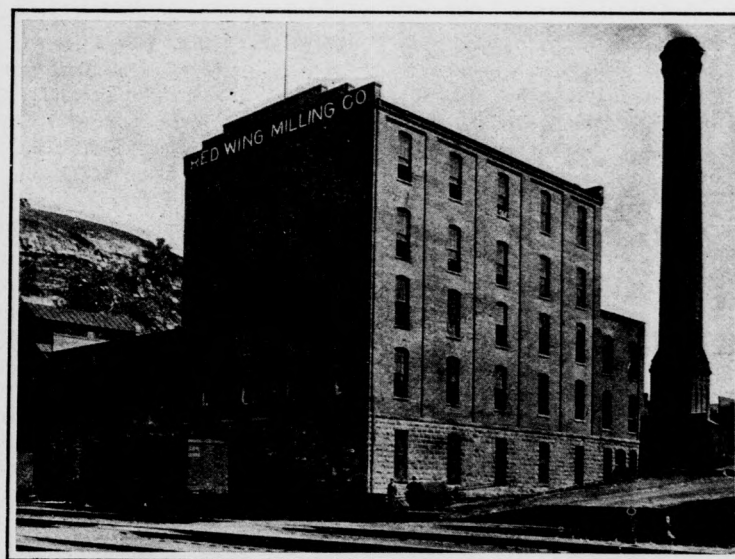
In conclusion I desire to express my grateful appreciation for the unfailing courtesy with which I have at all times been treated by both our officers and members.

Our work is becoming better and better co-ordinated with the knowledge and skill that come from experience, and in thanking you for your kind attention I congratulate you that the past achievements of this Association, however gratifying, seem to be only the prelude to broader usefulness and greater achievements in the future.

The Mill That Mills

BIXOTA FLOUR

In the Heart of the Spring Wheat Belt



The excellent results women are daily obtaining from the use of Bixota Flour is creating confidence in its uniform quality.

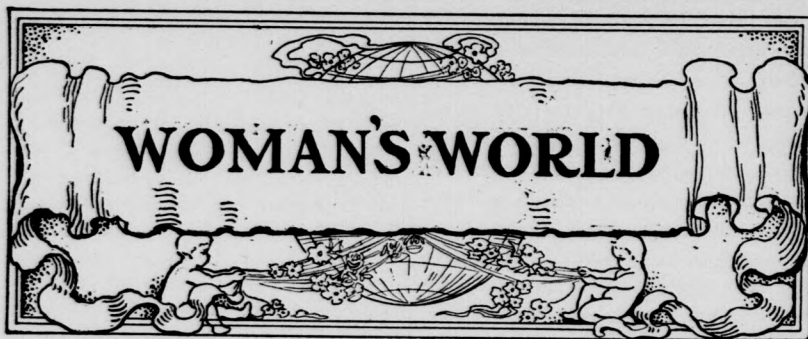
Grocers handling the line know this—and the result is that all recommend Bixota.

Stock Bixota at once if you want more flour business at better profits.

Red Wing Milling Co.

Red Wing, Minn.

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



Inaugurated an Era of Contented Wives.

In discussing the subject at the club we have never been able to decide just when Van Allen first began to get upon our nerves. Carrington contends that it started with the automobile with which Van Allen surprised his wife the day after she casually expressed a fancy for an electric runabout, while Blundel declares it was not until after the episode of the diamond and ruby ring that her husband presented it to Mrs. Van Allen on the anniversary of their wedding.

On the other hand, Graham, who is a close observer, is equally certain that the exact psychological moment in which Van Allen passed from being a dull nonentity into an active aggravation in our lives was that in which we learned that he kept a standing order at the florist's for violets—Mrs. Van Allen's favorite flower—and that they were sent to her twice a week with the most delightful little notes imaginable. As for myself, I confess it never occurred to me that he was a prig and a poseur—two things I detest in a man—until Mrs. Van Allen was kept in the house a week with a slight attack of the grip, and Van Allen was so alarmed about her that he never left the bedside the entire time.

Of course, if we had been in the city we would never have known all these details of the Van Allen ménage, and assuredly Van Allen's domestic virtues would have been of no interest to us whatever, but the chief charm of living in the suburbs is its neighborliness, and that, precisely, is the point we recommend most strenuously to strangers who come to Homeville. In it no one lives, or dies, or even cooks dinner to himself alone. We take a philanthropic, if active, interest in each other's affairs. When a baby cuts its first tooth it is a matter of animated discussion at every dinner table within its circle of influence; when a woman loses a cook the entire town turns itself into an intelligence agency until another domestic treasure is found, and I well remember—for they kept watch at my house and consumed a box of cigars and two bottles of Scotch—that when poor Grigsby was so low with typhoid that not a man on the block went to bed until we had the doctor's report that the crisis was passed and all was well.

It was this feeling of neighborliness that made the coming of the Van Allens an important event in our lives. They were people of stand-

ing and wealth, and before the first winter was over they had become a welcome addition to the card clubs and amateur theatricals that were our Homeville substitute for the balls and plays of the city.

Mrs. Van Allen was a pale, pretty woman, who seemed almost colorless by the side of her big, florid and somewhat aggressive husband, without whom she seemed to have no existence. Indeed, her devotion to him was almost pathetic. In a room full of other people her eyes followed his every movement stealthily, like a dog's. In conversation, no matter how much interested she was in a subject, and she was a most intelligent listener, you had a curious subconscious feeling that her real attention was given to him, and she was straining her ears to catch his lightest word. As for her tastes, thoughts, opinions, she was merely his echo. She quoted him continually, not offensively, but simply as if her oracle had spoken.

They had bought a charming little cottage, and they threw out another wing to it, and made it into a veritable artistic dream, but Mrs. Van Allen took no credit to herself for the blending of beautiful colors, or the collecting of old carved mahogany, and curious and beautiful things that made its furnishing something apart.

"Yes," she said to Carrington and me, one day when we were enviously admiring the library, "it is very beautiful, but then Mr. Van Allen's taste is always perfect. Did you notice these first proof etchings and that old spode in the dining-room? It is said Mr. Van Allen's collection of etchings and old china is absolutely unique, but then, of course, it should be, since he is a connoisseur in both."

From that the conversation drifted to a much-discussed problem novel, and after we had expressed our opinion of its inner meaning, Mrs. Van Allen smiled gently, and repeated to us Mr. Van Allen's criticism on it—a criticism so subtle and penetrating, and revealing a literary taste so profound and so eclectic, that it fairly made us gasp.

"By George," said Carrington, as we strolled home, "you never can get at what's really in a fellow, can you? Now, Van Allen strikes me as about as fat-headed, commonplace a Philistine as you could stir up in a day's journey, and here we find him an aesthete cherishing a secret passion for etchings and old china."

"Funny," I agreed, "that a person with literary acumen like that should have kept his light hidden under a bushel. I never heard him discuss

anything but the baseball score or the race sheet."

"Well, I call it fine," cried my wife, who was along. "Don't you see? He keeps all the best of himself—his beautiful taste, his poetic thought—for his wife. It's just like a romance. No wonder Mrs. Van Allen is so devoted to him!"

That, I take it, was the beginning of Van Allen's being elevated on a pedestal amidst us, and becoming a standard of the perfect husband by which each man of us was secretly judged by his wife.

"Why, Minnie and I had scraped along for ten years in perfect peace," said Blundel in the experience meeting that took place in the Club after the crisis had occurred, "and there'd never been a word about anniversaries until Van Allen showed up with his — ring. You see, Mrs. Van Allen and my wife had somehow found out that they were married on the same day, and, naturally, when Mrs. Van Allen appeared with a tender souvenir of the happy occasion, and I had forgotten all about the day, it made my little woman feel as if she was neglected and I had ceased to love her, and all that sentimental stuff that women set so much store by."

"Huh!" broke in Graham; "you ought to have seen my wife when she was over at Van Allen's one day and the florist bobbed up with about \$5 worth of violets, and a note. 'From my husband,' said Mrs. Van Allen, in that quiet way of hers; 'ridiculously sentimental, isn't it, aft-

er we have been married so long; but violets are my favorite flower, and he never lets them wither on my dressing table.'

"Well, when I got home, my wife was sitting up with a sad, sweet, patient, I-don't-expect-to-be-appreciated look on her face. Then she related the violet incident, with comments on the devotion it showed in Van Allen, and when she found out that I did not know that American Beauties were her favorite flower, and didn't propose to waste money on them when I did, she went off and had a good cry."

"Oh," I said, testily, "it's all well enough when you can buy things, but it was the other things you can't buy that Van Allen did that always seemed to me spectacular and out of taste, you know. Now, there was that time when his wife had the grippe—nothing more than a bad cold, for they didn't call in a doctor, but he sat by her bedside the entire time, holding her hand. My wife just couldn't get over that. Said it was actually refreshing in these days to see one man who had some sympathy for a woman who was suffering, and knew how to feel for her, and comfort her with his presence. Oh, hang it all! I'm not bragging, but I suppose I love my wife as well as the next man, and goodness knows it seems to me that a fellow who wrestles with a stock market six days of the week for his family is giving proof of devotion strong enough to draw money at any bank, but a sickroom just gives me

BULLETIN

People are drinking more and yet more of our superb "White House" Coffee. Just where and how they obtain the thousands upon thousands of cans we send out is best known to themselves; BUT that they DO—somewhere, somehow—is significant of the fact that hundreds of grocers are "wise" to the FACT that "White House" is a MIGHTY GOOD COFFEE TO HANDLE, and are reaping a little harvest and, incidentally, taking away some of the other "feller's" customers for other goods.

DWINELL-WRIGHT COMPANY
Principal Coffee Roasters, Boston and Chicago

the jimjams. I'm no good there, and so I just cut and run."

It will thus be seen that quite unconsciously the Van Allens had been the means of introducing domestic discord into our midst. To do them justice, none of us accused Mrs. Van Allen of maliciously flaunting her husband's perfection before our wives' eyes, or Van Allen of posing as a model. Still it is impossible for a woman to see a better thing without feeling that she has gotten a bad bargain, and I had been judged by the Van Allen standard, and had been found wanting.

Then came the awakening. We men saw it first as we opened our afternoon papers coming across on the ferry. The headlines simply leaped at us: "Wealthy Suburbanite Elopes With a Chorus Girl. Theodore Van Allen and a 'Pretty Maiden' Leave for Parts Unknown. Scandal in High Life."

Homeville was in consternation at the news. Mrs. Van Allen must have been apprised of the misfortune that had befallen her, for a long line of messenger boys had been ringing her bell all day. It seemed cruel, heartless, to leave her to herself, for she had no near relatives, but, in the face of the tragedy that had befallen her and that was rendered all the more terrible by her devotion to her unworthy husband, we simply did not dare approach her. Pity seemed too poor and weak a thing to offer her.

At last my wife, with the courage of desperation, crossed the street and was admitted into the house. What happened then, she told me afterwards, was so amazing that she had to clutch a chair for support.

Instead of finding, as she expected, a hysterical woman, calling on Heaven to smite her dead, and end her misery, she saw Mrs. Van Allen sitting calmly in her usual place in a carved Morris chair, with a face that somehow looked rejuvenated—as if a veil of shame or sorrow or suffering had been removed from it. The eyes were as bright as if with hope, the lips were smiling, the bent shoulders had straightened themselves. Positively, my wife said, it had never struck her until that moment that Mrs. Van Allen was beautiful. She came towards my wife with her hand outstretched.

"It was all a mistake, then?" said my wife, stupidly.

"Not at all," replied Mrs. Van Allen, "it is quite true. Mr. Van Allen has eloped with a chorus girl, just as the papers said. Only, you see, there never was any such person."

"No such person?" enquired my wife, thinking the other woman crazed.

"Certainly not," returned Mrs. Van Allen. "I mean there never was any such person as the Mr. Van Allen you thought you knew—the tender, devoted, chivalrous husband, the cultivated critic, the art connoisseur. I invented him. He never really existed. There was a drunken, coarse, brutal bully, who trampled on my heart and beat my flesh. He is gone. Do you expect me to mourn for him? Pah!" and she snapped her

fingers. "Why should I make a pretense of regretting him?"

"But," put in my wife, unable to take it all in, "the exquisite taste he displayed in this house—"

"Mine, mine, all mine," interrupted Mrs. Van Allen fiercely. "What should he know of art with the taste of the gutters?"

"But the automobile—the violets—the delicate remembering of your every whim," went on my wife.

"I am a rich woman in my own right. I bought them all. I made myself the presents that filled you other women with such envy," returned Mrs. Van Allen, scornfully, and then she turned on my wife with sudden passion. "Oh," she said, "I know you think me strange—unnatural—unwomanly, but think of all that I have been through in these years, tied to a man who revolted me in every fiber of my body. I married him when I was so young I mistook a girl's admiration for a handsome face for love, and when I waked up to find that I was mated to a clod—and worse—that I had tastes he could not share, thoughts he was incapable of understanding, just to save my pride I began to invent for myself the kind of a husband I wanted, and to fit it like a mask upon him.

"All the delicate little consideration, all the tenderness for which my soul hungered, I paid myself. All the attributes I worshiped I endowed him with, but it was always a game, always a play—always a tragedy disguised as comedy—and lately it has gotten too much for my strength. I was weary. My heart failed me, and so I am glad—yes, glad—to throw away the pitiful lie and stand before you what I am—a woman whose heart broke so long ago the very scars are seared and have ceased to ache."

"But," said my wife, clinging frantically to the last straw of belief in her ideal, "that time he never left your bedside when you were sick—"

"Pah," cried Mrs. Van Allen, with disgust, "he was locked in an upper room as dully drunk as a pig."

Van Allen never returned. Mrs. Van Allen still lives amongst us, and is regarded with reverential affection, by the married men especially, for Van Allen's flight inaugurated an era of contented wives in Homeville.

Dorothy Dix.

Southern Ideas Introduced in the North.

The value of the 5 and 10 cent idea as applied to the selling of fancy goods, notions, and articles of that class has long been recognized by shrewd business men, but the application of the idea to the selling of groceries and meats is entirely new, and from the way it is "catching on" in quite a few of the smaller towns it bids fair to run many of the old style off their feet.

Simplicity Its Advantage.

The original 5 and 10 cent store is said to have been started in a small town in Michigan by a man who was afterward the head of a concern operating similar stores in

all the principal cities of the United States. The great advantage of this system of selling is simplicity. Uniformity of prices makes it possible to employ inexperienced help, reducing expenses to such an extent that really wonderful values are given in many of the articles sold.

The wealthy woman bargain hunters scent out this kind of a store with unerring instinct, for no price is too low or the crowd too great for them. Small boys here find balls, bats, gloves, or marbles, all within reach of the treasured nickel or dime.

No Useless Goods Carried.

Besides the usual run of novelties, candies and bakery goods, seeds and garden implements, and other lines have been added from time to time, but now the grocery and meat market, probably an offshoot from the original idea, but a separate and distinct institution, has sprung into existence with all the advantages of the original 5 and 10 cent stores, with the additional one of having a line of goods that is entirely devoid of the large per cent. of useless stuff carried by the other stores, which are a lure to small change and which sooner or later find their way to the ash box or garbage can.

In the arrangement of the store itself some changes and improvements over the notion store idea have been made. Instead of trays or spaces labeled 5 or 10 cents one side of the storeroom is reserved entirely for 5 cent goods and the other for

those of 10 cent value, the groceries being placed the nearer the entrance and the meats in the rear, on their respective sides according to price.

In the grocery list is almost every conceivable article in that line, all done up in neat packages or cans, the cost of which can instantly be seen without the necessity of enquiring or waiting one's turn.

The meat market has all the leading brands of canned meats, fish, oysters and sausages. Eggs and butter are also kept in this department, done up in boxes containing the proper number or amounts.

Fresh meats are not kept in the warm months, but in winter wherever possible chops, small steaks, hearts, calves' brains, liver and small cuts are kept in neat pasteboard cartons.

Where Expense Is Saved.

No goods are delivered and absolutely no credit is given, thus eliminating two big items of expense and loss that the average grocery has to contend with, and as a result the amount of groceries or meat obtained for a few nickels is really astonishing and the way these stores are patronized not only by the working class but by others who can run up a bill anywhere is a revelation to any one who watches the customers for a few minutes. Ethan Viall.

It takes more than "Keep off the grass" signs to mark the path of righteousness.

No father ever lost any of the time he spent with his children.



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.



SELECTING A CAREER.

Making a Choice of the Calling in Life.

Written for the Tradesman.

Each succeeding June an army of boys and girls leave school, not to re-enter. A small fraction of the whole carry with them a college diploma; a far greater number are being graduated from high schools; while several times as many more have completed only seven, eight, nine or maybe ten grades of school work.

This multitude of young people must find their places in the work of the world. Within the next few weeks or the next few months in very many households the important question of the calling in life for a son or a daughter will be decided.

It is greatly to be deprecated that so many people never really make a choice of a pursuit. This is, of course, especially true of the very large class who have to go to work to earn their own living at an early age, having had only meager schooling and no opportunity to fit themselves for any trade or profession. At the start they take up whatever work they can find to do. Some stick to their first job; others drift into something else. It depends on circumstances and temperament. Many middle-aged men are to be found who have worked at half a dozen different employments, having no particular liking for any one of them, but taking up each in succession as a means of hand-to-mouth livelihood, never trying to acquire any more skill than was absolutely necessary to perform the duties immediately in hand. This is all wrong. Not only are such a person's energies grievously wasted, but he never takes a proper satisfaction and pleasure in his work.

Far better that the boy who at 15 or 16 must begin to earn his own way have some aim, some definite end he is seeking in regard to his calling in life, even if for the present he must do work of a very different kind. It will give him dignity and self-respect and tend to keep him in the line of good habits and morals. When he has a choice among different kinds of employment, he will take the one that is most in line with what he has in view as a permanent avocation. He will be anxious to take up night school work or a correspondence course or, in any other way that is available, fit himself for what he intends later on to do.

The boy who is strong and healthy and has good intelligence can, by his own exertions, prepare himself for the trade or profession of his choice and be better off spending his spare time and surplus energy in this way than are the drifters whose evenings are taken up with questionable amusements or dissipation.

In families of means and education it is, of course, generally expected that a formal decision will be arrived at as to the profession or calling of each son, and that he will be definitely fitted for his life work. Sometimes the parents take it upon

themselves to settle the important question while the child is still in his infancy and train him up with the idea that there is nothing for him to do but to walk in the way they have marked out for him. In older countries this is very commonly done.

In this land of boasted freedom this course is not apt to be taken unless there is either very great wealth or certain cherished family traditions to hand down. Even under such situations it is un-American and not in line with the methods that have produced the best individual development in this country.

Whether it be the bringing up of two sons, one to be the manager of a great railway system and the other to be a lawyer to guard the interests of the vast property, as it is said is being done by a celebrated New York family, or the dedication of a child to the Salvation Army, as it was reported was done a few months ago in Grand Rapids—these seem to be cases where parents are carrying their prerogatives too far and which may result in harnessing some sensitive soul to an uncongenial avocation, for which it will prove entirely unfitted.

In striking contrast are the parents who leave the determining of this important matter entirely to the inclinations and judgment of the boy or girl.

It would seem that a wise decision is most likely to be reached, not by either one of these extreme courses, but by the safer middle ground where the parents feel that, as the thing concerns the child more than anyone else, his individual bent and natural propensities must come in as the chief matters of consideration, and where the son or the daughter feels that the counsel of the parents, owing to their greater experience in life and their unselfish interest in his or her real welfare, should be listened to with respect.

On some children Mother Nature seems to take pains to write in large and unmistakable characters just what they are to do and to be. Some boys are financiers before they are 10 years old. Such a one never swaps a jack-knife that he does not profit by the transaction. He will make his way in the world. The great care of his parents and teachers should be to develop his conscience and moral nature so that he will make his way honestly and with consideration for the rights of others. Another boy may have mechanical ability so marked that his success as a machinist, for instance, will be perfectly assured.

But these children having the strongly marked tendencies are rare and unusual. With other children, just as bright and just as capable, it is far more difficult to discover the lines in which they can best work. Where can the puzzled parent turn for help? Where, indeed!

One great lack in our educational system is any scientific method of determining what a boy or girl is good for. Let some wealthy philanthropist consider this seriously be-

fore he bestows his money in some conventional endowment. Can any practical methods be devised, first of systematizing and tabulating the capabilities necessary for success in the different walks in life, and then of testing and sizing up the physical and mental powers of a boy or a girl, so as to determine with some kind of accuracy in what line of work he or she will have the best chance to succeed?

It is a great field and it is astonishing, when one comes to think of it, how little of any scientific value has ever been done along this line. The phrenologists thought they could tell all about a person by the bumps on his head, but popular faith in their predictions has dwindled.

The training schools for nurses make an effort to weed out candidates who are not suited to the work. A girl who wishes to become a trained nurse is required to serve a month or more on probation. If, during this time, she manifests a lack, either of the physical endurance or the mental qualifications necessary for this arduous profession she is not allowed to continue her course of training.

There should be a similar thorough testing before any boy or girl spends the time and money to fit himself or herself for any calling requiring long preparation, but the proper methods of making it have not as yet been worked out.

In every bright family there is usually considerable informal estimation of each member, both as to his



\$500 BRUSH

Designed by Alanson P. Brush, designer of the Single Cylinder Cadillac

The Common Sense Car for two people; all the speed you want; more power than you can use; snappy, symmetrical design and finish; the easiest riding thing on wheels; more reliable and steady than a horse and buggy.

Runs 25 to 30 miles per gallon of gasoline and a trifle of oil and is less expensive than a horse—why, you will see from catalogue. The wonderfully balanced single cylinder vertical motor and complete power plant is under the hood—a marvel of accessibility. For ordinary use at moderate speeds, solid tires are perfectly satisfactory, and even with pneumatics (\$50.00 extra) the lightness of the car reduces tire expense to a small figure.

The Brush is not a toy nor experiment. It is made complete in one plant in large quantities by a skilled and experienced force with ample equipment and capital, and is marketed by reputable and reliable people with reputations to protect. There are no "hard times" with us. If you are interested call or write for catalogue.

MANLEY L. HART

47-49 N. Division St.

GRAND RAPIDS, MICH.

You Are the One That Gets Hurt

When you sell your customers a low-priced coffee. You are taking chances unless it's ARIOSA, because it is very difficult to get a good quality of coffee at a low price and yet have the flavor always the same.

You can't afford to take chances. We buy in larger quantities than any five concerns in the country, and we can afford to give quality and make a price that nobody can duplicate.

Arbuckle Brothers
New York

or her abilities and deficiencies. In the home light these are apt to be considerably exaggerated. Edgar writes a pleasing rhyme and he is supposed to be a second Shakespeare. Irma can draw and paint a little and it is speedily determined that she is an artist. If Henry is rather quiet it is predicted that he never can succeed in a business in which he would have to talk any, and if Angeline is a little disorderly it is considered settled that she will be a flat failure as a housekeeper.

It should be the aim of the home training to correct faults and deficiencies and furnish a congenial atmosphere for the growth and expansion of talents and capabilities.

A manifestation of ability in the fine arts, or in any unusual direction, should be very marked indeed to allow it to govern in the choice of a life work. The world needs only a few poets and has a way of turning down coldly and unceremoniously those that are not wanted. The painter who attains only mediocrity has a hard time to dispose of his pictures.

But a little genius may aid in some commonplace calling. The literary knack which manifests itself in the boyish poem may be sufficient to make, not a great poet, but a good reporter or newspaper writer. The girl who has an eye for colors and likes to dabble in paints may make a capital milliner. The boy who has a pleasing address and fluency of speech may become, perhaps not an orator, but an excellent salesman.

Quillo.

How Trevathan Made Boss Come To Terms.

Sometimes a man gets so firmly anchored in a position that he cannot get out of his own volition, and it takes something like a tidal wave to sweep him from his moorings into his proper channel. This was the case with Trevathan—"good old Trevathan," as his employer, friends and acquaintances all called him.

Trevathan was Manners' right bower. Manners was a successful business man in a small way. But he had many irons in the fire and depended upon Trevathan to see that his interests were conserved in his established lines, while he was experimenting and endeavoring to line up new enterprises.

Manners was the possessor of a stationery store and bookshop where all of the current magazines could be purchased, and was also agent in the suburb of Easton for a morning and an afternoon paper from the neighboring metropolis.

While Manners was in the city Trevathan met the suburban trains each day and saw that the papers were properly distributed to the carriers; then he went to the store and saw that the two clerks were at work, and, after posting the books, set out on his regular round to collect from the subscribers to the papers and also customers of the store.

Did Two Things at Once.

Thus Trevathan's time was limited always by having two things to

do at one and the same period, if such were possible. He would get up at 5 a. m. to meet the first train and see that the morning editions were handled. Then, having brought his bicycle to the train, he would return to his home in one end of the town, and, having started fires before going to the station, would find his sister, who kept house for him, up and about on his return and breakfast well on the way.

After eating breakfast he had time to read the morning paper, and then would return downtown to the office, where his first task was to open the morning mails, having opened the store at 7:30 o'clock. Unless too many persons came in early before the two clerks arrived for the day he was able to take care of the mail and to get his collection list ready to start out at half past 8.

From then to noon he visited house after house, while the leather bag which he carried grew heavy with the weight of silver and nickel coins, with some little gold. He would cover a big territory, and after eating luncheon would have to attend to the distribution of two afternoon editions, one at 2 o'clock and another at 4 o'clock, although Manners sometimes assisted with the afternoon papers when the collection work was a bit too heavy.

Faithful John Tired Out.

Needless to say, Trevathan was tired out when he completed the day's work, but even after supper time he frequently found it necessary to return to the office to post the books. Saturday night was also a time of trial for him, for after paying off the carriers he had but little sleep, for he must get up at 2 a. m. on Sunday to get out the Sunday edition.

Trevathan drew the munificent salary of \$12 a week, with a few small perquisites which brought this up to about \$15 and for which he usually gave fourteen hours' service daily, as well as overtime on Sunday.

One day Trevathan's sister fell ill and his expenses began to mount up. He found that his weekly wages would not pay the physician's fee and keep up the household expenses without cutting into their meager savings. This made him take time to think, and he came to the conclusion that he would ask Manners for more pay. Manners heard the request coldly.

"I've been wanting to increase your envelope for some time," said he, "but times are so hard, and I'm so tied up right now, that I've got four places to put every dollar I have to my name. I'm sorry, but I don't see just how the business will stand any additional expense right now; indeed, I'm afraid I'll have to cut running expenses down to a minimum. But I'll see what I can do."

Here the Worm Turns.

Trevathan, who had been studying over the situation, replied, with some heat:

"Mr. Manners, I have been working here for nine years and have given you the best service I could. The business has grown every year

and now is yielding an income of about \$50 each week. I have helped you to obtain and hold your subscribers and to systematize the business, and it seems to me that I am entitled to more money than I have been getting. You can consider this as notice that I'm going to quit a week from Saturday."

Manners was quite taken aback by Trevathan's action; but then he was cocksure that he could get a man to take his place at a little less money by doing a part of the work himself, and he also was just a little bit jealous of Trevathan's quiet mastery of the details of the business, which he resented as an usurpation of the prerogative of the "boss."

As the week passed he became uneasy as Trevathan proceeded to wind up his part of the business, and at last asked him to reconsider his determination to leave, offering him an increase of \$3 weekly. However, Trevathan was firm, and at the time he had mentioned left the service.

Manners then began some of the hardest weeks of his life. He tried four or five incompetents in Trevathan's place, and finally landed a man (for \$8 more on the week than he had paid his predecessor) who temporarily took the place of the late manager.

One day, several months later, Manners awoke to the fact that he had been roundly "stung" by the new man, who had collected considerable sums without making proper return. His departure was followed by the induction into harness of

Manners himself at the sacrifice of several cherished projects. He found this move necessary to save his business, which rapidly was running downhill.

Boss Comes To Terms.

Then he decided to make a last appeal to his former employe. Sending for Trevathan, he offered to make any terms which the latter might name.

Two days later Trevathan returned to Manners' employ, in one sense, but in another retained his independence. For he had insisted upon being given a share of the business, and, instead of working for another man, a portion of the profits which he is diverting into their coffers is his own. This share of the business was acquired at small cost by him, but Manners found it a good proposition, for it enables him to attend to outside matters which repay the time given better than the newspaper business. And Trevathan is pleased, for he is working to build up his own fortunes and has a greater salary than ever before.

Robert E. Dundon.

Folks who take their time from every clock are always sure the sun is off his schedule.



A Good Investment
PEANUT ROASTERS
and CORN POPPERS.
Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.

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

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

STOVES AND HARDWARE

Some Selling Hints for the Proprietor.

It was a little after 5 o'clock in the evening when the writer stepped off the B. & O. Pullman at Cincinnati en route for the West. The next train did not leave until 9 o'clock, which gave me some four hours to employ as profitably as might be.

Walking up town, a safety razor with which I was familiar attracted my attention in the window of a hardware store, and as they were offering it at a cut price I decided to go in and buy one.

It was near to closing up time, and as I walked up to the razor counter I noticed the clerk looked rather annoyed at being disturbed just about five minutes before 6 o'clock.

I said, "I would like to see that safety razor you have marked at \$3." The clerk, without a word, reached down and pulled one out of the case and laid it on the top glass for me to look at.

I noticed the one he pulled out was rather shopworn and dirty and anything but a clean device to put on one's face. "Is this the best and newest one you have?" I enquired.

"They are all the same," he replied. "The price of it is \$3. Do you want one?"

There was a heavy silence while I made up my mind not to buy but to find out how much the clerk really knew about the razor.

"How does it work?" I finally asked, fumbling with the blade adjustments.

"I've never used it. We sell lots of them and it's a good safety razor. Do you want it?"

"How do you put in and take out the blades?" I enquired, still tampering with the adjustment.

"Why, don't you know?" taking the razor out of my hands, and then followed such a safety-razor demonstration as I hope never to see again.

Of course I knew all about the razor, its construction, manipulation, etc. In fact, one of its strong features is the ease with which the blades can be removed and the razor kept clean. But I was entirely unprepared for the showing up I was to witness.

The clerk's first effort or two to remove the blade were not successful, and his face soon became scarlet. He tried again and still the blade would not come out. And then a happy, if not brilliant, idea came to him. He spat on his finger tips, and with a hurried rub over his apron, he tried once more, and this time the blade came out.

"How many blades go with each

razor, and do you exchange or re-sharpen them?" I now asked.

"I don't know. The blades, you see, are packed with each razor and we don't carry any extra blades; at least, I've never sold any," he said.

"The blades seem rather hard to take out. I don't like that feature. But tell me, why are you selling this razor at a cut price?" I now enquired.

"Oh, we sell most goods at a cut price. We would like to sell the — for less than \$5, too, only the factory won't allow it," he remarked.

"Well," I said, "I have a friend who speaks very highly of this razor, but I think his way of taking out the blade is different and more easy. Are you sure that is the right way of removing the blade?"

"Oh sure this is the right way; you see it's quite easy once you know how," making another effort to remove the blade.

But one demonstration was enough for me and I said, "Yes, I think I understand but won't buy one now; however, if you will give me your card I may come in again," preparing to leave the case.

"I haven't any card," he said, "but this is a good razor for \$3. Don't you want it?"

By this time I had reached the door, which I found locked. Turning to the clerk, who by this time was beside me, I said, "I'm a little late. It seems you are closed up for the day?"

"Yes, we closed five minutes ago," and he leered in my face as I hurried through the front door out into the street.

In relating this actual occurrence, the point I wish to make is, that no matter how effective your advertising may be, no matter how attractive your window display, or how alluring your price cuts, the actual making of sales largely depends on your clerks and salesmen.

Here is a case where the writer was all ready to buy, and where a fair degree of intelligence and ordinary courtesy on the part of the clerk would have closed the sale. How many retailers are to-day permitting prospective customers to come into their store, look and stand around awhile, and then go out again without any special effort being made to interest them in some part of the stock?

I am a strong believer in good advertising and effective window displays as a means of building up and stimulating the hardware trade, but the incident related here convinces me they need something more. It seems to me the selling end of the

hardware business is the principal end, the profitable end and the most important end. Yet, I find a great many merchants spend a considerable portion of their time in the back part of their stores, or in their office figuring on buying goods, collecting accounts or something of that kind. The merchant should, of course, know and understand every detail of his business, but I would encourage him to have a desk near his front door, where he can do considerable work and at the same time meet every customer who comes in.

Give your visitor a cordial welcome, ask about his family, and, after a short, friendly chat, pass him over to the salesman, telling him, "Mr. West wants so and so; show him that article or this;" something which you know will please him. In just this sense I believe every hardwareman should be his own head salesman or floor manager. It gives you just the chance you need to get into close touch with your trade.

Very few customers enter a retail hardware store who do not want to come in contact with the owner. The hardware proprietor who meets his customers near the door, who takes a personal interest in their welfare and sees they are properly taken care of, is making friends; and making friends in the hardware business means making trade, and making money and more money.

Don't you think, Mr. Dealer, that it will pay you to look into this matter and investigate the caliber of your salesmen, see if they know your stock and can sell the goods the way you want them sold, and at the same time please your trade? It will surely pay, for, in the long run, pleased and satisfied customers are the chief element in the growth and prosperity of your business.

Harness

Ours is
Made of the Best Material

Have You Our
Catalog?

Prompt Shipments

Brown & Sehler Co.

Manufacturers

Grand Rapids, Mich.

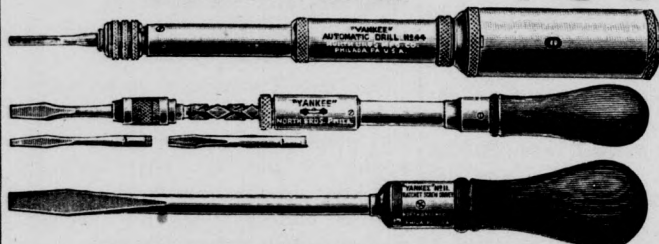
WHOLESALE

HARNESS

Will you allow us to figure on your next order? We are sure your customers will be better satisfied with our harness and you can make just as much by selling them.

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

"YANKEE" TOOLS



Are the
Newest
Cleverest and
Quickest
Selling, and
Are without
Equal in
Quality or
Efficiency in
Practical use.

CLARK-RUTKA-WEAVER CO., GRAND RAPIDS, MICH.
32 to 46 South Ionia St.

THE NEW IOWA CREAM SEPARATOR



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

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

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

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

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

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

IOWA DAIRY SEPARATOR CO.,

132 Bridge St., WATERLOO, IOWA

KEEP YOUR AGREEMENTS.

The Successful Man Is Invariably Punctual.

Punctuality is a flower in the garden of character, but few cultivate it to a degree of beauty which can claim admiration. It is commonly neglected and allowed to wither among the weeds of other careless habits that choke and clog the finer qualities and emotions of being, and keep them from thriving and blooming in the full beauty of a useful and practical life.

It is a plant which finds its best nourishment in that inner consciousness which recognizes the Golden Rule that we should do unto others as we would have them do unto us.

The man who disregards his appointments, though he may feel self-satisfied and unconscious of wrong, is both criminal and foolish, for he is robbing another of that which he can not replace—his time—and multiplies himself by breaking his word and casting away the same priceless gift which he is taking from the other.

Engagement Is a Contract.

An engagement is a contract, the fulfillment of which should be as sacred as that of any other, and the infringement of which should be looked upon as a breach of faith and honor that can not be atoned by any false apology or specious sophistry.

On a moment has hung the destiny of nations. Had Blucher and his contingent not come up at the decisive moment Waterloo would have told another tale, the map of the world would have been altered, and the mighty Napoleon would not have died, heartbroken, in exile on St. Helena.

He who is as careless of other people's time as he is of his own can never hope to be a success in life. He is but a cipher that fleetingly imprints itself on the water to be washed into the oblivion of forgetfulness by the oncoming wave. He may be possessed of surpassing talents, he may have gigantic force of character, but these are only drops of puny force beating against the rocks of adamant as long as he neglects his opportunities of asserting himself; he can never accomplish results unless he is ever ready to embrace the flying hours and utilize them to his designs.

The might of intellect can never be put forward as an excuse. "Artemus Ward" (Charles Farrer Browne), foremost of American humorists, once said: "I have a gigantic intellect, but I do not happen to have it with me now." Unreadiness for the occasion is a misfortune, and the secret of most failures. The habit of timeliness which holds us to our duty and compels us to do our work at the opportune moment is the prime condition of all high attainment, for on it depends the keeping of engagements, each of which is a step in the onward progress to a

realization of our desires and ambitions.

As Necessary as Water.

Punctuality is as necessary as air and water are to the life of the body. On it almost wholly depends the structure of a truly useful character. It is the foundation on which the edifice must be erected.

A review of the lives of the world's great and successful men strikingly emphasizes this statement. When Washington's secretary blamed his watch for lateness in keeping an appointment his illustrious employer said to him: "You must either get another watch or I another secretary."

What has built the golden temples of our modern financial kings and led them to the topmost heights of ambition? They are never late, but always ready, prepared to seize opportunity when it comes their way. "Johnny on the spot" can achieve anything, but "Dennis never there" can achieve nothing.

"The Late Mr. Blank."

Too many men seem to possess watches like that of Dickens' "Capt. Cuttle," who said of his timepiece: "If you could remember to set it ahead half an hour in the forenoon and back a quarter of an hour in the afternoon it would keep time with any watch," as a result of which they are constantly late at the railway station, and consequently at the bank, the store, the factory, the mill—late everywhere, knocking out of order the gear of the wheels of time and disturbing the universal harmony of creation. Taking into account such unpunctuality, we can almost forgive the cruelty of the facetious editor who wrote a tearful "In Memoriam" of a late comer under the caption of "The Late Mr. Blank."

Sir Walter Scott in one of his romances, describing the movement of a body of soldiers, writes: "When a regiment is under march the rear is often thrown into confusion because the front does not move steadily." So it is with the everyday world—the rear column is often disarranged because those in front fail to do their duty, which is to march on in their accustomed places and never behind time.

The social structure is like a line of bricks—very often the toppling down of one necessitates the fall of the rest.

One of Gladstone's Traits.

Lord Brougham, who carried a kingdom on his shoulders in one of the most stormy periods of its history, won much of his distinguished success because of his habit of performing his duties each in proper time. He was never known to be late, though he did more work than any other man in England. He found time by never losing it. This was one secret of his greatness, as it was of Gladstone's.

It may not always be possible to be strictly on time, but each can make the effort to do his best, and by so doing prove the honesty to his intentions. In the payment of a

debt a man may not be in a position to discharge his liabilities on the day appointed, but it is never impossible for him to show cause for his inability, and the fact of his doing so will but confirm the confidence of the public in his integrity and win the respect of his neighbors for his candor and honesty of character. If possible, be on time in all things, but if such be beyond your power do the next best thing by inspiring faith in your honesty of purpose.

Madison C. Peters.

Foster, Stevens & Co.

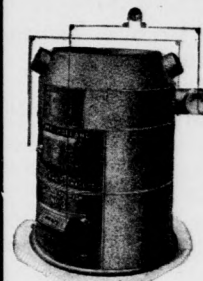
Wholesale Hardware

Fire Arms and Ammunition

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

10 and 12 Monroe St.

Grand Rapids, Michigan



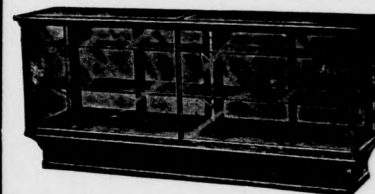
A Dividend Payer The Holland Furnace

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.

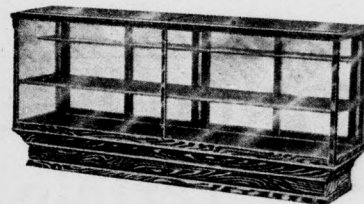


The Case With a Conscience

Although better made than most, and the equal of any, is not the highest priced. We claim our prices are right. You can easily judge for yourself by comparison. We are willing to wait for your business until you realize we can do the best by you.

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

IMPROVED SHOW CASES MEAN INCREASED BUSINESS



Every style of case we make is patterned along that "Business Builder" idea, and that's one reason why ours are better cases for you. Besides, we save you in price by selling direct. Our catalog shows their many prominent points of merit. If they are not as represented we pay freight both ways. Send for prices.

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

BALLOU BASKETS ARE BEST

Just A Basket



But made of good material with good workmanship, not simply thrown together.

Demand Ballou Baskets and get them—All Kinds—especially Stave Baskets with Wide Band.

Yes, and Potato Baskets, made for the purpose. Tightly braided and reinforced. One

will outlast dozens of common baskets.

Write for particulars.

BALLOU MFG. CO., Belding, Mich.

GREEK MEETS GREEK.

Fight Between the Merrimac and the Monitor.

Written for the Tradesman.

Sylvester Monitor conducted a drug store in the little town of Bangor, and as he had had no competition he had accumulated considerable wealth. Having the field entirely to himself he naturally did not take very kindly to the idea of a rival in business; but business is business, and this is a free country, so when John McLaughlin came to Bangor and opened a new drug store the old man tried to use him as civil as possible.

Sylvester Monitor was a practical business man. He was 50 years old and had been in the drug business nearly thirty years. He had accumulated considerable property and would be a hard competitor to fight in case there should be a commercial war.

John McLaughlin knew all this, but figured he could win out in Bangor, as he had ample capital and always took well with the people wherever he went and especially with the young folks. He was only 24 years old and single.

John got his stock in and nicely arranged, and opening up on Saturday did a big business from the start. He had a very elaborate soda fountain and fine fixtures, which were a big drawing card. He soon made friends with everybody, and owing to his jovial nature was called "Merry Mack," a name which stuck to him as long as he was in the town.

Old man Monitor called on him in the course of a few days, as he was in duty bound to do, but always seemed to feel that the younger man was an impostor and had no right to start in the same business as himself.

As time wore along this feeling on the old man's part seemed to grow. He saw many of his old customers leave his place to trade at the new store and as some of his friends kept telling him stories of how his competitor was cutting in to his trade by price cutting and other underhand methods—which, to McLaughlin's credit, he it said, was not true—he decided to give him a lesson, so came out with an advertisement announcing a big reduction in the price of some of the staple articles.

McLaughlin did not want to fight the Monitor store, but was forced from a business standpoint to meet him on all the reductions. One article in particular, Paris Green, Monitor had cut from 40 cents to 25 cents; McLaughlin did the same.

One evening an old customer of Monitor's came in and asked the price of Paris Green.

"Twenty-five cents," replied Monitor.

"Oh, pshaw, I can get it at Mack's for 20," said the customer and started out.

This worked the old man up more than ever, and he called the man back and sold him the stuff for 20 cents (which was less than cost),

much to his joy, as the whole story was a bluff on his part.

The war was now on in earnest, Monitor cutting on everything; all \$1 patents at 75 cents, and everything else in proportion. McLaughlin meeting him at every turn, and the people reaping the benefit. It was at this point that some one referred to the strife as "the fight between the Merry-Mac and the Monitor," and it was always called that afterwards.

In the midst of the fight Hattie Monitor returned from college, where she had been for the past year or so. The people commenced wondering if this would make any difference in the fight, for Hattie Monitor was one of the most popular girls in the country and she always had a strong influence with her father; but in this case the old man was very stubborn and was determined to drive his competitor from the field.

McLaughlin belonged to the same lodges Monitor did and attended the same church, but these don't go very far when there is a commercial war on between two rivals. His first real anger was aroused when, on the first Sunday after Hattie's return, Mrs. Palmer, a friend of both parties, attempted to give her an introduction to him in the church, and her father, who was with her, said he did not care to have his daughter meet such a man.

McLaughlin's Scotch was up in an instant. He was very slow to anger, but had a bad temper when it was aroused and, turning to the other man, said, "Our feelings are mutual on this point, sir," and, thanking Mrs. Palmer for her interest in him, turned his back on the party.

Hattie was very much embarrassed, and stepping quickly over to his

side said, "I am very sorry, Mr. McLaughlin, that father spoke the way he did. I hope you will overlook it."

John McLaughlin's pride was hurt, for, he it said to his credit, he was a gentleman. Assuring Hattie that he had no ill feeling toward her, he walked out.

The previous fight between the two druggists was only a skirmish compared with what was to follow. They went at it in earnest, and it looked as though the man with the most money would win, as both were selling at cost or below.

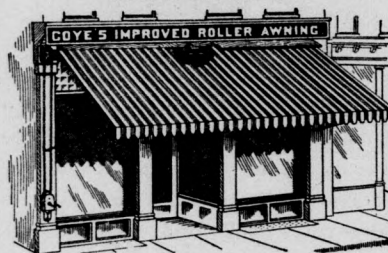
Monitor complained to the State Board of Pharmacy, who had McLaughlin up and fined for some minor offense; something about displaying his certificate. He retaliated by having Monitor fined for selling poison without complying with the registry law. Both men were constantly on the watch to catch the other napping and get some advantage of him.

After a time Mr. Monitor was taken sick and the management of the store fell on Hattie and the strife was dropped, McLaughlin saying he would not continue the fight against a woman. As the old man improved the people commenced to watch for the next move, expecting to see the fight continued with more vigor than ever.

About this time the church of which both parties were still members gave a picnic and, as was usual, all the stores closed, as nearly everybody in town always went to these picnics. On the picnic grounds was a small lake, and some of the smaller boys, thinking to have an extra good time, got an old boat and started out for a ride; among the number was Leslie Monitor, a 12 year old lad, the pride of his father and the idol of his sister, who had had the

Chas. A. Coye

Manufacturer of

Awnings, Tents
Flags and Covers

Send for samples and prices

11 and 9 Pearl St.

Grand Rapids, Michigan

Mention this paper.

Our registered guarantee under National
Pure Food Laws is Serial No. 50Walter Baker & Co.'s
Chocolate
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ABSOLUTELY PURE—
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formity to the requirements of all
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in Europe and America

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Established 1780, Dorchester, Mass.

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

HAND SAPOLIO

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

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

care of him since the death of their mother some years before.

The boys were not used to handling a boat and when it commenced to leak became frightened and screamed for help, losing the oars in their efforts to change positions. They were now helpless and drifting farther out from the shore every minute. There was another boat some distance farther up the lake, but the time required to get it would be fatal to the boys in the sinking boat.

The panic on shore became general, as the people saw the danger the boys were in. Some shouted to hold on, and others told them to paddle, not seeing in their excitement that the boys had no oars, while some others ran for the other boat, hoping to get back to their rescue before it was too late.

John McLaughlin, hearing the excitement, ran down to the shore and seeing the plight the boys were in threw off his coat and vest and was getting off his shoes when Hattie Monitor came up wringing her hands and crying and said, "Oh, Mr. McLaughlin, you will save them, won't you?"

John assured her he would do his best and plunged into the water. He was an expert swimmer and soon reached the sinking boat, but just as he reached it Leslie Monitor, in trying to change his position, fell overboard and sank. In a moment he came up and John seized him and, telling the other boys to sit down and bail with their hats, started for shore with the boy. The boat lightened by the weight of one, was kept afloat until the other boat came to their rescue.

As John reached the shore with his burden Old Man Monitor threw his arms around his neck, and weeping with joy asked his forgiveness for his rude conduct in the past, and Hattie came up and thanked him, inviting him up to the house that she might thank him again.

John said he did not want her to thank him, as he only did his duty, but accepted the invitation to call and has been calling ever since.

W. B. Minthorn.

Origin of the Hen.

"Which did the Lord make fust, Brudder Johnson, de hen or de egg?"

"De hen, or kose,—de egg comes from de hen."

"Yais, but de hen comes from de egg, too."

"Now, see yar, Brudder Johnson, if de Lord had made de egg fust, he'd had to make an incubator to hatch it, a sawmill to get de wood fo' de incubator, a tin mine for de tin, a winder glass factory fo' de glass, a cotton mill fo' de cotton battin, a steam heatin' plant fo' de heat, and a drug stoah fo' a thermometer to tell de temperature, besides gettin' de permission o' some walkin' delegate to operate dem industries, an' takin' chances on de eggs hatchin' at dat. No, no, Brudder Johnson, de Lord dun simply make a hen fust, and ah reckon he didn't make a colored man fo' a year or two after."

Credit Man Looks at Debtor's Morals.

A department of credit decisively valuable in its results and unique in character has been evolved by a large jobbing house. In the main it consists of a newspaper clipping system or press bureau, having for its purpose the gathering of information concerning musical dealers all over the country, so that credits may be accurately weighed before they are given.

The manager of the company has devoted much time and thorough study to this department of the firm, which he declares to be one of the most indispensable factors in the conduct of the business. The system is so thorough and exhaustive in its analysis that it has been likened to the Bertillon system for the detection and identification of criminals.

Having learned through years of experience that good character in a prospective customer furnishes a far better insurance against loss than do tangible assets, the manager set about collecting and cataloguing items of information pertaining to the business character and doings of every merchant of musical instruments in the country. As a short and sure means towards this end a man was placed in charge of a clipping bureau, with several assistants.

The office of this bureau was to scan all musical and trade papers of every city and town of any note throughout the country and cut out every item of information relating to musical dealers and file these items under the name of the dealer to which each referred.

In order properly to catalogue their classified information concerning their present and prospective customers, the firm makes use of a filing cabinet, which contains envelopes filled with data relative to the man whose name is written on the back.

If a customer or any music dealer is mentioned in his home paper as having been seen in a state of intoxication, in a fight, or in questionable company, or in any act or association smacking of notoriety, the fact is filed in that man's envelope. Under this heading also is recorded every published or rumored piece of information of an unpleasant nature concerning the man's relatives or business partners. Elton Stroud.

Told by Traveling Men.

It may be all right to be a good fellow while on the road, but be careful—don't be a good thing.

Wear a cheerful smile—hustle—wake up the sleepy ones—let them know you are in town. Don't bother yourself about railroad time tables—get your orders first.

Don't worry—work hard. Hard work has made our country what it is to-day, and you can make or break according to how hard you work. Don't worry—let the other fellow worry—get orders.

Believe thoroughly in the goods you are selling. If you don't and haven't enthusiasm enough to sell

them, you can not expect your customers to enthuse enough to buy them.

Don't be a good story teller unless you have first gotten the orders in your pocket. Get the orders and if your customers have time they will do the talking and you should do the laughing. Better be known as a good salesman than a good story teller.

Word hard while you are on the job. The easy chairs in the hotels are good enough when you haven't a job.

Never be satisfied that you have done enough for one day. "Get them all" is the best motto. Don't guess you will not be able to sell So-and-So. Go and see him. Make him say yes and be face to face with him when he says it.

The telephone has many good points in its favor, but be careful, very careful not to work it overtime. Don't be turned down over the telephone. It's your own fault if you are, and you deserve to be. Take the time to go and see your man.

A Boy's Definition.

Teacher—Johnny, what is a hypocrite?

Johnny—A boy wot comes to school with a smile on his face.

Increased Business

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



American Gas Machine Co.
Albert Lea, Minn.

CHILD, HULSWIT & CO.

INCORPORATED.

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GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.
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411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

THE NATIONAL CITY BANK GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

Send us Your Surplus or Trust Funds
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MICHIGAN PIONEERS.

Glowing Tribute To Their Character and Accomplishments.*

Twelve years ago, at the annual meeting of this Society, in June, 1896, occurred my first participation in its proceedings, with a biographical sketch of Colonel Michael Shoemaker, one of its most influential and devoted members. Time has passed with swift wings since then. Rapidly the ranks of the early pioneers have been thinned. Colonel Shoemaker had been President of the Society, and at the time of his death, in 1895, was Chairman of the Committee of Historians. Hon. Alpheus Felch, for sixty years one of the worthiest citizens of Michigan in public and private life, was its President. His successor, as acting President, was Hon. Henry H. Holt, formerly Lieutenant Governor of the State. Hon. Cyrus G. Luce, one of the best governors of Michigan, because richly endowed with the genius of common sense, was our next President, and his surviving associates have not forgotten how regretful was the parting with him and the loss of his useful services on account of his failing health. All of the pioneers of Michigan who held the office prior to the presidency of Hon. Clarence M. Burton have passed from earth. Pause a moment and consider the meaning of this mortuary record. All have gone. Their bodies are absent, their voices silent. And the loss in membership from the list of early settlers is nearly as great.

Men of the second generation, like our President and other officers of the Society, are directing its affairs. Of the second generation, those who came to this wilderness State as children of the pioneers before 1840, only a very few still linger on the shore of Time. Of three from Jackson county who are present to-day, Edmore Dennis, Lucius D. Watkins and myself—boys from 6 to 11 years old in the years from 1834 to 1839—we have passed, or will pass, this year our 80th birthday. To these annual meetings we, too, must soon bid farewell. More of our early contemporaries are beckoning to us from Life's other shore than can greet us here. The retrospect covers from sixty-nine to seventy-four years.

We, the boys of the early pioneer era of Michigan, have seen the change from a wilderness region, with less than 200,000 inhabitants, to cultivated fields and prosperous cities; from log schoolhouses to splendid buildings for education, and two and three quarter million of people, with not woodlands enough left for their highest welfare. Only those who actually lived the pioneer life can comprehend the change—can realize what has taken place.

The migration to another world of nearly all of Michigan's earliest settlers of two generations naturally brings to mind the question, Where are the men and women of the by-gone years, once our contemporaries

here, who left us when they took Life's final journey?

It is not an idle and meaningless question that we ask, as it relates to human destiny. It is a natural enquiry. We know that all who come into this world must, like the pioneers, pass out of it. The flight of years leads swiftly to the tomb and beyond it. This is the common, the inevitable fate, and it ought not to be regrettable.

And yet, questioning, wondering, doubting, hoping, striving, or despairing many men spend their years. In the same frame of mind they leave this world. Whence and where? This is the almost universal question. Happiest and cheerfulest are those who have no doubts, who realize that the future is free from any possible arbitrary control; that law and order prevail everywhere, and that as men sow so must they reap in all worlds. Nevertheless, from birth to death this world, the unfathomable universe, and birth and death themselves, what lies back of and before them are enveloped by many mysteries. We dwell in the infinite and are finite.

Peculiar are the circumstances that have caused each one of us to be here. Had the pioneers located in any other region the tide of circumstances would not have borne us hither. We would have taken some other life route. Had conditions been different in any particular for generations past this conscious mind in its present body might not have existed. It might have been known as some one else. So, in the past, as well as for the future, there is much mystery. But in every mind, strong or weak, there are desire, aspiration, passion for knowledge—an intense craving to know. Fortunately for human progress this is the case, and the stronger the desire the greater the effort to obtain knowledge. It has led men to explore continents, has made them pioneers of civilization and progress. This questioning nature, querying, doubting, studying, examining, investigating everything, has given to the present generation all that is known—all the knowledge that we possess—the things that we prize the most. Of course, it has uprooted many cherished beliefs, modified religions, rendered obsolete many things that seemed to be finalities, changed conceptions of life, both here and hereafter, and the end of change is not yet in sight.

Civic institutions, political relations, social conditions, religious beliefs, all are in a liquid movement, and are subject to modification. The increase of knowledge, which causes changes by enlarging the scope of mental vision, will give to men on earth in future ages, slowly developing to certain knowledge of the marvels of creation and the realm of the unknown, qualities equal to the ultimate power to understand and comprehend. Knowledge begins with pioneers in various fields, but does not end with them.

It is a great boon to live in the present age. If of our own choosing, we could not have made a wiser choice in any of the by-gone genera-

tions. It will be a greater boon to live in some future time. The world is growing better. Evils are surrounded by the light of publicity. They must be seen before they can be cast out. Is one pioneer life enough for us? Will we return to earth—here to lay anew the foundations for further progress in the eternal life of the embodied soul? Who that has given thought to these questions can help asking them? Why not ask them in public rather than in silence? Do we think of the impossible, of the non-existent, of nothing? We must always think of something if we think at all, and no thought can ever spring from nothing. The desire to know more than we do know is the best feature of our mental make-up. Our society is striving to preserve knowledge of the past for the benefit of the present and the future.

All questioning and all dissatisfaction with present ignorance and uncertainty are essential to further mental growth. The dull mind accepts ready-made things just as they are, asking no questions and taking everything for granted. To get out of the ruts of the past—"the outworn rite, the old abuse, the pious fraud transparent grown"—is essential to the betterment of human conditions. Humanity would be a sadly stagnant and hopeless agglomeration if it were not for the fact that many persons, wide-awake at all times, have been living question marks, constant interrogation points. Well would it be if all the human eyes, every human brain, were turned toward the sky, upward instead of downward, forward as well as backward, even toward the mysteries of other worlds, at the same time making the best of this little earth—seeking the solution and explanation of things that still seem to be so far beyond us. Honest doubt and sincere questioning are often the precursors of true progress. Tennyson sang wisely when he said:

There lives more faith in honest doubt, Believe me, than in half the creeds.

Any person who seeks to discourage the tendency in others to doubt, question and investigate, each for himself, renders poor service.

Honest research, not as an iconoclast, but as an upbuilder, is required in the saying of St. Paul, the organizer of Christianity, after the crucifixion of its founder: "Prove all things, hold fast to that which is good." The good is exalted in this saying. Often there may be doubt as to what is true; never as to what is good. And these ten monosyllables of St. Paul explain how human beings have gradually accumulated their supply of useful knowledge—by searching and proving and holding fast to that which is good. There is a great future for the inhabitants of this earth if men will pursue this course. Wars and robberies will cease and peace and prosperity will reign. Towards this goal humanity tends, often with slow and uncertain steps, sometimes looking backward instead of forward for what is best; yet, as the gains of the centuries show, the trend, in spite of lapses in-

to periods of darkness and superstition, has ever been onward to better conditions.

In the past before the dawn of the present era, about 1757, progress was very slow, not much of it being apparent in a single lifetime; but those who have clear memories of conditions only fifty years ago have witnessed since then many remarkable changes and improvements in all lines of thought and action.

Remotely back, in the beginning of man's experience on earth—so far back, it may be, that another great sun in the North, or what is now north to us, where our north star is located, so far away that its changes seem changeless—whenever the time was of the earliest men—the pioneers of the race—studying and questioning, progress began. Before the glacial drift was forced southward by excessive cold in the polar region, what we now know as Michigan must have been an area with more water than land and earlier than that it was an ocean bed in which its salt deposits were formed. Slowly, through all the tens of centuries, through the ages, development moved on. The forces of Nature wrought mighty changes before man appeared on the scene and studying and questioning commenced. There are no records, other than the testimony of the rocks, the deep salt deposits, the buried remains in swamps of mastodons, relating to Michigan prior to 1641, thirty-four years after the pioneer settlers landed at Jamestown, Virginia, and twenty-one years after the pilgrim fathers commenced a new era for this continent at Plymouth, Massachusetts. Virginia gave to the State of Michigan its pioneer Governor, and Massachusetts its general civil polity; and yet Michigan was visited by white men almost as early as the states to which it owes so much. Probably Jean Nicolle, in 1634, was the first white man to set foot on the soil of Michigan. But in 1641 a temporary mission, under the aegis of the cross, was started at Sault Ste. Marie by two French priests, Jaques and Raymbault; in 1650, nine years later, a settlement, or military post, was established on the Detroit River; in 1688 Father Marquette renewed and made permanent the mission at the Soo; in 1671 he founded a mission at St. Ignace on the north shore from Mackinac Island, and the same year Fort Michilimackinac, now Mackinaw, was established. Later this French military post had a garrison of 200 soldiers, surrounded by settlements containing five thousand Indians. Other posts were established at St. Joseph in 1679 by LaSalle; at the outlet of Lake Huron, in 1686, by Duluth, and Cadillac, with a garrison of fifty men, founded Fort Pontchartrain, at Detroit, in 1701. The priest, the soldier and the trader commenced the work of making recorded history in Michigan, bringing it out of the oblivion of a long past into the light of the modern time; and to the men of two to two and two-thirds centuries ago we look back as our earliest pioneers.

Progress has been rapid in Michi-

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gan, as well as in all parts of our common country. More is done now in a decade than formerly was accomplished in centuries. Still thought was active long before human progress began here. The beginning of the Christian Era opened a new and permanent influence for the betterment of moral, social and political conditions. We can trace on the pages of history forward movements that have taken place since the emergence from savagery and the transit through barbarism to the present development of civilization. Property has been classified and made useful. One by one the grains that we eat have been developed from weeds and grasses. One by one the metals have been conquered and made serviceable. We have evidence of the Stone Age in the Museum of this State Pioneer and Historical Society. One by one Nature's wild products have been improved and are serving the daily needs of civilized life. The wild crabapple is one of Nature's productions; the Northern Spy and the Pound Sweet are developments of intelligent human study and skill. Thought, which first harnessed the wild buffalo, now harnesses the power of lightning, as it will in the future harness the power of the tides and finally utilize the unlimited power of the great sun itself. Great ships have been sailing on the waves of the oceans for a long time, but sending messages along the unrelenting waves of the atmosphere is a recent achievement of human thought and skill.

The growth of humanity will cease when human questioning and striving shall cease. Real life is dead in the old man when he no longer takes an interest in the knowledge of his time. Michigan has done nobly in providing for the spread of knowledge from generation to generation in its public schools, its agricultural college and its great university, where thoroughness in the practical sciences and the mechanical arts is more marked than ever before. How deep is the debt to its educational pioneers! By these agencies the thoughts that uplift the world are widely disseminated, and only the future can determine what wonders may be produced. The Agricultural College is teaching the important lesson, both by precept and example, of conserving the productiveness of the soil, of the preservation and restoration of the forests, without which the future will be a cave of gloom. It is every one's duty to leave some spot of earth, some social condition, better than they were when he came here.

But all questionings are not profitable. It is useless to question the unknowable. The limits of the knowable are yet far beyond mortal ken. A morbid intellectual searchlight, that seeks to discover the evil and overlooks the good in others, is harmful, as it leads to an unhappy pessimism instead of a cheerful optimism. This sort of questioning can bring no good results. Largely it divorces God the Good from the universe. Furthermore, there are questions which must remain unanswered so

long as men are subject to the limitations of the finite. The man shaped like an interrogation point, who neglects the useful work that ought to be done, while he gazes hopelessly and fruitlessly into empty space, seeing a wall or obstruction that is not there, and asking questions that can not be answered, is of slight use in the world, either to himself or to others. He is not a pioneer in any line of effort and achievement. They break the fetters of ill-nature and discontent. Forsake the habit of faultfinding. Be on the lookout for the brightest and best. See and cultivate the good in yourself; and, above all, see and stimulate the good in every human being. Throw dismay to the winds, take a bright and cheerful view of life, be just and fear not, and the sunset slope, adown which the brave pioneers have traveled, will be a sunlit journey from the here to the hereafter.

Our pioneers were practical men and women. They came here to subdue the wilderness and to make homes for themselves and their children. They did not waste time and effort in attempting to do the undoable or in trying to solve the mysteries of the unsolvable. They were all the better for believing in life after death—in the soul's immortality—as that did not deter them from doing the every-day duties of life. By their work and hope they accomplished much—caused ever-widening and ever-broadening results.

The world belongs to its thinkers and its doers. The beginners of civilization in a new country are not idle dreamers, but are workers for a purpose along practical lines, and they have ideals to encourage them—the home, the school, the church, the family, education and religion—and yet they could not know what is enwombed in the future of this life even. The impossible confronts every human being. In the realm of the possible there is enough to gratify the ambition and effort of all. The attainable is ever greater than the attained. The genius of America finds scope and hope in thinking and doing the things that can be done.

Foolish would be the military leader who, invading an enemy's country and meeting a fortress upon a high rock—a Gibraltar—that is absolutely untakable, sits down before it, camps with his entire army in front of it, determined to do nothing else until the fort shall surrender, and then spends the remainder of his life without results. He might have looked at the fortress, realized its impregnable character, marched around it, seized the country in its rear, made himself master of it and, perhaps, have returned in time to receive its submission.

Impractical men often start out on a mental campaign and make the same mistake. They meet a question that can not be answered, an intellectual problem that can not be solved—something, it may be, which relates to the Infinite, while they are finite, and subject to finite limitations. They settle down in front of some unanswerable question, as, for instance, "Where did I come from

and why?" or, "Where am I going and what for?" and then they expend their intellectual energies without answer, with no result! But the question may well be asked, "What is the best way to get the most out of life?" Doing one's plain, every-day duty, and doing good to others, bring the most satisfactory results.

The mind reverts to the experience of pioneer days when men voluntarily turned out to help a neighbor in distress from an injury or sickness, prepared a field for crops and planted the seed, or got up a winter's supply of wood, without asking or expecting anything in return. This was genuine week-day religion. Men can get along finely without a creed, but can not get along well without helping those who need help. Tears fall like showers and sighs fill the air as when the moaning wind sweeps through a pine forest. Those who suffer are part of the human brotherhood to which all belong by virtue of the Fatherhood of God. We have no moral right to be indifferent. To be neglectful is a crime. He who seeks to get the advantage of another by law is guilty of covetousness. To kill others in aggressive war is murder. If one can lend a helping hand, but refuses to do so on the ground that he needs both hands for himself, an opportunity is lost for adding a valuable asset to that character which survives time and change and endures forever. The purely selfish man lives in the suburbs of purgatory and will not have to go far when he dies.

Our pioneers lived useful lives. Their work was preparatory to better conditions. Use is the true object of thought and effort. Preparing a savage region for a civilized state is noble work. The idle dreamer is a drone in the human hive. One can spend meditative hours in the woods, but this is not practical life. Suppose that the pioneers in the study of electricity, during the last half of the nineteenth century, had spent their whole time on the baffling and still unanswered question, "What is electricity?" trying to find out what it is before putting it to use. As yet no man has defined it. Its power and manifestations are seen, but the subtle force eludes definition. A few years ago we read a symposium in a scientific publication wherein a half dozen or more of learned men undertook to give answers to the question, "What is electricity?" After their attempted solution of the problem one impression only was left, namely, that electricity is the name of a power that has no other designation. It is simply electricity; it is comparable to nothing else in the realm of nature, and admits of no other designation. Like life itself it is undefinable in other terms. When the word life is used we know from its varied manifestations what is meant; we can not see nor handle it; no other word explains it—no combination of words can elucidate it. Its source is enveloped in mystery. So it is with electricity.

But Edison, once a newsboy in Michigan, and others did not waste their time and neglect their experi-

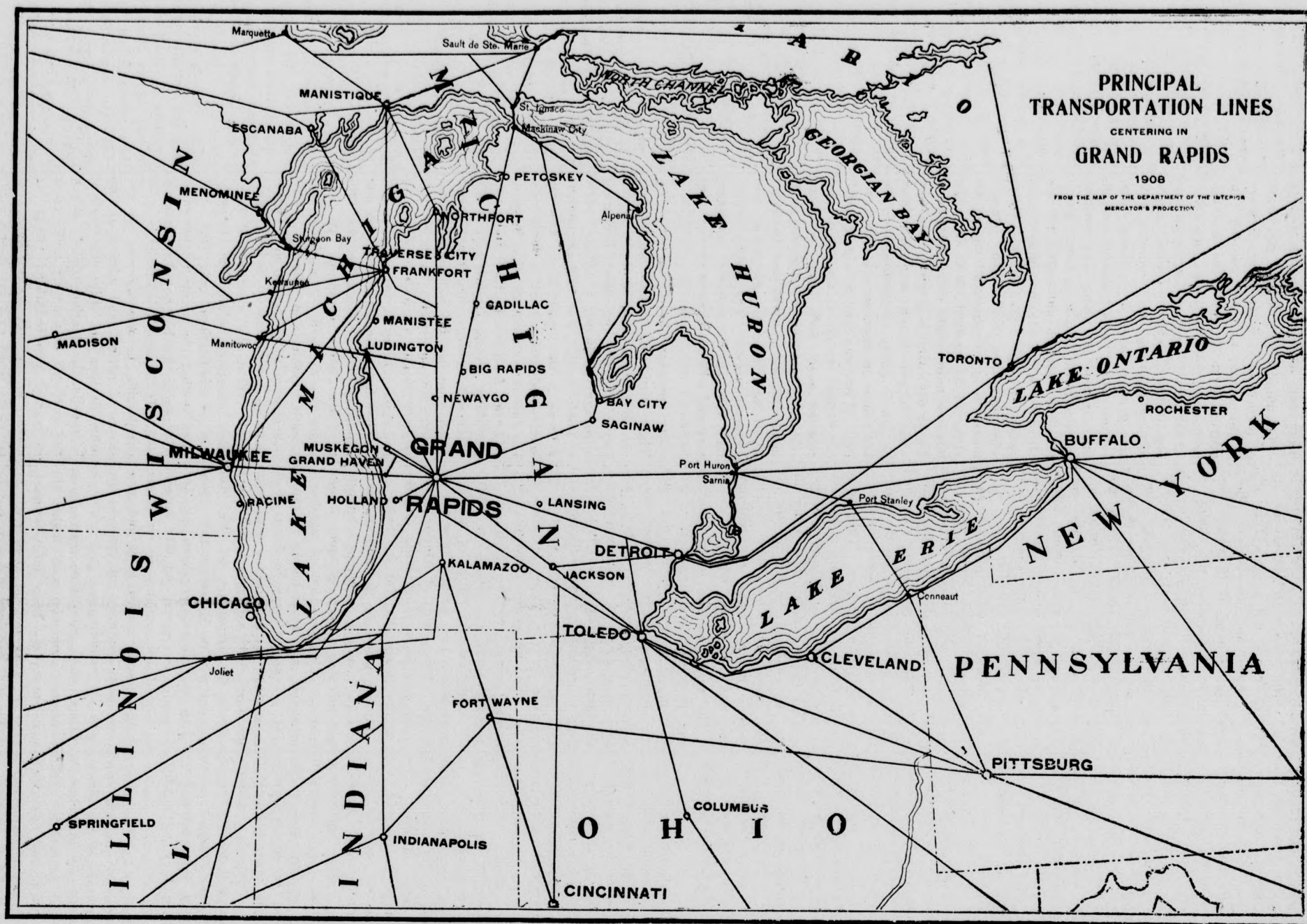
ments because they could not answer questions that a child might have asked. They knew that electricity is a wonderful force, and they believed that it might be harnessed and made to perform many uses serviceable to mankind. What it is did not trouble them. Flashes athwart the storm clouds were evidence of its existence. They saw that it could be utilized. They have been experimenting, using and applying it, benefiting all by their discoveries, inventions and applications of the subtle power, and not troubling themselves about the fact that they do not know what it is. The electrical pioneers were practical thinkers and workers in the field for which their genius best qualified them; and the world owes a vast debt to these pioneers.

Electricity has always existed. It is a primal material force. It can not be analyzed. Why attempt it? And so it should be with the man who is constantly worrying himself concerning that greatest of all unsolvable questions, the Supreme Power in this universe. No man, no pioneer of thought, can know and define what that Power is. It is incomprehensible. Let search rest there. But we all know that the Great Power exists and that it works, according to immutable law, for our good; that the liberty of choice between right and wrong is inviolable; that as men sow so must they reap in all worlds; and that, under the operation of this eternal law, men can grow, develop and be great—materially, morally and spiritually.

Protected by everlasting kindness and wisdom, surrounded and interpenetrated by uplifting influences, thousands of important problems that are within our reach can be solved. To do this is our plain duty, and not torment ourselves with speculations as to the unknowable.

Human nature is made of complex material. We see no limit to its achievements. Knowledge is power and knowledge is all the time increasing. Under the pressure of great incentives wonderful things are accomplished. Pioneering is merely the beginning. No man is thoroughly acquainted with himself or knows the full effect of his work. The pioneers in no line of human activity ever live to see the full results of their efforts. We honor the Michigan pioneers and others here to-day. Their lives were useful and practical. The whence and the where of existence were problems they did not attempt to solve. They wrought at their daily tasks; they builded better than they knew; and their works follow them.

We are constantly surprised at the ability to do great things which men display. There are depths and heights in human souls not yet fathomed, not yet attained. The possibility of greatness is hidden in every man's nature. We do not know his limitations. Next in the line of descent from the Omnipotent, he can not know his capacity until God and opportunity give him that to do which has always seemed to be impossible.





SPECIAL DEMONSTRATIONS.

How a Shoe Man Treats His Windows.

Written for the Tradesman.

I was talking with the shoe man who enjoys to be just a little bit ahead of his fellows. He was telling me about an experiment he undertook not long ago.

Said he:

"My store is a corner one and so I get the benefit of two streets in the advertising I make my three windows do for me, which are situated somewhat as are those of the I. M. Smith Co. in your own City of Homes, only my store has only half the frontage on the main street that the Smith establishment has. Still I have a nice respectable size in which to do my trims.

"You know how a live person or even an effigy in a window draws the crowds, preferably the former.

"I rigged up a window that was a corker the way it stopped the people—the sidewalk was actually blockaded for half an hour at intervals all day long.

"I got my idea from an advertisement I ran across in a shoe trade journal.

"It read as follows:

"Open a Patent Leather Hospital in Your Store.

"For \$— we will send you an outfit which any one can use, and which will enable you to make any checked patent leather shoe look like new.

"All of the patents you have in stock that are checked can be fixed up so that you can sell them at full price, instead of losing money on them.

"And when a customer 'kicks' about shoes checking you can tell him to leave them, and with almost no trouble you can fix them up and keep him satisfied.

"The outfit we supply consists of three bottles and brushes and directions for applying. The three bottles are used in the order they are numbered, and when the third application is put on and dried the leather is the same as new in appearance and will wear as well as if it had not been checked.

"This is a good sensible proposition and will stand the most rigid trial.

"Let us hear from you!"

"Well, there's where I found my idea.

"I let the advertising party 'hear from me' to the extent of thrice the amount of cash required by them and awaited receipt of goods.

"At last the stuff came. I had ordered quite a lot of it, and thought

I'd either 'sink or swim' on the venture.

"I had everything ready to go into the window that was to be transformed into that vaunted 'Patent Leather Hospital' in the advertisement, only I fixed up the spot rather more in keeping with a young lady's boudoir. I had a bird's-eye maple dressing table put across one corner, with one of these Indian stools in front of it, on which was a gay cushion. A handsome rug covered the floor of the window and there were two straightbacked chairs. On these I had the 'shoe dope.' The walls of the space were of burlap, on which were several attractive pictures. I fixed up the space as nearly as possible like my daughters' dressing rooms.

"I know a young and pretty German girl who assists the only cateress our town affords, and who is never averse to earning an honest penny. Her I hired to work a week in that window with the stuff I bought of that firm for applying to patent leather checking. Previous to that demonstration week I had advertised the preparation freely in the daily and weekly papers and in my show windows, announcing that there would be a practical demonstration as to its merits and inviting patrons and others interested to bring in their checked patent leathers and we would show them, free, what we could do with them. Say! I didn't know there were so many old shoes inside the corporation. It seemed as if I should have sold every man, woman and child a new pair. I had to call a halt finally; put a sign in the window saying that we already had so many subjects for the free demonstration that we would be unable to accept any more; sorry, etc., but that when the public should see what this new preparation would do they would certainly want the outfit, which would be obtainable of us at the extremely low price of 50 cents but that after the demonstration the price would be one 'cart-wheel.'

"Well, the demonstration began bright and early on a Monday morning and lasted until 10 o'clock Saturday night, and that pretty little German girl kept the crowd interested every minute of the time. I sold more of that patent leather repairer than my wildest expectations had pictured. And there are repeat orders all the time. The preparation was all right, and the memory of the pretty girl lingered to help the repeat orders along. Never get a sour old maid as a demonstrator. The combination of youth and beauty is



Whether you buy shoes of us or not we cordially invite you during Merchants' Week to make our office your headquarters.

The process of modern shoe manufacturing is not only very instructive but exceedingly interesting, and we will be glad to take you through our factory and show you how shoes are made.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



Doing What You Are Paid to Do and Then Some

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

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

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

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

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



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

Herold-Bertsch
Shoe Co.

Makers
of the original

H. B. Hard Pans
Grand Rapids, Mich.

what attracts the public in a feminine. If you have a man in your window, if he is good looking he will get more attention from the young ladies, but still, his features don't cut anywhere near as much ice as in the case of the lady demonstrator. In the latter case the public care more for the charming girl than for what she is doing. In the case of the masculine demonstrator they are more curious as to what he is doing than they are about him.

Jeanie Hirt.

Will Shoe Prices Decline?

Retailers buying direct from manufacturers do not seem to want prices of shoes reduced, says "Hide and Leather." Instead, they much prefer to have better quality and pay the old price. Some few years ago, when a shoe merchant paid \$2.50 for a shoe and sold it at \$3.50, retailers argued he made less profit than today, when \$2.85 is paid for a \$4 line. A better proposition even than this is the new \$5 line, which is bought at \$3.50 a pair.

Profit with the retailer is paramount. Other features, however, must also be looked into, and when a consumer can secure, by an extra 50 cent investment, shoes that will wear much longer, in addition to having better fitting qualities and more style, 50 cents does not look very large. Buyers of shoes are not so reluctant about paying a slight advance in price providing they can secure value for the money paid.

Travelers often have the question

put to them as to whether or not fall shoes will be sold at a cheaper price. They generally answer that while some leather is not overly firm in price, they can not see where it would be possible to put up the same grade shoe at any less price than asked this spring. However, some retailers are backward about placing orders, believing that values are liable to decline. The clever traveler at this point generally offers the suggestion that should leather values go lower his firm would immediately use better materials in the manufacture of shoes to make up the difference. This argument nearly always proves successful, as consumers and retailers are satisfied with present conditions.

F. N. Cornell, Sebewa: At my Sebewa store I have done \$122.79 less business and at my Sunfield store \$470.60 more business in January, February and March of this year than during the same time last year and my stocks are about the same now as they were a year ago. The gain in business at Sunfield so far this year is \$800.82 over what it was during same months last year, while there has been a loss of \$30.80 at Sebewa on trade so far this year as compared with same time last year. We have customers that patronize both the mail order and premium soap houses, but only try to overcome this competition in a small way by comparing my goods with those bought of these houses and in one case exchanging.

Self Confidence and Nerve Get the Money.

Bobbie drifted into the little village armed with bottles of patent medicine, supreme confidence in himself, and consummate nerve. He stopped good old Dobbin, whose real name was Pizzarino, before the principal bank in the town, which was also the only one, and going into the president's office asked him whether he could leave a package there until he returned.

"Certainly," replied the president, who thought that Bobbie might be one of their rich country customers.

"What was that you said?" asked Bobbie, putting his hand to his ear in the way deaf people do.

"Of course you may leave your bundle here," said the president.

"Why not?" asked Bobbie, again placing his hand to his ear. This time the man of money shouted, "I say you may leave your package here and we will gladly look after it."

"O, all right," answered Bobbie.

Crate of Ducks His Package.

By this time the conversation had attracted the attention of the bank clerks, neither one of whom had much to do. Bobbie hustled outside and laboriously dragged in the "package," which consisted of a crate of live ducks.

The ducks quacked and the bank clerks grinned, but the president, still thinking that Bobbie was one of his customers, allowed him to place them in a corner of the office.

It was late in the afternoon be-

fore Bobbie returned, and meantime the customers that had been in the bank had noticed the ducks, so that a small crowd of them were waiting to see the man who had left such a package.

When Bobbie left the bank he went to Perkins' general store and made a similar request of the boss of that store. Here also the proprietor, thinking Bobbie probably was a customer, allowed him to leave his package. The package this time was composed chiefly of one small but exceedingly lively and noisy pig.

All around town that day Bobbie left packages made up of live animals, fowls, and birds of various sorts. Of course these attracted the attention of the patrons of the different places, so that by the time Bobbie was ready to collect his menagerie in the late afternoon not only in the bank was there a crowd waiting for him, but a number of more or less idle and certainly curious townspeople was watching for him at each store.

These people followed him about from place to place, so that by the time he had reached the last resting place of his last package most of the town was watching him.

Of course, many of these people asked him what he was doing with such an assortment of animals, but then Bobbie's deafness came into play, for he couldn't hear what they said.

After he had picked up the last

The Bicycle Pattern Shoe

This shoe is made from a soft, pliable tannage of leather which assures both comfort and service to the wearer. Ours have the

Neverslip Cats Paw Rubber Heel

a feature which you cannot overlook.

Black and Olive

Men's, Boys', Youths' and Little Gents'

Write for recent quotations.



Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Mich.

package he turned to the crowd and addressed them.

"Ladies and gentlemen," he shouted, "I have here the greatest discovery of the age, the Pancurium herb food. You notice perhaps that the ducks and chickens I have in my wagon are the best and healthiest specimens of their kind. Feeding them on the Pancurium has brought them to this stage of perfection. My little pig, you will observe, is in prime condition. He eats Pancurium, and that is all that need be said.

"But that is not all, ladies and gentlemen. The Pancurium herb food is good for beasts and fowls of all sorts; it will bring them to the highest state of perfection, but that is not its greatest, its noblest work. It also will cure man and bring him to an equal state of physical perfection.

The Money Flows In.

"If you have the grip, if you are feeling run down in any way, if you have symptoms of tuberculosis, or typhoid don't waste your money on a doctor or expensive medicines, but purchase one bottle for the small sum of half a dollar.

"Now, step up, ladies and gentlemen, only half a dollar for this great remedy."

They stepped up, they stepped up in bunches, but, what was more to the point, some of them stepped up accompanied by the necessary and ever welcome half dollar and departed without it.

Of course, Bobbie still had to keep up his pretense of being deaf, as all day he had refused to answer their questions, pretending not to hear them, and if suddenly he would be able to hear readily the crowd would be sore about his previous refusals. Furthermore, when any one asked Bobbie if Pancurium was good for the smallpox, the epizootic, or any other disease Bobbie could pretend not to hear them, so that they could not accuse him at some later time of selling them anything under false pretenses.

The assumption of deafness also aided him in making rapid sales, for when old Mrs. Stubbs started to tell him about the ills and ailments of her husband, her daughter Johanna, and her own troubles Bobbie could turn a deaf ear while selling to the other customers.

Deaf Man Spoils Game.

Finally, old Ezra Tompkins, who really was deaf, came up with a \$5 bill in his hand and said: "Say, young feller, if that air stuff will cure deafness give me half a dozen bottles."

Bobbie was up against it for a minute. If he said, yes, then why didn't the doctor cure himself, but he hated to allow that \$3 to get away. Finally, with a sigh for the loss of the three good plunks, he said: "Hey? What did you say?" putting his hand to his ear as if he also were deaf.

Old Ezra, likewise placing his hand to his ear, said: "Hey? What did you say?" and again Bobbie replied with the same gesture and words. Old Ezra looked at Bobbie for a minute and then said: "I can't

hear you, young feller; say it louder. I'm deaf."

As this was said in a low tone of course Bobbie could not be expected to hear it, and although he feared the result he was forced to reply: "Can't hear what you say. Next man who wants the great Pancurium?"

Crowd Laughs, Ezra Angry.

By this time the crowd was roaring with laughter at what they thought was the meeting of the two deaf men, and old Ezra looking around noticed it. Exceedingly wroth, he yelled at Bobbie: "Are you trying to make fun of me?" and noting that Bobbie put his hand up to his ear in the same way he was accustomed to do his anger got the best of him.

Grabbing his heavy walking stick, he murmured in angry tones: "I'll fix you, young feller. Trying to mock me, air you? I'll fix you. I'll cave your head in."

Now, although this was spoken in a low tone, Bobbie did not like the sound of it, and, although he could be deaf for business reasons, he did not think it should prevent him keeping a whole skin if possible, so with one last, long sigh over the three plunks that he might have had and the other sales he had to forego Bobbie stood not upon the order of going but hastened old Dobbin away from the menace of the big stick.

James Pillsbury.

The Marvel of Science.

When we hear of rays of light capable of achieving photography through a foot thickness of solid iron; of the charting of the sky itself on such a scale that a thousand million members of the firmament can be recorded each in its appointed place; of the discovery of something like the sense-organs of human knowledge on the roots, stems and leaves of plants; of the tracking of diseases which decimate humanity to their obscure source in the parasite of a parasite, and of the process by which two patient and humble scientists working upon a few grains of an element in a mere secondary form managed to revolutionize our whole conception of the most stupendous forces of the physical world—it seems indeed a mystery that the appetite for surprise and sensation should turn aside from what the pursuit of truth can offer and prefer to regale itself with the petty products of trumpery invention and ingenuity.—Pall Mall Gazette.

Perilous State.

"If you don't give me a piece of money," said the desperate beggar, "I'll die of typhoid fever!"

"How's that?" asked the interested citizen.

"It's a cinch. If I don't get money, I'll have to drink water instead of whisky. If I have to drink water I'll have to drink city water. And if I don't have money I can't buy any gas to boil the water. Could you lemme have a dime?"

Easy street is not a thoroughfare to Heaven.

MICHIGAN SHOE COMPANY

"Mishoco" New Specialty Shoe

for Men and Boys

"Josephine" for Women

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

DETROIT

The 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

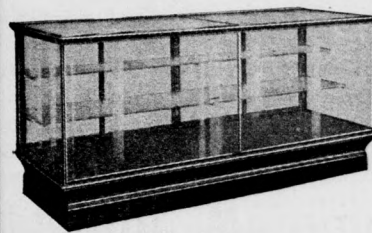
Box Calf

Grand Rapids Shoe & Rubber Co.

State Agents



Grand Rapids, Mich.



Our Crackerjack No. 25

Improve Your Store

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

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

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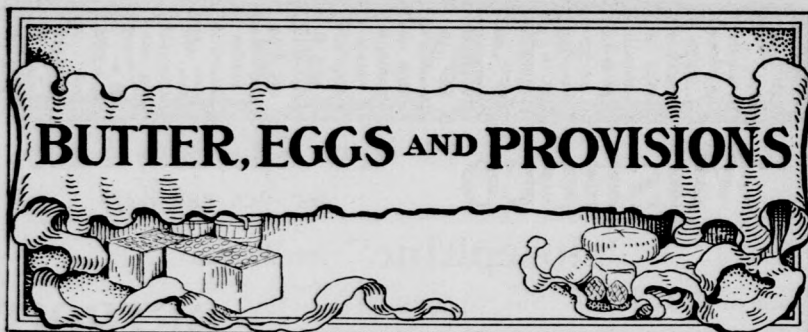
Where you know all about the business, the management, the officers

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.



Observations of a Gotham Egg Man.

Although weather conditions have so far been more favorable to egg qualities than is often the case at this season of year, many of the receipts are showing the effects of the advancing season and it is quite to be expected that summer defects will now steadily increase, giving us a wider range of prices. When the quality of eggs coming in at collecting points shows the wide irregularity usual in warm weather there is no economy in shipping these irregular qualities of eggs mixed together; not only does this method involve the useless cost of packages and freight on a lot of practically worthless eggs, but it is impossible to realize as good a price for a mixture of eggs of irregular quality and value as for the same eggs when properly assorted so that each quality can be placed in the particular channel of trade to which it is appropriate. To a buyer looking for high grade eggs the presence of a lot of lower grade stock in the cases is so objectionable that he will usually refuse to buy them unless at a bargain; and to the trade able to use the ordinary qualities the presence of the better eggs is not sufficient inducement to warrant payment of their full value.

There is no way to grade eggs properly in the warm season other than before "the candle," which now means the electric lamp. Sometimes the worst of the rotten eggs can be thrown out by a mere casual inspection, but the heated eggs, partially hatched, and spots can only be distinguished before the light. Many of the larger egg packers candle all the eggs received by them as soon as their purchases begin to show much defect, and all should do so, whether the quantity handled is small or large. The art of candling can easily be learned to the extent necessary for a satisfactory grading before shipment, and we are convinced that it will pay to put it into practice.

The object in grading eggs should be to place together all eggs of approximately equal value; only by so doing can the most money be realized for irregular qualities. The usual order of value is as follows: First, the good sized clean eggs that show strong body, are clear before the light and practically full; second, the good sized clean eggs that are a little shrunken or a little weak bodied; third, the good sized dirty or stained eggs that are clear before the candle, strong bodied and reasonably full; fourth, the clean eggs that are more seriously heated or shrunken

and weak bodied; fifth, checked eggs (not broken and leaking) that are still of good body and freshness; sixth, the more seriously heated and weak bodied dirty eggs; seventh, the checked eggs that show similar defects. Badly heated, partially hatched eggs should be thrown out altogether; and very small eggs, even if clean and sound, are of less value usually than the best grade of dirty eggs.

Of course, the closeness with which packers can follow these separate qualities in their grading depends upon the quantity of stock handled. Few make more than four grades, although some make five in hot weather and that should be done when the quantity permits; very good results can, however, be obtained by candling to three grades, but at least that number of grades should be made, each properly marked.

We submit the following basis of grading as meeting the requirements of this market as well as can be under each number of grades.

When five grades are made:

1. Good sized clean eggs, reasonably full, strong bodied and perfectly clear before the candle.
2. Good sized clean eggs, moderately shrunken or weak bodied, but to be kept free from seriously heated or partially hatched eggs. In this grade may be included slightly stained eggs if they are reasonably full, strong bodied and clear before the light.
3. Dirty and badly stained eggs of good size that are reasonably full, of good body and strength, clear before candle.
4. Dirty and stained eggs that are weak bodied or considerably shrunken, together with clean eggs that are too much heated or shrunken for No. 2 grade, but still of merchantable quality. Very small eggs should be included in this grade even if clean and fresh.
5. Merchantable checked eggs, free from leakers or eggs so badly cracked that they are likely to be further broken in transit.

The relative value of the fourth and fifth grade varies somewhat with the season and the general condition of the market; sometimes the fifth grade is worth a little more than the fourth grade.

Use only good, substantial fillers for all grades.

When only four grades are made we suggest making the No. 1 and No. 2 selection as above and combining the dirties in one grade—packing together the eggs described above as third and fourth grade.

When only three grades are made the No. 1 grade can not be quite as closely selected and the eggs described above as No. 2 grade should be packed with the dirties; but in that case the very small eggs should be placed in third grade with the checks, as well as the most badly heated of the dirty and clean eggs that are worth shipping at all.—N. Y. Produce Review.

Many an alliance with sin is hidden by a defiance of the devil.

The Sun Never Sets where the Brilliant Lamp Burns

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



BRILLIANT GAS LAMP CO.
24 State Street Chicago, Ill.

Dairy Butter

I can use all grades, but especially want No. 1 full grass dairy butter in crocks or well soaked parchment lined, double headed sugar bbls.

Write or phone me today what you have to ship and I will give you my best offer and keep you posted on market changes. If you can not ship on refrigerator car ship early in week so butter will not be in transit over Sunday. Of course, I am always in the market for eggs.

13 Years' Square Dealing

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

References: Grand Rapids National Bank, Commercial Agencies, Tradesman Company, any Grand Rapids Wholesale Grocer.

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

Manufacturers of

Egg Cases and Egg Case Fillers

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

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

W. C. Rea

A. J. Witzig

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PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

BAGS

Of every description for every purpose. New and second hand.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

WIRE BOUND EGG CASES

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

VENEER BOX CO., GRAND RAPIDS, MICH.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 29—The coffee market, so far as jobbers are concerned, has been rather quiet this week. Quotations for Rio No. 7 in an invoice way, $6\frac{3}{8}@6\frac{1}{2}c$. In store and afloat there are 3,504,930 bags, against 3,894,113 bags at the same time last year. Mild grades have been in rather better call. Especially is this true of washed coffees. Of course, with some houses there is a better report than with others. Good Cucuta, $9\frac{3}{4}c$.

With some genuine summer weather there comes all at once a better demand for sugar and the outlook is for a real sugar campaign to start in about the time the presidential campaign starts, so that Senator Sorghum will beam effulgently. Prices are tending upward.

While purchasers of teas are taking very small lots, there is a constant reduction of warehouse stocks and prices are steady and unchanged. Foreign advices indicate prices on just about the same level as prevailed last season.

Jobbers report a fairly satisfactory condition in rice, with stocks of some grades running very low. Some foreign grades are coming in to help out and are, perhaps, rather lower than the domestic. Prices, while practically unchanged, are well sustained. Good to prime domestic, $5\frac{1}{4}@5\frac{1}{2}c$.

Prices of spices show little variation. There has been a better demand this week and the situation is seemingly more "comfortable" than for a long time.

Molasses is firm. Supplies are moderate and the demand is fairly good for this time of year. Quotations show no change, good to prime centrifugal working out at $22@30c$.

Almost all sorts of reports can be picked up regarding canned goods. Early pack of Baltimore peas are being quite freely offered now and yet prices do not seem to be firmly established. For standards 75c is named on the most recent price lists; extra standards, 80c; sifted, 90c; extra sifted, \$1.10 and \$1.30 up for petit pois f. o. b. The weather has, as a rule, been excellent for the pea crop and samples shown are of fine quality. Tomatoes are moving in an average sort of way at $72\frac{1}{2}c$ f. o. b. factory as the lowest level and 75c as perhaps an average. Some little enquiry exists for corn and prices are pretty firm. This is apt to become more pronounced as the season advances if the weather continues so unfavorable in many important producing regions. It is certain that canners are not tumbling over each

other to sell future corn and possibly the article may be worth keeping one's eye on.

Butter is doing fairly well. The receipts are increasing, however, and there is every probability of lower range. Special creamery is quoted at 23c; extras, $22\frac{1}{2}c$; firsts, $21\frac{1}{2}@22c$; Western factory, firsts, 18c; seconds, $17@17\frac{1}{2}c$. Little call exists for process and the goods work out at $19@21c$, the latter for specials. Packing stock is firm at $17@18c$.

New full cream cheese is arriving more freely, but there is still considerable complaint of the quality and it is "weedy." For the best $10\frac{1}{2}c$ prevails. Old stock is working out at about 15c for desirable goods.

Eggs are mighty dull and quotations good for one day are apt to be knocked out before the close of the market. Western storage pack, $16\frac{1}{2}@17\frac{1}{2}c$; fresh gathered firsts, $16@16\frac{1}{2}c$; seconds, $15@15\frac{1}{2}c$.

Tibet No Longer a Mystery.

Tibet's gateway is standing ajar. Tatsienlu is the last town before reaching the Tibetan border, and is populated by Tibetans under the jurisdiction of the three Tibetan kings, who are under the sovereignty of the Chinese government. Tatsienlu is a small town, with low wooden houses and a population of 9,000, mostly Tibetans. Its strategic and commercial importance are due to its being the gateway to Tibet and the high plateaus to the northwest. In this district are the splendid grazing pastures, where a fine quality of wood is produced.

Farther on is the Tachin River, which forms the boundary between Eastern Tibet and one of the aboriginal Chinese tribes. Tatsienlu is situated at an elevation of 8,400 feet in the high mountains that extend through Western China into Tibet. To reach Tatsienlu from Chungking requires twenty-one days, and from there to the Tibetan border line eighteen additional days, the route crossing mountain passes over 15,000 feet high. This whole region of Western China is little known to foreigners, but with the opening of trade promises to be taken into touch with the outside world.

Origin of Sausage.

The sausage dates back to the year 807. It has been asserted that the Greeks in the days of Homer manufactured sausage, but this prehistoric mixture had nothing in common with our modern product.

The ancient so-called sausage was composed of the same materials which enter in the make-up of the boudin of the French market and the blood pudding of the French-Canadian. The ancient sausage was enveloped in the stomachs of goats. It was not until the tenth century that sausage made of hashed pork became known.

It was in or near the year 1500 that, thanks to the introduction into Germany of cinnamon and saffron, the sausage of Frankfort and of Strasburg acquired a universal reputation.

There is no love in the charity that does not court secrecy.

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.

Decoration Day Leaders Now

Four cars Port Limon Jumbn Bananas, Messina Lemons, Oranges, Fancy New Potatoes, New Cabbage, Texas Tomatoes, Texas Onions, Berries, AND FOR CANNING FANCY PINEAPPLES.

We have plenty of all kinds of fruit and vegetables. Buy of us. Our goods make money. Bear in mind goods bought well are half sold. Well displayed the other half sold.

Yuille-Miller Co.

Grand Rapids, Mich.

Citizens Phone 5166 Bell Phone 2167

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

BUTTER

We want 50,000 pounds of packing stock and 25,000 pounds of fancy June dairy butter in jars for storage. Don't fail to write or phone us for prices before selling. Both phones 2052.

T. H. CONDRA & CO.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

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.

A FAIR CONSPIRACY.

Hoggish Merchants Were Brought To Time.

Written for the Tradesman.

There was excitement at Sibleyville. Men and women who did business on the same street, who lived in the same block, and who had seen each other every day for years, stopped and shook hands whenever they met. There surely was something doing.

Sibleyville is a county seat town, with miles of fertile country round about and one line of railroad. Through the south end of the county, which there is no need to name here, runs an interurban line which may at no distant day send a feeder to Sibleyville.

As may well be imagined, this electric line at present lies heavily on the hearts of the merchants of the county seat town. Farmers of the south country ride out of the county on that line and do their selling and buying at a larger city some miles away, which causes the dealers of Sibleyville to make remarks concerning lack of local pride on the part of the farmers.

"You keep right on helping to build up a rival town," said the merchants to the farmers whenever they by chance discovered them in their places of business, "and you'll increase the value of your farms a whole lot—not."

"Wake up your old town, then," said the farmers. "We are not sitting up with any dead municipalities just at present. Wake up!"

"The men who make a profit on your products and your purchases do not help pay your taxes or educate your children," continued the merchants. "You do not get any church bells or gravel roads out of them."

"Wake up then."

With these stimulating words the farmers closed the conversation and usually drove over to the other town to invest their cash.

"Wake up then!"

The merchants had heard the words used until they brought about bad dreams:

"Wake up then!"

But how? One summer afternoon, when the county seat stores looked like an ice cream parlor in a January blizzard, Rufus Darby, the leading dry goods man, became possessed of an idea on the all important subject.

"Wake up! Of course," he said to Beebe, the shoe man. "Sure we'll wake up! We'll form a county fair association and cause the fall trade over at that other town to look like seven cents. We'll have side shows with bearded ladies and snakes as long as a few words by William Jennings Bryan. We'll have a balloon and other hot air devices that will bring the farmers here and temporarily devastate the villages for miles around."

"Sure!" said the shoe man. "We'll have prize pumpkins as large as a Merry Widow hat, and a procession of blonde girls in white riding on horses fresh from the plow. We'll

get all the money there is in the county. Wake up! I should say so!"

And a lot of business men got together that very evening and organized a fair association. There were several merchants absent, but of course the others thought they would be only too glad to come in for a share of stock when they heard what was going on. At the close of the meeting \$3,000 of the \$5,000 which would be required to get the fair under way had been subscribed.

"We can easily get the other \$2,000," said Darby. "The clothing men are not represented here, and the bazaar man will surely come in for \$100. We've got things coming our way at last. Hereafter there will be no snores emanating from this part of the county. Not much!"

But the high hopes of Darby and the others were dashed to the ground within a week. The clothiers and the bazaar man and several others who had been counted on to make up the \$2,000 grew cold feet when approached by the Committee. The promoters agreed and reasoned, but to little purpose.

"Your dates are not right," said the clothiers. "We want the fair held when the winter overcoat season is ripe. We had a fair here once," they continued, "and the trade for the week was not so much. Leave us out."

"But it will bring \$50,000 of outside money to the town," urged Darby, "and you'll get your share of it, even if the man fresh from the potato crop doesn't hand it to you during the fair. If we don't do something all the fall trade will go to the other town."

"Not for us," persisted the clothiers, and the Committee went out with sorrowful faces and sat down in front of the bazaar man.

"What's the use?" asked the latter. "Whenever we have doings here we can't wait on our trade, so what is the use of putting up our good money?"

The restaurant man said the same thing, and the promoters used a wide range of talk to him and went out to hold bitter converse with each other. It looked like the prize pumpkins, and the bearded lady, and the blonde young girls all in white were a long way distant from Sibleyville.

Now, it chanced that while this fair matter lay heavy on the breasts of the men who wanted the town to wake up a wise old traveling man came to town and observed and commented upon the spirit of gloom which darkened the business part of the community.

"The trouble with you fellows," he said, "is that you show your hands too early in the game. Playing cards with you boys would be like taking bubble pipes away from 4-year-olds."

"What is the answer?" asked Darby.

"You've all seen dog fights, I take it?" asked the traveling man. "Yes, of course. And you've all stood on the pavement in aspects of horror declaring that some one ought to put a stop to the brutal exhibition;

GAIN A REPUTATION

for selling good merchandise and it will prove to be your best advertisement.



Good Hosiery

is one of many items we offer of interest to Dry Goods and General Merchants. We have the **Knickerbocker** line for girls, **Sandow** for boys, **Bear Skin Ipswich** and **Billy Goat** for girls and boys, **Shawknit**, **Columbia**, **Middlesex**, **Soldiers and Sailors**, **Uncle Sam**, **Nelson**, etc., for men, as well as an exceptionally fine assortment from 90 cents to \$3 per dozen for women's wear.

Give Us a Trial

in this department, also let us figure with you on Staple and Fancy Notions, Underwear, Shirts, Trousers, Overalls, Ribbons, Embroideries, Laces and Piece Goods.

Visiting Merchants

even though not intending to buy, are invited to make our store their headquarters.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Prints

The price on all best staple prints has been reduced to 4 3/4 cents.

We have a large complete assortment of American, Simpson, Merrimac and all other well-known brands.

Send your orders in at once while stocks are complete and secure a good assortment.

P. Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

**THE WATER WAY
BETWEEN DETROIT AND BUFFALO**

The D. & B. Line Steamers leave Detroit weekdays at 5:00 p. m., Sundays at 4:00 p. m. (central time) and from Buffalo daily at 5:30 p. m. (eastern time) reaching their destination the next morning. Direct connections with early morning trains. Lowest fares and superior service to all points east.

Popular week end excursions to Buffalo and Niagara Falls, leave Detroit every Saturday and return Monday morning.

RAIL TICKETS AVAILABLE ON STEAMERS

All classes of tickets sold reading via Michigan Central, Wabash and Grand Trunk railways between Detroit and Buffalo in either direction will be accepted for transportation on D. & B. Line Steamers. Send 2c. stamp for illustrated pamphlet and Great Lakes Map. Address: L. G. LEWIS, Gen'l Pass. Agent, Detroit, Mich.

DETROIT & BUFFALO STEAMBOAT CO.

PHILIP H. McMILLAN VICE-PRES. A. A. SCHANTZ GEN'L MGR.

but you didn't take the aggressive bull dog by the neck and throw him into the millpond to cool off. You wanted to purify and humanize the town by having some other fellow take the risk of losing an ear or a pound or two of leg. Now do you begin to comprehend the point of this little discourse?"

"Not yet," said Darby, wondering if the traveling man wasn't growing sparrows in his skylight.

"Then I'll put out a guide board for you," continued the salesman. "You went to these kickers and told them that the fair was a sure thing, didn't you? Of course you did. And they believed you. They think the town is sure to get this fair anyway, and that they will receive all the benefits of the money brought here without putting up a cent for it. They are willing that some other fellow should take all the chances. If you fellows ever get into a game of draw with a wise player you'll have to walk home in a suit of clothes made out of a barrel. You show your hands too soon. These hogs won't risk a cent as long as they believe the fair to be a sure go. They want you fellows to bring in the men with money and push 'em into their places of business. They are good men for the town—I don't think."

"Well, we're going to fight it through and get along without them," said Darby. "We'll show 'em a thing or two."

The salesman smiled pityingly and talked steadily for half an hour, which was a short stunt for him when he got started.

That evening there was another meeting of the Sibleyville Fair Association, and the clothiers, the restaurant man and the bazaar man sat across the street in the hotel office waiting to find out what was doing before going to their economical homes. The editor of the Sibleyville Daily Gem was at the meeting in all his glory, ready to take down a full report of all that was said. He had received a tip that there would be something doing that would make a nice first page item in the morning paper.

At the close of the meeting the editor strolled over to the hotel office, where the hoggish dealers sat watching for news.

"What's the news?" asked a clothier.

"Fair scheme busted," said the editor calmly.

"What's that?"

All spoke at once.

"Busted," said the editor. "Nothing doing."

"What's the trouble?"

"Could not get money enough pledged."

"Is this final?" asked the bazaar man.

"Sure thing. I've got it written up for the Gem in the morning, and I am going now to send it to outside papers. Nice deal for Sibleyville, eh?"

"Do you mean to say," asked the group, "that you're going to telegraph all over the State that we are too much asleep to get up a

fair? Why, the people who are now making arrangements to come here with their money will all cut the town dead. You just wait an hour before you send that slush out."

For a wonder the fair promoters were still at the town hall when the kickers got there! It was probably a mere happen-so, but, then, that was a wise old salesman! I don't know how much the kickers put up, but there was a fair!

"When you deal with such people," said the salesman to Darby, "take nothing for granted. They'll let others build up the trade of the town and then give them the laugh. And don't show your hand too soon."

Alfred B. Tozer.

How Flowers Hide Their Sweet Store.

Before "the bee sucks," as Ariel put it, he must find the wonderful places where the flowers hide away their honey, to be found, like the priests' hiding holes in ancient mansions, by the right sort of visitor and to keep away all intruders. In the recesses of the crown imperial lily at the center can be seen six large honey pits, one on every floral leaf, and each is brimming over with a big drop of honey and glistening like a teardrop. Shake the flower and it "weeps" as the big drops fall from it, soon to be replaced by other tears in the rapidly secreting flower. The simple folk call the flower "Job's tears." The snowdrop is literally flowing with honey, for in swollen veins traversing its fragile whiteness are rivers of nectar. The petals of the columbine are ingeniously and elaborately designed with a view to providing good places of hiding for the honey. Each is circular, hollow, shaped like a horn. In each the honey is secreted in a round knob at what would be the mouthpiece end of the horn, and the five are arranged in a ring side by side with the honey knobs aloft. Although the honey store is obvious from without, yet the insects who would sip it must creep into the flower and penetrate with a long nose up the curving horn to the knob. Sometimes the petals are all joined together into a tube and the sweet nectar simply exudes from the inner side of the wall and collects at the bottom. This is the case in the dead nettle, the tube of which forms so toothsome a morsel that some children call it "suckies." The honeysuckle is similarly planned, and its sweetness is so striking as to have furnished its name. The monkshood has quaint nectaries. If the hood be drawn back there suddenly spring into sight two objects on long stalks which are sometimes like a French horn, sometimes like a cowl, or, looked at sideways, not unlike a pair of doves. Their presence within the hood has provided the nicknames "Adam and Eve" and "Noah's Ark." Thus the honey bags are carefully tucked away and protected.

Has the good roads propaganda received an impulse at your hands this week? The working of many tongues will precede the working of many hands.

Largest Exclusive Furniture Store in the World

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

Klingman's Sample Furniture Co.

Grand Rapids, Mich.

Ionian, Fountain and Division Sts.

Opposite Morton House

Grand Rapids, Holland & Chicago Ry.

TO CHICAGO

In Connection With Graham & Morton Line

Steamers Puritan and Holland

Holland Interurban Steamboat Car Leaves Market St. Depot

FARE \$2 Nightly 8 P. M.

Freight Boat Every Night

HATS

At Wholesale

For Ladies, Misses and Children



Corl, Knott & Co., Ltd.

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



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

Give the Ben-Hur A Whirl

You'll be surprised at the whirl of trade it will stir up, and it will not be of just a few days' duration, with the dissatisfied after-echoes, because Ben-Hurs are stayers and friend-makers wherever they get a show, and the first trial order convinces a dealer that he has stocked a brand that is bound to bring him more money and trade.

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

Worden Grocer Co., Distributors
Grand Rapids, Mich.

Jennings' Extracts

(At It 36 Years)

Our Serial Number is 6583

Are you supplying your customers with Jennings' Flavoring Extracts?

Jennings' Extract Terpeneless Lemon

Is unexcelled in Purity, Strength and Flavor.

Jennings' Extract True Vanilla

Contains only the flavor of Prime Vanilla Beans.

These Extracts bring customers back to your store—"There's a reason."

Direct or jobber. See price current.

Jennings Flavoring Extract Co.

C. W. Jennings, Mgr. Grand Rapids, Mich.

ESTABLISHED 1872





Should Build Up a Reputation for Honesty.

At the large shoe factory of Million & Co. the Western salesmen were assembled for the semi-annual conference.

"Uncle John" Sylvester, the Salesmanager, as was his usual custom, had the boys in his sunny and home-like office for his last "little talk" before they should start on their several ways to open the spring campaign.

The old salesmanager smiled and there was a twinkle of unusual merriment in his sharp blue eyes as he selected a letter from a pile of correspondence on his desk.

"I received a letter the other day from Chandler, who covers territory for us down through Pennsylvania," he said. "Its contents has caused me considerable amusement.

"Chandler writes: 'There is a new man traveling down through here for Blank Brothers and he is worrying the life out of me. He is telling all sorts of lies about us. Among other things he says our goods are all made up by scab labor, and our finishing is done by boys and women.

"What am I to do to convince my trade that there is nothing in these stories? If I can't shut this thing off it is going to make an awful difference in my sales. The labor question is a live issue down in this country.'

"How is that for a wail? I can imagine Chandler writing that letter just after he has had a good hard turn-down from some dealer whom he had felt morally sure of selling a nice order. He has written while the sting of disappointment was still upon him. He probably felt different about it within an hour after he dropped that letter in the box.

"But I'm rather glad he wrote just the way he felt, for there is no harm done and it gives me a chance to say a few things that I don't believe I ever touched upon before, and with the matter fresh in my mind after the letter I sent Chandler I can give you salesmen a few of the points I made with him.

"Did any of you fellows ever lose your temper at a fool dog that came around barking at your heels as you passed a farm house, and turn and kick at him, only to miss him and then hate yourself for having lowered your dignity and manhood enough to have paid any attention to the brute at all? Well, that's the position it always seems to me a salesman places himself in when he

lowers himself enough to notice a barking competitor.

"Lying competition is the most exasperating competition a man can encounter, but it isn't the most hurtful competition by any means. It takes a mighty sharp skillful man to lie damagingly. If you find a man who is able to do the trick it is an even chance that he is too big a man to resort to it for plain every day business purposes. If he is an expert at it there are more lucrative fields open to him than the ordinary life in trade affords.

"I have always found that the smoothest way to cooper a lying competitor is to encourage him to lie his level best. Then all that is necessary on your part is to keep right on in the even tenor of your way, sticking strictly to the truth, meeting all issues with frankness and straightforward honesty, and by and by the liar will find his reach getting shorter, like the bull dog that goes round and round the stake to which his chain is attached until at last he is completely wound up and helpless. He has whipped himself out slicker than you could have done it and you have the additional satisfaction of knowing that you did not debase yourself by fighting him.

"The salesman who in the very beginning of his career takes pains to build up a reputation for honesty and square dealing has nothing to fear from his competitors no matter how they may try to injure him. There is a something, subtle and indefinable but mighty near 'the real thing,' that no imitator, however cunning, has ever been able successfully to counterfeit. That is true in commodities and it is doubly true in character.

"A certain very modern philosopher puts the formula this way: 'Recipe for side-stepping competition: 'Be yourself.' That recipe is good so far as it goes; but I would move to amend for selling purposes by adding: 'and see that "yourself" stands for something.'

"I have observed that what we sometimes call 'safe and sane' people have a way of making up their minds regardless of what they see or hear. The salesman who is right with himself need not fear a dealer's sober thinking. The competitor who only barks we can all afford to laugh at. When he gets to biting by outselling us, through superior goods and salesmanship, we are forced to take notice.

"Gentlemen, long-faced talk about character-building may sound like

cant coming from a moralist, but in the realm of business it is the only means we have of underwriting against disaster. All your cynics to the contrary, trickery and deceit can not exist as a permanent thing in business. The canker may develop and spread for a while, but the day of reckoning comes. Even the greatest corporations in the land meet their just fate if they transgress the old-fashioned laws of honesty and fair dealing. Don't simply accept the old saw that 'Honesty is the best policy,' for that infers the possibility of another policy, one aside from honesty. As a matter of cold fact, honesty is the only policy.

"No salesman is ever justified in overdrawn the truth for the sake of making a temporary good impression, for it will only be temporary, rest assured of that. I fully understand that the temptation to overstate things while working up a sale is the easiest thing in the world. In the glow of enthusiasm which the salesman must generate in himself and transmit to his prospect, it is exceedingly difficult to keep from crowding the facts beyond the limit. You are forced to be an optimist, but, take my word for it, it is much better to be a conservative optimist.

"The time to be the most conservative is when you are making promises. Promises are tricky: they expand as they cool off. I have known otherwise good salesmen who were positively unsafe because of the rash promises they would make while they were feeling good over closing a big order. Success seems to intoxicate them and they will give their word as readily as a drunken sailor spends his money.

"Another and resulting trait sometimes found in the same type of salesman is the disposition to deny making a rash promise. That thing spells trouble every time. The salesman who is addicted to the trick seems to think that promises thrown off at white heat, as it were, do not count, but you may be very sure the dealer does not forget them; in fact, his memory is abnormally acute; he will fill page after page of correspondence and describe exactly and with great wealth of detail the circumstances and import of the salesman's promise. Unless somebody weakens the salesman loses a friend and the house a customer.

"Shrewd buyers seem to be ever on the lookout for this weakness on the part of the salesman. They will use a generous order as a bait to lure the salesman into a concession to their own advantage. Maybe they only make the play to test the character of the salesman, I don't know; but I do know one thing: that no salesman ever lost the respect of his buyer by refusing to be taken in.

"Boys, I am not going to ask you to pledge yourselves never to make a rash promise, because I know you are human and the weakness is likely to develop when you least expect it; but I want you to enter into an agreement with me that if you ever do make an off-side play you will let

me know it the first thing. With everything well understood we can both of us do what we can to save our reputation. A good reputation, based on record and backed up by sincerity, is all we need to keep ourselves out of Chandler's trouble.

"Let me say a word further: The most debilitating thing to a good reputation in a business representative is the exaggeration habit. The undue indulgence in language is very much like any other kind of dissipation in that it saps the strength. I never hear a man talk in this dissipated way that I don't think of the answer that the old farmer made to the young man who called to sell him an incubator.

"The young man got pretty well warmed up to his subject and was spreading it on pretty thick about the enormous profits that could be made in producing chickens with his patent process of hatching and brooding. The old man wasn't thawing up a little bit; however, he listened very attentively while the young fellow threw himself. Finally when he had wound up with a fitting climax and was feeling for his order book the old farmer shifted his 'chew' and spit, and then cocked his old hat to a shrewd angle and remarked:

"'Looke here, young man, if this is sich a danged good thing, why don't ye give all yer poor relations a chance at it and not waste sich all-fired generosity on strangers?'

"That's the keynote, boys. Don't make your stuff out too good or some one might be moved to ask you: 'Why you don't give your relatives a chance?' C. E. Barker.

Souvenir Blotters.

Blotters with pictures on the enamel side of familiar parks or buildings are a good advertising medium. They must be frequently displayed in the window so as to familiarize the people with the thought that they saw them in your place. Don't make the mistake of disfiguring the picture part with advertising matter. Put that around the edge.

The double faced man always is convincing—to himself.

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.

A Question in Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston
Grand Rapids

GONE BEYOND.

Death of H. A. Formby, the Veteran Book-keeper.

Henry A. Formby, who has been book-keeper for Rindge, Kalmbach, Logie & Co., Ltd., and their predecessors for over thirty-seven years, died at the family residence, 308 South Union street, Sunday morning. The funeral will be held at the late residence of the deceased this afternoon, the interment to be in Oak Hill cemetery.

Biographical.

Henry Albert Formby was born in Liverpool, England, Nov. 9, 1842, which was the first yearly anniversary of the birth of Albert Edward, Prince of Wales, now King of England. He was educated in the schools of his native city, becoming an expert accountant and occupying



This photograph of the late Mr. Formby was taken by the late Fred Heath in 1871, the same year Mr. Formby went to work for Rindge, Bertsch & Co.

several positions of trust and responsibility. In the spring of 1869 he came to this country, locating immediately in Grand Rapids. He was induced to come to this city by the late John Evans, who had been his boyhood friend in Liverpool and who was then acting as Manager of the Gardner Flouring Mills here, which had formerly been operated by Sweet & Barnett. He took the position of book-keeper for this establishment, where he remained a year, when Mr. Gardner failed. The late Henry Fralick was the assignee and he was so gratified over the competence and faithfulness of the book-keeper that he urged Rindge, Bertsch & Co. to employ him, which advice they accepted, the engagement dating from April 1, 1871. During the thirty-seven years he remained in the employ of this house and its successors he invariably made it a rule to be on hand before 7 o'clock in the morning and he was always the last man to leave at night. Aside from several trips he took out of town about thirty years ago as a member of a cricket club, he never took a vacation and never failed to

be at his post of duty during business hours. At the time of the World's Fair, in 1893, the house presented him with \$100, with the request that he take a trip to Chicago, accompanied by his wife. Mr. Formby did not act on this invitation. Some months ago his health declined, so that he was obliged to retire from active service, but the business was on his mind continually and he talked of very little but the work with which he had been so long and so faithfully identified.

Mr. Formby was married May 31, 1863, to Miss Eliza Waterson, of Liverpool. They have had four children, three daughters and a son, all of whom are still living.

Mr. Formby has been active in the Episcopal church ever since he was a boy. He was for several years connected with the choir of St. Mark's church and for several years served as vestryman of the Church of the Good Shepherd, of which he was a member. He was a charter member of the Knights of Honor and A. O. U. W. and held positions of responsibility in both orders.

Mr. Formby cared little for ordinary enjoyments, being essentially a home man in all that the word implied. It can not now be recalled that he slept away from home for over twenty-five years, and he was so methodical in his habits that his work became a routine which he faithfully followed from day to day.

Mr. Formby was the personification of honesty, being implicitly trusted by his employers and everyone with whom he came in contact. His loss will be deeply regretted, not only by his employers, but by the customers of the house who had come to regard him as inseparable from the institution.

What the Beet Sugar Crop Did.

Saginaw, June 2—At the annual meeting of the Michigan Sugar Co. all the old officials and directors were re-elected. The report of President Charles B. Warren, of Detroit, showed the year to have been the most satisfactory in the history of the industry. The company, he reported, expended \$2,500,000 for beets, labor and supplies during the money panic, distributing more currency to farmers in the sections of the State where it operates factories than any other industry, and was a leading factor in carrying commercial interests through the stringency successfully.

The Drug Market.

Opium—Is unchanged.
Morphine—Is steady.
Quinine—Is unchanged.
Carbolis Acid—Has declined.
Wood Alcohol—Has been advanced 2c per gallon.
Oil Lemon—Is weak and tending lower.
Quince Seed—Is firm and tending higher.

When a man gets beyond the pangs of conscience there is not much left in him to punish.

The good that shall be to-morrow is the good we can see to-day.

Gripsack Brigade.

A Kalamazoo correspondent writes: E. D. G. Russell, the well-known traveling man of this city, sustained a broken ankle at Tecumseh Tuesday. He is confined to his home on Second street.

Petoskey Independent: W. B. Scattergood, Jr., has received notice of his assignment to the position of representative in this territory for the National Biscuit Co., formerly held by Alfred H. Wise, who has gone to Kalamazoo. Mr. Scattergood has for two years held a position representing the Perfection Biscuit Co. in this district.

Shelby Herald: A. A. Lewis has taken a position with Schmidt & Keihl, Milwaukee commission merchants, again this year. His operations this year will be buying entirely and he will operate at various points from Grand Haven north. Mr. Lewis has purchased a very desirable residence lot at the corner of State and Ellis streets and expects to erect a new house next season.

Muskegon Chronicle: A traveling saleswoman of a line most unusual has been visiting in this city as the guest of Mr. and Mrs. N. G. Vanderlinde, 95 Peck street. She is Mrs. S. A. Guard, of Allegan, an old friend of Mrs. Vanderlinde. Mrs. Guard's husband is the owner of a flouring mill and his wife enjoys the unique distinction of traveling to sell his product. A certain territory is each year covered by her, when she visits the dealers and arranges for sales and shipments.

Several merchants who visited Grand Rapids during Merchants' Week last year were disappointed over their inability to purchase a line of boys' clothing. The Tradesman has, therefore, arranged with Weiss & Segal, of New York, to send their Michigan representative, Will J. Kies, to Grand Rapids, where he can be found at the Morton House from Monday morning until the following Saturday. The same is true of M. J. Rogan, Michigan representative for Solomon Brothers & Lempert, of Rochester. Mr. Rogan has covered his Michigan territory, but comes to Grand Rapids at the suggestion of the Tradesman in the belief that he will make some new customers thereby.

Railroads Get Down Off High Horse.

Chicago, June 2—The Chicago Association of Commerce is going to try to have the largest merchants' meeting next July and August ever held in this city. News has been received by the Association that the railroads in the Central Passenger Association territory east of Chicago have voted to grant this city a rate of one and one-half fares for the round trip for merchants' meetings which the Association desires to hold during the months named.

In addition to this cheerful information, it is stated that the railroads which are members of the Western Passenger Association will now reconsider their refusal to grant a rate and will accord the city the same

privilege as the eastern roads have accorded. The last merchants' meetings were held in January, 1907, and all applications for rates for similar occasions have since been refused by the railroads upon the ground that 2 cent legislation made it inadvisable to grant any reduced rates. During the last merchants' meetings here more than 10,000 merchants from Maine to California and from the northern border to the Gulf States visited this market.

St. Ignace Merchants Will Not Accept Invitation.

St. Ignace, June 2—The merchants of this town are not enthusing over the trip of the Detroit Board of Commerce and have decided to turn down an invitation to be the guests of the Detroit crowd at Mackinac Island. After putting their heads together the business men of the Upper Peninsula Gateway decided that if the Detroit organization wanted to meet them they would have to come to St. Ignace. Word to this effect was sent to Detroit to-day.

Local business men are said to be disappointed because the excursion will not make its headquarters here while at the Straits, as if they spend their time on the Island St. Ignace will get practically no benefit from the trip. It is believed when the Board of Commerce hears of this decision a change in the program will be made.

For several years Detroit business men have been discussing the Upper Peninsula tendency to buy goods in Chicago, Minneapolis and Milwaukee instead of patronizing southern Michigan firms. The action of the St. Ignace people will doubtless bring the matter to their attention in a stronger light.

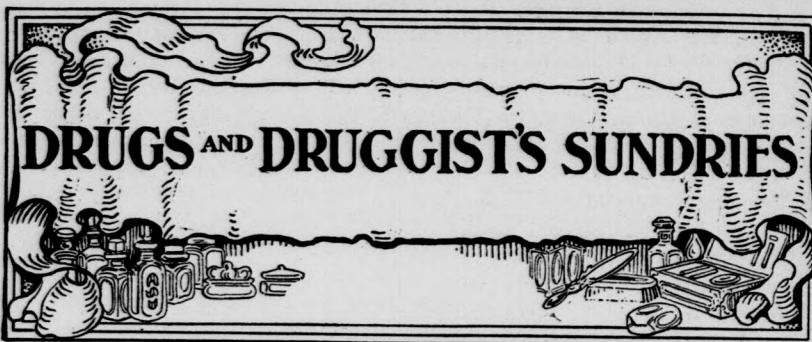
Kalamazoo Officials After the G. R. & I.

Kalamazoo, June 2—In order to assist in settling the difficulties between the Grand Rapids & Indiana Railway and the Grand Trunk, which latter seeks entrance into the city, Mayor Milham appointed a committee consisting of Aldermen Brenner, Little, Muffley and Burt, to act with a similar committee from the Commercial Club, which will endeavor to have the two roads come to some agreement and allow the Grand Trunk to cross the Grand Rapids & Indiana right of way from the south to reach Main street.

Ever since the proposition to sell the old Belt Line road by Lane & Lay to the Grand Trunk, the Grand Rapids & Indiana has attempted to block every approach into the city, and the two committees will take the matter up and try to effect an agreement between the two companies that the Grand Trunk may be able to come in.

Up-To-Date.

"Hello, Large," greeted Little. "I didn't know you had an automobile." "I haven't," replied Large. "I just found this tire down the road. I'm going to nail it over the front door. They say it's good luck."



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.

Claims Saratoga Springs Are Doctored.

During the past twenty years there have been reports from time to time that the Saratoga mineral springs were doctored and faked. The latest to make the allegation that the springs have lost their strength is Robert C. Morris, representing the Natural Carbonic Gas Co., of that village, urging the Senate Judiciary Committee to oppose a bill introduced in the interests of the springs companies which seeks to prevent the gas companies from pumping carbonic acid gas from its well. Mr. Morris applied the principle of equity that people who ask for justice should come into court with clean hands. He argued that his clients by their pumping had not ruined the mineral springs; that those springs had failed before his company was in operation; that the mineral spring owners themselves had resorted to pumping, and that in ascribing the reduced flow of their springs now to the carbonic acid gas companies and asking the Legislature to ruin them they should not be guilty of such practices as he alleged his evidence showed they were guilty of.

The whole story is denied by Willard Lester, Chairman of the Citizens' Committee, which instigated the legislation against the carbonic gas companies intended to restore the springs. He said: "Mr. Morris does not bring forth one word of proof. He does not dare to name a person or a spring in his allegation that the waters are doctored."

One proprietor stated that the best refutation of the report as far as his spring was concerned was the fact that it has been examined by the Pure Food Commission, and that the analysis he uses is the one furnished by Dr. Wiley, head of that Commission.

Reflections on the Harper Decision.

The practical common sense interpretation of the law by the judge in this instance is especially gratifying and commendable. He instructed the jury that the law was enacted

for the protection of the ordinary average citizen and was to be interpreted with this point in view, and that its meaning was not to be obscured by technicalities or expert decisions. This tendency to interpret the law in accordance with the language and phraseology used by those for whose protection the law was enacted should be followed by other courts before whom violations of pure food laws, both state and national, may be tried. The intent of these laws is manifest: to protect the general, non-scientific public against imposition and deception. The question of what a given term, sentence or formula would mean to the expert chemist or the trained pharmacologist has no bearing. The important point is, what impression does the average purchaser of the preparation derive from the claims made by the manufacturer? If the impression which he derives is in any way misleading or not borne out by the facts, then the manufacturer has violated the spirit of the law. Let it be again emphasized that this entire food and drug agitation, in all its ramifications, is simply a fight for commercial honesty and square dealing with the public. It is to be hoped that the decision of the court in this case will be sustained by the higher courts, and that this example in the common sense interpretation of the law will be followed by other courts before which such cases may come in the future.

Harper's "Curforhedake" and "Brane-fude," it appears from the weight of the testimony, was not in fact a cure for headache nor a brain food, and the misspelling on the label did not save the preparation from being accounted misbranded within the meaning of the law.

The moral is: Tell the truth.

White Precipitate Ointment.

It would seem from incidents that have lately come to our knowledge that the newer graduates of pharmacy leave school without that drilling in the smaller details of dispensing that distinguished the pharmacists of an older generation. A touchstone of the care observed by a pharmacist in the preparation of galenic compounds is the white precipitate ointment of the pharmacopoeia, officially entitled unguentum hydrargyri ammoniati. As prepared by different pharmacists this ointment presents varieties of appearance and consistence, and one is often tempted to ask under which standard New York pharmacists prepare the official drugs and medicines. Of course, when white precipitate

ointment is asked for or prescribed, only the unguent of the pharmacopoeia should be dispensed. This is a preparation consisting of equal parts of hydrous wool fat and white petrolatum medicated with 10 per cent. of ammoniated mercury. Explicit directions are given in the pharmacopoeia for the compounding of the ointment so as to provide a smooth, creamy salve in which the ammoniated mercury is so evenly distributed as to make the particles invisible to the naked eye. Since the eighth revision of the pharmacopoeia became official we have been supplied with what was represented to be ointment of ammoniated mercury, which consisted of a coarse mixture of gritty lumps of ammoniated mercury and yellow petrolatum, and with mixtures of lard and ammoniated mercury, which in all cases showed a lack of care in preparation that was most reprehensible. Pharmacists who would be so indifferent to the requirements of the pharmacopoeia would not think of the necessity of using a horn or vulcanite spatula in the preparation of a mercurial ointment and one is justified in assuming that carelessness in one thing means carelessness in others.—N. Y. Med. Journal.

Hodge-Podge.

Be careful to keep your store from becoming littered up with too much muchness—too many things of little or no value. Some druggists keep piling things onto their counters and into their windows until the whole establishment seems filled with nothing but hodge-podge. Rummage sales are all right for churches, but it can do a pharmacist no good for his neighbors to get an idea that he has one at his store, which he is running on the continuous performance plan.

Making Suppositories on a Hot Day.

Here is a little dispensing kink that may prove useful: To make suppositories by the ordinary method on a hot summer day is not an easy matter. Instead of melting the cacao

butter and then mixing it with the other ingredients, I find it a better plan to grate my cacao butter and rub it up with a small quantity of petrolatum. In this base I incorporate the other ingredients, and the mass is then of such a consistence that it can be worked and shaped by hand very easily. Next, I dust the suppositories with wheat flour, as this gives a much neater appearance than does lycopodium.

T. D. Lane.

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

We will be in our New Quarters
 134-136 E. Fulton St., Leonard building,
 Merchants' Week.

Kindly make our store your headquarters when in the city.

Grand Rapids Stationery Co.

Liquor Arsen et		Rubia Tinctorum	12@	14	Vanilla	9 00@	
Hydrarg Iod ..	25	Saccharum La's.	22@	25	Zinci Sulph ..	7@	
Liq Potass Arsnit	10@	Salacin	4 50@	75			
Magnesia, Sulph.	3@	5	Sanguis Drac's	40@	50	Oils	bbl. gal.
Magnesia, Sulph. bbl	1½@	1½	Sapo, W	13½@	16	Whale, winter ..	70@
Mannia, S. F.	45@	50	Sapo, M	10@	12	Lard, extra	85@
Menthol	2 65@	2 85	Sapo, G	10@	15	Lard, No. 1	60@
Morphia, SP&W 3	15@	3 40	Seidlitz Mixture..	20@	22	Linseed pure raw	42@
Morphia, SNYQ 3	15@	3 40	Sinapis	18@	18	Linseed, boiled ..	43@
Morphia, Mal.	3 15@	3 40	Sinapis, opt	30@	30	Neat's-foot, w str	65@
Moschus Canton.	7@	40	Snuff, Maccaboy.			Spts. Turpentine ..	Market
Myristica, No. 1. .	25@	10	DeVos	51@	51	Paints	bbl L.
Nux Vomica po 15	7@	40	Snuff, S's DeVo's	6@	10	Red Venetian	1½@
Os Sepia	35@	10	Soda, Boras	6@	10	Ochre, yel Mars 1½	2@
Pepsin Saac, H &			Soda, Boras, po. .	6@	10	Ochre, yel Ber 1½	2@
P D Co	1 00		Soda et Pot's Tart	25@	28	Putty, commer'l 2½	2½@
Picis Liq N N ½			Soda, Carb.	1½@	2	Putty, strictly pr 2½	2½@
gal doz	2 00		Soda, B Carb	3@	4	Vermillion, Prime	
Picis Liq qts	1 00		Soda, Ash	3½@	4	American	13@
Pil Hydrarg po 80			Soda, Sulphur ..	2@	2	Vermillion, Eng. .	75@
Piper Nigra po 22			Spts. Cologne ..	2 60	55	Green, Paris	29½@
Piper Alba po 35			Spts. Ether Co. .	50@	55	Green, Peninsular	13@
Pix Burgum	8@		Spts. Myrcia Dom	2 00	00	Lead, red	7½@
Plumbi Acet	12@	15	Spts. Vini Rect bbl			Lead, White	7½@
Pulvis Ip'cet Opil 1	30@	1 50	Spts. Vi'i Rect ½ b			Whiting, white 5½	8@
Pyrethrum, bxs H			Spts. Vi'i R't 10 gal			Whiting Gilders'	9@
& P D Co. doz. .	75		Spts. Vi'i R't 5 gal			White, Paris Am'r	1 25@
Pyrethrum, pv. .	20@	25	Strychnia, Cryst 1	10@	1 30	Whit'g Paris Eng.	
Quassia	8@	10	Sulphur Subl.	2½@	4	cliff	1 40@
Quina, S P & W. .	18@	20	Sulphur, Roll	2½@	3½	Shaker Prep'd ..	1 25@
Quina, S Ger	18@	28	Tamarinds	8@	10		
Quina, N. Y.	18@	28	Terebinth Venice	28@	30	Varnishes	
			Thebromae	50@	55	No. 1 Turp Coach 1	10 1 20
						Extra Turp	1 60@

Drugs

All orders shipped and invoiced the same day received. Send a trial order.

**Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.**

NEW CATALOG

Out June 1, 1908
Have You One?

Peck-Johnson Co.
Pharmaceutical Chemists
Grand Rapids, Mich.

[illegible]

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

Common Salt.
Dry Bacon

DECLINED

Pearl Barley
Some Winter Wheat Flour.

Index to Markets
By Columns

		1	2
		ARCTIC AMMONIA	Plums
		12 oz. ovals 2 doz. box...75	Plums 1 45@2 50
		AXLE GREASE	Peas
		Frazer's	Marlowat 1 00@1 5
		1 lb. wood boxes, 4 dz. 3 00	Early June 1 00@1 5
		1 lb. tin boxes, 3 doz. 2 35	Early June Sifted 1 25@1 80
		3 1/2 lb. tin boxes, 2 doz. 4 25	Peaches
		10 lb. pails, per doz. 6 00	Pie 1 45@1 60
		15 lb. pails, per doz. 7 20	No. 10 size can pie 4 00
		25 lb. pails, per doz. 12 00	Pineapple
		BAKED BEANS	Grated 2 50
		1 lb. can, per doz. 90	Sliced 2 40
		2 lb. can, per doz. 1 40	Pumpkin
		3 lb. can, per doz. 1 80	Fair 85
		BATH BRICK	Good 90
		American 75	Fancy 1 00
		English 85	Gallon 2 75
		BLUING	Raspberries
		Arctic	Standard @
		6 oz. ovals 3 doz. box 40	Russian Caviar
		16 oz. round 2 doz. box 75	1/2 lb. cans 1 35@1 45
		Sawyer's Pepper Box	1 lb. cans 1 00@1 10
		Per Gross	Salmon
		No. 3, 3 doz. wood bxs 4 00	Col'a River, tails 1 95@2
		No. 5, 3 doz. wood bxs 7 00	Col'a River, flats 2 25@2
		BROOMS	Red Alaska 1 35@1 45
		No. 1 Carpet, 4 sew. 2 75	Pink Alaska 1 00@1 10
		No. 2 Carpet, 4 sew. 2 40	Sardines
		No. 3 Carpet, 3 sew. 2 25	Domestic, 1/2 s 3 3/4@4
		No. 4 Carpet, 3 sew. 2 10	Domestic, 1/2 s 3 3/4@4
		Parlor Gem 2 40	Domestic, Must'd 6 1/2@9
		Common Whisk 90	California, 1/2 s 11@14
		Fancy Whisk 1 25	California, 1/2 s 17@24
		Warehouse 3 00	French, 1/2 s 7@14
		BRUSHES	French, 1/2 s 18@28
		Scrub	Shrimps
		Solid Back 8 in. 75	Standard 20@1 4
		Solid Back, 11 in. 95	Succotash
		Pointed Ends 85	Fair 85
		Stove	Good 1 00
		No. 3 90	Fancy 1 25@1 40
		No. 2 1 25	Strawberries
		No. 1 1 75	Standard
		Shoe	Fancy
		No. 8 1 00	Tomatoes
		No. 7 1 30	Fair 90@1 00
		No. 4 1 70	Good 1 10
		No. 3 1 90	Fancy 1 40
		BUTTER COLOR	Gallons 3 60
		W. R. & Co.'s, 25c size 2 00	CARBON OILS
		W. R. & Co.'s 50c size 4 00	Barrels
		CANDLES	Perfection 10 10
		Paraffine, 6s 10	Water White 10 10
		Paraffine, 12s 10	D. S. Gasoline 15 10
		Wicking 20	D. S. Gasoline 15 10
		CANNED GOODS	Gas Machine 24
		Apples	Deodor'd Nap'a 13
		3 lb. Standards 90@1 00	Cylinder 29@34 1/2
		Gallon 2 75@3 50	Engine 16@22
		Blackberries	Black, winter 8 1/2@10
		2 lb. 1 25@1 75	CEREALS
		Standards gallons 75	Breakfast Foods
		Beans	Bordeau Flakes, 36 lb. 2 50
		Baked 80@1 30	Cream of Wheat 36 lb. 4 50
		Red Kidney 85@95	Egg-O-Sees, 36 pkgs. 2 85
		String 70@1 15	Excella Flakes, 36 lb. 4 50
		Wax 75@1 25	Excella, large pkgs. 4 50
		Blueberries	Force, 36 2 lb. 4 50
		Standard 1 35	Grape Nuts, 2 doz. 2 70
		Gallon 6 75	Malta Ceres, 24 lb. 2 40
		Brook Trout	Malta Vita, 36 lb. 2 85
		2 lb. cans, spiced 1 90	Mapl-Flake, 36 lb. 4 50
		Clams	Pillsbury's Vitos, 3 doz 4 25
		Little Neck, 1 lb. 1 00@1 20	Ralston, 36 2 lb. 4 50
		Little Neck, 2 lb. 1 20	Sunlight Flakes, 36 lb. 2 85
		Clam Bouillon	Sunlight Flakes, 20 lbs 4 00
		Burnham's 1/2 pt. 1 90	Vigor, 36 pkgs. 2 75
		Burnham's pts 3 60	Voigt Cream Flakes 4 50
		Burnham's qts 7 20	Zest, 20 2 lb. 4 10
		Cherries	Zest, 36 small pkgs. 2 75
		Red Standards 1 40	Roll'd Oats
		White 1 40	Roll'd Avena, bbls. 6 50
		Corn	Steel Cut, 100 lb. sks. 3 35
		Fair 80@85	Monarch, bbl. 6 25
		Good 1 00@1 10	Monarch, 90 lb. sacks 2 90
		Fancy 1 45	Quaker, 18-2 1 50
		French Peas	Quaker, 20-5 4 65
		Sur Extra Fine 22	Cracked Wheat
		Extra Fine 19	Bulk 24 2 lb. packages 3 5
		Fine 15	CATSUP
		Moyen 11	Columbia, 25 pts. 4 10
		Gooseberries	Snider's pints 2 2
		Standard 1 75	Snider's 1/2 pints 1 35
		Hominy	CHEESE
		Standard 85	Acme 11 1/2
		Lobster	Elsie 12
		1/4 lb. 2 25	Gem 12 1/2
		1 lb. 4 25	Jersey 11 1/2
		Picnic Tails 2 75	Riverside 12
		Mackerel	Warner's 12
		Mustard, 1 lb. 1 80	Dixie Sugar Cookie 9
		Mustard, 2 lb. 2 80	Frosted Cream 8
		Soused, 1 1/2 lb. 1 80	Frosted Honey Cake 12
		Soused, 2 lb. 2 75	Fluted Coconut Bar 10
		Tomato, 1 lb. 1 50	Fruit Tarts 12
		Tomato, 2 lb. 2 80	Ginger Gems 8
		Mushrooms 24	Graham Crackers 8
		Buttons 28	Ginger Nuts 10
		Oysters	Ginger Snaps N. B. C. 7
		Cove, 1 lb. 90@1 00	Hippodrome Bar 10
		Cove, 2 lb. 1 85	Honey Cake, N. B. C. 12
		Cove, 1 lb. Oval 1 20	Honey Fingers, As. Ice 12

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

Bulk 5
Eagle 5
Frank's 5
Schener's 5

CHOCOLATE

Walter Baker & Co.'s
German Sweet 26
Premium 38
Caracas 31
Walter M. Lowney Co.
Premium, 1/2 s 38
Premium, 1/2 s 36

COCOA

Baker's 38
Cleveland 41
Colonial, 1/2 s 35
Colonial, 1/2 s 33
Kapps 42
Huyler 45
Lowney, 1/2 s 40
Lowney, 1/2 s 39
Lowney, 1/2 s 38
Lowney, 1/2 s 40
Van Houten, 1/2 s 40
Van Houten, 1/2 s 40
Van Houten, 1/2 s 40
Webb 35
Wilbur, 1/2 s 39
Wilbur, 1/2 s 40

COCOANUT

Dunham's 1/2 s & 1/4 s 26 1/2
Dunham's 1/2 s 27
Dunham's 1/2 s 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

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., Chicago.
Extract
Holland, 1/2 gro boxes 95
Felix, 1/2 gross 1 15
Hummel's foil, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 43
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
Atlantic, Assorted 10
Brittle 11
Cartwheels 8
Cassia Cookie 9
Currant Fruit Biscuit 10
Cracknels 16
Coffee Cake, pl. or iced 10
Coconut Taffy Bar 12
Coconut Bar 12
Coconut Drops 12
Coconut Honey Cake 12
Coconut Hon. Fingers 12
Coconut Macaroons 18
Dandelion 10
Dixie Sugar Cookie 9
Frosted Cream 8
Frosted Honey Cake 12
Fluted Coconut Bar 10
Fruit Tarts 12
Ginger Gems 8
Graham Crackers 8
Ginger Nuts 10
Ginger Snaps N. B. C. 7
Hippodrome Bar 10
Honey Cake, N. B. C. 12
Honey Fingers, As. Ice 12

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 16
Marshmallow Walnuts 16
Mariner 11
Molasses Cakes 8
Molican 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
Pretzettes, Hand Md. 8
Pretzettes, Mac. 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 small 8
Superba 8
Sponge Lady Fingers 25
Sugar Crimp 8
Sylvan Cookie 12
Vanilla Wafers 16
Waverly 8
Zanzibar 9

In-er Seal Goods

Per doz.
Albert Biscuit 1 00
Animals 1 00
Butter Thin Biscuit 1 00
Butter Wafers 1 00
Cheese Sandwich 1 00
Coconut Dainties 1 00
Faust Oyster 1 00
Fig Newton 1 00
Five O'clock Tea 1 00
Frotana 1 00
Ginger Snaps, N. B. C. 1 40
Graham Crackers 1 00
Lemon Snap 50
Oatmeal Crackers 1 00
Oysterettes 50
Old Time Sugar Cook 1 00
Pretzettes, 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
Unedda Biscuit 50
Unedda Jinjer Wayfer 1 00
Unedda 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

Sundried Apples
Evaporated 9 @10 1/2

Apricots

California 20@24

California Prunes

100-125 25 lb. boxes
90-100 25 lb. boxes @ 4 1/2
80-90 25 lb. boxes @ 5
70-80 25 lb. boxes @ 5 1/2
60-70 25 lb. boxes @ 6
50-60 25 lb. boxes @ 6 1/2
40-50 25 lb. boxes @ 7 1/2
30-40 25 lb. boxes @ 8 1/2
1/2 c less in 50 lb. cases

Citron

Corsican @20

Currants

Imp'd 1 lb. pkg. 8 1/2 @ 9
Imported bulk .8 1/4 @ 8 3/4

Peel

Lemon American 15
Orange American 14

Raisins

London Layers, 3 cr. 25
London Layers, 4 cr. 25
Cluster, 5 crown 25
Loose Muscatels, 2 cr. 7
Loose Muscatels, 3 cr. 8
Loose Muscatels, 4 cr. 7
L. M. Seeded 1 lb. 8 1/2 @ 9 1/2
Sultanas, bulk
Sultanas, package

5

FARINACEOUS GOODS

Beans
Dried Lima 6 1/2
Med. Hd. Pk'd 2 75
Brown Holland

Farina

24 1 lb. packages 1 50
Bulk, per 100 lbs. 3 50

Hominy

Flake, 50 lb. sack 1 00
Pearl, 100 lb. sack 2 00
Pearl, 200 lb. sack 4 00
Maccaroni and Vermicelli
Domestic, 10 lb. box 60
Imported, 25 lb. box 2 50

Pearl Barley

Common 3 00
Chester 3 10
Empire 3 50

Peas

Green, Wisconsin, bu. 2 50
Green, Scotch, bu. 2 50
Split, lb. 04

Sago

East India 5
German, sacks 5
German, broken pkg.

Tapioca

Flake, 110 lb. sacks 6
Pearl, 130 lb. sacks 5
Pearl, 24 lb. pkgs. 7 1/2

FLAVORING EXTRACTS

Foote & Jenks
Coleman Brand
Lemon
No. 2 Terpeneless 75
No. 3 Terpeneless 1 75
No. 8 Terpeneless 3 00
Vanilla
No. 2 High Class 1 20
No. 4 High Class 2 00
No. 8 High Class 4 00
Jaxon Brand
Vanilla
2 oz. Full Measure 2 10
4 oz. Full Measure 4 00
8 oz. Full Measure 8 00
Lemon
2 oz. Full Measure 1 25
4 oz. Full Measure 2 40
8 oz. Full Measure 4 50
Jennings D. C. Brand
Terpeneless Ext. Lemon
Doz.
No. 2 Panel 75
No. 4 Panel 1 50
No. 6 Panel 2 00
Taper Panel 1 50
2 oz. Full Meas. 1 25
4 oz. Full Meas. 2 00
Jennings D. C. Brand
Extract Vanilla
Doz.
No. 2 Panel 1 25
No. 4 Panel 2 00
No. 6 Panel 3 50
Taper Panel 2 00
1 oz. Full Meas. 90
2 oz. Full Meas. 1 80
4 oz. Full Meas. 3 50
No. 2 Assorted Flavors 1 00

GRAIN BAGS

Amoskeag, 100 in bale 19
Amoskeag, less than bl 19 1/2

GRAIN AND FLOUR

Wheat
New No. 1 White 97
New No. 2 Red 97
Winter Wheat Flour
Local Brands
Patents 5 50
Second Patents 5 25
Straight 5 00
Second Straight 4 75
Clear 4 00
Flour in barrels, 25c per barrel additional.
Wardens Grocer Co.'s Brand
Quaker, paper 4 50
Quaker, cloth 4 70
Wykes & Co.
Eclipse 4 70
Kansas Hard Wheat Flour
Fanchon, 1/2 cloth 5 90
Judson Grocer Co.
Grand Rapids Grain & Milling Co. Brands
Wizard, assorted 4 50
Graham 4 40
Buckwheat 5 75
Rye 4 75
Spring Wheat Flour
Roy Baker's Brand
Golden Horn, family 5 65
Golden Horn, baker's 5 55
Duluth Imperial 5 80
Judson Grocer Co.'s Brand
Ceresota, 1/2 s 6 50
Ceresota, 1/2 s 5 40
Ceresota, 1/2 s 5 30
Lemon & Wheeler's Brand
Wingold, 1/2 s 6 10
Wingold, 1/2 s 6 00
Wingold, 1/2 s 5 90
Pillsbury's Brand
Best, 1/2 cloth 6 20
Best, 1/2 cloth 6 10
Best, 1/2 cloth 6 00
Best, 1/2 paper 6 00
Best, 1/2 paper 6 00
Best, wood 6 20
Wardens Grocer Co.'s Brand
Laurel, 1/2 cloth 5 90
Laurel, 1/2 cloth 5 00
Laurel, 1/2 s & 1/2 s paper 5 70
Laurel, 1/2 cloth 5 70
Wykes & Co.
Sleepy Eye, 1/2 cloth 6 00
Sleepy Eye, 1/2 cloth 5 90
Sleepy Eye, 1/2 cloth 5 80
Sleepy Eye, 1/2 paper 5 80
Sleepy Eye, 1/2 paper 5 80

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 00 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 30 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 8 50 Half bbls., 600 count 4 75 Small Half bbls., 1,200 count 5 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 Tourist whist 2 25 POTASH 48 cans in case Babbitt's 4 00 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 Shorts 9 4 Smoked Meats Hams, 12 lb. average 12 Hams, 14 lb. average 12 Hams, 16 lb. average 12 Hams, 18 @ average 12 Skinned Hams 12 1/2 Ham, dried beef sets 18 California Hams 18 Picnic Boiled Hams 13 1/2 Boiled Hams 17 Berlin Ham, pressed 9 Minced Ham 9 Bacon 12 1/2 Lard Compound 8 1/4 Pure in tierces 9 1/4 80 lb. tubs advance 1/2 60 lb. tubs advance 1/2 50 lb. tins advance 1/4 20 lb. pails advance 1/2	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 1/2 bbls. 1 00 1/4 bbls., 40 lbs. 1 80 1/2 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 70 1/2 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef middles, set 40 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 45 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 45 Potted ham, 1/2 s 45 Potted ham, 1/4 s 45 Deviled ham, 1/2 s 45 Deviled ham, 1/4 s 45 Potted tongue, 1/2 s 45 Potted tongue, 1/4 s 45 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's small, 1 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 1 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 lbs. 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 25 60 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 00 56 lb. sacks 32 28 lb. sacks 17 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 Rapple in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz. 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 Marcellines, 100 cakes 5 80 Marcellines, 100 cakes 5 40 Marcellines, 100 ck toilet 4 00 Marcellines, 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. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 25 Pepper, Singapore, blk. 15 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. 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lbs. 5 Muzzy, 40 lbs. 4 1/4 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb packages 4 1/4 16 4lb. 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 00 2 1/2 lb. cans 2 dz. in cs. 2 00 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sndried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 21	Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson 30 Fancy 36 Colong Fortuna, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 30 Choice 36 Fancy 40 Ceylon Choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 38 Sweet Loms 24 Hiawatha, 5lb pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 46 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyro 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 35 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 31 Nickel Twist 32 Mill 32 Great Navy 36 Smoking Sweet Core 31 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 L. X. L. 5lb. 27 L. X. L. 16 oz. pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 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 Plov Boy, 1 1/2 oz. 39 Plov Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 WINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 13 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, B & B 15 Pure Cider, Robinson 15 Pure Cider, Silver 1 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Rushels 1 00 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, med 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 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 75 Barrel, 15 gal. each 7	Clothes Pins Round head, 5 gross bx 35 Round head, cartons. 70 Egg Crates and Fillers Humpty Dumpty, 12 Coz 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. 85 No. 1 common 80 No. 2 pat. brush holder 85 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, air red, brass 1 25 Paper, Eureka 2 25 Fibre 2 75 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Cat wood 30 Cat spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 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 Wood Lock 2 75 Universal 3 65 Window Cleaners 12 in. 1 60 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/4 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/4 Wax Butter, short cut. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb Whitefish, Jumbo 20 Whitefish, No. 1 12 Trout 10 Halibut 10 Ciscos or Herring 7 Bluefish 16 Live Lobster 28 Boiled Lobster 28 Cod 10 1/2 Haddock 8 Pike 11 Perch, dressed 8 Smoked, White 12 1/2 Chinook Salmon 14 Mackerel 22 Finnan Haddie 15 Roe Shad 15 Shad Roe, each 45 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 @ 4 1/2 No. 2 @ 3 1/2 Wool Unwashed, med. @ 16 Unwashed, fine @ 12	CONFECTIONS Stick Candy 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 7 Competition 7 1/2 Special 8 1/2 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 8 1/2 Cut Loaf 9 1/2 Leader 9 Kindergarten 10 1/2 Bon Ton Cream 10 French Cream 10 Star 11 Grand Made Cream 17 Premio Cream mixed 14 Paris Cream Bon Bons 11 Fancy-in Pails Gypsy Hearts 13 Coco Bon Bons 14 Pudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 11 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 10 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. box 1 80 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore-mound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Cr'sms 80 @ 94 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer 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 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 8 Almonds, California aft. shell 12 @ 13 Brazilis 12 @ 13 Filberts 13 Cal. No. 1 13 Walnuts, soft shelled @ 18 Walnuts, Marbot @ 14 Table nuts, fancy 13 @ 16 Pecans, Med. @ 10 Pecans, ex. large @ 12 Pecans, Jumbos @ 13 Hickory Nuts per bu. Ohio new Cocanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts .7 @ 7 1/2 Pecan Halves @ 45 Walnut Halves 32 @ 35 Filbert Meats @ 27 Alicante Almonds @ 42 Jordan Almonds @ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 Roasted 8 @ 8 1/2 Choice, H. P. Jumbo @ 8 1/2 Roasted 9 @ 9 1/2

Special Price Current

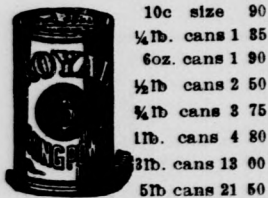
AXLE GREASE



Mica, tin boxes....75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 85
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/2 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
15 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass8 @11
Hindquarters10 @13
Loins11 @16
Rounds8 1/2 @10
Chucks8 @ 9 1/2
Plates8 @ 6 1/2
Livers8 @ 6

Pork

Loins@ 9
Dressed@ 7
Boston Butts@ 9
Shoulders@ 8 1/2
Leaf Lard@ 9 1/2
Trimnings@ 7

Mutton

Carcass@10
Lambs@13
Spring Lambs@18
Veal
Carcass6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 85
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fiebach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium35
Large54

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gro. 14 00
Nelson's1 50
Knox's Acidu'd, doz. 1 25
Oxford70
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 85
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Michigan, Ohio And Indiana Merchants

have money to pay for
what they want. They
have customers with as
great a purchasing power
per capita as any other
state. Are you getting
all the business you want?
The Tradesman can "put
you next" to more pos-
sible buyers than any
other medium published.
The dealers of Michigan,
Ohio and Indiana

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders

BUSINESS CHANCES.

For Sale—Hardware and furniture stock; will invoice about \$8,000; situated in a live Michigan town of 5,000 inhabitants and a good surrounding farming country. Wilder, South Haven, Mich. 774

For Sale—I have a potato cellar and a warehouse for handling grain at Gowen, Mich. Also a potato cellar at Coral and a potato cellar at Lakeview and a good business worked up which I would like to sell in a bunch. Anyone wishing to buy, will give them a good deal. W. J. Dodge, Gowen, Mich. 773

Michigan lath, white and plain maple, elm, birch and beech lumber and crating cull, also Arkansas yellow pine. J. S. Goldie, Cadillac, Mich. 772

For Sale—An Opportunity. I have built up a cash business of about \$30,000 a year with a stock of \$4,500; am making good money now, but I have a chance to make more with less work, so offer to sell, at cost to me, my stock and will rent or sell the building; new brick, 20x80; rent \$22.50 per month. Write to-day. Address P. O. Box 473, Decatur, Ill. 770

Cash and real estate to exchange for stock of merchandise. Groceries preferred. Address C. T. Daugherty, R. D. 2, Charlotte, Mich. 769

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

For Sale—1,600 acres of land covered with green timber in Missaukee Co., Mich. Land is level and fertile. Address No. 768, care Michigan Tradesman. 768

\$600 buys business. Profits over \$900 last year. Lock Box 244, Grand Rapids, Wis. 765

For Sale—\$7,000 stock hardware. Sales \$20,000 per year. Brick store 24x80. Good live town of about 1,200 within 50 miles of Grand Rapids. Address No. 766, care Michigan Tradesman. 766

\$10 cash and \$10 per month will buy a beautiful California vineyard, the income from which will be sufficient to make you independent for life. Hand-some pamphlet, valuable information, and contract free. Sacramento Valley Improvement Co., St. Louis, Mo. 745

A ten room brick residence including basement, with hot water, furnace heat, electric lights, modern improvements, large lawn, shade and fruit trees, a half block land. Cost \$14,665; ask now \$8,000. Will trade for pine lumber and shingle poplar or gum. In city of Olney, Ill., in Illinois oil fields. Robert Tate, Owner, Ridgway, Ill. 749

Young man, who understands book-keeping, wants position as clerk in store; has temperate habits and desires to work where he will be given an opportunity to learn the business. Can furnish good references. Address No. 748, care Tradesman. 748

An experienced corset salesman wanted. Empire Corset Co., McGraw, New York. 747

For Sale—Well-established hardware business with building in a thriving city of 5,000. Located in a fine farming community. A rare opportunity to get a clean stock of goods and a good location. Wish to retire on account of age. Address Lock Box 2, Berlin, Wis. 746

To Rent—Modern shoe store, 17½x60 feet, steel ceiling, oak shelving, basement. Liebermann & Baird, St. Clair, Mich. 763

For Sale—Drug store in best resort town in state. New oak fixtures, invoicing about \$2,000. W. B. Minthorn, Petoskey, Mich. 762

To settle an estate, drug stock for sale. Good location. Address H. J. Bonebright, St. Joseph Co., Constantine, Mich. 761

For Sale—A 3-chair barber shop; all modern. Money-maker. Investigate. Address C. H. King, Mount Carroll, Ill. 768

Bargains in Iowa farms, \$30 and up per acre. Buy now and get the rent. Write for list. P. E. Johnson & Co., Ottumwa, Iowa. 757

For Sale (Cash)—A well assorted stock of hardware and steam fittings. Will invoice about \$6,000. Also two story brick store, built for hardware, with dwelling rooms on second story. This is a strictly cash business and will bear investigation. Address A. W. L. Hardware, Mt. Jackson, Va. 755

Cigar Salesman Wanted—Experience unnecessary. \$100 per month and expenses. Peerless Cigar Co., Toledo, Ohio. 754

For Sale—Stock and fixtures of a fine combination grocery and meat business. Best of location. Only \$1,800. E. T. Clauser, Watervliet, Mich. 753

\$25 a month made during your spare time at home. For particulars send 10 cents to the Booth Specialty Co., L. B. 421, Madison, Wis. 752

Wanted—Stock of general merchandise, shoes or hardware, \$2,000 to \$3,500, in exchange for Gesirable real estate renting for \$360 per year. O. W. Rice, Traverse City, Mich. 742

Wanted—General merchandise, jewelry stock or groceries for farm. "Phillips," Manchester, Tenn. 733

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 Rent—The Miner Hotel and livery barn. Wm. Miner, Jerome, Mich. 736

Tobacco habit cured or no cost. Address Ni-Ko Assn., Wichita, Kan. 729

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—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

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

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—Duplicating sales books. We will save you 25% on this store necessity. Battle Creek (Mich.) Sales Book Co. 722

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

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

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago, Ill. 719

For Sale—Drug store in Southern Michigan, town 1,500. Invoices \$3,000. Address No. 703, care Tradesman. 703

Good feedmill cheap. Run 5 years. Reason, ill health. Feedmill, Wixom, Mich. 688

If you want to sell your shoe business for spot cash, address No. 676, care Tradesman. 676

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

HELP WANTED.

Wanted—At once, experienced reliable meat man. Address 771, care Tradesman. 771

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

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.

STRIKE RIOTS.

While strikes in recent years have been less conducive to rioting than used formerly to be the case, it can not be said that this improvement applies to street car strikes. Whenever these disturbances occur there is almost invariably trouble, due to the fact that the cars and the new men employed to operate them can not be given as efficient protection as can be furnished in the case of other industries. By far the most disgraceful of these street car troubles has been the long-protracted strike in the little city of Chester, Pa. When the strike started, several months ago, the bulk of the population, including the city officials and police, sympathized with the strikers and disturbances became so serious that the authorities got frightened and appealed to the State to furnish protection.

The State constabulary force maintained by Pennsylvania was sent to Chester and soon restored order by a show of firmness and determination, but the people are still intimidated by the trades union thugs and murderers who always come to the front on occasions like this, and are afraid to ride on the cars. After six weeks of service the State police were finally withdrawn, whereupon the rioting recommenced with even greater intensity than before.

The natural result of this condition of affairs has been a reign of utter lawlessness in Chester. Even the people who formerly sympathized with the strike are becoming anxious for the safety of their property and the prosperity of their business, and there is now talk of all the best elements of the community getting together and putting down union lawlessness and anarchy with a heavy hand.

The lesson of the strike in Chester is clear. No community, no matter how greatly it sympathizes with its own laboring people, can afford for a single instant to tolerate or condone lawlessness. A mob can be easily put down at the start, but if allowed a free hand it becomes a power which can not be coped with except at serious cost. The right to strike is inalienable as is the right to work, but no man nor aggregation of men have the right to break the laws or countenance disorder.

THE OUTING WINDOW.

This is the season when every one is going or making plans to go on some sort of an outing trip. It may be for a month, a week, or only for a day; in either case some purchases will most likely be in order.

Why not make a specialty one week of stock which you carry that will be of use to prospective rambles. Advertise it in the local papers; put it in your front window. Suppose that you handle shoes. Here is a splendid chance to advertise the fashionable outing shoe, the easy walking shoe which will be needed in long rambles, or the warranted-not-to-leak cowhide for the backwoods camper. Show the best goods, but have a cheaper quality for those who can not afford the highest price.

ed article. The difference noted in the comparison will enhance the value of the prime article.

In clothing, both for men and women, there are numerous articles readily suggested, tents, hammocks, camping outfits, field glasses, fishing tackle and a hundred more things which will add to the convenience or enjoyment of outdoor life, all find a place in the window of some dealer.

The baker and grocer are especially fortunate in furnishing provisions. For with so many excellent baker's products many women prefer to buy rather than tire themselves out on the eve of a trip by baking. Canned goods, fruits, pickles—everything that may add to a good lunch—will find favor if set out at the proper time. Make a special feature of your outing goods and your stock is bound to attract notice.

The sinews of war must be provided to carry on any political campaign. From the National headquarters of the Prohibition party it is reported that to the general fund for 1908 \$31,970.36 has been donated by 5,169 subscribers. The National Committee will endeavor to make the full number of subscribers 50,000, and if they keep up the average the Prohibition fund for this campaign will be about \$300,000 and every dollar of it can be legitimately used. The temperance party are more than usually optimistic and enthusiastic this year because they have had so much cheering news from Southern States which have gone wholly or in part dry. The Prohibitionists are just as certain that they will some day rule the land as they are that they are opposed to the saloon. They are just as much entitled to their opinions as those who believe differently. They have adopted a rather good scheme by securing seventy-five college students from half a dozen or more universities and colleges who are going to take the stump and talk Prohibition this summer and fall. This makes oratory come at a reasonable outlay to the Committee and gives the young men some very valuable experience, although it may be hard on the audiences.

Dr. John Grant, of Buffalo, Assistant Commissioner of Agriculture, has given notice to the manufacturers of ice cream in that city that they must improve their product at once, or take the chance of prosecution under the pure food law. According to his report of an examination just completed, there is but one maker in the city who furnishes ice cream that is up to the standard required by law. Skim milk and gelatine are in general use, in place of cream and eggs. If this is the condition in Buffalo, quite likely it prevails to some extent elsewhere. The ice cream season is now on and the pure food inspectors should see to it at once that we get the genuine article.

How is your pressure of business enthusiasm? If it is running low, best connect with the dynamo and get a fresh supply.

Homely Vailing Clerk Will Prove a Jonah.

Written for the Tradesman.

It makes all the difference in the world as to what tactics shall be pursued in the vending of vails, and this difference depends entirely on the physical characteristics of the vender.

If, like Little Buttercup, she is "young and charming" it is her place to use that youth and those personal charms as a foil to display the fascinations of the mesh of the vails.

Many and many an idling customer drops into a store, with money to spend on a vail—or perhaps two—among other necessities. A fancy vail used to be considered only in the light of a positive luxury, but now it is really one of the "must haves." To such an one—one who has fully made up her mind to have a vail anyway—the looks of the clerk who sells it to her play no part in the sale.

But, on the other hand, take the instance of the girl or woman who has no thought whatever, on entering a store, of letting her money provide her with one of these aids to beauty. In this case an influence of some sort must be brought to bear on the indifferent person. And what more effective method can be employed than for a pretty girl—get the kind with the lovely laughing eyes, by all means—to hold up for inspection a vail before her own bewitching face?

The woman on the outside of the counter surveys with critical eye the effect produced on the one inside of it and instantly she conjectures as to how she would appear in a vail like that.

The handsome clerk should not remove the vail at once. She should let the impression of it sink deep into the mind of her prospect. Then let her try the effect of another design and yet others, pausing considerable time over each one, as she did over the first pattern. When she has the customer thoroughly interested she may bring a counter mirror and try several styles on her, being very particular not to disarrange her hair.

If called on to express an opinion as to the most becoming of the samples, let the clerk dwell impressively on the loveliness of the one toward which the patron seems to incline the most. If she plays her cards just right the lady walks off as the happy possessor of one new vail if not more.

Naturally, lots of women just stop to "have a look," with not the shadow of an intention of buying anything. On these a charming clerk must exercise all the wiles of which she is mistress. If the prospective purchaser is known to have money, and exhibits any curiosity at all, it ought not be such a very hard task to convince her that a vail is the one thing on earth that she need the most.

Delicate flattery may be administered in dainty morsels. The "taffy" process should never be overdone. The ideal vailing clerk will be able to discern when more would cloy.

In conclusion let me urge the merchant never to employ a homely clerk in the vail department, for it is almost a foregone conclusion that such an one will prove a Miss Jonah.

Erminie Kenyon.

What Women Spend.

American women may be the greatest spenders in the world for dress, if they have the money, and various estimates have been given to show how much a woman needs a year to dress on. These vary all the way from a few dollars up to many thousands. But a fact not well known is that 90 per cent. of American women spend less than fifty dollars a year for their dress, including all kinds of clothing.

Then, too, we may have a wrong idea as to her extravagance in household matters. It is a fact worth noting that 82 per cent. of American housewives employ no servant whatever, and of the other 18 per cent. not half of them employ more than one servant.

In conducting her household expenditures the American woman spends a little more than in any other nation; but that may be due to the higher cost of goods here. The average American woman spends for food fifty dollars a year; a Frenchwoman, forty-eight dollars; a German, forty-five dollars; a Russian, forty dollars; a Spanish, thirty-three dollars; and an Italian, twenty-four dollars. Altogether it may appear from these facts that the American woman as a whole is not so extravagant a helpmate as many people seem to suppose.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 3—Creamery, fresh, 20@23½c; dairy, fresh, 16@20c; poor to common, 14@15c.

Eggs—Strictly fresh, 16½@17c.

Live Poultry—Fowls, 13@13½c; ducks, 11@12c; geese, 10c; old cox, 9@10c.

Dressed Poultry—Fowls, 13@14c; old cox, 10c.

Beans—Marrow, hand-picked, \$2.35 @2.50; medium, hand-picked, \$2.50@2.60; 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, 80c per bu. mixed, 70@75c. per bu. Rea & Witzig.

People who fear trouble are not going to be troubled with too much force.

A deadhead is almost sure to be a blockhead.

BUSINESS CHANCES.

For Sale—160 improved southwest Minnesota, \$30 acre. Also farms in southwest Missouri. G. M. Norcutt, Exeter, Mo. 776

For Sale—No. 24 Enterprise coffee grinder for hand or power, \$20. Hobart alternating current coffee mill with two hoppers 104 to 110 volts, one phase, used two months only, \$110. 775

For Sale—\$5,000, the best business in Grand Rapids for the amount of cash invested. Owner is obliged to go to Colorado on account of his daughter's health. This business showed \$3,100 net profit in 15 months. The only business of the kind in Western Michigan. No trade. Investigate this. Holt, 519 N. Ottawa St., Grand Rapids, Mich. 777



HOME OF THE
Tradesman Company

Printers, Publishers, Engravers
 Safes, Office Equipment, Etc.

The MICHIGAN TRADESMAN

READ by thousands of Merchants in the Middle West for twenty-five years and is growing bigger, stronger and more influential each succeeding week.

Its worth to the retailer lies in the large amount of valuable information printed on market conditions, modern merchandising methods and general commercial matters.

Its advertising columns have long been recognized as an index of late model and good value merchandise made and sold by reliable wholesalers and manufacturers.

Advertisers buy space in the Michigan Tradesman year after year because it has an established value based upon actual worth.

If you sell your product to the retailer—advertise in the Tradesman.

If you are a merchant and want to keep up with the times—subscribe for the Tradesman.

A sample copy for the request.

PRINTING *and* ENGRAVING

A BUSINESS philosopher once said: "A firm is no bigger than its representative."

How does your printed matter represent you? Does it do your firm, or your product, justice—or is there something about it that doesn't make the favorable impression you want it to?

Stop and think it over seriously. Then if you're dissatisfied call on the Tradesman Company.

Our modern and completely equipped plant has been the means of showing many progressive manufacturers, wholesalers and retailers to the way out of this trouble.

If there is anything in printed matter that you want—no matter how small or large the order—your requirements can best be supplied in a plant like ours.

We build catalogues—do the writing—the designing—the engraving and the printing. Our claims for quality work are more easily proven to your satisfaction by a trial order.

You are cordially invited to make our office your headquarters, while in Grand Rapids, during Merchants' Week, June 10-11-12

TRADESMAN COMPANY

Corner Ionia and Louis Streets

GRAND RAPIDS, MICH.

No Argument Against Facts

Success in merchandising is a result of close attention to the **little things** and the application of methods which have been proven efficient by actual experience.

If your **present system** is subject to **losses** by errors in computation or the giving of overweight, remember that it is **your money** and **your merchandise** that are getting away from you.

We offer you our services **gratis** for the purpose of showing you where the losses occur, and how they can be successfully prevented.

We make no claims or statements regarding

Dayton Moneyweight Scales

which cannot be proven to your entire satisfaction. The accuracy and efficiency of our scales are proven, not only by successful users, but by

Four High Court Decisions

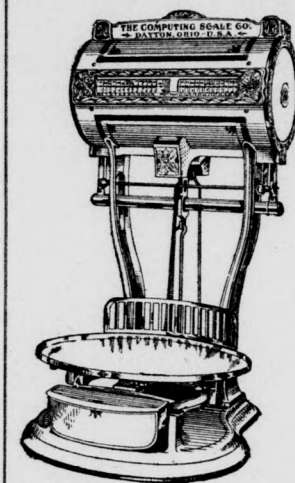
If you are at all interested in knowing how to improve your present system of weighing, send us the attached coupon or your name and address. Don't be the **last** to investigate.

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



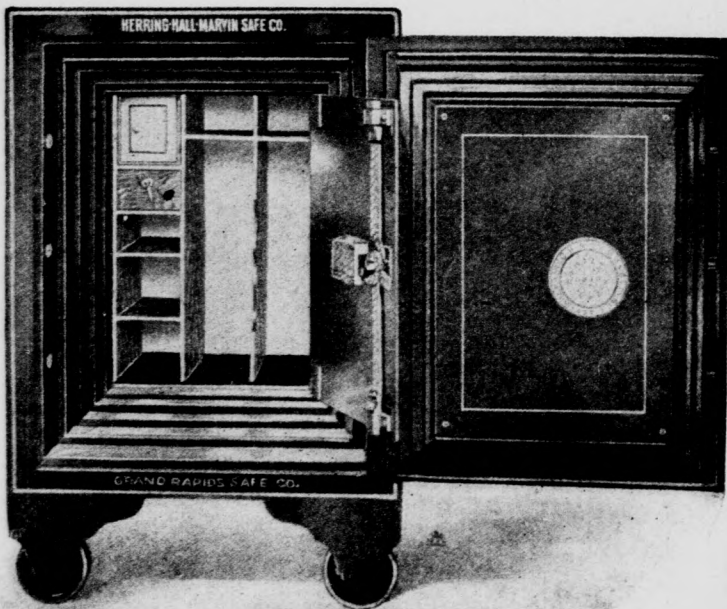
The new low platform Dayton Scale

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



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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.

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Tradesman Bldg.

Grand Rapids, Mich.