

## A "Square Deal" for Every Grocer That's the KELLOGG Policy

Kellogg's Toasted Corn Flakes is the only corn flakes that does not put the average grocer at a disadvantage by selling the chain stores, department stores, and buying exchanges at jobber's prices. It is distributed strictly through jobbing channels, and every retailer, great and small, is on the same basis.

It is sold solely on its merits, without premiums, schemes or deals. The National Association of Retail Grocers is on record most emphatically as opposed to these.

It is backed by a generous and continuous advertising campaign. Nothing spasmodic about it. It is the most popular breakfast food in America today; sells rapidly, yields the grocer a good profit, and makes a satisfied customer, and that is why the public insist on getting the

### Genuine and Original TOASTED CORN FLAKES

and are looking for this signature on the package

*W. K. Kellogg*



Toasted Corn Flake Co., Battle Creek, Michigan

## WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

## Every Cake

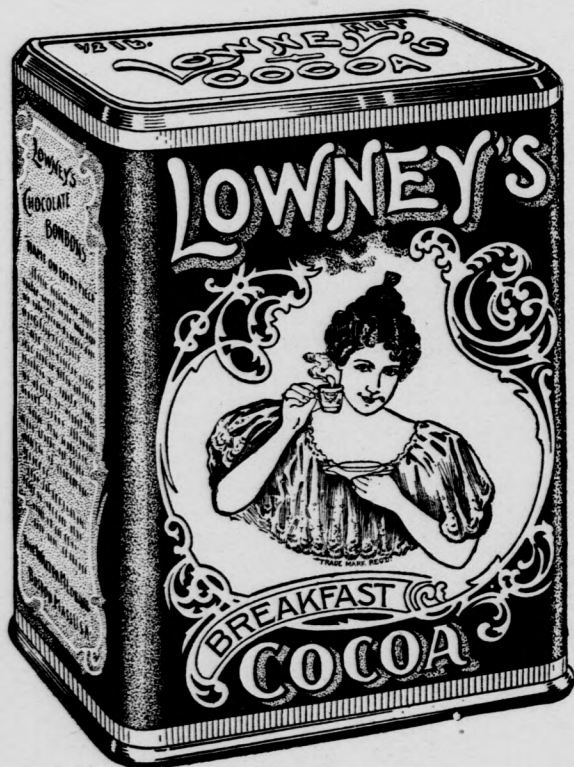


of FLEISCHMANN'S  
YELLOW LABEL YEAST you sell not  
only increases your profits, but also  
gives complete satisfaction to your  
patrons.

### The Fleischmann Co.,

of Michigan

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



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

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

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

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

## Pure Cider Vinegar

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

### The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

# SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.



# MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JUNE 17, 1908

Number 1291

## 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

### SPECIAL FEATURES.

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2. Window Trimming.
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4. Around the State.
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24. Individual Carelessness.
26. Stoves and Hardware.
27. Home Instinct.
28. New Form of Theft.
30. The Mind Cure Idea.
32. Clothing.
33. Shoes.
36. Butter, Eggs and Provisions.
38. In Early Days.
40. The Commercial Traveler.
42. Drugs.

### TEMPEST IN A TEAPOT.

It happened on June 9, 1908.

What happened?

Edward, King of England, had a meeting on that day with Nicholas, Emperor of Russia, at the port of Reval, Gulf of Finland.

And it was the first time, according to written history, that a ruler of Great Britain has set foot on Russian territory.

Such an opportunity can not be missed by the jingoes. They must have blood—d—d! although the heavens fall, and here is a chance to get busy.

The Emperor of Germany and his people most cordially hate the King of Great Britain and the English; the President and Republicans of France have not forgotten the loss of Alsace and Lorraine and at the same time President Fallieres was very recently an honored guest at the Court of St. James. Then, too, there is a diplomatic entente cordiale between Japan and Great Britain which may be affected by the secret understanding which (possibly) was entered into on June 9 between King Edward and Emperor Nicholas.

Such a layout is incomparable as a troublemaker and in skillful hands can be made to radiate to all parts of the world and kick up greater bow-wows.

The completion of the Panama Canal means that the government of Uruguay, incensed because the American fleet of battleships did not visit Montevideo and did salute the Argentine fleet which steamed 400 miles out into the blue waters to greet the Yankees, is prepared to declare war against Chili for her attitude toward Terra del Fuego; and so the Yellow Peril of the Far East has a cinch upon the British colonies of Canada and Australia, while Germany has everything perfected for the extension of the Kiel Canal across the English Channel and the "right little, tight little island," to connect with the Liverpool and Manchester deep waterway.

Let them throw their fits. Let them

hoot at the big stick imperialism of the United States Government, the chicken will not hatch out. There will be no war between China and Japan, no serious uprising in India, no startling trouble between Germany and England; and thousand of individuals now alive will see the Philippines governing themselves wisely, peacefully and successfully.

### THE COMMENCEMENT SEASON.

Some of the college commencements were held last week. There will be more this week and a general graduation next week from the high schools, colleges and universities all over this country. A great many baccalaureate sermons are being preached and a great deal of wise counsel and sound advice given to young men and young women, and goodness knows they need all of it they can get. The one great fault of the average graduate is the inability to see the importance of listening to counsel and profiting by the experience of others. The better the education the greater the appreciation of the situation, but at best it is not accorded the recognition it deserves, and that it is not is due to youth. The learning of theories and such facts as can be gotten from books is of the utmost importance, but after all it is experience which furnishes the post-graduate course that is most effective and which makes previously acquired theories available and practical.

There is just now a great output of oratory and eloquence. Not only do the elders ably and forcibly present matters of importance to the younger, but the educated youth from the rostrums of their several colleges scattered all over the country, deliver themselves of carefully prepared original speeches embodying their views on subjects of great importance. In these graduating essays and orations some questions are definitely settled that have vexed the expert statesmen and scientists of modern times. It is very difficult to shake the confidence of the new graduate, and perhaps it is better not to try. Many of them venture assertions which a few years later they will hesitate to repeat. That fact does not however, warrant the jeers and gibes of those paragraphers who annually seek to poke fun at the "sweet girl graduate" and the "bump-tious boy," who is just concluding his college course. The American youth who are leaving the institutions of higher education this month have been wondrously benefited by the courses they have taken. They are wiser and better able to cope successfully with the actualities of life than they would have been without the training thus afforded. The hope

of this country is in its educated youth. The colleges and the universities give information and scholarship which can not be secured elsewhere, and in the aggregate for the future of these United States it is worth all the millions of money represented in these institutions and the other millions of money expended and the time passed by the students in study. Good will and good wishes to every graduate whose commencement week comes this month. It is one of the great events in their lives and will be looked back to with pleasure proportionate to the profit afforded.

### VALUABLE EXPERIENCE.

It is very probable that the retail merchants of Western Michigan participated in a social event in Grand Rapids last week which may be fairly termed unique.

At least, so far as the Michigan Tradesman knows, there has never been any similar function held in this country at all approaching it in the variety of entertainment provided or as to its excellence, or in its three days' duration; and certainly it could not be excelled in the numerical strength of the attendance.

The visitors strengthened their acquaintance with our city and its wholesale dealers; formed new acquaintances among them and among themselves, so that it is fair to believe that the whole of Western Michigan is more intimately known and appreciated as to the extent and details of its mercantile interests than ever before.

As Congressman Diekema observed, the merchants of Michigan go away from home to study conditions and take the best of what is thus acquired back to their own towns, thus becoming broader, fairer and more public spirited citizens. And Grand Rapids provides the prime opportunity in this regard that is offered.

And in this connection it is but fair to add that the eighteen or twenty gentlemen representing the Wholesale Dealers' Committee of the Board of Trade—the men who during the past two months have put aside private interests and worked hard and enthusiastically, arranging and carrying out the multifarious details of conducting the Merchants' Week—know more about such enterprises than is known by the average citizen.

They have won their knowledge honestly and thoroughly, and for the entire jobbing interests of Western Michigan, as well as for every retail dealer, the Tradesman extends to them most sincere thanks. Their efforts are thoroughly appreciated and the public service thus performed, gratuitously, is already of inestimable value.





### Hosiery Clerk Must Co-operate With Window Dresser.

"Few women there be who have an intimate knowledge of hosiery from an all-around viewpoint," remarked a long-time employe in a local department of that description.

"In the first place there is the length to be seen to. There's hardly a feminine who trips it downtown but what buys her stockings entirely too short. I can't, for the life of me, understand this predilection of the Sex Eternal. A woman who exhibits good sense in the selection of every other garment she wears will fall down on her footwear as to length; and this applies to outer as well as to inner foot coverings. Being in the business, and knowing it, as I do, from A to izzard, I can but be astonished at this foolishness on the part of most women. No shoe should be purchased that is not at least an inch longer than the foot and the same rule holds good in regard to the selection of hosiery. Aside from the fact that absolute comfort is secured if this idea is clung to with shoes, and providing the width is proper and the heel and the instep are perfect in their positions and proportions, the life of shoes is considerably longer. And, as to hosiery, if stockings are bought an inch longer than the foot, darning need not be resorted to half so soon as where the foot is fitted its exact length.

"Another thing to be heeded in the light of the wearing quality of hosiery is to keep the nails closely trimmed. This item is often forgotten in connection with the economic side of hosiery. If it is always remembered a great difference is apparent.

"Some people seem not to know how to pick out hose that will not drop to pieces at the first tubbing they receive. The mesh may be fine but the threads must be firmly twisted. And the heels and toes should be double. Avoid putting money into what is called 'sleazy' stuff which will scarcely hold together while you look at it.

"Many women 'run' the heels and toes of hose before they wear them. Of course, this saves them from laundry destruction for a longer time; but the hose don't look so pretty when 'run,' and I think it is time enough to do this when actually necessary. 'Sufficient unto the day is the evil thereof,' say I.

"Other things women need to be educated in are the matters of color and design. A column might easily be written about these subjects. Never a day goes by that I do not notice how poorly the perception of

color is developed in women. They come in to match up shades and the way some of them would do this if I did not come to their rescue is a caution. Really, you'd be surprised could you stand behind my counter and watch their lack of ability to recognize the difference in shades.

"A woman came in the store yesterday with a mahogany-colored oxford to match up with hosiery. If I had let her have her way she would have carried home a pair of olive-brown hose. She had selected them from a pile on the counter and said they would 'do quite nicely.' I asked her if she wouldn't like a nearer match. 'Why,' said she, a little crestfallen in countenance, 'I thought these were all right.' I took from a box on one of the shelves behind me a pair of the exact tone as her shoe and she went away delighted that she had learned something about matching that she didn't know before. However, sometimes a customer looks upon a suggestion as an unwarrantable invasion of her rights—as a personal affront upon her acumen. Better to let such a person have her own way. Let her find out her error through some one else besides you and she will have respect for your opinion if offered after that. 'Experience is the best of teachers,' generally speaking.

"The execrable taste in colors, of some women, is a thing for gods and men to weep over! 'Tis frightful the way they will inflict upon mortal gaze the most hideous colors and mixtures of colors. Not content with taking a color the most inappropriate for their age and the occasion to be worn, some patrons will seize upon a most wretched combination of colors; and the pattern will, to cap the climax, be what is simply 'impossible' for these patrons. For instance, if a woman has a leg with no 'meat' on it—nothing but a skinny perpendicular bone where should be a soft pretty column of flesh—this brand of pipestem is just as likely as not to get encased in a stocking where all the stripes are prominently vertical ones, thus accentuating all the natural defects of the 'underpinning' below the knee. Then again we see the mistake made where a woman too abundantly blessed(?) with avoirdupois buys hosiery with all the stripes running around, instead of up and down as they should go, in order to reduce the appearance of corpulosity.

"Another matter that is too often lost sight of in purchasing stockings is that what is called a 'boot' hose is a boon for women with no calf to speak of. The line of demarcation

between the lower and upper part of the hose—whether separating lace and plain mesh, lace and stripes or stripes and plain mesh—makes the ankle seem smaller and the calf larger.

"On a rainy day must a woman be especially careful what stockings she dons. In this sort of weather, in her efforts to save her skirts, she is liable to lift them a trifle higher than the law allows and her hosiery then should be of the sort that will bear the inspection of a rubbering public. Men and women alike 'size up' the situation, and woe be to her whose hosiery won't stand the lime-light.

"Women should make a profound study of the good points of their figures and not slur the ugly ones. By making the most of the former and improving the looks of the latter many an unattractive woman passes, if not for a vision of loveliness, at least for an 'elegant creature.'

"The clerk in the hosiery section of a dry goods establishment should look well to her laurels. She should strive to achieve a reputation for being accommodating and for agreeableness. She must, to be an all-around success, co-operate with the employer, with the fellow clerks and especially with the window dresser. If she is all the while at loggerheads with him she is cutting off her own nose, for he has it in power to frustrate her efforts by giving her measly, snippy little trims that won't boom her department at all—trims that will really be more of a detriment than a help."

### The Care of the Refrigerator.

The following points on the care of refrigerators, while intended for the information of the customer, are nevertheless useful for the dealer and his clerks in advising the customer on the use of this hot weather necessity. The return of mild weather makes the care of the refrigerator a matter of serious importance.

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

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

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

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

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

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

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

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

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

### Difficult Situation For Kind Hearted Man.

A difficult situation for a kind hearted man is that in which he finds himself when he is ordered to do another man's work temporarily. He then finds himself in the position of not wanting to do it too well and of not wanting to do it wrong.

Naturally, in justice to himself, he does not want to fall down on the work, for that would imply incompetence on his part. Particularly if the work he is asked to do is that of a man higher in position than he is, he feels that he must do the best work possible for any mistake on his part while holding the position temporarily might hinder his own promotion at some future time.

Perhaps he has planned just how he would handle this particular job and has thought up some short cuts that he might use. The time saved by these few short cuts might give him the job in place of some other man if at any time the job should be open.

On the other hand, as he is to hold the place only for a time and the present occupant of the place is perhaps a close friend, he feels that he ought not to do the work better than it has been done by the man whose place he is filling for fear the boss might think the present occupant is not doing the work in the best way.

Thus, when one worker is asked to fill the place of another, he is between the devil and the deep sea, for he doesn't want to do better than the permanent occupant of the place and he doesn't want to spoil his own chances for future advancement.

In spite of these difficulties it is hard to refuse to help one's friend when by doing his work one allows the friend to take a much needed vacation or allows him to do something he much desires. It would make one appear conceited to claim that the reason for not doing the work is because you can do it better than the regular worker, yet this is probably the only reason that can be advanced.

When duty calls from ease it always will be found easier to obey than to refuse.



# PLOW BOY TO PRESIDENT.

## Dominant Factor in Grand Rapids Banking Interests.

The merger of the Fifth National and Commercial Savings banks makes Wm. H. Anderson the dominant figure in Grand Rapids financial circles. There has been little disposition to question Mr. Anderson's rank in recent years, but now it is not a matter of admission or recognition—the figure can be produced to prove it. The figures are found in the condition of the banks at the close of business May 14.

Mr. Anderson is the controlling influence in the Fourth National, the Peoples Savings and the new Commercial Savings. These three banks have a total capital of \$600,000, surplus and undivided profits, \$384,147.34; total, \$984,147. The Old National, with \$800,000 capital, \$602,794.85 surplus and profits, total, \$1,402,794.84, can make a stronger showing, but the totals of the others are National City, \$830,980.24; Grand Rapids National, \$674,907; Grand Rapids Savings, \$256,337 and the new Kent State, \$674,044.15.

In the matter of resources the Anderson triplet shows a total of \$7,893,858.41, and in their order the others show: Old National, \$6,886,745.34; Kent State, \$5,849,104.31; Grand Rapids National, \$4,508,519.37; National City, \$3,424,049.11 and Grand Rapids Savings, \$2,766,021.05.

In commercial deposits subject to check the Anderson group show \$2,573,909.62. The Old National does a little better than this with a total of \$2,590,753.05, and the others follow in this order: Grand Rapids National, \$2,038,940.06; National City, \$946,564.06; Kent State, \$828,210.93 and Grand Rapids Savings, \$586,108.47.

The Anderson combination carry a total of \$3,115,630.10 certificates and savings, which the Kent State can beat with a total of \$4,244,207.74. The others follow: Grand Rapids Savings, \$1,843,910.38; Old National, \$1,332,699.97; National City, \$755,389.79 and Grand Rapids National, \$691,781.42.

In the matter of total deposits the Anderson banks lead all the rest, with a total of \$6,509,660.97. The others follow with Kent Savings, \$5,175,060.16; Old National, \$4,627,950.49; Grand Rapids National, \$3,503,111.91; Grand Rapids Savings, \$2,507,893.51; National City, \$2,011,068.87.

To sum up, the Anderson banks have total resources \$1,000,000 greater than any other bank, are surpassed by only one other bank in capital and surplus and in total deposits are \$1,325,000 ahead of the best individual bank.

Taken as an individual bank the Commercial Fifth merger produces an institution which crowds the Peoples for rank, and in some respects gives the Grand Rapids Savings a rub. In total resources the merger will have \$2,244,382.97, while the Peoples' total is \$2,029,156.47 and the Grand Rapids Savings, \$2,766,021.05. In capital and surplus the merger has \$263,077; the Peoples, \$177,209 and the Grand Rapids, \$256,337. In total

deposits the new Commercial has \$1,881,255.13; the Peoples, \$1,851,946.61 and the Grand Rapids Savings, \$2,507,893.51.

In this connection it may be of interest to recall Mr. Anderson's career: Born in Wayne county fifty-five years ago, he was brought up on a Sparta farm. In 1883 he came to town with the money he had saved and opened a real estate and loan office in the rooms under the Fourth National Bank, then at the corner of Canal and Lyon streets, the present location of the Commercial Savings. He prospered in a business way and it was not long before his operations attracted the attention of the Fourth National directorate. He was elected to the Board. In 1891 he was chosen Cashier. In 1897 he became President of the bank, and to this day has been the real execu-



William H. Anderson

tive, not a mere title bearer. In the early day the other bankers in town were inclined to smile at the young man from the farm who aspired to break into the financial circle. The young man had his ideals and ambitions, however, and there is every reason to believe he constantly kept his eye upon them. In his cashier days, more than ten years ago, chatting with a newspaper friend, he expressed the hope that the time would come when his place among the bankers would be at or near the top. Patience, perseverance, persistency, hard work and a high degree of talent have won for Mr. Anderson the realization of his early ambition. And it may be added that in rising he has not pulled any other man down.

## The Ten Commandments of Merchandising.

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayest prosper in thy affairs and make the word "failure" spell "success."

2. Thou shalt not be content to go about thy business looking like a loafer, for thou shouldst know that thy personal appearance is better than a letter of recommendation.

3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I didn't think."

4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the job which fortune hath given thee.

5. Thou shalt not fail to maintain thine own integrity, nor shalt

square deal. This is the last and great commandment, and there is no other like unto it. Upon this commandment hangs all the law and profits of the business world.

Graham Hood.

## Knew Where He Caught Them.

Booker T. Washington has a darky servant at his home in Tuskegee, who is labeled Frelinghausen Van Buren. He has never been known to see a joke and was of so serious a nature that he often assisted the local undertaker, that being his employment before his advent into the Washington household. One day Booker was quizzing his new man about his ancestry, wondering where he got two such aristocratic names, says the Washington Post. "Van," said Booker, "you have ancestors all right." "Ancestors!" repeated Van, with an injured air. "I ain't got any ancestors; never had any in my life; what's more, I don't want none." "That's all right," said Booker, "but all the same you have them. But it's nothing to be ashamed of, Van; I've got ancestors. White folks have them."

Van looked more mystified than ever as this not-to-be-doubted opinion was given by Booker.

"Well, massa, you say I got ancestors; I don't like to contradict you, but if I got ancestors I jest done cotch dem from dat no-account drummer dat I laid out las' week."

## The Fog Affected the Hog.

"I had a hog," said Col. E. A. Forbes, of Marysville, "that got to curling its tail in the shape of a figure 8—always held it that way. Had a hired man working for me—kind of an animal trainer. He took to working with the hog; pretty soon trained him to change the 8 to a 6, and then to a 9, and then to a 2 and a 3. Had him trained fine. Did it by holding just as many grains of corn in his palm. When the hog figured right he'd get the corn."

"Hired man had an idea he could make a lot of money down at the State Fair showing his tail-figuring hog. I sold him the hog for \$10."

"What came of it?" asked Clerk Van Orden of the St. Francis.

"Well, the stunt was to have the hog guess at people's ages, 10 cents a guess. Big hit. Moved him down to San Francisco; fog took the curl out of the hog's tail; never could figure after that."—San Francisco Chronicle.

## Cups and Couples.

The silversmith and the furniture dealer met.

"How is business?" asked the furniture dealer.

"Oh, pretty fair," replied the silversmith. "I am interested in loving cups at present."

"How funny! I am interested in loving couples."

"Loving couples?"

"Yes, I am placing a new parlor sofa on the market."

It often takes a great load to get a man down on his knees.

Hope and aspiration joined make the energy of any life.

thou be guilty of anything that will lessen thy good respect for thyself.

6. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by his own hard labor.

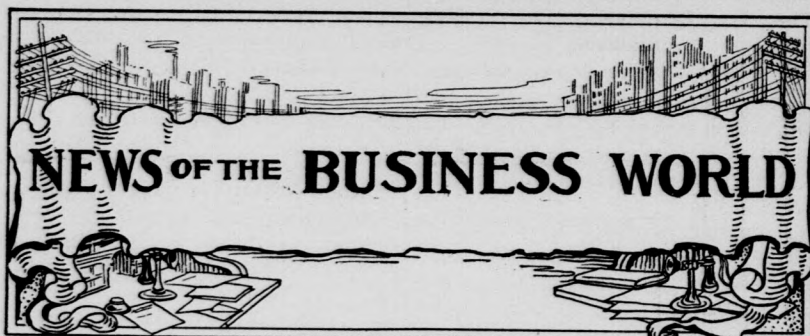
7. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see the way clear to pay them.

8. Thou shalt not be afraid to blow thine own horn, for he who failest to blow his own horn at the proper occasion findest nobody standing ready to blow it for him.

9. Thou shalt not hesitate to say "No" when thou meanest "No," nor shalt thou fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.

10. Thou shalt give every man a





### Movements of Merchants.

Ada—James Green has opened a new meat market.

St. Johns—Clarence Parks has engaged in the meat business.

Mikado—Wm. H. Case, druggist, is succeeded by C. A. Johnson.

Muskegon—W. J. Carl will start in the grocery business July 1.

Grass Lake—H. A. Calley has sold his shoe stock to Frank Cole.

Plymouth—A shoe store has been opened by A. J. & L. J. Fattal.

Hart—The Hart Creamery Co. will succeed Tice & Smith in business.

Coldwater—Mrs. Vanes has sold her grocery stock to Jesse Hurley.

Lowell—John O. Clark has embarked in the confectionery business.

Holly—Darwin A. Joslin is about to engage in the grocery business here.

Cannonsburg—A drug store is about to be opened by B. F. Whitmore.

Gaylord—Frank J. Czapran has purchased the Geo. F. Qua general stock.

Cheboygan—A clothing store is to be opened here by Amo & Manus.

Homer—F. S. Cortright will succeed Day & Hoffman in the bakery business.

Standish—Chick & Hopkins is the name of a shoe firm which is to begin business.

Standish—W. R. Gidley will succeed Frank Tassa in the meat market business.

Borland—Albert Benson has sold his stock of general merchandise to Ray VanAuken.

Hancock—Louis Wolfky is succeeded in the confectionery business by Edw. Carrigan.

Detroit—The name of the Shoe-Mart Co. has been changed to the S. & M. Company.

Alma—The Caple-Soule Hardware Co. has changed its name to the Caple Hardware Co.

Detroit—The Auto Crank Shaft Co. has increased its capital stock from \$25,000 to \$50,000.

Detroit—The name of the National Packing Co. has been changed to the Puritan Packing Co.

Jackson—The Acme Reed Furniture Co., of Ionia, has changed its main office to this place.

Saranac—H. E. Bergy & Co. have sold their bazaar stock to Don H. Hunt, who will continue the business at the same location.

Cadillac—The Snider-Olson-Harris Co. will reduce their clothing stock by special sales preparatory to a dissolution of the corporation or the retirement of one or more members.

Fennore—E. McCarty and C. Wauvel have purchased the general stock at the store for some time conducted by David Rogers.

Plainwell—F. E. Buxton has purchased the grocery stock of C. W. Barber and will continue the business at the same location.

Reese—J. J. Gies has purchased the hardware stock of John Schad. After disposing of this stock Mr. Schad bought that of Wm. Massoll, hardware dealer.

Adrian—C. H. Wilbee, who with his brother, Frank Wilbee, has engaged in the manufacture of burial vaults, has sold his grocery stock to Elwood Randall.

Manistique—John Fernea has disposed of his interest in the hardware firm of Gero & Fernea to his partner, who has taken Fred Carroll, of Baraga, as a partner.

Sherman—Fred Bullock and Wilbert Gasser succeed A. S. Moreland & Son in the banking business. Mr. Bullock has been assistant cashier in the bank for some time.

Jackson—The Central City Lumber Co. has been incorporated, with an authorized capital stock of \$20,000, all of which has been subscribed and \$4,000 paid in in cash.

Big Rapids—Ladner & Morton, who succeeded Toan & Ladner in the clothing business about two years ago, will reduce their stock preparatory to a dissolution of the copartnership.

Flint—O. M. Smith & Co. have merged their dry goods business into a stock company under the same style with an authorized capital stock of \$25,000, all of which amount has been subscribed and paid in in property.

Bangor—John E. Wilson has sold an interest in his grocery stock and meat market to O. F. Vollmer and Frank G. Vollmer and the new firm will be known as the Wilson-Vollmer Co. The Vollmer brothers hail from West Olive.

Edmore—The business formerly conducted under the name of E. S. Wagar's Bank has been merged into a State bank under the style of the People's State Bank of Edmore. The corporation has an authorized capital stock of \$20,000.

Grand Marais—A tarantula made Martin Norkowski, grocer at this place, do some lively side-stepping the other evening. The big spider hopped off a bunch of bananas that had just been received and landed dangerously near the storekeeper. Norkowski having seen tarantulas before, he put the belligerent insect out of business with a blow from a

bill file, which happened to be the nearest weapon at hand. He now has the spider bottled and on exhibition.

Petoskey—A. T. Washburn has closed a deal with A. B. Ellis, of the Cheboygan Rug Co., whereby the business and plant of that company is turned over to the Petoskey Rug Co. This business change, with the plants operated by Mr. Washburn at Cadillac, Sault Ste. Marie and Petoskey, gives him control of more looms than any other company in the country.

Detroit—Hard luck has followed the Lambert Bros., who four years ago established a grocery business at 1079 and 1081 East Piquette avenue. Their father backed the concern, but about two years ago he died. Eight months ago the youngest of the brothers, George, followed his father, and Saturday Jacob also passed away, leaving only one, Louis, out of the happy family of four.

White Cloud—C. E. Wilson has sold a half interest in his general stock to J. S. Townsend and the two will continue the business under the style of the White Cloud Mercantile Co. Mr. Wilson is a son-in-law of J. C. Townsend, who was engaged in business nearly thirty years until he sold the stock to Mr. Wilson nineteen months ago. Mr. J. S. Townsend is a member of the firm of Townsend & Rawson, who have been engaged in the dry goods business at Clinton for the past twelve years.

### Manufacturing Matters.

Jackson—The Novelty Leather Works has increased its capital stock from \$5,000 to \$10,000.

Detroit—The Independent Stove Co. has increased its capital stock from \$60,000 to \$175,000.

Kalamazoo—The capital stock of the Monarch Paper Co. has been increased from \$200,000 to \$300,000.

Adrian—The Lamb Woven Wire Fence Co. has declared a cash dividend of 8 per cent. on its \$500,000 capital stock.

Ontonagon—Logging has been resumed by the Diamond Match Co. in Ontonagon county and will be continued during the summer season.

Holland—The Central Closet Manufacturing Co. is the new name under which the business formerly conducted by the Central Manufacturing Co. is now being done.

Saginaw—The piano factory of Edward Germain is being operated with a somewhat smaller force than last year, but it has not shut down and does not intend to.

Flint—The Genesee Electric Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$27,400 has been subscribed and paid in in cash.

Manistee—The Manistee Navigation Co. is resuming work in recovering sunken logs in the Manistee River and tributaries. The work will be extended in the river above Sherman this season.

Marcellus—A corporation has been formed under the style of the Marcellus Creamery Co., which has an authorized capital stock of \$2,000,

\$1,000 of which has been subscribed and paid in in property.

Escanaba—The Pingret Stationary Steam Engine Co. has been incorporated to deal in letters, patent improvements, etc., with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 being paid in in cash.

Manistee—The Manistee Watch Co. has been incorporated to manufacture clocks and watches, with an authorized capital stock of \$100,000, all of which has been subscribed, \$50,000 being paid in in cash and \$50,000 in property.

Sault Ste. Marie—The Peninsula Bark & Lumber Co. was the lowest bidder for furnishing the Government with about 720,000 feet of hemlock, Norway or Southern pine for crib work at the Soo, the company's bid being \$11,017.81.

St. Ignace—Machin & Fogelsonger put 1,200,000 feet of logs into Carp River last winter and recently sold them to the R. Jones Lumber Co., which has just finished and started its new mill at this place. The logs have been rafted and towed to the mill.

East Jordan—A corporation has been formed to manufacture broom handles, staves, etc., under the style of the Bennett Handle Co., which has an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed, \$10,000 being paid in in cash.

Menominee—The Wisconsin Land & Lumber Co. has started its No. 2 mill for the season. Its hard wood and pine mills as well as the planing mill have been in operation since the first of the year. The No. 2 mill will remain in operation until the end of the year.

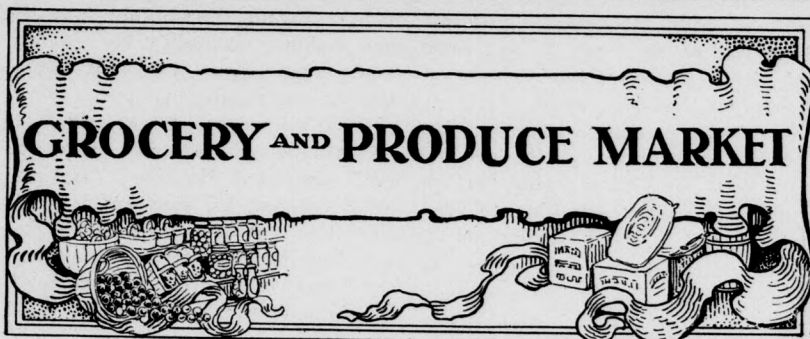
Saginaw—Brand & Hardin have merged their milling business into a stock company under the style of the Brand & Hardin Milling Co., which has an authorized capital stock of \$50,000, all of which has been subscribed, \$5,000 being paid in in cash and \$45,000 in property.

Mattawan—A corporation has been formed under the style of the Desenberg-Kapp Grape Juice Co., which will conduct a manufacturing business, having authorized capital stock of \$25,000, \$12,500 of which has been subscribed, \$7,500 being paid in in cash and \$5,000 in property.

Marshall—The Marshall Furnace Co., which conducts a manufacturing business, has merged the same into a stock company under the same style, with an authorized capital stock of \$100,000, all of which amount has been subscribed, \$10,000 being paid in in cash and \$90,000 in property.

Cheboygan—About 1,000,000 feet of lumber was shipped from the docks of M. D. Olds & Co.'s sawmill last week, which will give the firm needed piling room for the new cut. This stock just shipped was sold last fall, but was not wanted until recently. The firm had about 5,000,000 feet of last year's cut on the docks which had been sold. The fact that owners are wanting the stock is an indication of an improvement in trade.





### The Produce Market.

Apples—Harvest fruit from Tennessee, inferior in size and quality, fetches 75c per box.

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 very active but unchanged. There is a good demand, both speculative and consumptive, and the make is fully up to the standard both in quality and quantity. The weather has been very desirable for making butter, and no special change in prices is looked for during the next few days. 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.

Cantaloupes—\$4.50 per crate of about 45 for Georgia.

Carrots—\$1.10 per box for new.

Celery—Home grown is now in market, commanding 25c per bunch. Receipts thus far are small in size.

Cocoanuts—\$4.50 per bag of 90.

Cucumbers—65c per doz. for hot house and \$1.25 per crate of about 5 doz. for Southern.

Eggs—The market is fair and unchanged. The receipts are about normal. The quality is showing only slight deterioration as the result of heat, and these have to be sold at slight concessions. The consumptive demand for eggs is about normal and everything is being absorbed as fast as it arrives. Local dealers pay 13½@14c on track for case count, holding these at 14½@15c and candled at 16c.

Grape Fruit—Florida commands \$6.50 for 80s and 90s and \$7 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—The price is gradually making upward, notwithstanding the absence of excessively hot weather. Californias have advanced to \$4 and Messinas have moved up to \$3.75@4.25.

Lettuce—Leaf, 60c per bu.; head, \$1 per bu.

Onions—White Silver Skins (Texas Bermudas) command \$1.65 per crate. Yellows fetch \$1.50. The demand is still heavy.

Oranges—Spot stocks are not very large, navels being practically off the market. Valencias are beginning to

come in small lots and the quality is good. Valencias, \$4.50@5; Medium Sweets, \$3.75@4; Navels, \$4@4.25.

Parsley—30c per doz. bunches.

Peas—\$1.75 per bu. for home grown.

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

Pineapples—Cubans and Floridas are now sold on the same basis, as follows: 24s, \$3.50; 30s, \$3.25; 36s, \$3; 42s, \$2.50; 48s, \$2.25.

Plants—65c per box for cabbage and tomato.

Potatoes—Long continued rains throughout the Southern growing districts have reduced the available amount of new potatoes, which has firmed up the market on both old and new. New potatoes will no doubt continue on a firm basis until the home grown crop comes in, which will not be for from two to three weeks yet. Old are now firm at \$1 per bu. and new at \$1.50 per bu.

Poultry—Heavy receipts of broilers have forced down values on the entire list. The call has been very good, but offerings in excess of the demand made the market top heavy. Small stock continues weak but good sized birds are fairly steady. Geese are also lower. Local dealers pay 9@10c for fowls and 20@22c for broilers; 10c for ducks and 15c for turkeys.

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

Spinach—60c per bu.

Strawberries—The local crop is now at its best. The berries are large in size and excellent as to color, but the absence of warm weather has deprived them of much of their usual sweetness and the volume of the crop is not as much as was expected. Prices range from \$1@1.25 for 16 qt. crate.

Tomatoes—\$1 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.

Watermelons — 50c apiece for Georgia.

A. R. Tenney, who was engaged in general trade at Boon for eight years under the style of Schwartz, Tenney & Co., from which firm he retired three years ago, has arranged to re-engage in general trade on his own account. The Lemon & Wheeler Company has his order for the grocery stock.

Jacob Neilson, formerly of Tru-fant, has engaged in the blacksmith business at Shelbyville, the stock being furnished by the Sherwood Hall Co., Ltd.

### The Grocery Market.

Tea—The market is without feature in any line. Prices are firm. New crop Japans are about at the same level as last season.

Coffee—The demand is comparatively light and is only for actual wants. Good selections are very scarce and the only thing that is keeping the market from going higher is the limited demand, as the trade is waiting for the outcome of the expected valorization sale.

Canned Goods—The dry weather in some sections and the wet weather in other sections is causing a firmer feeling in tomatoes and it is probable that an advance will be made. The corn market shows a still stronger tone this week, caused by the unfavorable crop outlook. Future corn has been attracting quite an active interest. Reports concerning the crop are almost entirely in favor of a shortage, and this has caused an increase in the call for futures. Prices on the new pack are higher, while there are many who expect that the rise has further to go. Peas are dull but firm. Peaches are unchanged, scarce and dull, prospects being good for a large pack. Apricots are on a steady basis. It is said that growers on the Coast are determined to dry the bulk of this fruit this year, and it is feared that the pack of canned apricots will be short and that higher prices will be seen. Gallon apples have advanced 15@20c per dozen in the East. Salmon is very firm and there is more or less talk of an advancing market when the present very small supplies are further reduced. Columbia River advices indicate a small catch of chinook up to date and it is predicted that the quantity packed will be light. Domestic sardines remain scarce and firm. Cove oysters are steady.

Dried Fruits—Apricots are dull and prices are unchanged. Currants are fairly active. Raisins are still soft, weak and dull, and will probably not recover this season. Future prices have been named on a basis of 1½c below last year for fancy seeded. Other dried fruits are unchanged and quiet. Prunes are doing a little better, so far as the demand is concerned, and in the East 40s are slightly firmer. Other grades are unchanged. On the Coast packers are asking 4c basis for new prunes, but the trade refuse to buy at that figure and no business is doing. Peaches are dull and unchanged in price, although the spot price tends downward.

Rice—Supplies in the South are light and holders are asking stiff prices. Foreign rice is coming in to fill in the deficiency of medium grades.

Syrups and Molasses—Compound syrup is unchanged in price and in light demand. The demand for sugar syrup is good, mostly for export, although the mixers are taking some. Molasses is quiet and unchanged.

Fish—Cod, hake and haddock are dull and unchanged. Prices have been named on new Columbia River salmon during the week on last year's basis. Salmon generally is in fair demand. Domestic sardines are un-

changed in price and moderately active. Imported sardines show no change and a fair request. The mackerel market is weaker. Norway 3s have declined 50c@\$1 per barrel. The catch of spring Irish has also shown so much improvement that the price of that grade has also declined about the same amount. New shore mackerel are now offered at \$11.50 per barrel, which is much below last year's opening.

Provisions — Smoked meats are firm and unchanged. The demand is seasonable. Both pure and compound lard is firm at ¼c advance, and the consumptive demand is very good. Barrel pork is unchanged and active. Canned meats and dried beef are firm and unchanged.

Bay City—The planing mill and factory operated in connection with the lumber yard of E. B. Foss & Co. has been running light some time, but it is expected by July 1 business will manifest more activity. Local mills and factories are generally running light, although some are getting back to normal conditions.

Menominee—There has been renewed activity in milling circles of late. Local sawmill men were forced during the last week to advertise for men for their outside sawmills. The J. W. Wells interests, known as the White Pine Lumber Co., secured a number of sawmill men in this city during the week for the Blind River, Ont., mill.

Geo. J. Nagler, of Freeport, who became a victim of the grip about three months ago, has been in Butterworth Hospital for several weeks past suffering from a severe affection of the temporal bone behind the ear, as a result of this treacherous disease. Mr. Nagler underwent an operation yesterday morning and up to this time is improving.

James Blakley has re-engaged in the carriage and wood-workers business at Big Rapids. Sherwood Hall Co., Ltd., furnished the stock.

Jas. Tibbets, of Pentwater, has started a harness shop at that place. The Sherwood Hall Co., Ltd., furnished the saddlery hardware.

Fred A. Wurzburg has opened a grocery stock at Ottawa Beach for the summer. The Worden Grocer Co. furnished the stock.

E. J. Moore & Co. have opened a grocery store at 776 South Division street. The Worden Grocer Company furnished the stock.

Mitchell & Thurston have arranged to open a general store at Stanwood. The Judson Grocer Co. furnished the grocery stock.

Hartley Snyder has started a blacksmith shop in Big Rapids, the Sherwood Hall Co., Ltd., furnishing the stock.

Superiority is not so much the feeling that we are better than other people as that they are worse than we are.



## CAPTURED THE CONTRACT.

## The Grocery Clerk Succeeded in Making Good.

Written for the Tradesman.

The circus was coming to Jonesville.

Flaring posters, stuck on the sides of every convenient barn and on every fence, announced the fact that Brown Brothers' Unparalleled Aggregation of Wonders would strike the town within a week. The small boys of the place were unusually busy and attentive to parental commands, for it was not every day that a circus came to Jonesville and lucky the boy who could get together the necessary fifty cents to pass through the main entrance.

Jem Haskins, the advance agent, who was stopping at the hotel, was the cynosure of all eyes. Jem was in town to arrange for additional newspaper notoriety and also to place the contract for feeding the animals and the performers during the circus' stop in the thriving little town. Consequently, he was exceedingly popular with the merchants of Jonesville. The contract this year would be a big one, too, and every merchant had his eye out for the welfare of Jem Haskins.

There was one man in Jonesville who was not happy in anticipation of the great and glorious wonders which the circus was to present for the edification of the circus goers of Jonesville and vicinity. This one man was Zebidah Peters, clerk in the general store of Silas Lapham. Zeb as he was known to everyone in the place, didn't care a rap if the animals and performers were fed or not. The reason for Zeb's apathy in regard to anything connected with the circus was the same as that which has made many a hopeful youth unhappy—he had been disappointed in love.

Yes, Zeb Peters had been disappointed. Sally Lapham, daughter of his employer, was no longer his; not through Sally's fault, however, but through the fault of Silas, who had put his foot down upon Zeb's fond hopes.

"I tell ye, Zeb," he had said that morning, "ye haven't got a good business head an' Sally ain't fer ye. How cud ye expect t' support a wife on eight dollars a week?"

As Zeb sat on a sugar barrel, with his face in his hands, and mused gloomily, he seemed to half remember that he had plucked up enough courage to suggest that the old man take him into partnership and let him marry Sally. And then had come that statement about he, Zeb, not having a good business head.

He'd like to have a chance to show old Lapham something. First, he thought that he would quit his tyrannical employer and enlist in the army. Then when he came back from the Philippines, with shoulder straps and with half a dozen hero medals decorating the front of his khaki blouse, old Lapham would be sorry. But then there was Sally. He knew she wouldn't give him up, but

he also knew that there was no chance of their getting married, for Sally would never oppose her father's wishes in that regard.

"Durn et, anyhow," he mused.

Just then Zeb was awakened from his reverie by hearing the screen door open. He turned just in time to see Jem Haskins enter the store. There was a successful man with a good business head. As Zeb looked at the advance man with his light suit, pink soft shirt, red banded straw sailor and neatly blacked shoes, Zeb grew envious.

"Have you any good cigars?" asked Haskins, as he mopped his face with a red silk handkerchief and then put it back into his breast pocket so that fully half of it showed.

"Five er ten?" he asked.

"Ten."

Zeb wearily placed a box of Connecticut Havanas upon the show case. Haskins selected one and removed the end with a small nickel cigar clipper.

"Going to the circus?" he asked, when he had lighted his cigar.

"Naw," said Zeb curtly, "circus ain't no pleasure t' me."

"Well it will probably be a great thing for the town," persisted Haskins, "and a good thing for the merchants, too."

"How's that?" asked Zeb.

"Well," said Haskins, "I guess we will spend a pretty good sum of money for feed and groceries."

"That's right," said Zeb.

He remembered now that every time a circus came to town a large bill of goods had been purchased, but not from Silas Lapham. Gilbert Deering, a bigger dealer, had always secured the contract because he could make lower prices. Gil, as he was known, had more money than Silas and could pay cash for his stuff, while Silas had to take the old reliable 30, 60 and 90 day limit.

"I wish we cud git thet contract," said Zeb.

"Yes, it would be fine," answered Haskins, "but I guess I'll give it to Deering. He seems to be able to make the lowest price."

As Haskins left the store Zeb started for the sugar barrel. Then suddenly he noticed an envelope lying upon the floor where Haskins had been standing. He mechanically picked it up and opened it, for there was no address on the outside.

"Wonder ef it's his?" Zeb asked himself as he opened it. Inside was a telegram reading as follows:

"Jem Haskins, Jonesville Ill.—Knapp's shows making effort to get circus grounds at Independence. Take first train there. Get them or resign. Too much time wasted in Jonesville. G. A. Brown, Mgr."

Zeb knew that Haskins had wasted a lot of time in calling upon a certain fair damsel who lived about a mile out of town. The girl and Haskins had been friends during school days in a little town in Michigan and, when the girl heard that Jem was in town, she made him call, to the great envy of all the other young ladies in Jonesville.

All at once Zeb's face lightened. He looked at the clock. It was 12:30 and the next train would leave at 3 o'clock. Could he work it? If he did he had that contract cinched. He would also have Sally, for he had heard Silas say that morning that he would give almost anything to land that contract. Yes, he would do it.

When Silas entered the store at quarter to one Zeb looked positively happy.

"Glad ye take et so easy," announced Silas as he came in.

"Wall, there's no use worryin' I s'pose," answered Zeb.

"Say, Mr. Lapham," said Zeb suddenly, "if I show you that I've got a good business head and get that circus contract fer ye kin I hev Sally?"

"I guess ye kin," answered Silas for he had no real objection to Zeb excepting that the latter had hitherto displayed no business acumen.

"Well, ef ye give me th' afternoon off and lend me yer old brindle bull I'll git it," remarked Zeb.

"Ye kin hev both," said Silas, but I don't see what the tarnation th' old bulls' got t do with et. The animal's so old now et kin hardly stand up alone."

"That's all right," put in Zeb, "I'm goin' t' git thet contract."

He fairly flew out of the store and up to the home of Silas. Dragging the aged bull by a rope he set off down the road which he knew would be Haskins' path of return to the train from the home of his sweetheart. Ensconcing himself and bull in a small copse of woods at one side of the road he waited.

Presently the form of Haskins loomed up from over a hill. Haskins was evidently happy. He whistled as he wended his way. As he neared the hiding place of Zeb the latter gave the old bull a prod and the animal staggered into the road.

Haskins had just pulled out his red silk handkerchief to mop his brow when he saw the bull. The next instant the bull saw the handkerchief and the shirt and all his fighting blood was aroused. He gave a heroic bellow and started feebly for the object of his wrath.

Haskins deemed discretion the better part of valor and went up a tree just as the bull passed over the spot he had just left. The animal's head was down.

Haskins sat in the tree while the enraged animal stood on the ground under it, giving vent to bellows. Anon he would paw the earth.

Although Haskins had been advance agent with the show for some time he had not formed an intimate acquaintance with the menagerie and therefore he knew very little of the habits of a bull. Zeb, holding his sides to keep from giving vent to laughter, knew the old bull couldn't catch Haskins in a year if the latter should climb down and run, but Haskins was unaware of this. All he knew was that he had about forty minutes to catch the train. Every time he moved the bull pawed the earth and bellowed.

Zeb crept back in the woods and

made a detour coming out into the road behind the hill. He walked slowly up to near the spot where Haskins was treed.

"What's the matter?" he yelled.

"Thank heaven there's some one here," answered Haskins. "Get me out of this and I'll give you five dollars. I've got to get to town and have Deering sign this contract and then I must catch the 3 o'clock train."

"I dassen't touch thet bull," said Zeb. "Why, he'd kill me sure."

"Then what am I going to do?" asked Haskins.

"Stay in th' tree an' I'll go back t' town fer help," said Zeb.

"But that will be too late," moaned Haskins. "I'll give you ten dollars to take it away."

"Couldn't think of et," said Zeb.

"Then a thought seemed to strike Zeb.

"I'm awful scared," he said, "but ef you put Silas Lapham's name in thet contract an' let him furnish th' show with stuff I'll try my best t' git ye down."

"What are you talking about?" asked Haskins. "Do you think I'm a fool?"

"No," said Zeb, slowly, "but I know ye don't want t' lose yer job." Haskins thought a moment.

"How did you know anything about my job?" he asked.

"I found yer telegram," said Zeb holding it up.

Haskins was in the depths of despair. Finally, he said:

"Boy if you get me out of this and promise never to say a word I'll fix the contract."

"Write in th' name and drop it down then," commanded Zeb.

Haskins did so. Zeb looked over the paper and saw that it was all right, the bull never offering to harm him while he was engaged in picking it up. He grasped the rope and pulled the bull away, while Haskins descended. As Haskins turned to go down the road Zeb turned to him with the remark:

"Old man Seeley, three houses east of th' depot, owns them Independence circus grounds. Ye kin get 'em o' him."

"Thanks," said Haskins, as he walked away.

Among those who saw the circus were Mr. and Mrs. Zeb Peters.

Charles R. Angell.

## Obeying Mother.

A man had just arrived at a Northern Michigan summer resort. In the afternoon he was sitting on the veranda when a handsome young woman and her 6-year-old son came out. The little fellow at once made friends with the latest arrival.

"What is your name?" he asked. Then, when this information had been given, he added: "Are you married?"

"I am not married," responded the man, with a smile.

At this the child paused a moment, and, turning to his mother, said:

"What else was it, mamma, you wanted me to ask him?"

The failure to be feared is that of fearing to begin lest you fail.



# BOB'S CREDIT SYSTEM.

Based On Honesty and Plain Common Sense.

Written for the Tradesman.

Ruddock, the shoe man, was in the dumps.

He was always in the dumps at the end of the month.

At the end of the month his bills became due. I don't know why he permitted all his bills to become due at one time. I don't think he knew himself. Anyway, that was the way of it.

He was doing a fair business, and making a little money, but as his trade increased he put in more stock, and so was fussing over bills most of the time.

"If I could get more time," he said to Bob, one day, "I could get through without all this worry. There is Samuels, down at the corner. He owes as much as I do, but he isn't crowded. He get a year to pay in while I get three months. And, somehow, my creditors are always sitting on the doorstep when their bills come due. They don't trouble Samuels in that way. I'm disgusted with the whole business."

Bob, who was only a clerk, and just a "kid" in years, thought over the proposition that night.

"There's some reason for it," he concluded.

The next day was Saturday and the last of the month. The creditors were there. Bob said afterward that they came in like a swarm of bees. They didn't even wait for the poor shoe man to make a few sales. They were right there in the morning when he opened the store.

Two men from Chicago got into the store first.

One of them got the merchant back in the little office and held private converse with him. This one went away with the light of victory shining on his face. The second Chicago man went out looking ugly.

He stopped at the door to say, reproachfully:

"You promised to settle to-day, old man."

"I know," was the reply, "but you see how I'm fixed."

That was the thing most of the collectors said:

"You promised to settle to-day, old man."

No one seemed to get unnecessarily wrought up, but they all left in disgust.

After the last one had gone, the shoe man came out of his office and took a chair by the door. He lighted a cigar and leaned back in comfort.

"I've got almost another month to breath in," he said.

"But you haven't paid all the bills," suggested Bob.

"Oh, they'll let me alone until the first of next month," said Ruddock.

"Then they'll all come again?"

"You bet they will."

"And it will be dull for a few weeks now, and you can't pay them all," said Bob.

"I guess I'll have to take to the

tall timber," said the merchant. "I can't stand all the bullyragging, and I won't. I pay my bills, in the end, and I'm going to let some of the other fellows do the walking."

Bob expressed his disapproval of this notion, for it is a fact, and he knew it, that this stale old yarn about letting the other fellow walk is the rankest sort of idiocy. In the first place, the other fellow won't walk very long before he will come down and close you out. In the second place, you can't get the fact out of your mind that the other fellow isn't walking the trouble out of your mind. The man who tells you, when you owe money, to let the other do the walking ought to be pinched.

"It is all right for you to talk," said Ruddock, "but I simply can't stand the pace. They used to come the first of the month. Now they come at the end of the month, before their bills are due. Pretty soon they'll be coming in the middle of the month after money that's not due. Me for the forest when they come again."

"And then?"

Ruddock grinned and took a fresh cigar.

"Oh, you can handle them for once."

Bob's forehead wrinkled, but he didn't complain.

"All right," he said, "if you have confidence in me I'll handle this hungry hord of collectors, only I must do it in my own way."

"There is only one way," smiled the merchant. "Pay the first one that comes and show the others your empty pockets. In this way you get rid of one bore."

"I'll handle the business if you'll let me alone," said Bob! "How long are you going to stay in the forest?"

"Two months, if everything goes right here," said the merchant.

"All right," said Bob. "If things go wrong I'll let you know."

And so, just before the end of the month Ruddock took his wife and went off to visit friends in a western state.

"Wire me if you get into trouble," were his last words to Bob.

"All right," was the reply, but the boy wouldn't have wired him if the store had burned to the ground. He knew that at no distant day he would have a store of his own, and he wanted to know how it seemed to be thrust into the swin with no one to fall back on.

About the middle of the month notices began to come in.

"On the 30th our Mr. Dullcare will call on you. Kindly see what you need in our line and arrange for the payment of bills past due."

Of course the notifications were not all as coarse as that, but they all meant just that. Bob received about twenty of them. The sum necessary to settle all the claims was beyond reach, of course.

Bob did not put the money in bank because Ruddock had gone away without leaving his authority to draw checks. On the evening of the 29th

he had \$1,000 in the safe. He also had about \$3,000 in statements to meet. He figured it all out that night. Next morning a Buffalo collector was there. Bob looked him over. He did not appear to be very fierce.

"Your bill isn't due until to-morrow," he said, "and I'm not going to pay it until to-morrow. Even then I'm not going to pay it all. You come here after dinner and I'll pay you twenty-five per cent. of it. About the middle of next month you'll get a draft for another twenty-five per cent. of it. It won't be necessary for you to come out here and try the grab-bag act with Ruddock."

"Where is Ruddock?" asked the Buffalo man.

"You fellows have sent him to the woods to recuperate," replied Bob.

"All right," said the Buffalo man. "He promised to pay me up in full to-day, but if you do as you promise I'll be satisfied. Want anything to-day?"

No; Bob did not want anything.

"There," he thought, as the Buffalo man went out, "I've got the money in the safe to pay you the twenty-five per cent. right now, but I'm going to make you wait over a day just to find out that I keep my promises, and I'm going to mail you the draft for the same reason."

Not one of the bills was paid that day. The collectors looked displeased, but they tried to sell more goods, just the same. Bob bought nothing.

"You fellows are driving Ruddock to desperation with your infernal hounding about money," he said, "and I'm going to see if I can get better terms from other houses."

That was what he told them all, and they began to think something was doing. One of them offered to extend his bill for a month, but Bob said he would get his twenty-five per cent. the next morning and another twenty-five per cent. about the middle of the month, and with that he was satisfied.

Bob paid out his \$1,000 the next day. Instead of paying it all to one or two men he paid something to each man. Another thing, he kept his word. They got the currency just when he had promised it. They went away satisfied, only a little disappointed because they received no additional orders. Anyway, the stock was larger than was needed.

Bob sent out his checks the middle of the month. At the end of the month there was a scarcity of collectors, but Bob sent on the money. The men who did come were after orders, not money. Still Bob did not buy. At the end of two months Ruddock came back. Although it was the end of the month there were no collectors in sight.

"Where are they?" he asked.

"Say," said Bob, "I've found out why they bothered you. They don't trouble me, not a bit. They all want orders, but say nothing about the money."

"What!" roared the merchant. "You must have the rabbit foot!"

"I'll tell you why they made life a burden to you," continued Bob. "It was because they had no confidence in you. You promised them money at certain times and did not pay. Now, I've promised them money on certain days when I had the coin in the safe to pay right then. I did that to show them that I kept my word. I also did it to show that I was deserving of credit. If you want credit, just keep your word. I'm going to get credit for six months now, with your permission, and I'm going to pay when the bill comes due, if you'll let me."

"Do you mean," asked Ruddock, "that you're going to ask for long credit when you don't need it just because you think you might need it at some time?"

"Good credit," replied Bob, "is the best asset of a store."

"And I think I've found out how to keep it," said Ruddock.

"Just keep your promises," said Bob. "That is all that creditors want."

And I have often wondered if Bob was not right. Anyway, he is Ruddock's partner now. He has all the credit he wants, though he doesn't need it. Which is often the way in business life.

But don't forget what brings this credit.

He pays when he agrees to. He keeps his promise. That's all.

Alfred B. Tozer.

## Development of Electric Photography.

Eugene Frikart is the newest hero of electric telephotography, and he has taken out a patent for transmitting without any metallic connection between the sending and receiving stations both pictures and writing for distances beyond 600 miles. He can transmit in five minutes from Bern to Berlin a facsimile of a piece of manuscript without using any conductor, on the same principle as wireless telegraphy. The transmission can take place at any time of day, no optical apparatus being necessary. Further, only the instrument for which the picture is intended can receive it. To vessels that are several days from land photographs can be sent; from airships transmission of photographs can be made in any direction to any distance. The receiving apparatus makes the picture directly without any chemical process on the paper, and produces either one or more copies at once. The picture is divided by the apparatus into several points of equal size, grouped together more or less thickly, according as the place in question is dark or light. Each of these points is transmitted by a roller, such as one finds in a phonograph, by means of a spark discharge, to the receiving apparatus, and there by means of a tracing point it is visibly and permanently fixed on a similar cylinder.

It may be that women attorneys are led to take up the law because their foremothers have been so used to laying it down.





DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, June 17, 1908

### OPPORTUNITY ALERTNESS.

You have all seen two classes of men in almost any walk in life—those who are continually seeing a chance to make an honest dollar and those who never see it until it is going into the pocket of the other man. The one who can gradually widen his trade in such a way as to widen the margin of profit is bound to succeed where the less observing one fails.

"Did you notice our plants?" asked a country merchant of the writer a few days ago. "We had the whole window full two days ago," he added with enthusiasm, "but they went like hot cakes. I was up to Blank City the other day and saw some nice plants, and I just took a notion to try some."

They were of thrifty stock, a fine assortment of geraniums, with a few fuchsias and begonias for variety; and although it was perhaps the first time that greenhouse flowering plants had ever been offered in the town, they found ready sale. No doubt the dealer took into consideration the double demand in that Decoration Day was just a few days ahead and that his townsmen were getting their yards and gardens in order. A few weeks earlier and the demand would have been much less; while later flower lovers would have secured their stock from a greenhouse in the next town or planted seeds. He clinched the bargain at the most opportune moment and made it a grand success.

At all times in the year there are bargains in some direction which may be introduced with equal profit. One must study the markets of the neighboring cities, and also those of catalogue houses. Still more carefully must he study the conditions and tastes of his customers. This little luxury of potted plants might have been all wrong in a community where flowers were little cared for or where a struggle for the mere necessities of life would render an offering of them a mockery. He knew that he was among people who loved flowers and raised many in abundance

from root or seed packet; he had faith that if they were brought almost to their door in blooming stage they would be warmly welcomed; and he was not disappointed.

Another instance: There was a new stock of cakes on hand. A customer chanced to urge the attendance of a friend in the presence of the groceryman to attend the meeting of the sewing society that afternoon. "Can't possibly," was the reply; "I have nothing baked."

"Go," was the response of the grocer, "and I'll give you enough cakes to make your basket presentable."

He was so determined that she finally accepted the offer. The result was every one present had a chance to sample the cakes. Every one found out just where they came from, and every one liked them. "It was the best advertisement I could possibly have had," said the dealer to her two or three day later. And while the incident can scarcely be reckoned as one of generosity, it was certainly one of good business tact. It made her a more firm friend of the establishment and it sold the cakes in a hurry.

The effect of these turns which make your customers feel that you are continually on the lookout for good things for them counts for much more than the profits in the sales themselves; and every judicious move in this direction brings with it a double reward, that of present gain and increased confidence.

### THE SHOE DEPARTMENT.

In many country stores the shoe department is kept in the back part of the room and in a place so inconspicuous that patrons often forget that this is a part of the stock, and inconvenience themselves by going to a distant town large enough to maintain a shoe store. Besides, there is no formal announcement of the arrival of new goods. You may have a complete stock along certain lines, but if you keep them in the background no one will be the richer for it.

Just now the outing shoe should have ready sale. Why not clear out the baskets and boxes which have filled your front window for weeks? Every one has now learned that you keep stock along the old lines. Fill the window with your best tan goods in all shapes and sizes, always marking the price plainly on the stock. If you have not enough tans use a combination of tan and white. The findings may add to the attractiveness of the display. Put out the placard, "Easy as an old shoe." If your town boasts a local paper, announce an opening of new stock. Make a specialty of the shoe or slipper which brings comfort. The weather and the popular trend are toward vacation days. No piece of wearing apparel is so important in securing the acme of comfort during the outing as the proper shoe. And if one stays at home the need is still as great. Crowd the goods for a week or two, getting your patrons full acquainted with your stock. Make it a hobby for the time, and be sure to have this time a timely one.

### BENEFITS ENOUGH.

What are the actual, tangible and practical benefits received from the Merchants' Week?

This enquiry, in one form or another, has been made a score or more of times and the adequate answer to the conundrum is:

1. That about 2,000 ladies and gentlemen, representing the retail mercantile interests of Western Michigan, had, for three days, a cracking good time at the hands of the Grand Rapids Board of Trade, and

2. The ninety or 100 wholesale merchants, bankers and manufacturers in Grand Rapids, who stood back of the enterprise in a cordial public spirit with their cash, their influence and personal enthusiasm have the satisfaction of knowing, beyond peradventure, that our city has never benefited by an advertisement having value equal to the impression and widespread and favorable notoriety caused by the Merchants' Week entertainments.

Our semi-annual Furniture Fairs have done much to advertise Grand Rapids all over our land and in foreign countries as the producer of the finest furniture made anywhere. Incidentally, the furniture buying visitors have left vast amounts of money with our furniture manufacturers and hotels.

Our Merchants' Week is an entirely worthy co-operator in that it has shown thousands of our own citizens of Michigan the importance of our city as a general jobbing center and as a center for a great variety of industrial enterprises of far-reaching repute and high grade. It has demonstrated to these thousands that, as a community, we are a vigorous, sociable, broad minded people who know how to do things without being mere copyists. And the material values accruing therefrom have been bestowed upon all branches of merchandising, upon various industrial departments and upon the people generally.

Grand Rapids is already known by every commercial organization—of a public welfare nature—in the country as the possessor of an invaluable promoter of civic and commercial values in its Board of Trade.

### THE WORLD MOVES.

Hard times for the dealers in bunting, flags and banners; hard times for the painters of club devices, streamers and political cartoons; hard times for "the best brass band in the State" and for the conventional spell-binders who were wont to sail to and fro on the shoulders of the American Eagle as they shrieked things about "the hell hounds of the opposition."

The good old exciting period of Election Time has lost its grip. Malodorous torches and cambric uniform caps and capes are forced into the background by multitudinous electric lights everywhere, and ward clubs and district and state mass meetings are traditions which will have merely a perfunctory existence during the coming four months.

The average man keeps himself

informed in a broad, general way; he knows what is going on and why and draws his own conclusions. Naturally he retains a shadow of party loyalty; but he does not bind himself hand and foot to any party simply because his grandfather or great grandfather voted for Andrew Jackson or John C. Fremont or Wm. J. Bryan.

And it is Education that is winning the fight. Object lessons most impressive and convincing have been developed in abundance during the past eight years and the daily newspapers have given these lessons in all their aspects to the wide, wide world; civic government, military government, ecclesiastical government, socialism, anarchy and altruism are no longer topics confined to the closet conference of the bookworm and student; they are analyzed and discussed in pulpits and, best of all, in our high schools and on our streets. The ordinary man has discovered that educational privileges are his if he will but avail himself thereof, at no cost at all or at a merely nominal cost of time; so that everywhere there is a widening of the public horizon and a better, clearer, fairer appreciation of conditions in all departments of human intercourse.

Thus it happens that state central committees and national committees will not notice limitations upon contributions to campaign funds and need not worry tremendously because stump speakers admit that their occupation is gone, at least for the present.

### THE CHILDREN'S BONUS.

Every one knows that the surest way to establish a firm footing with the parent is through the child. The dealer can obtain the little things which children like for a trifle, and when the parent goes to town it is a saving of time to him as well as a pleasure to find the little purchase expected by the wee ones.

It pays to always keep something of the sort on hand to be thrown in with the package of profitable size. The popular "kisses" are just now an easy solution in the candy line. These should be varied from time to time, for children delight in variety. Nut candy, quaint designs, or occasionally a few chocolate creams will bring good returns when distributed among reliable patrons.

Fruits may be utilized in the same way. If on Saturday afternoon you have a bunch of bananas which will not keep until Monday put one or two or three, as occasion demands, into the basket of purchases. A quart of over-ripe berries will likewise find favor, providing they go to a family where this fruit is not cultivated. But with the home products, know your customers and avoid sending coals to Newcastle.

One often sees a bargain in penny toys or advertising schemes which will not come to any but the dealer, yet which will prove an acceptable novelty to the little ones. These will cost little more than a bit of thoughtfulness, and will yield increased good will and patronage.



**FIGHTING OUR INSECT FOES.**

Probably there is no branch of scientific study more important to the welfare of the inhabitants of our earth than is the investigation of the insects that destroy our crops, corrupt our food supplies and breed and propagate mortal diseases to human beings and their domestic animals.

There was a time when by the ravages of epidemic diseases and of famines entire populations were decimated, if not actually swept from the earth, that little attention was given to the causes of such frightful catastrophes, but to-day, having learned that there is a tangible and material cause for all physical evils, we have learned to seek for them, and to realize that an ounce of prevention is worth tons of attempts to cure after the harm is done.

The discovery of the connection of a particular sort of mosquito with the generation and propagation of yellow fever will work a revolution in commerce with tropical nations and will save millions of human lives. But it is not merely the insect-bearers of disease that we must deal with. There are the innumerable insect pests that destroy our crops and food supplies. All national governments within recent periods have begun the study of entomology or insectology in order to discover the beneficial as well as harmful creatures, for there are also beneficial insects.

The Entomological Bureau of the Agricultural Department at Washington is one of the most extensive and best conducted in the world, and it has done such good work that it is estimated that before its organization the destruction of crops and of domestic animals in the United States would amount to not less than a billion dollars.

It is estimated that the knowledge gained of the nature and operations of the Hessian fly has resulted in the saving of wheat values to the farmer aggregating from \$100,000,000 to \$200,000,000 annually. The apple crop of the country is worth from \$6,000,000 to \$8,000,000 more since the as yet incomplete control of the codling moth has been generally understood. The root worm was almost baffled by the principle of rotation of corn with oats, thus saving the corn crop to the extent of many millions annually. The annual losses occasioned to forests and forest products by insect pests have been estimated at not less than \$100,000,000, of which \$70,000,000 is damage sustained by the growing timber. The tobacco crop suffers from insects to the extent of more than \$5,000,000.

Before the cotton worm was studied and the method of controlling it by the use of arsenic sprays had become common knowledge this plague had levied a tax of \$30,000,000 in bad years on the cotton crop, while the control of the Mexican boll weevil has already saved the farmers of Texas an enormous sum, and has really made the continuance of cotton-growing possible. The white scale would have completely destroyed the orange and lemon orchards of California but for the introduction

of one of its natural enemies from Australia.

Besides these direct losses enormous damage is done by insects to cattle and in the transmission of disease to man. The loss in the value of horse, sheep and cattle products directly chargeable to insects (the ox warble, the buffalo gnat, and the various biting flies and ticks) would aggregate, Government statisticians figure, not less than \$175,000,000 annually. To this must be added the cost of protection from insect damage to stores' products and from the noxious mosquito, fly and other disease-bearing insects. Undoubtedly mosquitoes as carriers of malaria and yellow fever, and flies as transmitters of typhoid, occasion the loss of another \$50,000,000 or \$60,000,000 in the form of lessened economic productivity.

These are some of the beneficial results accomplished by the scientific study of insects for sanitary and economic purposes and nothing could be more important.

Louis Van Norman, writing in the Review of Reviews on the work of the Entomological Bureau at Washington, reports that while we are hearing so much about the reckless cutting of timber for actual uses, and by forest fires caused by human carelessness, it is somewhat startling to hear Government scientists declare that every year forest insects destroy much more merchantable timber in the Rocky Mountain and Pacific Coast States of our country than do all the forest fires combined. There are about twenty distinct species of destructive bark beetles constantly at work in our various forest areas. In the last few years more than 2,000,000,000 feet of timber (board measure) in the Black Hills region in South Dakota was killed by insects. In one area of 75,000 square miles Southern-pine timber was destroyed by bark beetles. The presence of these insects is a constant menace to the forest, particularly the evergreen forest. The Bureau of Entomology has proved that extensive losses of timber can be prevented with very little expense if the question is taken up in time and the action based on expert advice.

But the greatest damage to our economic products has been wrought by insects to agriculture, and four insects, probably all of which are of foreign origin, have done the greatest damage. These four insects, the campaign against which is representative of the work of the Bureau of Entomology, are: the Hessian fly, the gypsy moth, the cotton boll weevil and the San Jose scale.

To the Hessian fly and the chinch bug must be charged 90 per cent. of the damage done to the wheat and other cereal crops of the United States. Probably the Hessian fly is the greatest offender of all. Hundreds of thousands of acres of wheat have been totally destroyed during one year by its ravages or so badly injured as to reduce the yield 50 to 75 per cent. The Bureau of Entomology has devoted a great deal of study and attention to this pest and issued

a number of bulletins on the subject.

The Hessian fly is undoubtedly of European origin. The gypsy moth is European, the cotton boll weevil is Mexican, and the orange scale is from some tropical country. All insect enemies and noxious weeds are easily imported and are not noticed until they are domesticated here.

The Bureau of Entomology is an organization with a fixed center at Washington in the Agricultural Department and a number of experimental laboratories scattered throughout or some other members of the country. In addition, the chief Bureau are constantly traveling throughout the country and abroad for the purpose of studying insect pests in other countries or arranging for the importation into the United States of parasites to prey upon destructive insects. The results already attained are of great value, and promise enormous protection and benefits to our agriculture, commerce and the health of the American people.

**STUDENTS WHO WORK.**

There are more young men in American colleges to-day than ever before and the number appears to be annually increasing. This is due in part, of course, to the growth in population. There are more young men and if the old percentage obtained the aggregate number would of course be larger. More than that the percentage is growing and a constantly increasing proportion of American youth, realizing the advantages of higher education, are availing themselves of it. They appreciate that it provides them with a much better preparation for life work than can be had in any other way and where the competition is so close, every point that can be gained beforehand is worth having. The American college was never doing more work or better work than it is doing to-day. Another point of importance in this connection is that these advantages are being improved and enjoyed by representatives of all classes and conditions in the population. A college course comes closer to all the people than formerly.

Some recently gathered and published statistics based on a study of the conditions prevailing in Harvard, Yale, Princeton and the University of Pennsylvania, taking them as samples, are of interest and very instructive in this connection. These four institutions have altogether 12,366 students and of these it is said 3,123 are supporting themselves, getting an education by their own efforts and paying their own way. These young men are variously employed, some of them as tutors, some as clerks and in different lines of work which will enable them to earn some money and remain in college at the same time. It appears that a fourth of the young men in these four institutions are working their way there. Their bills are not paid by their parents. The education thus received is that which is really of the greatest possible benefit. The boy who works his way through col-

lege will know what a college education is worth and he will get the greatest degree of benefit out of it. Presumably the statistics which apply to this quartette will apply to all the colleges in the country and very creditable conditions they reveal. All honor to the young men who are working hard to put themselves through college and get the best possible preparation for the work that is before them.

The general impression is that pretty much everybody drinks coffee and because there are more people in the world than there were formerly the demand for this beverage must be constantly increasing, hence prospective profit to the growers. If statements which come from Brazil are to be relied upon the prospect is by no means so rosy. It is said there that the output grows faster than the consumption. The good old law of supply and demand puts down the prices when the supply is greater than the demand. Accordingly the government of one of the leading coffee producing provinces has entered upon an American scheme of advertising and promotion. It is proposed to go at it Yankee fashion, advertising coffee and its desirability as a beverage and pushing its consumption in places where hitherto it has not been popular. It is said that less coffee is used in Europe than in the United States, so the first and principal drive is to be made in European countries. Pretty soon the continental newspapers and those of Great Britain will sing the praises of coffee at so much per square. Advertising pays every time and it will pay the plantation owners of San Paulo.

Phoebe Snow, a young lady in spotless white, has traveled many years as an advertiser for the "road of anthracite," and she has aided very much in popularizing the dustless thoroughfare. The prospect now is that she must learn a new song or lose her job. If plans now being made by the Lackawanna Railroad are carried out anthracite coal as fuel for locomotives will soon be a thing of the past, and bituminous will be used in its place. The company has decided to make the change because of the rapidly decreasing supply of anthracite in mines owned by the company and smaller expense attached to the use of soft coal. The company is having several new engines built which will be delivered in the fall. These will be built to burn soft coal exclusively. All other engines will have soft coal fire boxes installed as soon as the new ones are placed in commission. It is claimed that the change in fuel will mean a saving of many thousand dollars each year.

The following appeared in an Indianapolis store window: "We do not substitute. The policy of this store is: 'We give you what you ask for.' If we do not carry in stock the article you wish, we will get it for you regardless of expense to us. What we want is not only customers, but pleased customers."



## BIG BANQUET.

## Largest Gathering Ever Held in the State.

The Merchants' Week banquet of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade, which was given in a tent at Reed's Lake last Friday evening, was participated in by about 1,900 people, fully 1,700 of whom were from outside the city. The banquet was served promptly at 6:30 o'clock and the service was all that could be desired. The tent was beautifully lighted with electric lights, many of which were enclosed in Japanese lanterns, giving the interior of the tent a very picturesque effect.

At the conclusion of the banquet Heber A. Knott, Chairman of the Wholesale Dealers' Committee, arose and addressed the gathering as follows:

The idea of Merchants' Week was conceived by the Wholesale Dealers' Association of the Grand Rapids Board of Trade. This organization commenced active operations in 1906 by sending out a general invitation to the retail merchants of Michigan to come to Grand Rapids on these special days and be our guests.

Somewhat to our surprise and much to our gratification we entertained about 600 merchants at this first meeting. Last year the invitation was renewed, the result being an attendance of about 1,200.

Those of you who were in attendance last year perhaps remember our four separate banquet halls, with four sets of speakers and toastmasters. The only disappointing feature about last year's meeting was that we could not have you all together under one roof. Out of these past experiences was evolved the circus tent, which seems to have solved our problem, at least for the present.

Your presence here to-night bears testimony to the fact that you have not been disappointed in your former visits, that many of you have gone home and told your neighbors something about Grand Rapids hospitality, and many who have not attended our previous meetings are here to-night. We hope that these meetings may prove mutually beneficial, and that next year we may have our proportionate increase in attendance.

We realize the many advantages of becoming better acquainted with our customers. We further realize that Grand Rapids possesses qualities as a market that will compare favorably with some of the more pretentious markets. We feel that stocks carried by our many jobbing houses will bear the most critical inspection.

It may be a surprise to some of you to know that the total sales of the Grand Rapids jobbers last year amounted in round numbers to \$25,000,000, and that the jobbing business of this city has shown an increase of nearly 50 per cent. during the past three years.

We do not believe in hiding our light under a bushel, but rather in placing it where it may shine out until the entire State of Michigan may feel its influence and be attracted to this center.

Meetings of this nature can not help but prove beneficial to both the retailer and the jobber. Any plan that may result in bringing the two into closer business relation must be of value.

It is a good thing for the retailer to get acquainted with his fellow merchants. These meetings offer an opportunity for the interchange of ideas with merchants from different parts of the State, and because of these experiences he returns to his home re-inforced with new views,

new ideas and fresh inspiration, thus making it possible to infuse into his business that spirit which brings to him the greatest degree of success.

I am told that the Programme Committee considered a number of our most talented speakers in the city for toastmaster of this meeting. After numerous conferences they finally arrived at a decision, and I am sure that before the evening is over you will agree with me that they have chosen wisely. I now have the pleasure of presenting to you your toastmaster for the evening, the Rev. Alfred W. Wishart.

Mr. Wishart started the ball rolling without unnecessary ceremony. He first introduced E. A. Stowe, President of the Board of Trade, who delivered the formal address of welcome as follows:

In behalf of the Grand Rapids Board of Trade, which is composed of 1,000 representative business men, I bid you welcome to the city of Grand Rapids. I feel no hesitation

in their treatment of their employees. Its workmen are steady-going, God-fearing men who find abundant satisfaction in the belief that they are contributing in no small degree to the greatness and glory of our city.

Its jobbing interests cover the trade naturally tributary to Grand Rapids thoroughly and satisfactorily. Unaided by water transportation and discriminated against by both trunk and local railways, our jobbers are nevertheless able to maintain a position in the front rank by reason of the indomitable spirit of conquest which possesses the soul of every individual wholesaler and a courageous and aggressive attitude which overcomes every obstacle.

Its retail emporiums are in keeping with the progressive character of the city.

Its financial institutions are reaching out in all directions and becoming a power in the world of finance.

Its schools and churches, its hospitals and asylums, its library and museum are models in their respec-

in freight rates which you secure must come first through a reduction to the great mercantile and manufacturing market of Grand Rapids and you must look to Grand Rapids as a big brother to set the pace. As chairman of the Transportation Committee of the Board of Trade Mr. Amos S. Musselman has undertaken to secure a reduction in the freight rate from New York from a 96 to a 92 per cent. basis. The railway officials conceded the justice of this demand half a dozen years ago, and the only reason they give for delaying to grant the concession is that it would mean a readjustment of the rate to every town in Western Michigan. Those of you who know Mr. Musselman realize that he will not rest until he has brought about this change, even if he has to bombard the citadel of the Interstate Commerce Commission at Washington. He is one of the men who do things and when we accomplish this reduction—as we surely will—every town in Western and Northern Michigan will receive a corresponding reduction. I mention this fact to remind you that your interests—commercial, mercantile and otherwise—are not with Detroit and Eastern Michigan, but that they are bound inseparably with Grand Rapids and Western Michigan and that every dollar's worth of business you divert from Western Michigan markets tends to place an embargo on the work Grand Rapids and other Western Michigan cities are doing to bring about better conditions for us all.

If there are any here who did not participate in the automobile excursions yesterday I hope you will remain over to-morrow and devote at least a half day to an inspection of the residence and manufacturing sections of our city. We would like to show you the hundreds of beautiful homes with which our residence streets are lined; we would like to show you how effectively our people are beautifying their homes and surroundings by the discriminating use of trees, shrubs, vines and lawns; we would like to show you the homes of our working men, which we believe are not equaled anywhere in this country in comfort, convenience and inspiring surroundings; we would like to show you the environs of Grand Rapids, which are a succession of elevation and valley.

All these things—and more—we will gladly do if you will accord us the opportunity. Whether you are able to do so this time or not, we hope you will enjoy every moment while with us, so that when you come again you will arrange to stay longer and see more, so that you will concede, as we do, that Grand Rapids is the brightest, busiest, cleanest and fairest city in all this United States.

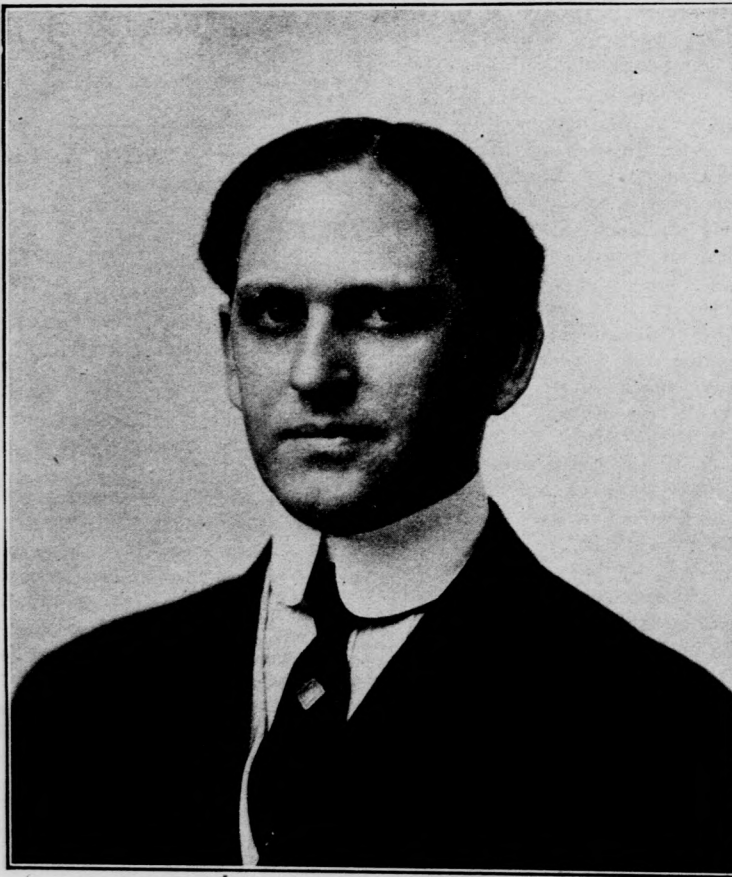
Mr. Stowe was followed by Mr. Jess Wisler, of Mancelona, who responded to the address of welcome in an exceptionally acceptable manner.

Hon. C. W. Garfield then spoke on Balance. His address is given elsewhere in this week's issue of the Tradesman.

Lee M. Hutchins spoke on Personal Equation. His address was full of meat and was received with rapt attention.

Hon. G. J. Diekema, of Holland, spoke on the American Business Man, whom he gave credit for being the peer of any business man in the world.

Governor Warner, who was present by invitation, made a few remarks, when Dr. Wishart closed the programme with a few well chosen words, summarizing the prevailing sentiment of the occasion.



Heber A. Knott, Chairman Wholesale Dealers' Committee

in saying that this is the happiest duty which has fallen to my lot during my term of office, because you represent a class who have done much to assist in the upbuilding of this market and in the creation and maintenance of prosperous and growing towns and cities in all parts of Michigan.

Grand Rapids possesses numerous features which commend it to the consideration of its guests:

It is the biggest city of its size in the country.

It is the strongest open shop town in the United States. This means that labor is free and that every workman can hold up his head like a man instead of being led around like dumb driven cattle by the venal and unscrupulous walking delegate and strike manager.

It has more miles of paved streets than any other city of its size in the West.

Its manufactured goods are high grade and find a market in every state in the Union and nearly every country in the world. Its manufacturers are original in their ideas, enterprising in their methods and hu-

man fields and are constantly commended by those competent to pass on their effectiveness and thoroughness.

Its parks and boulevards are beginning to reflect the artistic taste of our people and foreshadow the time when visitors will travel long distances to inspect our City Beautiful.

All our business industries, all our business enterprises, all our business men are inspired with the idea that they are essential to the well-being of the city and its commercial, industrial and material progress. We have drawn from the best blood of all sections and our citizenship is composed of men who, in this day and age, do things; of men who think right, of men who act right and of men who know how to build a great city, who are going on in their united efforts to build a still Greater Grand Rapids.

As showing the spirit of co-operation and helpfulness which exists between the wholesale trade of this market and the retail trade tributary thereto, permit me to say a word to those present who are located in Western Michigan. Any reduction



**Question Which Traveler Has Right To Ask.**

Written for the Tradesman.

"How is trade?" "How is business with you?" "Are you doing well here?"

Before a merchant can answer such a question he must consider who the questioner is, why he asks, what right he has to ask and how much or how little information may safely be given.

A fellow merchant asks because it is a habit to be all the time watching the condition of trade in general and comparing his business thereby to discover if he is keeping up with the times. A merchant from a neighboring town or state asks partly for the same reasons and partly to discover somewhat of the peculiarities of trade in different sections.

There are others who ask similar questions. The grasping, suspicious customer who thinks the merchant is taking too large a profit on his goods and thereby robbing the people and accumulating money. There is the ignorant, inquisitive one who asks from curiosity or to obtain some new topic to discuss with his neighbors. Then there may be the intimate friend or relative who takes pleasure in the assurance that the merchant is doing a good business with favorable prospects for a continuance of the same.

There may be others who ask questions along this line to whom a brief, definite answer, an evasive or enigmatic one, or a free and confidential statement may be given, but

there is one whom to answer satisfactorily taxes the merchant's powers, and that is the commercial traveler. The merchant knows that his answer will be the basis for an argument for an order. It is a game in which the merchant is allowed the first play. It matters not whether the latter professes that business is good, bad or indifferent, that is one of the strongest reasons why he needs new goods, a new line, better or more attractive fixtures, the installing of a new system, or whatever the agent has to sell.

For the commercial traveler this is a natural and reasonable way of introducing his business or of building an argument for the purchase of goods. When a salesman starts with this proposition the merchant knows what to expect, and if the former makes a strong case in favor of an ample order the latter submits gracefully. That is one way of seeking to land an order. The word "land" suggests another way.

No doubt many commercial travelers know considerable about fishing, and would not expect to use one kind of hook and one kind of bait for any and all kinds of fish. There are some who, perhaps because of inexperience or of failure to obtain correct ideas of business, as soon as they approach a merchant produce their fishing tackle. It is always the same size hook and the same kind of bait. The bait is very stale and the steel point is plainly visible. If he lands an order it is on some other

score than his ability as a fisher of men.

He proceeds on the assumption that every man is in business for money—first, last and all the time. The merchant wants to sell more goods and make greater profit on what he does sell. The people are his natural prey. He should bleed them of money by every scheme, device, temptation and artifice possible. He does or should stand in with the church people, the fraternal societies, the sporting clubs and every other organization in his community—all for money.

The traveler assumes that the merchant is ready to accept him as a partner, a pal, a confederate in plans to separate the people from their money without regard to giving value in return. He does not adduce arguments that the goods he wishes the merchant to put in stock are better suited to the latter's trade, more popular or of better quality than those already in stock. He does not mention the house he represents as an old reliable one or composed of men known for their abilities or integrity. He goes on the plan that the merchant is a big sucker who desires to get bigger by feeding on little suckers. The traveler is loaded with schemes by which the merchant can rope in the luckless customers.

This particular species of commercial traveler plans his selling campaign on the assumption that the merchant stands on the same plane as the street fakir. He does not give

him the benefit of a doubt and approach him as a man of good business sense who would appreciate any reasonable suggestions as to methods of selling goods or handling customers, but will resent any attempt to force a bare hook or offensive bait into his mouth.

We should suppose that the merchant is in business to earn an honest living by supplying the needs of his fellows; that he is in the world to grow in manhood, to develop character; that he is striving to accumulate riches of mind and heart; that the treasures he seeks are those which may comfort his declining years, such as memories of good deeds done, friendships deserved and efforts expended to help make the world a more desirable place to live; that he has brains enough to know that it is more profitable to give good value in exchange for money than to attempt to deceive and entrap his patrons.

E. E. Whitney.

**Useless Pond.**

There is a notice on the banks of a certain pond which runs as follows:

"Please commit suicide elsewhere."

This sounds churlish, especially as the pond is apparently used for nothing else.

**Until We Meet Again.**

In a cemetery at Middlebury, Vt., is a stone, erected by a widow to her loving husband, bearing this inscription:

"Rest in peace—until we meet again."

# Staple as Sugar

There's no risk for the Grocer who handles

# Post (Formerly called Elijah's Manna) Toasties

We do not consider them sold until they reach the consumer—the sale of Retailers' stock is guaranteed!

CONTINUOUS, LIBERAL ADVERTISING,

DELICATE CRISPNESS, AND

DELICIOUS FLAVOUR

have placed Post Toasties among the "STAPLES"—a quick seller and good repeater—

**"The Taste Lingers"**

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



## INDUSTRIAL FREEDOM.

## Gigantic Struggle Which Confronts This Country.\*

We meet to-day to lay the rosemary of remembrance upon the graves of those who fought in the war for the Union. It is indeed fitting that once a year the citizens of the republic, leaving their daily occupations, should pause for a time and render due tribute of honor to those without whose efforts the republic had ceased to be. Long and bitter were the years of struggle and many the days when the sun of hope seemed to have set, never to rise again. But in all the darkness and gloom the great faith of the North did not waver, and defeat only brought renewed effort, until at last consummate victory came and faith emerged triumphant into the sunlight of peace and liberty. At the head of the nation stood Lincoln, calm, resourceful, bearing such burden as seldom man has borne. Under his guidance leaders like Grant and Sherman and Sheridan were fighting their sure way to success, with armies such as the world had never before seen, made up as they were of an intelligent citizen soldiery, who knew the reason for their fighting and that their cause was a just one. Out of all the carnage and slaughter, out of the struggle and effort, out of the sorrow and grief, came a new and splendid Nation, blessed with union and with liberty. The shackles had fallen from millions of men and no longer was slavery a reproach to American freedom, and now, forty years after the close of that great contest North and South are linked together in true appreciation of the possibilities of American citizenship.

The battles for Freedom have not all been fought. The signs of the times point unmistakably to the fact that there is coming sooner or later a great struggle to maintain the system of industrial freedom under which we are now living. During the latter half of the last century there was developed a system of economic thought known as Socialism, which found its first clear exposition in the publication of Capital, a biting critical work by Carl Marx. The socialist looking around him and finding many manifest irregularities in life, says immediately that the present system is radically wrong and proceeds to set forth his remedy. The socialistic movement, as is admitted on all sides, is primarily directed towards a fundamental transformation of the existing industrial system. The economic quintessence of the socialistic programme is as follows: To replace the system of private capital, i. e., the speculative method of production, regulated on behalf of Society only by the free competition of private enterprise, by a method of production which would introduce a unified organization of National labor, on the basis of collective or common ownership of the means of production by all the members of society. This collective method of production would remove the present

competition system, by placing under official administration such departments of production as can be managed collectively, as well as the distribution among all, of the common production of all, according to the amount and social utility of the productive labor of each. Under this system private business and individual enterprise would be at an end. The productive labor of all would be associated in establishments for the purpose of production and exchange, socially managed, equipped out of collective capital and worked by persons in receipt of salaries, not private profits. All the instruments of productions, lands, factories, machines, tools, etc., would be the property of the State. An elaborate system of statistics and book-keeping

if all the places for investment were absorbed by state ownership and man could spend only for consumable commodities that part of his earnings he did not need for immediate necessities? The desire to save, either for the purpose of providing for those dependent upon us, or as a provision for our own old age, is one of the laudable instincts in mankind, and any system that takes away the possibility of this, takes away one of the channels for the development of character. "I believe," said Secretary Taft in a recent speech, "that in connection with personal liberty the right to personal property is the basis for all our material progress in the development of mankind, and that any change in our social and political system which impairs the

have the laborers of all kinds and grades separating themselves into one group on the one hand and the men who direct their labor as a separate group on the other. The directive faculties are the mind and brain of one man simultaneously affecting the hands of any number of other men, and it is these Directive Faculties which are the chief agencies in the production of wealth to-day.

Nothing is easier than to frame an indictment of the modern economic system. The evils that have developed under that system are so plain that he who runs may see them. We do not need a socialist to point them out. We all know them. The slums of our cities, the men out of work, the children employed in factories, the heartless follies of the idle rich, the meanness of the criminal poor, the endless clash between capital and labor, the heavy mortality of industrialism, the stern competition under the law of supply and demand—these are mighty counts in the indictment against modern civilization. But, admitting all this, what follows? Does it follow that we should sweep away the system under which these evils are developed? The burden of proof is on the Socialists. It is not enough for them to point out the abuses of individualism as an argument for the establishment of socialism. They must show conclusively that civilization under the present system is decadent, that it has no capacity for improving from year to year, that it does not contain within itself the power of a steady reformation, and that the world is getting worse instead of better all the time. Then, in addition to that, it must prove that the system it proposes to substitute would be better. There would be no wisdom in abandoning the old for the new, however



William Savidge

would determine the needs of the community and would distribute the collective output of all kinds of manufacture, in proportion and value of the work done by each worker—and by work here is meant work in the broad sense, not the mere work of the hands. To the socialist the fundamental factor in value is labor. "All wealth," says Marx, "is produced by labor, therefore, to the laborers all wealth is due."

The presentation of the system of socialism in even so brief an outline as the foregoing brings to our minds, if nothing else, an idea of the vast revolution it would work in modern life. Picture to one's self the vast number of public servants that would be necessary for the mere book-keeping required in distributing the products of industry, when no money is present and all men are paid in "labor certificates." Where would be the incentive to thrift and saving

right of private property and materially diminishes the motive for the accumulation of capital by the individual is a blow at our whole civilization." Let us examine also and see how broad must be the definition of labor to say that it is the fundamental factor in value. Under the processes of modern industry there has arisen a great division of labor—men to produce the best results are employed continuously on the various parts and there has arisen the necessity of that highest form of labor, the directive faculty, to co-ordinate and bring together into the completed whole the results of the labor on those parts. In proportion as the industrial process is enhanced in productivity by the concentration on it of the higher faculties of mankind, there is an increasing cleaving of this process as a whole into two kinds of activity represented by two different groups. We

## 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.

## 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

## Dry Sound

Our feeds are made from Dry Corn. We give you grain that will draw trade. Let the other fellow worry with cheap, damp, sour goods. Send us your orders for

Molasses Feed  
Cotton Seed Meal  
Gluten Feed  
Old Process Oil Meal

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

\*Address delivered by Hon. Wm. Savidge, at Spring Lake, on Memorial Day.



bad the old might be, unless we were sure that the new would be better and would be workable.

The world is getting better. The present system does have the power of reform. We are year by year getting rid of this and that abuse. The great war in which you fought put an end in this country to one of the greatest. We are year by year improving the conditions of life, widening the scope of opportunity and shortening the distance between rich and poor. No fair investigator can study the history of the world in the past one hundred years without becoming convinced that the greatest advance has been in the elevation of the working classes. They have gone ahead more rapidly than the aristocracy either of birth or of wealth. Socialism requires a complete revolution of human nature, something which at best can be accomplished only through the slow processes of centuries. It is not possible to make the fool wise or to make the sinful moral and secure equality of condition by an edict of revolution. Only by the slow and sure means of education will the millenium be brought to hand.

The great error of socialism is the error of nearly all schools of economic reform, it does not see clearly the facts of human nature as they are, and so it does not reason clearly. The great argument against socialism is this—it takes away from man the incentive to endeavor in depriving him of the results of industry, thrift and thought. There never has been—pray God there never may be!—in the history of the world a time when the career has not been open to talents. The soldier of the Praetorian Guard might aspire to the throne of the Caesars'. The humblest priest in the Roman hierarchy may sit in the chair of Saint Peter. George Washington, born of the aristocratic planter society of Virginia, brought to the cradle of the republic the power of his energy and genius; while Abraham Lincoln, sprung from the humble pioneers of the West, was the hope of all men during those long years of trial and struggle when, more than once, it seemed the fate of that Republic to perish from among the nations of the earth. Always has America stood for opportunity and he who was willing to work and labor, with hand or brain, might be sure of ultimate reward. The world to-day has no need of drones or idlers—it has need of the clear thinker and willing doer, and it is through the storm of adversity and the stress of competition that there is built up the strong hand and clear brain. What we want above all is character, and character is not made in the cloister, but out in the open, coming up against temptation and overcoming it, withal. By mingling with our fellowmen, by matching our strength against their strength, our weakness with their weakness, by recognizing that it is the law of Nature that only the fittest shall survive, in the struggle for existence we are building up the

sturdy, competent and self-reliant manhood which could say:

Out of the night that covers me,  
Black as the pit from pole to pole.  
I thank whatever God may be  
For my unconquerable soul.

In the fell clutch of circumstance  
I have not winced or cried aloud—  
Under the bludgeonings of chance  
My head is bloody but unbowed.

It matters not how straight the gate,  
How charged with punishments the scroll—

I am the Master of my Fate;  
I am the Captain of my Soul.

#### Sale of Pictures Different from Other Goods.

Written for the Tradesman.

The business of selling pictures is a rather ticklish one. By this statement I do not mean the business itself, taken as a whole, but the art of dealing with the single persons who make the business possible.

Some customers are peculiar. In waiting on them it does not do to rely too much on the ordinary methods of salesmanship, for they often unconsciously and unconsciously smash those to smithereens. One can not go by previous encounters with the extraordinary shoppers but must be governed by the incidents that arise during the individual sales—incidents that have never arisen before and may never arise again.

The selling of pictures is unique. In the vending of personal apparel the salesman has something to go by. By a glance at the clothing worn by each enterer he may obtain quite an estimate of each prospect's taste and show goods in accordance therewith. In the matter of pictures an entirely different proposition is encountered. There is nothing by which to establish a precedent. Unless he has been inside the customer's quarter, or has heard something concerning the same, the salesman is like a ship without a rudder—absolutely nothing to steer with. If he brings out religious pictures he may be putting them before an agnostic. Should gay colored pictures of convivial or otherwise lively scenes be brought to view, the patron may be a "prohi" or one who takes a solemn outlook on life. If pictures of little children are displayed the person to whom they are exhibited may regard all children under Sweet Sixteen as unmitigated nuisances. If landscapes are shown the patron may be a great lover of marines. And pictures of flowers may not appeal to him in the least, and so it goes.

When a customer enters a picture store with his mind made up as to the subject of his contemplated purchase the sale presents no complexities—no difficulties whatever. All the dealer then has before him is to present the different sizes and grades of the particular name called for and state the cost of each. If he does not carry the picture in stock or has not the size or grade or price desired he can pleasantly offer to procure it for the patron and then it is up to the latter.

It takes much more time to satisfy a customer who is "merely looking around"—in other words, "shop-

ping"—or who drifts in with the intention of purchasing but with no definite thoughts as to what the purchase shall represent.

In the former case the best way is to run over a receptacle containing a large variety of subjects or allow the possible buyer, if he wishes, to leisurely look at them himself while you attend to something else. As to the person with hazy ideas as to what to get, he is the hardest of all to wait on. You may flip over half a hundred pictures of as many sizes and names and cost without running across something that shall strike his fancy hard enough to order it delivered to his residence or stopping place.

The best way to proceed with the last two sorts of people is to get them more interested in yourself than in the pictures. So impress them with your personality that they shall become willing to be guided largely by your judgment of pictures. Draw them out. Make them do some of the talking themselves. Of course, they won't notice that they are being encouraged to talk—that is, if you play your cards cutely enough—and by that means you can get an inkling as to what line of merchandise they would be most likely to admire. Try and get them to commit themselves and then quickly come to a decision in selection.

In selling an expensive picture remember that the customer will likely have it in his possession a long, long time and don't hurry him. Let him take plenty of time.

As to exchange or return of goods, go through the unpleasant and unprofitable ordeal pleasantly, never omitting to recognize the fact that this is one way to cement trade. If you are ugly about it, don't look for future trade with the customer with the injured sensibilities.

Ph. Warburton.

#### New Jersey Applause.

A certain theatrical troupe, after a dreary and unsuccessful tour, finally arrived in a small New Jersey town. That night, although there was no jurors nor general uprising of the audience, there was enough hand-clapping to arouse the troupe's dejected spirits. The leading man stepped to the footlights after the first act and bowed profoundly. Still the clapping continued.

When he went behind the scenes he saw an Irish stage-hand laughing heartily. "Well, what do you think of that?" asked the actor, throwing out his chest.

"What d'ye mane?" enquired the Irishman.

"Why, the handclapping out there," was the reply.

"Handclapping?"

"Yes," said the Thespian; "they are giving me enough applause to show they appreciate me."

"D'ye call that applause?" enquired the old fellow. "Who, that's not applause. That's the audience killin' mosquitoes."

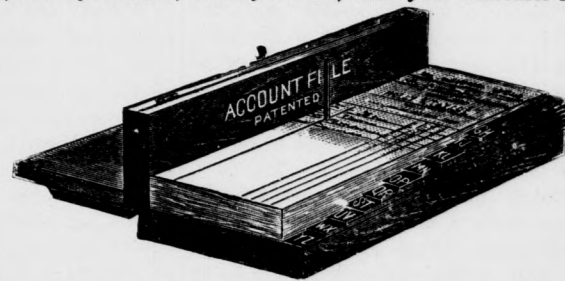
The portals of heaven are closely guarded, but the devil will meet you half way.

## Simple Account File



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

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



**TRADESMAN COMPANY, Grand Rapids**



## LEVEL HEADED MAN.

## He Tells Labor Organizer Where to Get Off.

Written for the Tradesman.

"They's about ez many ups as downs," said the Level Headed Man, "an' if we'd only, every blamed one of us, understand that fact an' 'cut our coat 'cordin' to the cloth' they wouldn't be any labor troubles." Thus delivering himself the speaker left the little group he had addressed and started homeward.

The little group consisted of the chief accountant of the establishment where the Level Headed Man is employed, a couple of skilled artisans who work for the leading contractors and builders in town, the foreman of one of the leading foundries and a labor organizer.

"What do you mean by that?" shouted the organizer, and the Level Headed Man turned and walking slowly toward the questioner said: "I mean that if you'd spend your time trying to prove your claims to being a first class shop superintendent, instid of talking all one way, and that way leadin' to trouble, you'd be better off an' we'd all be better off." There was a snapping in the speaker's eyes and a tremulo sort of tone to his voice which told his comrades that he was in earnest and believed what he said.

"But about 'cuttin' our coats accordin' to the cloth," put in one of the carpenters and joiners in a mild sort of way. "What you goin' to do when you haven't any cloth?"

"There's cloth enough," observed the foundry foreman, "at all times, only our employers are never the ones to do the scrimpin' when it comes to scrimpin' on the cut."

"That's what," joyously exclaimed the labor organizer, as he faced the Level Headed Man and continued: "An' it's such as you who are always contented, no matter what you are paid, who are—"

"Never mind about finishin' that speech," interpolated the Level Headed Man, "'cause it wouldn't help your graft a little bit." And the environment created by this remark was so impressive and conclusive that the organizer subsided.

"They's always two sides to every-thing. The men I work for need my help just as much as I need theirs. They are the only men on earth who know whether I make good or not, and I am the only man on earth who is able to judge whether they give me what I deserve."

"That's jest it," spoke up the chief accountant. "I believe what you say, but somehow that sort of talk sounds selfish. You are talking solely of yourself. What about the man who is not able to see things as you do?"

"Well, I'm sorry for him an' the only advice I can offer such a man," replied the Level Headed Man, "is to stop chasin' around after these chaps who are—at a good fat salary and various perquisites—always looking for trouble, and when they can not find it create it by any means, fair or foul.

"As I was sayin'," he continued,

"they's always two sides to every situation. An', what's more, employers an' those who work for wages or salaries are comin' more and more every day to see that they depend on each other an' not upon walkin' delegates with whisky-soaked breaths or upon these organizers of unions. An' let me tell you somethin' more: the unions themselves are beginnin' to see that there is another side to their problem. The fact of the matter is, the manufacturers and other employers of labor are quite as well organized as are the laboring men an' they are goin' about it on a basis which, sooner or later, will be copied by the unions."

"Tell us about it," said the organizer sneeringly. "Are they promisin' a lot of things they never intend to carry out?"

"They are doin' more than is bein' done by any labor union I ever heard of to settle the troubles of wage earners," resumed the Level Headed Man. "I know positively of many instances where the members of employers' associations have kept good, competent wage earners through periods of business depression—hard times—at the same wages they were getting when times were good. You all know how many good citizens wait to put up a new house or a business block until times are dull and labor cheap. That practice is practically annihilated in Grand Rapids because the contractors and builders and other employers of first class wood workers are united and firm in maintaining the wages of such workers in spite of the hard times. But, mind you, it is only the really high grade workmen who can demand and who receive such treatment.

"And I know of another case where a certain member of the employers' association was brought before the Association on a charge of misusing some of his help in the matter of wages. The case was gone into carefully and thoroughly and fairly, the employes being called upon for their testimony. And the case was settled in favor of the wage earners by the employers' association. Now, then, when labor unions abolish black-mailing methods and abandon the employment of drunken, unscrupulous men to act as spies and to foment trouble where peace and contentment exist they will get upon a fair working basis with the employers; and not until then will they be worth any attention whatever."

"I don't see any two sides to your argument," ventured the labor organizer. "Your whole talk is in favor of the capitalistic employers."

"There you go," said the Level Headed Man, "with your ignorant and ridiculous use of the few pet words you toss about so wildly. You do not know and nine-tenths of your kind of people don't know whether an employer has a large capital or not. It is enough that he is an employer of labor and, as such, he must be a capitalist. It is upon just such blatant, pretentious, unscrupulous demagogues as yourself that the labor unions depend. The two sides

to the question are that it is just as necessary to the employer to see that wage earners are fairly and well treated in all respects as it is necessary for the wage earners to see to it that employers of labor are fairly and well treated in every particular; and, more than that, both wage earners and employers are getting together more and more each day upon just that basis."

Theodore Scott.

## Star Salesman Swamped Factory and Lost Job.

The International Pie Plate Lifter Co. needed a new salesman. Not only a new one but a good one. So good did they want their new salesman to be that he must come within the class termed crackerjacks. The Pie Plate Lifter Co. had a novelty, something that should be in every home in the land, and all that was necessary to put them there was good salesmanship. So they sent for Harris.

Harris was with a big novelty house in the south. He had made a reputation as a salesman of novelties, and he had let it be known that he was tired of handling the moss eaten, out-of-date line that his present firm was handling, and that he wanted to get hold of something new, something with unlimited possibilities in it, something that a star man—he pointed modestly toward himself—could push to the apotheosis of success. Given such a novelty, said Harris, and he was the man who would do that kind of pushing.

The combination was the much-to-be-desired. Here was the Pie Plate Lifter Co. with a brand new novelty and in need of a star salesman; there was Harris, sick of handling an old line and selfadmittedly a star in the firmament of sellers. Nothing remained but to bring the two parts of the combination together. After that, fat bank accounts for both.

"No," said Harris, in reply to the modest suggestion of the president of the Pie Plate Lifter Co., "I don't want a contract. I don't want to sign any papers. What there may be in this thing now isn't a marker to what will be in it after I've been working at it a few months. This thing should be in the hands of every housewife in the land. At present it isn't in the hands of one in 10,000. Wait until I've developed its possibilities. Then I'll come to you and demand a price, and you'll be glad to give it."

"Well, for your initial month's salary, then, what shall I put on the books?" asked the president.

"O, a merely nominal amount," said Harris. "Say \$150 for the first month. After that, if the thing pans out as it is going to pan out, \$150 won't pay my stenographer hire. Remember, Mr. Suds, you ain't dealing with a one horse traveling man this trip. You're doing business with a salesman, an ambassador of business, a promoter of the business of the International Pie Plate Lifter Co. Accustom yourself to thinking of me in that light. It'll lessen the shock later on."

The president pulled his whiskers

and thought of the factory on the second floor, above the combined salesroom and office. Three girls, two boys and a foreman, who was one of the members of the firm, comprised the factory pay roll. The output was strictly in sympathy with the "force."

"I don't just know that we can afford to hire an ambassador of business," said the president. "You see, we're hardly big enough to think of anything bigger than drummers. We—"

"Tut, tut, Mr. Suds!" Harris flashed his diamond. "You are in the embryonic stage, the stage when you do need me. I will lift you from the drummer level to the plane of ambassadors. Understand me? I'm the uplift."

"And you get \$150 for the first month," said the president.

"A mere bag of shells," said Harris. "Well, good-by. Get ready for a rush to the head of orders. I'm on my way."

Harris went straight to Minneapolis. He saw the big millers there. He showed them the pie plate lifter. He told them that if they didn't buy the lifter in quantities of 100,000, print their flour advertisements on them, and distribute them over the face of the land with every sack of flour he would go to their rivals and give them the chance to take advantage of the best advertising novelty discovered since the day when Noah gave away a sliver from the ark with every pound of the ham what was.

The millers looked, saw that the thing was good and the price low, but most of all listened to the silver tongue of Harris.

"We'll take a million," said they. "We will order them shipped as we see fit."

Harris mailed the contract, special delivery, that evening. Next day he took a train back home. He walked into the office of the International Pie Plate Lifter Co. whistling "I'm the Kid That Built the Pyramid." The president looked up, saw him, and drew a check from his vest pocket and handed it to Harris. It was for \$150.

"What's this thing for?" asked the ambassador, tossing the paper back upon the president's desk. "What's it for?"

"For your month's salary," said the president. "You were to draw \$150 for your first month's work. You haven't worked a month, but there's nothing small about us. We'll pay you for full time. We won't need your services after the end of the month. That Minneapolis contract will take our whole output for the next three years."

Henry W. Oliver.

A German scientist has discovered that a fly walking across a breakfast plate will leave in its footprints 1,000,000 germs, representing eleven different diseases. This is a great card for the housekeeper who takes pride in saying there are no flies in her dining room.



### What is Doing in Other Cities.

Written for the Tradesman.

Des Moines is preparing for a home industries exposition, to be held July 3 and 4, and more than a hundred manufacturers and merchants have agreed to assist in making the affair a success.

Lansing claims a population of 33,384 on the basis of the new directory just issued. Secretary Chilson, of the Business Men's Association, says that the city is certain to have 40,000 population in 1910.

The American Shipbuilding Co. will dismantle its ship yards at Bay City, the reason given being that it costs from \$5,000 to \$6,000 more to build a boat at Bay City than at Lorain, Buffalo or Cleveland. Freight charges are responsible for this difference, which are too great to be offset by the better labor conditions that are found in Bay City.

All street cars of Des Moines, will be converted into pay-as-you-enter cars as fast as the company can make the necessary alterations. The reduced rates gained by buying car checks in advance has induced people to become supplied with exact fares and there has been no confusion in following the pay-as-you-enter rule.

The Alpena Chamber of Commerce has issued a booklet describing the resources and advantages of that city.

Carnation Day, which has come to be an annual event in Benton Harbor, will be observed this year on June 20, flowers being sold by the ladies for the benefit of Mercy Hospital.

The Board of Education of Columbus, is discussing the advisability of introducing manual training in the city high schools.

Ludington is considering plans for a boulevard, to be built along the shore of Lake Michigan.

Mayor Seitz, of Benton Harbor, has issued a proclamation requiring that all dogs running at large in that city shall be securely muzzled. The ordinance became operative June 10 and continues in effect until Oct. 1.

The city of Ann Arbor has purchased six acres of land, located between West Huron, Miller and Chapin streets, for public park purposes.

Mr. Pleasant has adopted an ordinance making it a misdemeanor to expectorate on the sidewalks.

The "Indian cemetery" on Morris street, Muskegon, may be made one of the show places of the city. In a recent letter to R. P. Easton, Martin A. Ryerson, son of the late Martin Ryerson, the Muskegon lumberman, by whom the cemetery was founded, says that he is quite willing to convey to the city his title to the cemetery, provided the city will undertake to maintain it in a suitable manner. Almond Griffen.

### Movements of Michigan Gideons.

Detroit, June 16—The Detroit Camp of Gideons will have a campfire and rally at the home of their Secretary, 37 Harrison avenue, where refreshments will be served. The ladies of the Auxiliary and the wives of Christian traveling men will meet the afternoon of July 11 and be prepared for their husbands in the even-

ing for the campfire. Every Christian traveling man and his wife are invited. A suitable programme will be arranged for the rally before the National convention. The "Gates" will be open at 3 p. m. and will continue open until you have been filled and rallied and campfired.

At the Volunteer meeting, June 6, H. A. Dowling, W. D. Van Schaack

put in their slings to throw at the adversary. After the meeting Mr. Otis joined the Gideons and his membership will begin with July 1. C. L. Hyde was present and gave The Gideons' Great Opportunity.

Aaron B. Gates.

Detroit, June 16—C. L. Hyde, of Chicago, who covers several states in the interest of his company, lo-

week at St. Louis and at the close of their own convention they will take a train for Louisville, where they will go to try and bring the National convention to their own city for 1909. They say in their circular: "Dear Brother Gideons—Do 'break away' for a week or so and get in both conventions and for one fare. Bring your lady Gideon by all means. Louisville will do handsome things for us. Wonderful Mammoth Cave is not far away; but, better still, our dear loving Savior and His Spirit will be very near to us in that gathering."

Charles M. Smith.

### A PROSPEROUS COUPLE.

Wall, wife, it's twenty year ago  
Sence you an' me wuz tied,  
An' we have clum the hills uv life  
Together side by side.  
How we have prospered, hain't we, wife?  
An' how well off we be—  
W'en we wuz spliced we owned one cow,  
An' now, by gosh, we've three.

I owed five hundred on this farm,  
Five hundred dollars then,  
But I hey prospered far beyond  
The gen'l run uv men.  
A kindly Providence hez shaped  
The rough course of events,  
An' now I owe four twenty-five an'  
'Bout fifteen odd cents.

'Twas only twenty year ago  
You only had one dress  
Ter aggrivate yer beauty  
An' increase yer loveliness;  
Now you've got two sumptuous dresses  
An' a most tremendous bunnit  
With a monst'ous horticult'ral fair  
A flourishing upon it.

Three chairs wuz in our settin' room  
But twenty year ago,  
But we hev prospered wonderf'ly  
An' now there's five, you know;  
We've gained a lamp, a puddin' dish,  
An extra yoke uv steers,  
A grin'stone an' a dingle cart  
An' all in twenty years.

It's all true wot our pastor said,  
The worl' moves fast ter-day  
An' with a quick electric whiz  
Goes spinning on its way;  
It jest goes spinnin' on its way  
Until its work is done,  
But there's few spinners, my dear wife,  
Who've spun ez we hev spun.

### What the Gideons Can Do.

Chicago, June 16—He is not a preacher, although talking the merits of his goods several hours per day, six days a week, while the minister usually preaches not more than one hour per week. He has no church or charge to preach to, but the one that Jesus left when He said to His disciples and through them to us as His last parting message just before ascending to Heaven, "Go ye therefore into all the world and preach the Gospel to every creature and lo, I am with you, even unto the end of the world."

The Gideon drummer goes everywhere and meets all classes and conditions of men and always has an audience to preach to. Suppose, for instance, he hands out six good tracts per 'day, telling of the love of Jesus, His death on the cross for sinners, and how whosoever will might come to Him and be saved, handing these to those he meets in a business way, the man who sits beside him on the railroad train or street car, the ticket agent, conductor, hotel clerk, bell boy, etc. This would average 2,000 per year. If 1,000 'Gideons did this it would average over 2,000,000 per year. At this rate in twenty years it would be over 40,000,000 or half as many as the present population of the United States.

Jesus said, "My word shall not return unto me void, but shall accomplish the work whereunto I sent it."

Brother Gideons, remembering how the dear Lord has blessed us, with a prayer on our lips that He will guide and bless our efforts, let us stand in our place and do all in our power to tell others what a dear Savior we have found. C. L. Hyde.

### Change Displays Often.

There is one more point. Do not expect a window display to sell goods indefinitely. Those who pass your place will get tired of seeing the same thing day after day. Give them something new to look at once in a while. Let them get into the habit of looking to see what you are going to offer them next. Sooner or later you will draw the fancy of the regular gazer and sell him, or her, something. If your offerings are made on the basis of attractive prices, make the price a part of the display. In most cases it is well to do this anyway, as the combination of the article and the price together sometimes make an appeal that one can not resist.

and A. C. Holmes conducted the meeting, which was well attended. June 13 only the Secretary was present. One found the pearl of great price.

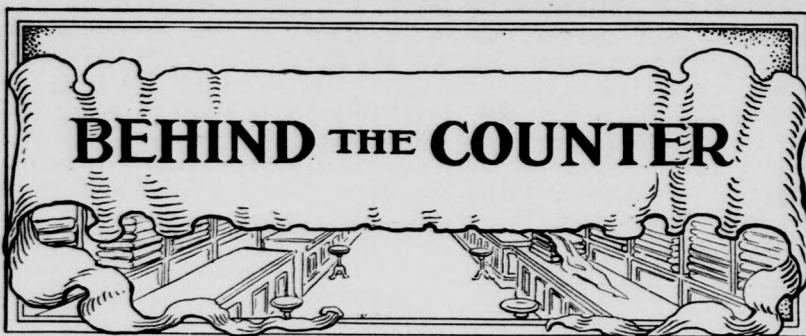
The Griswold House meeting, June 14, was led by W. S. Webb and Wheaton Smith. C. C. Otis, representing the Mutual Benefit Life Insurance Co., gave a very interesting talk on David and Goliath. The sling and the five smooth stones represent Love, Faith, Hope, Peace and Prayer, being the stones Christians

cated at Springfield, Ohio, is spending several days in this city, loading his customers up with emery wheels.

George S. Webb reports that June has been a hummer with him, having sold twenty-six out of twenty-seven new customers called on. This all happened in Ohio.

The Missouri Gideons are certainly a lot of hustlers and proved it by their actions in relation to the State convention. They are to have a three days' session commencing on Monday of National convention





### Qualifications of a Shoe Store Manager.

The object in view of a man investing his money in a retail shoe business is to reap a satisfactory profit on the money invested. One of the first requisites to be obtained to secure this result is a competent man to manage the business.

But how many men placed in the position of manager are qualified to fill the bill? The right man must know the shoe business in every detail, he must be a good judge of human nature and he must be impartial in his discipline of the clerks who work under him. Above all, he must be a thorough shoeman.

The ideal manager is one who started as a stock boy and has worked up from one position to another until he is placed as manager, perhaps in the store where he started in as stock boy. Even in this case not one in ten men so placed makes a successful manager. He may have been a first class clerk, he may have a large following, and may, perhaps, have been depended upon to make a sale where other clerks would fail. As a clerk he may have been a success, but the minute he is placed in command and invested with authority his value to those he represents decreases to a marked degree. In other words he is a failure.

What is the reason for his failure? The first thing that affects the man who was a success as a salesman and a failure as buyer and manager in the same store is that dread disease known as "swelled head." He becomes puffed up with his own importance, and he makes it very plain by his actions that there is a wide swathe between him and his clerks. This is where he makes his first mistake. It is true a man should carry himself with dignity befitting his position, but he should never lose sight of the fact that a short time previous he was a clerk himself.

Some managers, in a number of instances, buy too many lines of a similarity to each other, thus making it a very easy matter for a clerk not having the proper sizes in the first style shown to the customer to produce another style and the customer not detect the difference. We have known this to be done frequently. This is a mistake. The four lines could be cut down to one-half the buying expense. For example, let us say that it is necessary to carry four pairs of size 8-B in each line. If there was but one line four or six pairs would answer, resulting in a saving on the cost of the other three lines. We have seen

in some shoe stores seven or eight lines resembling each other so closely that one could be substituted for the other.

Managers should keep in touch with the clerks. To be a success as buyer and manager it is very essential that the manager should consult the clerks with reference to those lines which are slow sellers, or on any other point pertaining to the business. He should learn their opinions on different matters which are always arising in a shoe store.

Another great mistake some buyers make is not keeping sized up on staple lines. In some instances this is the fault of buying too many different lines. Usually a manager is limited to a given amount of money to conduct the business with, and if he is not careful he soon learns that he has invested all the capital at his disposal. Then he begins to realize that he has a large stock on hand, with but few lines moving fast. The lines on which he should have sizes are broken up and his money

is tied up in the unstaple lines. It is a very old saying that any clerk can sell a man what he wants, but it takes a good salesman to sell something he does not want, and perhaps the buyer has this maxim in mind when he buys the lines he could just as well get along without.

Another mistake made by some managers of shoe stores is the manner in which they frequently give orders to the clerks under them. Some of them will command in a way that would do justice to a cowboy rounding up a herd of cattle.

The manager who knows it all, the man who shows indifference to his clerks, the man who goes and comes as he pleases, the man who buys a line just because he likes it, but who could get along without it, the man who insists upon the clerk selling a customer something that he does not want, the man who as a manager is a failure as a leader, but a success as a follower, is the wrong man in the wrong place.—Shoe Retailer.

### Trouble With Spirits.

"I guess my husband will not drag me off to any more Spiritualistic seances after last night," said the lady in gray, spearing a slice of lemon for her tea. "You know he is just about overboard on the subject of mediums, clairvoyants, and 'seein' things at night," as Eugene Field puts it. I have begged off on going ever since we were married. You know, of course, he was a widower when I married him. Last night I went, and behold, the first thing

'Little Papoose,' or whatever brand of Indian control it was, yelled out was that John's first wife was present right behind his chair, reaching out her hands to him and wanting to speak to him. I wish you could have seen John wriggle; he tried to shut the Indian up, but the first Mrs. Brown had a warning for him, and the Indian was bound to tell him. The warning was to 'look out for squaw with red hair.' Yes, my hair would be called red by those who are not familiar with the real auburn shade—Titian, some artists have called my hair—and that did not help matters any. There seemed to be some news coming about other squaws in John's history, but we didn't stay to hear any more. Now John says he is firmly convinced that this spiritualism is all a grand fake."

### Her Dying Wish.

The following story will be appreciated by not a few:

"A pale, wan woman on her death-bed said in a weak voice to her husband:

"'Henry, if I die, promise me one thing.'

"'Gladly, my poor darling. What is it I am to promise?'

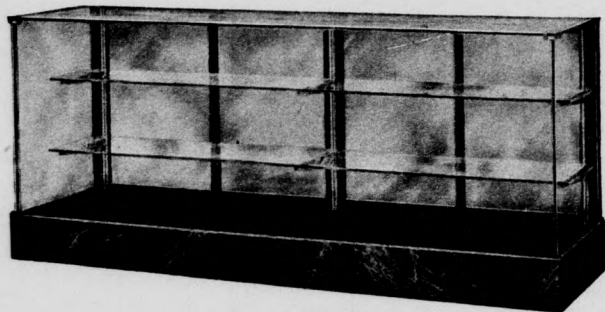
"'Promise me that you will marry Mary Simpson.'

"The man started.

"'But,' he said, 'I thought you hated her.'

"'I do, Henry,' the dying woman whispered. 'I want to get even with her.'"

## The Case with a Conscience And Dependable Fixtures

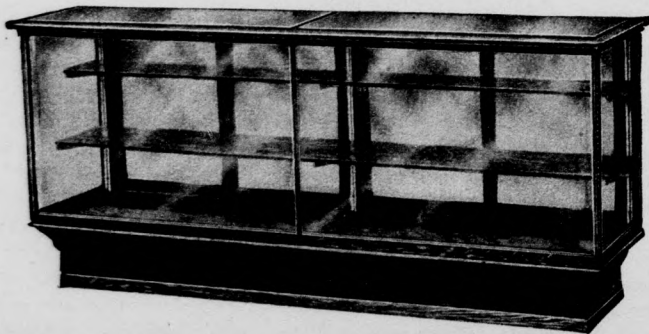


### Are You Buying Fixtures? Are You Considering?

If you're spending or are contemplating spending any money in the above direction (no matter how little or how much) we've a proposition you can't afford to pass up.

It means everything you've been looking for in the way of **prices** and **quality** and **SPOT deliveries**.

Make us prove it.



**Grand Rapids Fixtures Co.**

Grand Rapids, Mich.

Jefferson and Cottage Grove  
Avenues



### Necessity and Accident the Mothers of Invention.

A small hole in the ground with fire kindled in it constituted the primitive stove. The flesh of the quarry, wrapped with water in its skin, was boiled by contact with heated stones. Cooking by stones was also done in wooden vessels. Hollow gourds were protected from the fire by coats of clay. Thus, from the burned clay accidentally originated the enveloping pot, which rendered the gourd superfluous, although for a long time thereafter the clay was still spread over the gourd or pressed into wickerwork before the potter's art assumed its final independence. Even then the wickerwork was retained, as a sort of at-test of its origin.

Thus it is by accidental circumstances or by such as lie without our purpose, foresight and power that man gradually is led to the acquaintance of improved means of satisfying his wants. Let the reader picture to himself the genius of a man who could have foreseen without the help of accident that clay handled in the ordinary manner would produce a useful cooking utensil. The majority of the inventions made in the early stages of civilization, including language, writing, money, and the rest, could not have been the product of deliberate, methodical reflection, for the simple reason that no idea of their value and significance could have been had except from practical use.

The invention of the bridge may have been suggested by the trunk of a tree which had fallen athwart a mountain torrent; that of the tool by the use of a stone accidentally taken into the hand to crack nuts. The use of fire probably started in and has been disseminated from regions where volcanic eruptions, hot springs and burning jets of natural gas afforded opportunity for quietly observing and turning to practical account the properties of fire. Only after that had been done could the significance of the fire drill be appreciated, an instrument which probably was discovered from boring a hole through a piece of wood. By the powers of observation and comparison which he alone possesses man was able to profit by his experiences. A step at a time he progressed, adapting here, changing there, molding natural things to his desires and necessities.

But granting that the most important inventions are brought to man's notice accidentally, and in ways that are beyond his foresight, yet it does not follow that accident alone is sufficient to produce an invention. The part which man plays is by no means a passive one. Even the first potter in the primeval forest must have felt some stirring of genius within him. In all such cases the inventor is obliged to take note of the new fact, he must discover and grasp its advantageous feature, and must have the power to turn that feature to account in the realization of his purpose. He must isolate the new feature, impress it upon his memory, unite and interweave it with the rest

of his thoughts; in short, he must possess the capacity to profit by experience.

The capacity to profit by experience might well be set up as a test of intelligence. This power varies considerably in men of the same race, and increases enormously as we advance from the lower animals to man. The former are limited in this regard almost entirely to the reflex actions which they have inherited with their organism; they are almost totally incapable of individual experience, and considering their simple wants are scarcely in need of it. The moth plunges again and again into the flame which has burnt it. But a pike separated from the minnows of his aquarium by a glass partition learns after the lapse of a few months that he can not attack these fishes with impunity. What is more, he leaves them in peace even after the removal of the partition, although he will bolt a strange fish at once.

Ernst Mach.

### How Big Ocean Liners Eat.

Wonderment at the dimensions of the two great liners, Lusitania and Mauretania, has subsided. It is taken for granted that nothing is too great in size to float the Atlantic, and that the limitation of speed of the liner of the future easily may be that of the limited railroad train.

But in the period of interest in these two great sister ships some of the most startling of facts concerning them were not accessible to the public. The stupendous figures concerning coal, steam and water consumed by one of these leviathans only recently are leaking out for the wonderment of the world. That such giant vessels could be propelled through the water at twenty-five miles an hour and more day after day hinted at an enormous consumption of coal. Here are some of the concrete figures:

In the bunkers of one of these vessels 7,000 tons of coal are stored for the Atlantic trip. This means that 145 coal cars of 100,000 pounds capacity each would be required to load these bunkers to their capacity. This would require five monster locomotives and the crew for five trains to deliver this one loading of coal at the docks.

How much of this coal is burned on the average trip is known to only a few privileged persons. But it is known that in round figures each vessel consumes 1,000 tons, or 2,000,000 pounds, of coal each twenty-four hours. In each ship are twenty-five boilers, each with its yawning fire-box underneath seething under forced draft. This means that into each of these furnaces 80,000 pounds of coal must be fed every twenty-four hours—the capacity, virtually, of the greatest coal car in railway service.

Each pound of coal should develop nine pounds of steam. This gives 1,800,000 pounds of steam which passes every twenty-four hours through the ship's turbines. This steam as generated and held for power stands at a pressure of 200 pounds to the square inch. At this pressure a pound of steam occupies

about two cubic feet of boiler space, which indicates 1,680,000 cubic feet of steam through the engines every hour.

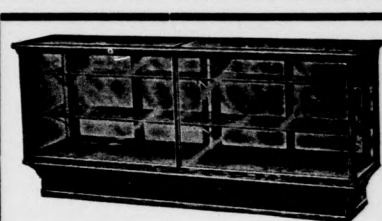
Six hundred and twenty-five thousand pounds of water a minute are necessary to slake the thirst of the great boilers. This is 450,000 tons of water in twenty-four hours, or 100,800,000 gallons a day. The average consumption of water in the cities is thirty-five gallons a day for each inhabitant, so that the needs of one of these passenger ships is equal to the needs of a city of almost 3,000,000 population.

In the furnaces twenty pounds of air are required to consume a pound of coal. Thus twenty tons of air must be driven through the grates of the furnaces every day. With the temperature at 100 degrees, this means that 26,100,000 cubic feet of air enter the furnaces every hour. A pipe ten feet square supplying this amount of air would develop gale conditions with wind blowing at fifty miles an hour. Irwin Ellis.

### She Was All Right.

"The other day," said a man passenger in a street car, "I saw a woman in a street car open a satchel and take out a purse, close the satchel and open the purse, take out a dime and close the purse, open the satchel and put in the purse. Then she gave the dime to the conductor and took a nickel in exchange. Then she opened the satchel and took out the purse, closed the satchel and opened the purse, put in the nickel and closed the purse, closed the satchel and locked both ends. Then she felt of her belt at the back and also to see if her back hair was all right, and it was all right, and she was all right. That was a woman."

It is always easier to promise butter than it is to provide bread.



### The Case With a Conscience

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

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

Our registered guarantee under National Pure Food Laws is Serial No. 50

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



Registered U. S. Pat. Off.

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

48 HIGHEST AWARDS in Europe and America

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## Jennings' Extracts

(At It 36 Years)

Our Serial Number is 6588

Are you supplying your customers with Jennings' Flavoring Extracts?

### Jennings' Extract Terpeneless Lemon

Is unexcelled in Purity, Strength and Flavor.

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Contains only the flavor of Prime Vanilla Beans.

These Extracts bring customers back to your store—"There's a reason."

Direct or jobber. See price current.

Jennings Flavoring Extract Co.

C. W. Jennings, Mgr. Grand Rapids, Mich.

ESTABLISHED 1872





## HOME COMING.

## An Event Which Awakens Much Enthusiasm.\*

The home instinct is Nature's gift to nearly all animated creatures and the home town celebration is the logical effect of this homing instinct.

No matter how great the success achieved, no matter how large the fortune amassed, the average man looks back upon his days in the country as the happiest and most care-free of all and he longs to live over for a brief time and bring back as much as he may of the pleasures and the memories and the friendships to which his fancy has so often reverted.

The story-teller and the poet have builded wonderfully upon the theme you have so fitly assigned for your June meeting. Chaucer, the father of English poetry, who lived and sang of his time in the middle of the fourteenth century, exemplified the virtues of the home instinct in his quaint English vernacular so hard for us now to read and to understand and, when sent by his King on a commission to a foreign city, commended his wife and his children to his friends "unto" his "home coming."

All the earlier poets, from Chaucer down, reflect this sentiment of home coming. Nearer to our own time the themes that live and are on every lip are those pertaining to home life and its surroundings.

How dear to my heart are the scenes of my childhood

When fond recollection presents presents them to view—  
The orchard, the meadow, the deep-tangled wildwood

And every loved spot which my infancy knew.

It must have been this home instinct of the homeless Payne that set his lonesome heart a-singing that universal melody of "Home, Sweet, Sweet Home."

Thomas Bailey Aldrich says of the little Piscataqua River, along whose banks his boyhood days had been passed:

Thou singest by the gleaming isle,  
By woods and fields of corn;  
Thou singest and the sunlight smiles  
Upon my birthday morn.

But I, within a city,  
So full of vague unrest,  
Would almost give my life to lie  
An hour upon thy breast.

And some anonymous poet has feelingly said:

Home's not merely four square walls,  
Though with pictures hung and gilded;  
Home is where affection calls;  
Home's the shrine the heart has builded.

Home! go ask the carrier dove  
Fleeting through the vault above us.  
Home is where there are those to love;  
Home is where there are those to love us.

And so the swimming holes of boyhood and the lilac blooming lawns of girlhood lure us all toward that charmed land of our early life, and it is no wonder that companies and

groups of men and women converge toward the home town for a week's celebration.

I am not able to state where this home coming celebration first had its flowering and fruitage; but somewhere in New England. Thence it spread to New York. The first home coming week for this State was celebrated at Paw Paw five years ago in August and preparation for the sixth is now well under way. To make it an assured success it must be an annual affair. Those whose business prevented attendance this year resolve and prepare to be present at the next event, and many make this their annual outing, where they are assured of meeting many long-time friends whom they would perhaps never see except for this happy occasion when kindred longings for a visit to the old homesteads have brought them there happily together.

It must not be expected that this "vague unrest" and longing for early companionship will prompt the migratory instinct into a spontaneous and timely visit from widely scattered individuals. There must be a local enthusiasm to extend an invitation and prepare for the reception of these prodigals on their return to their "father's house" on the event of the home town celebration. There must be committees on reception, on entertainment, on decoration, on finance and on programme, for, if a whole week is given over to festivities, something must be provided for entertaining the guests continuously.

The first day is given over to arrivals and registering at headquarters and the evening to a reception in a public hall, where a welcoming address, music and talks from the "stranger within the gates" make a most enjoyable occasion.

The second day is usually devoted to visiting the old homesteads, trains carrying large loads starting at a given time on the main roads leading out of the town and make calls at every place which any one of the party desires to visit.

The third day is the old fashioned picnic. The fourth may be given over to sports on the public square. Special service is prepared at each of the churches on Sunday. The evening entertainments may be varied to consist of the old fashioned spelling school, old fashioned dance and what may be termed a progressive reception. For this the company assembles at a designated home in the village, and when all have arrived a leader orders a march led by the band and the company is marshalled along the street for a block or more to another hospitable home, and so on until several commodious and conspicuous houses have been visited, closing at the last with an entertainment of some character.

Good-by day may be observed by a reception on the grounds for some leading citizen.

No event awakens more enthusiasm among the local inhabitants or gives the visiting friends more pleasure than a properly organized home coming enterprise. It advertises the town and makes of it a more desirable place of residence. A local agricultural fair, a Fourth of July celebration or even a street fair is an ambition to which most towns aspire and frequently attempt, but a home coming week is attended with much less expense. The responsibility is more widely distributed and there are no depredations from the irresponsible or vicious class which all the other varieties of attraction substantially invite. Even the prodigal, who has been spending his substance in riotous living, re-clothes himself in decency in both the inner and the outer man when he returns to meet and to mingle with the friends of his early days, so that a home town celebration tends toward higher social standards, cultivates the virtue of hospitality and promotes good fellowship among all classes of people.

Every man ought to be willing to leave the world a few unsolved problems when he has gone.

## Looking Forward To a Coalless Age.

Professor Steinmetz, of Union College, in a recent lecture, spoke of the time which will witness the exhaustion of the anthracite coal mines, and which, he suggests, will find the world turning to electricity not only for its power and heat but for the restoration of fertility to its soil.

In those days all water power must be utilized to produce electricity, the little streams being combined and the big ones carefully conserved. Even with domesticated lightning at its best, means must be found to capture and employ the full heat of the sun.

Days of wonderful economic changes are thus forecast. The children of to-day's fathers may live practically in a world made over. Yet it is not certain but that, as the lecturer said, "there are hard times coming for the future generations."

Change is the order of the ages, wholesale change—but progressive. Many things esteemed as necessities by our grandfathers we do not have today. We are without them because the advance in inventions has given us better things. Our grandfathers had the same experience of the onward march in their period. There is no reason to expect that our own day, which is distinguished by the fair beginnings of the electric age, marks the point of time from which hardships instead of blessings shall increase.

From one duty to the coming heirs of earth, however, no probability of invention can relieve us. We must work earnestly for forest preservation, or those men of the future will have no sustained water power to turn their dynamos.

## As Advertised.

"What's your time?" asked the old farmer of the brisk salesman.

"Twenty minutes after 5. What can I do for you?"

"I want them pants," said the old farmer, leading the way to the window and pointing to a ticket marked "Given away at 5.20."

## A Household Word

If you were to say to any woman who came into your store,

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

Arbuckle Brothers



New York

\*Paper read at monthly meeting Grand River Valley Horticultural Society by A. C. Glidden, of Cedar Springs.



### The Kind of Men Who Fall Overboard.

Some years ago the General Superintendent of the Wabash Railroad was one A. A. Talmage. He was no kinsman of the preacher family by that name—not exactly. He had a vocabulary that was at once picturesque, pungent and permeating. When Talmage was excited he would moo like a cow, laugh like a calf and bellow like a bull. No one could tell at such times whether he was pleased or wroth—his irony and praise were so much alike that no one could tell which was which. Time alone was the revealer.

As a railroad man he wanted the thing done and done right; and a course as captain on a Mississippi steamboat had fixed upon him a pleasant knock-down-and-drag-out habit of speech.

Talmage was what Boston folks call Western.

It so happened that Talmage was going over the road on a trip of inspection, and stopped at Peru, Ind. The agent there was a new man, quite a young fellow, Alexander Robertson by name. It seems he had never seen Talmage nor had Talmage seen him. Talmage came rooting through the office asking forty questions and not waiting for an answer to any. At last he growled: "Are you the agent?"

"Yes," said the young man.

"Well, where's your desk?" demanded Talmage.

"I haven't any—I don't do any work. I just see that others do it," was the answer, given with a touch of acerbity.

The truth was that the agent's roll top desk had that morning been sent up to the local furniture man for repairs.

"No desk!" roared Talmage. "Well, by the great hellity devilty dam, you are the only genuine man of brains I've seen since I looked in the mirror when I shaved my classic face this morning. I'll make you a division superintendent, that's what I will do, by the great jumping Jehoshaphat. Here I pay men superintendent's pay and they do agent's work, and I pay men agent's pay and they do office boy's work. A man who has no desk and gets others to do all the work is a great man—I'll make you a division superintendent!"

And Talmage rushed for his private car.

Robertson didn't know whether he was to be discharged or promoted. But in a few days when there came along a sober and sane letter from Talmage's Secretary, making a few minor criticisms and commending the order of his office, he felt relieved. The more Robertson thought about what Talmage had said, the more he believed Talmage was right; the valuable man is one who can successfully direct the efforts of others. Robertson set himself the task of doing nothing where he could get some one else to do it. This gave him leisure to plan and think and devise. His work never chased him—he chased the work. His promotion came by sure and safe steps,

and Talmage did just what he had promised, and not because he had promised it, either. Robertson created a system and did not get nerv. pros. in the operation. Nerv. pros. comes from letting your work chase you. Robertson became successor to Talmage.

If you have a man working for you at \$20 a week and he insists on doing work which an \$8-a-week girl can do, he is robbing you of just \$12 a week.

A big business is a steamship bound for a port called Success. It takes a large force of men to operate this boat. Eternal vigilance is not only the price of liberty, but it is the price of every other good thing, including steamboating.

To keep this steamship moving the captain requires the assistance of hundreds of people who have a singleness of aim—one purpose—a desire to do the right thing and the best thing in order that the ship shall move steadily, surely and safely on her course. Curiously enough, there are men constantly falling overboard. These folks who fall overboard are always cautioned to keep away from dangerous places; still there are those who delight in taking risks. These individuals who fall off, and cling to floating spars, or are picked up by passing craft, usually declare that they were discharged. They say the captain or the mate had it in for them.

I am inclined to think that no man was ever "discharged" from a successful concern—he discharges himself.

When a man quits work, say oiling the engine, or scrubbing the deck, and leans over the side calling to outsiders, explaining what a bum boat he is aboard of, how bad the food is and what a fool there is for a captain, he gradually loosens his hold until he falls into the yeasty deep. There is no one to blame but himself, yet probably you will have hard work to make him understand this little point.

When a man is told to do a certain thing and there leaps to his lips or even to his heart the formula, "I wasn't hired to do that," he is standing upon a greased plank that inclines toward the sea. When the plank is tilted to a proper angle he goes to Davy Jones' locker, and nobody tilts the fatal plank but the man himself.

The way the plank is tilted is this: The man takes more interest in passing craft and what is going on on land than in doing his work on board ship.

So I repeat: no man employed by a successful concern was ever discharged. Those who fall overboard get on the greased plank, and then give it a tilt to starboard.

If you are on a greased plank you had better get off from it and quickly, too.

Loyalty is the thing.

To undertake to supply people a thing you think they need but which they do not want is to have your head elevated on a pike, and your bones buried in Potter's Field. Our

acts are usually right, but our reasons seldom are.—Elbert Hubbard in The Fra.

### Contradictory Reply.

Mayor Ellis' controversy with the Fifth Ward preachers reminds the Tradesman of an incident with a carpenter which occurred at the house of a newspaper friend on the hill a few days ago. The newspaper man writes a good deal at home, and his study being next to the nursery the children's noise disturbed him, and he employed a carpenter to make the wall sound-proof between the two rooms.

The following conversation shortly afterward took place.

"I'll fix it all right," said the carpenter, confidently. "The best thing to do will be to line it with shavings."

"He completed the job, then called the literary man in.

"She's sound-proof all right now," he said.

"We'll test her," said the literary man. "You stay here."

"And going into the nursery he called to the carpenter in the study:

"Can you hear me?"

"No, sir, I can't," was the prompt reply."

### An Accommodating Banker.

Mrs. O'Brady—Shure, I want to bank twenty dollars. Can I draw it out quick if I want it?

Cashier—Indade, Mrs. O'Brady, you can draw it out to-morrow if you give me a wake's notice!

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

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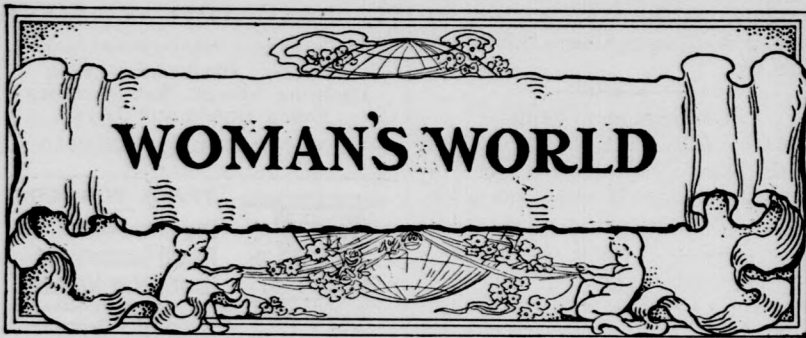
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### Married Life Which Pays Dividends in Happiness.

The public schools of New York City are trying to offset the exodus of women from the domestic sphere by teaching boys how to sew and cook. Hereafter, in Manhattan, the science of the frying pan will be inculcated along with the science of mathematics, and an intelligent, educated youth will be able to recognize a mauve voile bolero with lace insets and entre doux at sight and know it for what it is as easily as he does a right-angle triangle.

To the majority of people the innovation of teaching boys the household arts will seem doubtful wisdom, and woman, in particular, will be inclined to resent it. It is an invasion of the one field of labor where she has been permitted to work without anybody questioning her right to delve in it, and with a prospect of papa's pies rivalling mamma's doughnuts, she may well look forward with apprehension to a time when, like Othello, her occupation will be gone. Worse still, it is a deadly blow at matrimony. The man who can sew on his own buttons, and patch his own trousers, and cook things just as he likes them, will have one less incentive to marry than the man who depends on some woman to rescue him from the depredations of laundresses and the nightmare of boarding-houses.

All of these objections, however, are more than compensated by the dazzling prospects of domestic bliss offered to the woman who is lucky enough to marry a husband who has had a thorough domestic training. Indeed, it does not take a prophetic vision to see that New York will become the Mecca of women in search of husbands and that the matrimonial prize of the future will not be the millionaire, nor the swell, but the youth who has taken the blue ribbon prize in the cooking school.

Nor does this imply that women have any intention of abandoning the cooking stove that has ever been their most potent weapon and ally. It merely means that a woman will find in the man who has wrestled with bread that wouldn't rise, and jelly that wouldn't jell and who has been up against the pots and the pans, a heart-to-heart sympathy and comprehension that no unculinary, half-baked man can ever feel. Dickens says, in one of his stories, that no educated man ever looks at even the back of a book like an ignorant person does, and it is precisely the same way in domestic affairs. The man whose whole experience in house-keeping consists in offering gratui-

tous criticism every time anything is overdone or underdone can never behold a dinner with the same exquisite perception of all the labor and time and worry it took to produce it that the man will show who knows from personal experience of the deceitfulness of butcher's meat and the caprices of the kitchen range.

As it is now, the average husband is like the military experts who sit in their offices and theorize about how Japan ought to carry on a campaign in a country of which they know next to nothing and whose difficulties they habitually underestimate. As he figures it out, all the domestic trials that seem mountains to his wife are but mole hills that she ought to be able to take with one hand tied behind her. All that she has to do is to march double quick on the enemy intrenched in the kitchen, show a bold front, fire off a torpedo or two, after which he expects white-winged peace to hover over the scene. It doesn't even occur to him that the enemy is intrenched in her own country, and armed to the teeth with bombs in the shape of threats to leave, and at the very first hint of attack she is ready to execute a successful retreat, leaving behind her the breakfast dishes in the sink and the clothes soaking in the tubs.

The general man has nothing but contemptuous pity for the feeble feminine intellect that can not manage two servants without acquiring gray hairs and wrinkles in the process, while he bosses a hundred employes without turning a hair. The man who has been through the domestic mill on his own account will never take that tone of voice with his wife. He knows that no rule that applies to other labor has any bearing on the servant-girl question. Like the wind, she cometh and goeth as she listeth, and no man or woman knows when, or why, or for how long she is going to list. Nor will a domestic husband make unfavorable comments on the culinary achievements of Sarah, and Hilda, and Dinah. He will eat what is set before him, asking no questions for sympathy's sake, and he will reflect when things go wrong that perhaps he would get no better results in his own affairs if he had to depend for help on ignorant and unreliable people who neither desired to learn their business nor to keep their places.

Of how desirable a husband would be who could sew a hook on the back of a bodice when one popped off at a critical moment, and who took a real heart interest in fashions, and was able to discuss intelligently the subtle points of a creation and a

confection, it is needless to speak. No husband can ever hope to be all-in-all to his wife until he understands chiffons. It is men's lack of comprehension of clothes that drives thousands of women to tea drinking and gossip, and with a husband not only able to discuss, but, if need be, to take a needle and assist in making godet plaits and French knots, the great question of how to keep a wife at home may be considered as good as settled.

In all good truth, teaching boys how to cook and sew is one of the most practical and healthful suggestions that has yet been made toward settling some of the vexed domestic problems. It is the first effort that has yet been made to make men see life from the woman's point of view. Most of the difficulties between men and women arise from their not comprehending the troubles with which the other has to cope, and, without doubt, the man who practically knows how to cook and sew will make a tenderer and a more patient husband than the one who has an illusion that meals are conjured on the table by some sleight of hand performance which it is no trouble for the woman to perform, and which she deserves no credit for doing.

For exactly the same reason that I, as a woman, if I were contemplating matrimony would search through the length and the breadth of the land for a husband who was a cooking school graduate, so if I were a man I would choose a wife who had some business training in

# ?

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?

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## Do You Know

That we grind a superior grade of

# Fruit Powdered Sugar

**Peerless XXXX Sugar**

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Grand Rapids, Mich.



preference to one who had led nothing but a butterfly existence. The reason that a business woman is a preferred risk in matrimony is too obvious to need stating. For one thing she would be more careful about money. No woman who has ever earned a dollar looks at it with the same eyes as the woman does who has had everything given to her. To the one it means an added luxury, something that comes easy and goes easy. To the other it represents toil and weariness, sometimes the very price of life itself. She knows how hard it is to win, and how hard to keep, and all the anxiety and humiliation that the lack of it causes, and she spends it prudently and judiciously.

Another thing that the man who marries a business woman may count on is getting a sympathy in his work that the other woman is incapable through very ignorance of extending. The average woman, deep down in her soul, regards her husband's business as a kind of picnic. Her idea of having a thoroughly good time is going downtown, meeting a lot of other women, and lunching at a restaurant, and to save her life she can not help feeling that this going downtown of her husband's is the same sort of hilarious enjoyment. No woman who has stood behind a counter all day, or bent over a set of books, or taken part in other grind of business—who knows the anxiety and disappointment, the nerve-wrecking strain of plans that fail of fulfillment, who has seen the promising schemes that come to naught—cherishes any illusion about business being fun. She knows it for the heart-wearing thing it is, and this knowledge keeps her from inflicting on her husband many of the unconscious cruelties that women who are ignorant of what men have to go through practice upon their long suffering spouses.

It is this same knowledge that keeps the woman who knows life as a man knows it from burdening her already overburdened husband with the errands she can do herself, and it makes her keep from him all the unpleasant communications that he can be spared. She remembers that when she came home at night with nerves fretted to fiddle strings she felt that just one more calamity, however trivial, would strain things to the breaking point. You may be sure that such a woman does not meet a tired man at the door with a glad announcement that Jenny has swallowed a pin, and that the plumbing is leaking, and that the steam heat won't heat, and that the butcher's bill is beyond reason, and that an aunt is coming on a three months' visit, and that the housemaid broke his pet meerscham. Neither does she expect a man burdened with weighty affairs and whose time is money to stop downtown and rummage through a department store trying to match a spool of elephant's breath silk. All of these pleasing vagaries belong to women who do not intentionally make martyrs of their husbands, but who do it through mere ignorance, just as so

many husbands are absolutely brutal to their wives about things they do not understand and difficulties they do not appreciate.

A great deal of nonsense is talked about men and women invading each other's spheres. In reality there is no sphere. It is universal, and there is no augury more hopeful for the future than that women should be taught the principles of business, and that boys should be taught the rudiments of domestic science. When that is done we have a common plane of mutual helpfulness and comprehension on which the sexes can meet. Men and women will not only understand the trials and tribulations under which each one labors, but will be able to sympathize with them and refrain from adding to each other's burden. With personal knowledge reform will come and married life will be a mutual sympathy and benefit company that will pay dividends in happiness. Dorothy Dix.

#### Parasols Match Summer Gowns.

Parasols are so popular that every girl is planning to have as many as she can afford in her summer wardrobe. Where many can be had women will select them to match their gowns. These sunshades range from \$1.50 to \$25, according to the handle and the material used in covering.

Among the plainer handles are magnolia wood, a greenish gray wood, balls of cut or engraved crystal. A handsome handle is a stick of rose enamel with a quaint Chinaman in porcelain sitting cross legged on the top. Less expensive are the wooden sticks enameled white.

In the natural wood handles many have the heads of monkeys, dogs or pheasants attached to them. The handles this season are higher and more slender than usual.

For plain white and linen gowns parasols of white linen incrustated with linen embroidery are especially well suited. These are made more attractive by adding lace medallions. A lovely parasol for street wear is a plain silk in old rose. The border is scalloped and buttonhole stitched with silk. A parasol of striped taffeta with a pompadour border is also attractive with linen suits.

Dresden and China silks are popular for covering this season. A pretty design is in white with blurred flowers of pale pink scattered with a mass of green foliage. The handle is of carved green hickory wood.

The pongees, especially in the natural colors in a pretty steel gray, are much admired for pongee suits. Even more popular are the new Parisian designs in two shades of green or blue, with a stripe or scroll in black. Many of the Chinese silks are in arabesque designs, such as grayish black winding in and out through a flowered design.

For afternoons lace parasols rule. Although the real lace coverings are treasured, most effective coverings are to be had in the imitation lace. A pretty design is combined of filet and Irish crochet. Another is of princess lace with delicate medallions, and the inside of the cover has stripes of purest white chiffon knotted to form

a latticed pattern. Another chic model is in black lace over a lining of white. Lace effects are to be had in a great variety of combinations of colors and fabrics. Lace coats or berthas worn for several seasons can be combined with medallions and put to good use in making parasol covers.

#### Electricity Purifies Water.

Water is purified by Leon Dion's system of electrical decomposition whereby an ordinary electric current such as is used for lighting passes through the water and separates it into its gaseous elements, the oxygen generated accomplishing the work of purification. When the oxygen is first separated from the hydrogen it possesses unusual activity and combining power. It is termed nascent oxygen. At the separation it also forms ozone, a gas which retains the remarkable activity of nascent oxygen and burns almost any substance with which it comes in contact. When nascent oxygen and ozone are formed within water inorganic matter that may have been in perfect solution, leaving the water crystal clear, is at once shaken out in easily visible particles, which may be separated mechanically. Every living organism is attacked and instantly burned up by the powerful ozone. Water containing millions of disease germs, if thus subjected to the searching ordeal of the electric current, becomes not only harmless, but almost chemically pure.

## Ask Your Grocer for a Trial Sack



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

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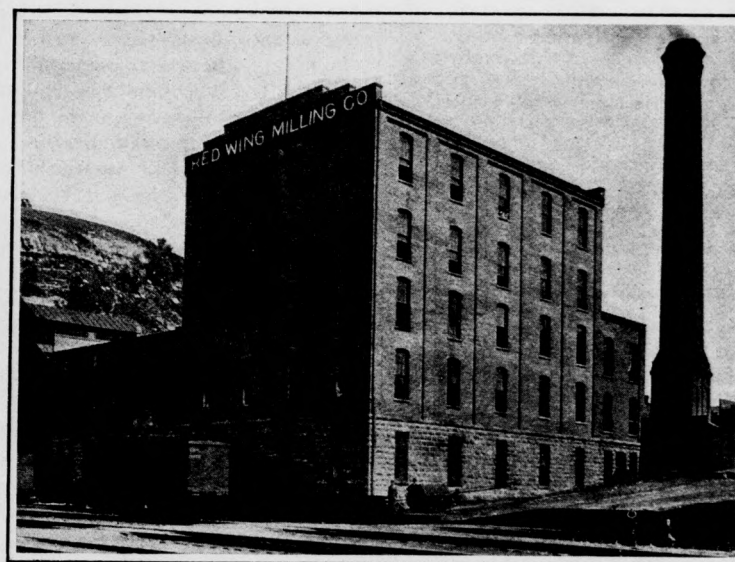
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The Mill That Mills

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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.



## PLEA FOR PROPORTION.

## Necessity For Proper Balance in a Merchant's Life.\*

You have all noticed in the blossoming season what a wealth of pollen goes through the air and falls upon the ground here and there or is wafted from one place to another, which seems to be a very wasteful method, as it is only the occasional grain that falls upon the proper place to accomplish its function in the economy of nature. Still, it is true that when the grain here and there finds its proper resting place there develops a rosy apple, a delicate peach, a mammoth watermelon or a luscious canteloupe, according to the individuality of the germ. When we see these wonderful products of nature we forget that there has been any particular waste of pollen grains.

The same thought arises in connection with the great wealth of printed matter which is scattered so profusely throughout the civilized world, and still here and there the products of journalism develop such remarkable proportions that we forget the loss of the remainder.

Most of you probably read the Michigan Tradesman and, perhaps, have had the opportunity of reading some of the useful utterances of its versatile editor, Mr. Stowe. I take it for granted, however, that many things of value which he has written have escaped you, and possibly this one with regard to The Broad-Minded Business Man:

Get next to people. Show that you are interested in other men besides yourself; that you have regard for the general welfare besides having consideration for your own business. Try to realize that your competitor is quite as apt to be a good fellow as yourself; try to appreciate the great and unimpeachable fact that a little of your time, a little of your influence and possibly a little of your money, bestowed in some general public direction and given willingly and wisely, must bring you some returns, even although it is only the consciousness that you are alive and have your skates on, joining your neighbors in the joyous competition of helping your street, your neighborhood or your town. There is more genuine pleasure in this sort of thing, once a man brings himself up to the wise and will practice the indulgence, than can be measured. And it results in practical benefits. It makes a man broader, clearer-headed, more energetic and better pleased with himself, and so he finds that his business improves because he has advanced. Co-operation is the word that is going around to-day in all communities with tremendous force. It specifies the spirit which permeates with constantly growing vigor every industrial and commercial interest and it is the keynote of a campaign which will finally make of our United States of America the headquarters for all organizations that are prosperous, broad-minded, fair-minded, harmonious and tremendously effective in the effort to make this good old world of men better men, better citizens, better neighbors and better and fairer rivals in business.

I am not quite certain but if I should stop here you would be the gainers, but I am going to take my

\*Address by Hon. Charles W. Garfield at annual Merchants' Week banquet of Grand Rapids Board of Trade.

chances on using this for the text of a brief preachment.

My plea is for balance, poise, proportion in the life of a business man. We are dealers for margins. Our business is legitimate. We are entitled to our margins. But we live in a commercial age and we are rapidly moving with the current. Our tendency is to sacrifice a great deal that would give proportion to our lives for what we call success in business. We shorten our hours of rest; we allow items of business to occupy the space between us and the minister on Sunday; we make it an excuse for giving the care of our children into other hands; we find it in temptations, that we do not resist, to neglect our social duties in our homes; we let it stand in the way of our duties to the government of our municipalities, let it dominate our reading, and in a great measure rule our lives.

To what end? That we can gain a competence; or, give our families greater luxuries; or, give our children greater advantages; or, that we can point with pride to our success; or, that we can leave behind us property for others to squander.

Because of the habits engendered by close application to business we forget to balance our lives.

First, as between the individual and the neighborhood, to the great loss of others to whom we owe the highest obligation of brotherhood.

Second, as between commercialism and character. We magnify a part to the exclusion of the remainder, which has a right to demand its share of our time, energy and ability.

Third, as between religion and business; setting the former on a pedestal to be used for ornamental purposes, assenting to certain noble propositions without reckoning upon them as intrinsic to the conduct of our commercial affairs, and utterly ignoring the truism that the leading business of religion should, because of our dangerous trend, be to put religion into business.

Fourth, as between work and recreation. Dr. Franklin was undoubtedly a great and good man, but he is responsible in great measure for the lack of balance in American business men, because he put such tremendous emphasis upon the maxims which, when followed, make drudges of people, make them prematurely old and neglectful of the broad angle of vision which elevates and nurtures the soul. We are told that "he who by the plow would thrive himself must either hold or drive," and that dire calamities result "when women for tea forsake spinning and knitting, and men for punch forsake hewing and splitting," but I am satisfied that many of our lives are thrown out of balance—lose in large measure their greatest value by allowing these maxims to dominate too strongly our activities.

Fifth, as between self-development and service. The making of a broad-minded, intelligent and successful merchant is a worthy object, but there must be attached to this the motive which, beyond all other things, seeks to be of service to others, and to reckon our occupations

as simply a means of greater usefulness.

Lastly, as between right and duty. From the efforts of our forefathers we have imbibed the great principles of individual rights and our country's success is a splendid tribute to the valor that has been the forerunner of the attainment of the wonderful liberty of which we are proud. But a great obligation goes with these important rights we have fought to maintain. The right of franchise involves the duty to exercise it wisely and thoughtfully. The right to acquire property is indissolubly connected with the duty to make the best possible use of it. The right to live can not be disengaged from the responsibility to live well. The balance is only maintained when the duty is so well performed that the rights are maintained as an integral part of the method.

And now let me illustrate in a homely way what I mean in the real everyday life of the business man by enunciating these principles:

Here in Grand Rapids we have a Board of Trade, under whose auspices this Merchants' Week is organized and carried on. This Board might confine its energies to promoting the business interests of our city to the exclusion of everything else and perform a valuable function in the community; but it would lack balance. It shows its sense of proportion by taking hold of any and all functions which occur to it as connected with civic betterment. It is seeking, by utilizing every available resource, to awaken an interest in all methods calculated to develop a conscience with reference to civic responsibilities. For a moment let me tell you how this works out in practice.

In making our city more beautiful this Board recognized the great importance of trees. It felt the great value of not only planting trees but arousing a sense of responsibility concerning those already planted, and saw at once the place to cultivate the love and respect for trees is with the children. So it took Arbor Day as an excuse for unusual activity in promoting the cause. And we had in this city on that day this year the extraordinary spectacle of forty business men, members of this organization, addressing the entire body of public school children, some 15,000, and urging upon them the responsibilities of making our city cleaner and more beautiful, and carrying home to them the lesson by distributing 10,000 trees for planting on that day and explaining just how to spend the afternoon in making the city more attractive.

It would have been an easy and natural thing for these busy men to have presented excuses for not breaking away from their important affairs in the busiest part of the day to perform this service, but they did not shrink from it, and I am told by the committee in charge that in every case these men expressed gratitude for having the privilege of taking a part in this altruistic performance.



## DON'T GET NERVOUS

Over

Night Work  
Forgotten Charges  
Slow Collections  
Unposted Accounts  
Disputed Bills  
Loss of Trade or  
Inability to make Instant  
Settlements.

## BUY AN AMERICAN

It will take the wrinkles off your brow and make you feel ten years younger, because it will so take care of your credit business as to delight your customers and relieve you of 90 per cent. of the work, worry, and loss which you now have.

The American will more than pay for itself in what it will make and save for you each month. We have hundreds of letters to this effect from present users. It is one of the money making and labor saving devices that no merchant can afford to be without.

## 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 .....



This is what I mean by balance in business men.

Following this experience, the men whom you visiting merchants meet here, at the suggestion of Mr. Wishart, the gentleman who is working the prod to-night to draw life blood out of the men who are given texts for this performance, did another important service for the city. The Board of Trade organized a civic revival and through this unique method aroused our entire city to a feeling of great responsibility. At fourteen successive lectures on seven days we had the same spirit in evidence that attends religious revivals. In the language of the evangelist, "We enjoyed a period of unusual awakening of the souls of men and women." Busy men and women came every day, filling our largest available auditorium to its capacity. Merchants, manufacturers and professional men vied with each other in performing service connected with this undertaking, and I assure you this Board of Trade will not allow the enthusiasm to lag. The deep interest shown in this purely public spirited enterprise illustrates what I mean by proportion in the lives of business men.

You visiting merchants know by experience that you are the ones in your various towns who are first called upon for money to support every new and worthy enterprise. You are supposed to be the money-makers of your communities and you are tapped continuously that the money may flow out from you to carry on the methods which make a good town to live in. It does not satisfy the law of balance, however, to simply give money; you must give yourselves. By your real and active interest you will be judged rather than by the cash you donate.

When you note the kind of men whom you allow to handle the affairs of your towns, spend your money, do your public accounting and manage the interests of the municipality, men in so many instances who never in their own affairs have shown any ability or aptitude for business, how do you satisfy your consciences for evading these duties and permitting this misgovernment? Balance in civic affairs involves a willingness to make individual sacrifices in the interest of all the people. The highest obligation is not met until we are willing to share the responsibilities of municipal government. Paying taxes and growling will not fill the bill.

As our visitors retire to their homes from this interesting and useful convention, which has been devoted very largely to commercial affairs, is it asking too much that you shall not in the engrossment of business neglect the broad responsibilities of citizenship? Occasionally will you not take a half day off and visit your schools and get into sympathy with the methods involved in building up the future citizenship? Is it not fair for me to ask you not to neglect the important matters of municipal government which have to do with all the people? We are not many of us free from exercising the privilege of

finding fault with the things which do not meet our approbation, but are we always mindful to command the activities of our fellows who are engaged in making our cities and villages better, and to go out of our way to lend a hand in this altruistic work?

All that we have or all that we may acquire in the prosecution of our business is simply a loan to us; and anything that we can do by using our abilities or our property for the benefit of all the people in our environment is simply liquidating to this extent a debt which we owe the good Lord who has dealt so kindly with us.

A prayer once made has become a familiar proverb: "Give me neither poverty nor riches; feed me with food convenient for me; lest I be full, and deny thee and say, Who is the Lord? or lest I be poor and steal, and take the name of my God in vain."

The sentiment of this proverb finds immediate application in the things of which I have spoken.

### Three Known Methods of Fighting Dust.

Attempts by automobilists and others to lay the dust in thoroughfares by means that shall prove durable and not too costly have been frequent of late years. In 1880 coal tar was used for the first time upon some local roads in France, with such indifferent results, that the experiment was not repeated. At Oran, in 1895, several suburban thoroughfares were treated with a combination of petroleum, which so fulfilled anticipations that other Algerian towns adopted the precautions. The similar doctoring, in 1898, of sixty-odd miles of road in California resulted also in a satisfactory showing, except that in this case success was due in no small measure to the comparative cheapness of petroleum-oil (\$5 a ton).

Two years later, Rimini, the engineer, had patented a mixture of coal tar with a drying matter to quicken hold, a trial of which at Nice was not considered sufficiently conclusive. In 1901, at Monte Carlo, automobilists and sportsmen generally inaugurated a campaign with a view to the tarring and petroleum treatment of the roads. In the same year, in the suburbs of Paris and the Department Seine and Marne, repeated experiments were made of different remedies, more especially that of coal tar.

At present there are three known means of fighting dust: (1) coal tar, (2) petroleum and other oils, (3) chloride of calcium. Of these the first is the most efficacious and enduring.

### In Her Favor.

First Little Girl—Your papa and mama are not real parents. They adopted you.

Second Little Girl—Well, that makes it all the more satisfactory. My parents picked me out, and yours had to take you just as you came.

Moral muscle does not come from mush and moonshine.

### A Mighty Mean Man.

There were nine men among the passengers in the street car—nine men who wore Panama hats. The nine were looking proudly around and congratulating themselves when the mighty mean man got aboard. There was a vacant seat for him, but he did not take it. Instead he stood up and hung to a strap and looked at those nine men—looked at their hats. And as he looked he smiled and grinned. In a minute he made them uncomfortable. In two he had them hitching around. At the end of the third one of the nine observed:

"You seem interested in my hat, sir."

"Y-e-s."

"But about what, sir—about what?"

"Yes, about what?" demanded the other eight.

"About those hats—those Panama hats—ha! ha! ha!"

"But what about them, sir?"

"Panama hats! Oh, it is to laugh—ha! ha! ha!"

Then the mighty mean man slapped his leg and roared again, and he turned red and seemed about to have a stroke of apoplexy, when the conductor led him to the door and dropped him off. The nine Panamas followed him and their leader said:

"I must insist on knowing, sir, why you laugh at my hat."

"And at ours," chorused the rest.

"Why—why, I am from Danbury."

"And what of it?"

"I'm a hatter."

"And what of that?"

"I made those Panama hats out of Wisconsin braid! Yes, I did, and it's so funny—and it's so laughable—and don't get mad at me if I—ha! ha! ha! Nine of you with Panama hats on, and I made them all!"

And then the nine looked from him to each other with solemn faces and set jaws, and went off down the street in procession to murder the local hatter and daub the whole front of his store with his blood.

Joe Kerr.

### The Bargain.

Father—How do you like your new mama, Elsie?

Elsie—Well, I won't complain this time, if you will let me choose the next one.

## MODERN LIGHT

The Swem Gas System produces that desirable rich, clear and highly efficient light at a saving of one-half in operating cost. The price for complete plant is so low it will surprise you. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

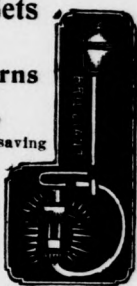
### The Sun Never Sets

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.

## HOLLAND RUSK

Prize Toast  
of the  
World

is not a Luxury—It is  
one of the necessities  
of life—

That's the reason  
why dealers find a  
ready sale on it when  
sales on other package  
foods have dropped  
off.

Carry the goods that  
you can depend on  
selling.

Holland Rusk Co.  
Holland, Mich.



LARGE  
PACKAGE

10¢



## You Wouldn't Use A Yeast Cake For A Safety Razor

And yet many dealers are using show case room for every untried and experimental brand of razor that a ready tongue and a persuasive argument can foist upon them.

Brands like Ben-Hur, which are as standard as gold dollars, bring character to a dealer's stock and secure for him the profitable attention of the best paying trade. Stock the Ben-Hur.

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

Worden Grocer Co., Distributors, Grand Rapids, Michigan



**INDIVIDUAL CARELESSNESS.****It Is at the Root of All of the Failures.**

Pope said: "Order is heaven's first law." The material universe, with its countless systems of revolving worlds, fulfills the grand destiny and scheme of the creative mind with unerring precision, never deviating by a hair's breadth from the original plan, otherwise the whole would fall into endless confusion and chaos would reign.

There is nothing, can be nothing, wrong in the works of Providence—it is man alone in his presumption and ignorance that strikes a jarring note in the symphony of the spheres and disturbs the grand harmony of the creation. Nature has a perfect gamut which intelligently sounds every note in its majestic scale. The planets swing in their orbits, ever true to the divine mechanism that guides their course.

The oceans and the continents, the seas and the mountains, the rivers and the hills are attuned in perfect accord, with nothing to mar the system that regulates their being. And in the open book of Nature every line is assigned to its proper place, there are no wrong paragraphs or faulty punctuation. The tiniest blade of grass subserves its purpose as well as the mightiest monarch of the forest.

In season the plants and trees perform their expected parts. In spring-time they put forth their leaves, in summer they flourish in full verdure, in autumn they come to fruition, and in the winter they wither and die, to be succeeded by their kind in the same regularity of birth, decay and death.

**Disorder Helps To Unmake.**

Disorder never unifies or makes stronger, but always disrupts and is a power for weakening. It never makes anything, but helps to unmake, whereas order conserves the laws, makes them stronger, and enforces their observance.

Order is the child of beauty and of wisdom, which brings sanity of mind and health of body as its gifts. It must be cherished and nurtured into a healthy growth if we would regulate our lives so as to fulfill the end of their creation and contribute our share to the upbuilding and the progress of our kind.

The order which Nature emphasizes must be followed in our plan of living, in our works and actions, if we would enact our parts aright on the stage of life. Just as there is a system in the material law which regulates the movements of suns, stars, planets, and the growth of plants, so must there be system in our plans to carry them forward to a successful issue and enable us to conform to the scheme of a divine intelligence.

**Must Follow Definite Order.**

The builder must go according to the designs of the architect and put his stone and brick and set his cement and lime in proper place, otherwise the edifice will be unsafe and may topple at any moment. By the same analogy we must follow the

specifications of the Master Architect if we would so upbuild the structure of life and the house of character that they may be proof against the winds and storms, the wear and tear of the elements of temptation, and other forces and furies which beset us in our onward journey through the world. Yet there are men who altogether forget the necessary materials or ignore their use, and, as a consequence, their lives not alone are negative but even injurious to themselves and to their fellows.

The man without system is like a bark without a rudder, tossed and blown about on an unknown sea, drifting here and there, missing the right port, and finally stranded on the shore of a misspent existence.

System must be at the helm to guide the vessel, to keep her from veering to every point of the compass, to sail her on a straight course, until she is safely steered into the desired harbor.

**Must Stick To Ordered Plan.**

All business to be successful must have a definite plan and unwavering purpose. Our really successful men, the merchant princes, the manufacturers, the bankers, the captains of industry, have gained their eminence by rigidly adhering to a specified system and demanding that those in their employ observe it as well as themselves. These are the men who early learn the Golden Rule of a time and place for everything and everything in its proper time and place.

Not only must there be system in management but also method in arrangement. Much loss of goods and loss of time are entailed by carelessness in placing of merchandise. Articles are thrown around here, there and everywhere, jumbled together without any regard to their class or kind, and consequently something desired is not found when it is wanted most and valuable time is spent in searching for it.

This want of order is particularly observable in small establishments, which, as a consequence, rarely grow into more pretentious enterprises. The big stores in a great degree owe their rise and standing to a complete system, every department of which dovetails into another with perfect fit. One is made dependent on another, and at stocktaking each must bear its own responsibility and be accountable if any discrepancy arises.

**Each Man His Own Failure.**

Individual carelessness may be said to be at the root of all failures. The man who neglects little things will retrograde to neglect the larger, until he is outside the pale of reliability altogether.

The character of a man can be well gauged by his system or his lack of it. The orderly man is scarcely ever taken at a disadvantage. He can put his hand on just what he wants at a moment's notice, but he who is slovenly in his habits, who has no order in his arrangement, spends half his time in looking for things which are not lost, and, as a result, can never accomplish much, and the man who loses an hour in

the morning will be all day hunting for it, and at night will find that he has not discovered it.

Growing into the habit of putting things down anywhere leads the individual into a state of slavery to his own carelessness. The habit becomes stronger and stronger, until it is a perfect tyrant, filling his life with confusion and disorder, and in the end bringing failure upon all his efforts.

The controlling power of order gives a distinct character, a definite purpose and wins success. Order is the law of intelligible existence—observe it and you will succeed, neglect it and you shall pass on, only writing your name upon the sand instead of upon adamant.

Madison C. Peters.

Potasimite is a new explosive, perfected in Monterey, Mex., and first used with success upon the construction of a Mexican Central Railroad branch with wonderful results, for it is pronounced safer, cheaper and more powerful than dynamite. Those explosives based upon nitrogen produce a gas that necessitates abandoning closed works, such as a mine or tunnel, during the explosion, and the laborers can not return to work for a long time thereafter, depending upon the facility for carrying off the gas. Potasimite is said to produce no noxious gas, the only precaution necessary in its use being that the workmen get out of the way of the flying particles of blasted rock.

**\$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.

**A HOME INVESTMENT**

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

**HAS REAL ADVANTAGES**

For this reason, among others, the stock of

**THE CITIZENS TELEPHONE CO.**

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

**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.**



### Was Employee Treated With Human Fairness?

Some employers have strange notions as to their responsibility to their employees. Recently one of them called one of his salesmen up to his desk. The salesman had been with the firm for three months, coming there in answer to an advertisement, furnishing good references, etc., and apparently proving satisfactory from the beginning. No word of a hint as to the impression he had created had been given him.

He had received no praise, but, on the other hand, he had heard nothing unfavorable. As the place had a reputation of being a hard one to satisfy, he concluded that he had "made good," and he looked for the news of an advance or something similar when word came for him to go into the private office.

"Mr. Blank," said the employer, "we have concluded to let you go. You hardly seem to catch our idea of what a salesman should be. We have tried you for three months, and to all intents and purposes you are the same as when you came. As we wish all of our salesmen to conform to a certain standard, and as you do not do this, it has been decided that you go. Here is a week's pay in advance, and good-by."

The man refused to believe what he had heard.

"You don't mean to say that I am fired, sir?"

"Didn't you hear me say that we had decided to let you go?"

"Yes. But—but why? I thought I was making good. You never said anything to me to make me believe that I wasn't. I didn't know. I thought you were well satisfied."

"Possibly. But you see that we did not. As it is what we think that counts in this case you must go."

"But why in the name of fair treatment didn't you let me know that you weren't satisfied? How could I know that I wasn't working up to your standard?"

"That is something I haven't time to discuss with you. I can only say that it is our policy to give a man three months to make good in and then let him go if he fails. Good-by."

Now, aside from the question of the merit or lack of merit of the man under consideration, which is a question so large as to involve the whole matter according to some notions, there is involved something much more vital, the question of, Did he get fair play?

The week before, feeling that the position was secure and that he could depend upon his present income so long as he did his work as satisfactorily as he had been doing it, the man had gone downtown with his wife and bought furniture and clothing to the limit of a comfortable little savings account.

Whether this was extremely cautious or not does not matter. The man was sure that he had a permanent position, and both he and his wife wanted the furniture. Had he doubted for a minute that his work was not satisfactory to the powers above, they would have managed to

get along without the new furniture and the new suits, as they had done until the "permanent" job had been secured. They felt safe.

The man had no whisper to make him feel otherwise. He was not shirking. He had worked long enough and in different places enough to know that if a man does not do well enough the employer seldom is backward about letting him know. He had heard nothing to the contrary concerning his new place. Consequently he put his trust in his position—in his employer—and went out and invested the rainy day money in what he might have got along without.

Naturally, an employer can not be bothered about what his employees do or do not do with their savings accounts, but considering that this man had heard and seen nothing to let him know that the verdict was going against him, was he treated with human fairness?

Jonas Howard.

### What Does a Bird Do in Emergency?

How does the wild bird meet emergencies? Dr. Francis H. Herrick says a sparrow will pluck a horse hair from the mouth of a nestling, while another bird, like an oriole, will stand by and see its mate hang until dead without attempting to release it. A robin will tug at a string which has caught on a limb, but is never seen fully to meet the situation by releasing the string. It will make several turns of a cord about a limb and leave the other end free without any relation to the nest, so that its effort is useless. It ties no knots. The gull, according to abundant and competent testimony, will carry shellfish to a considerable height, drop them on the rocks or hard ground, and repeat the experiment until it gets the soft meat. This may be intelligence, even analogical reasoning, but probably does not rise above the associative memory. Does the adult bird show intelligence in serving the proper quantity of food and in distributing it to the young? No. What the old bird really does is to test the throat of each nestling and await the result. If a bird does not respond quickly the food is withdrawn and another is tested. Thus is the food always passed around until a bird with the proper reaction is found. There is no evidence that such tests are deliberately or consciously made. The amount of food taken by the young is determined by the gullet, which acts as a brake upon the tendency of the nestling to gorge to suffocation. The bird with the full gullet can not as a rule respond and must wait. Does the parent bird show intelligence in the kind of food served, or in the treatment which it receives? While a good deal of instinct is involved in all these matters, the parent does not act like a machine, but the young are provided with food adapted to their growing needs. A gull chick, one-half hour old, gets small pieces of predigested fish, while at three weeks of age it may be invited to bolt a whole squid.



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

**Sixty-Six Years of Superiority**

have proved its merit.

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

**KINGSFORD'S  
OSWEGO CORN STARCH**

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

Advertising now in progress will further stimulate sales.

Are you in line?

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



**WHITE HOUSE**  
DWINELL-WRIGHT CO.  
BOSTON—Principal Coffee Roasters—CHICAGO.  
**COFFEE**

THE KIND THAT SUITS

**JUDSON GROCER CO.**

GRAND RAPIDS, MICHIGAN  
WHOLESALE DISTRIBUTOR





#### Address by the President Michigan Hardware Association.

Grand Rapids, June 16—In the fall of 1907, after a period of about ten years of the greatest prosperity our country ever experienced, and in the midst of a commercial congestion so great that manufacturers and shippers were unable to handle the business properly, we were confronted with a financial stringency, so-called, which completely depressed business, resulting in a commercial stagnation.

Conditions were entirely unlike those of 1893.

Then manufacturers had over-produced, jobbers were loaded with goods and retailers had limited capital and credit; hence it took years to recover.

After the little flurry of 1907 we find that our commercial conditions are sound and need but a good dose of "confidence" to bring about a continuance of prosperity.

From recent indications there are great reasons to believe that "good times" are coming, and indeed are upon us.

We are assured of unusually large crops. Bank Commissioner Zimmerman reports the total reserve in Michigan is steadily growing and has now reached a quarter billion dollars, bankers are anxious to invest more money, capital and labor are more friendly, bank deposits are increasing and jobbers from all sections of our country are reporting an increasing trade.

We must, therefore, take advantage of these favorable conditions, get busy and help restore confidence.

In the early part of May the National Prosperity Association of St. Louis, Mo., was organized with E. C. Simmons, of the Simmons Hardware Co., as its chairman, having for its objects the following:

1. To obtain as much publicity as possible in newspapers and correspondence for encouraging information about crops and business.

2. To secure with returning prosperity first consideration for the unemployed.

3. To discourage reckless and unjustifiable attacks upon business and railroads in political platforms and by political speakers.

I quote from Mr. Simmons' letter of May 1 to merchants, manufacturers, bankers and other business men of St. Louis:

"We now want to do something more practical, to show faith by work. We therefore ask you to cooperate by uniting in a movement with many others to, on a given date, employ more men, giving preference

to old and satisfactory employees who by reason of business depression have been laid off.

"If you are a manufacturer we ask that you make a few more goods with this labor, as we feel sure that you will need them in August and September at the latest, when the fall trade will again become active.

"If a merchant, take back a few of your old employees. We are confident that you will need them because business is getting better every day. If you are a banker and have in the past six months reduced your force, and those you let out are still unemployed, take them back, if possible, or at least some of them.

"We think that merchants, manufacturers and others can well afford to do this for the benefit to be derived from it, because if St. Louis will start this thing in a broad and generous spirit we can then successfully appeal to other large cities to follow the example of St. Louis and, almost before we know it, prosperity will again be with us."

What can the individual members of the Michigan Retail Hardware Association do to aid in this movement?

1. Get on the optimistic side.
2. Write E. C. Simmons for Prosperity Literature.
3. Keep in touch with trade reports.
4. Cease howling about old troubles.
5. Sing of future possibilities.
6. Talk prosperity.
7. Persuade your town newspaper to start a prosperity column.

St. Louis jobbers have placed orders for \$5,000,000 as a starter.

St. Louis has set us a noble example. We must join the ranks, put our shoulders to the wheel and PUSH, PUSH, PUSH.

Yours for Prosperity,  
C. M. Alden, President.

#### Novel Test of Paint.

Pittsburg has been selected as one of the five cities in which a paint experiment, covering a period of five years, and to cost \$500,000, is to be made by the National Paint Association, comprising the principal paint manufacturers of America. A committee of technical school experts will test 232 mixtures of paints and endeavor to establish a standard paint for every variety of work.

No man's or firm's paint is to be used. Each mixture tested will be made from formulae commonly used by painters all over the country who mix their own paint. The purpose is to establish standard formulae to

guide architects in specifying paints when called upon to do so.

The peculiar atmosphere of Pittsburg is expected to produce quick results. These will be taken as the standard in specifying paint for industrial centers, or wherever there are found sufficient smoke, soot or sulphur and other fumes to affect paint. Simultaneously tests will be made in four other cities: New Orleans for the effect of Southern climate on paint; Atlantic City, for the effect of salt water or seacoast climate; Ann Arbor, Mich., for effect of Northern air, and North Dakota for what Northwest climatic conditions will reveal. In Michigan and North Dakota the tests will be made by the State universities.

In each city the paint will be applied and left standing five years. At the technical schools the test will be made in the open air on a board ninety feet long by three feet wide, raised three feet from the ground. Panels of varying grades of wood will be inserted into this, and an expert painter will do the painting. Board and paint will not be disturbed for five years. The board will be placed east and west in order that one side will be in the sun all day and the other in the shade. Regular inspections of the paint will be made.

#### How the Old Man Figured It.

"She has a fine touch on that piano?"

"Yes," replied the old man, "that piano touched me for \$500."

"I—mean—the music."

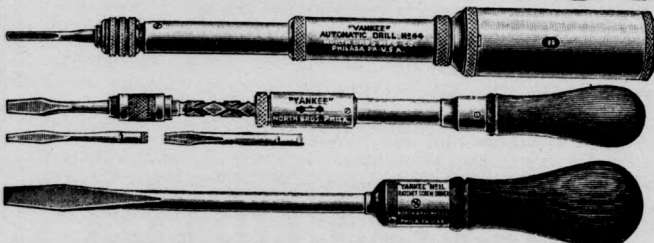
"Yes; that touched me for \$30 a month."

#### Then He Shut the Gate.

The Tramp—Say, lady, are youse people vegetarians?

The Lady of the House—Yes—but our dogs ain't.

## "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.

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WHOLESALE



# HOME INSTINCT.

## Its Development in the Evolution of the Human Animal.\*

Before entering upon the discussion of the home instinct or love of home as developed in the human animal, I would call attention to its essential difference from the homing instinct of the lower orders of creation. In all probability that wonderful faculty which enables the individual to return to its home from remote points is far less active in the case of the more highly developed human animal than in that of the savage progenitor. With the development of the reasoning faculty the homing instinct has deteriorated from lack of use, although its underlying principle has become rapidly and wonderfully developed.

This development may be traced by means of the buried remains of the homes of the earlier races of mankind and by the study of contemporaneous races of different degrees of development.

Of necessity the first of these sources of information must be very incomplete as only the least perishable evidences remain. In the case of the cave dwellings of Europe there are found the barest traces of the early home life, a few stone and bone implements, enough to merely show that here was the home, the place of permanent abode, of human animals.

Yet at this early stage there is evidence of the higher home instinct, for upon the stone walls are found traced with a sharp instrument the outlines of the Mammoth. Little did that early homemaker realize that in this crude mural decoration he was recording the most suggestive evidence of the contemporaneous existence of Mammoth and man upon the earth.

Somewhat more complete are the evidences of home life preserved to us in the cliff dwellings of Arizona. With the almost inaccessible cliffs as a foundation, these primitive people constructed habitations whose ruins show a marked progress in the development of the home instinct. Here the segregation of the individual house is recorded in the partitioning of the cave into separate apartments.

A study of the collection of pottery taken from these dwellings and at present the property of the public museums will convince the most skeptical that in those primitive days the home instinct of the human animal was asserting itself. No longer content with monotony of form and design he moulded his clay into new and varied forms and attempted ornamentation with engraving tool and pigment, and why, unless to add to the attractiveness of the home by greater convenience and more pleasing effect?

We reverence to-day the early settlers of the Grand River Valley and those in particular who developed their homes on Burton and adjoining farms. We cherish these homes

they founded and rejoice in carrying on the work they so nobly began.

But why call ourselves early settlers when we represent the third type of home builders in our pleasant valley? Alas that so few evidences of the first civilization, that of the mound builders, have been permanently preserved to us. Such as we have all suggest material progress in homemaking.

Why those majestic mounds upon the banks of the Grand, builded at immense expense of labor with the crude implements at hand, if not to make permanent and secure the home and all of its interests?

The beautifully and carefully fashioned weapon, charm or cooking utensil all bear evidence of a successful attempt to gratify a desire beyond that of mere utility.

In the second race of early settlers, the Indians, we have an example of a race of people contemporaneous with our own, but with the home instinct less highly developed. Crude and unsatisfactory as his home life may be when judged by our standards, the Indian has acquired many of the characteristics which help make the ideal home when placed in the proper environment. This has been abundantly proven by the readiness with which he responds to the more rational methods employed in recent years of making good Indians in the schools rather than on the battle fields.

But it is needless to revert to ancient races or lower types in order to substantiate the fact of home instinct development. Granting that an index of development may be established by noting the demands of one generation exceeding those of the one preceding in the homemaking we have but to compare the home comforts and conveniences of our grandparents with our own to appreciate the wonderful strides which the past century has witnessed.

The pewter porringer and spoon, the tallow-dip, the spinning wheel and loom, the foot-stove and their few fireside associates have been relegated to the attic or the museum and the ghastly white walls have given place to those of cheerful tints and designs.

One need only consider the armies of men, women and children exclusively employed in producing material for use in gratifying the demands of the home instinct to appreciate the importance of these demands. Again, in these later days the home instinct is demanding a broader horizon.

In old Pompeii, as witnessed by her uncovered ruins, man demanded beautiful homes, elaborately decorated and finished, but was content to enjoy them within the pentup walls of crowded buildings located on narrow streets. Later the horizon of the home was somewhat broadened and the box-wood hedge and iron fence had their day, but as the home instinct approaches its highest development man insists upon making his entire environment conform to the home standard.

Artificial barriers disappear. Man

vies with man to make his own home the most attractive and all unite in the endeavor to impress upon others the same desire.

In order that the home influences and advantages may be enjoyed by those less fortunate than himself he establishes and equips libraries and museums and maintains parks and playgrounds. No more fitting illustration of the ultimate aim and possibilities of this high instinct can be cited than the recent civic revival in which thousands of representative citizens, abreast of the times, have united their efforts to make the city not only a city of beautiful homes, but by the eradicating of detrimental features and the co-ordinating of desirable ones to make it a beautiful unit which all shall deem it an honor to call home.

## For the Business Man.

Don't talk about your competitor. Don't waste valuable moments on details that a subordinate can handle.

Don't walk a mile to save a nickel if you value your time more than pennies.

Don't shake hands with a man as if it hurt you.

Don't wait for fortune to smile on you. Fortune usually favors those who hustle, and not those who wait.

Don't show yourself too anxious to get an order. The customer will see it in your manner, and he will make the bargain, not you.

Don't allow your clerks to smoke while on duty.

Don't work all the time. Remember, even machinery needs rest.

Don't show many different kinds of goods at once.

Don't be satisfied with customers you have without attempting to get more. The successful man uses follow-up letters and other means to accomplish this purpose.

Don't be satisfied until you bring everything to a complete finish.

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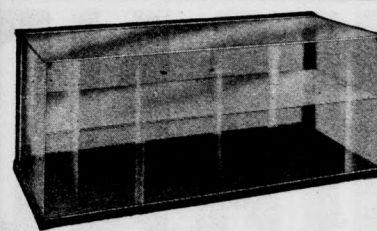


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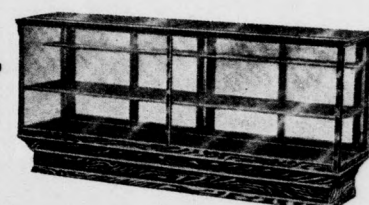
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\*Paper read by H. E. Sargent at monthly meeting Grand River Valley Horticultural Society.



## NEW FORM OF THEFT.

## It Involved the Assistance of a Fan.

"Of thieves and stealing there is no end," said John Ford. "Like the making of books, and the bubbling brook, the discovery of ways and means for stealing goes on forever. There was the case of the Lamson Bond Co. There was nothing so exciting or ingenious about that case as to give anybody the heart disease or nervous prostration from delight, but it was a case in which was shown to the world for the first and the only time coming under my observation a certain new way of stealing.

"Mr. Lamson, head of the bond company and a second lieutenant of finance, came to my ken while I was trying to show my good friend, Chambers, how not to play the simple little game of straight rail billiards. Lamson came over to the table, and without paying the least bit of attention to the wonderful game that was not being played before his eyes, broke out to Chambers: 'I think I'll arrest him.'

"I started. I was not a member of the Club, only a visitor with Chambers, and I did not know what kind of a position Lamson held in the billiard room. I stopped in the middle of a draw shot and sized up the new arrival.

"Go ahead," said Chambers. "He is not talking about your game. Unfortunately there is no way of properly punishing people who only think they can play billiards." He turned to Lamson. "Go ahead and spit it out; you're going to arrest your manager after all?"

## Decides To Arrest the Manager.

"Lamson wagged his head emphatically. 'I am. I've tried to figure out some way in which he might be innocent, but I can't do it. Tomorrow I take out a warrant. If we prove nothing on him and can not break him down and make him confess then he will have the privilege of suing us for false arrest. I don't care. He is welcome to the chance. I don't think he has any, though. We have got strong circumstantial proof.'

"I thought less of Lamson from that moment. Any man who will bring business into the billiard room hasn't got any business in the billiard room. That's as badly involved as some of Henry James' dope, but it means more.

"Yes, we've got strong circumstantial evidence," Lamson went on. "You see, there couldn't anybody else get the flimsies, because he's the only man who handles them."

"Your shot, Chambers," I suggested. "Run your string out and let me get away from here."

"Not you," he cried. "You're in for it now. Mr. Lamson, this is Mr. Ford. Mr. Ford is the original Eyes of the Boss man—"

"I put my hand on his throat. 'Another word and I choke you,' I warned. 'This is not the office.'

"But Lamson was choked to death with joy at seeing me. 'Say, I have heard of you, don't you know,' he warbled. 'I've been frantic for want

of just such a man as you are. If I'd known about you, where you could be found, I'd have sent for you long ago.'

"Thanks," I said. "I might have come if you'd sent for me. I might not. Probably not, as I've been working on a big case for the last month."

"Mr. Ford," interposed Chambers, "has a reputation for hitting people in the eye who insinuate that he is a common detective. Come and have a smoke and we can talk this thing over at leisure. It is really an interesting case, Ford. Merely as a favor to me I wish you'd take it on. Lamson swears that he is going to arrest his office manager for stealing the firm's secret correspondence and selling it to the enemy, and said manager is a white man and not guilty, upon my honor."

## Lamson Explains His Troubles.

"Mr. Lamson began to explain his troubles. It was another case of stolen office business. Know you that Lamson's firm made a specialty of selling bond issues, of acting as brokers, agents, or whatever you please to call them, for towns, counties, school boards, or corporations of any sort that had bonds which they wished to negotiate. I never knew what a complex business the handling of bonds is until Lamson began to explain; never suspected what a lot of finesse and ingenuity and secrecy is necessary to the proper marketing of securities of this sort.

"The firms have so many bonds of a certain kind, paying so much interest, to be placed in a way to bring in a minimum sum. But it is not well to let purchasers know this minimum, or they will refuse to pay more, and the hope of making a profit on the issue will fly like snow before a summer sun. Hence, secre-

cy—secrecy to the extent of mysterious codes, of mysterious letters to mysterious agents, and all that mazy sort of a thing in which the existence of a firm's business sometimes will depend upon not letting another firm know what you are going to do.

"You see, the possibilities for a crooked employe in this situation? Especially a trusted employe, a confidential man, one in possession of all the secrets of the house? Nothing to it but millions, or less, for the man who wanted to turn such a position to his own personal uses. He would find a dozen doors open to receive him if he came to them with a suggestion of revealing, for a good sized consideration, some of the secrets that he had come to know. If he had capital of his own he could get rich quick; if he didn't he could market his soul to great financial advantage.

## Lost \$10,000 on One Deal.

"Well, it seems that that was what somebody in Lamson's office was doing. It had begun some time before, just when he could not say, because the signs didn't become definite until later on. It had been irregular and erratic, but it had been troublesome, nevertheless, and expensive, for in one deal information had been passed to a rival house that had depreciated the actual returns from one batch of bonds of \$10,000.

"Lamson swore that it was his manager. Chambers, who served the firm in the capacity of attorney, was quite as positive that it was not.

"But, Chambers," declared Lamson, "he's the only man who handled these reports."

"But, Lamson," retorted Chambers, "he's too big a man to risk his career in such fashion."

"Mr. Ford," said Lamson, de-

cently enough, "will you come to the office to-morrow?"

"If you are going to arrest your manager I hardly see the need of it," I said.

"I'm not," said he, "unless you advise me to do it. Come and take charge of the case."

"It certainly did look bad for the office manager, I decided, after looking over the ground. He and he alone handled those sacred reports that somehow had found their way into another firm's hands. He wrote them himself with his own hand. With an indelible pencil he wrote them, making eight carbon copies on thin flimsy. Then he placed them in envelopes, likewise with his own hands, sealed them, ditto, and addressed, stamped and mailed them without the aid or abettance of any other human being, living or dead. All this he did in the big wrought iron cage which stood in the center of the general office and which served him as a private office.

## Place Seems Well Guarded.

"In that office he was as well guarded from intrusion or theft as any bank cashier in his cage. One side of the office was open, a counter running nearly across it, and a gate, which gave access to the cage, filling in the rest of space. The gate locked with a spring lock which could not be operated save from the inside. The manager's desk was at the opposite end of the cage.

"Here, surrounded by wrought iron eight feet high on three sides and guarded by a locked gate and a four foot high counter on the fourth, he made out and mailed the reports. When he left the cage he locked it with a key. And it was in plain sight, so that even had it been feasible for a thief to enter it he would

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have been detected at once by one or all of the office force.

"Yes, it looked bad for the manager, and I set out to establish his connection with the house that had profited by the crookedly obtained reports.

"I didn't do it, of course. As I said, I discovered a new idea in stealing this time, and to have found that the office manager was doing the work wouldn't have been new at all. Not that it is not common for office managers to do this sort of thing, but this man's opportunities would have made it unnecessary for him to exercise any smoothness in pulling off the steal.

#### Manager Could Not Be Guilty.

"Mr. Wilson—that was the manager's name—had no connection with any other firm. Mr. Wilson was not guilty. Anybody but a colossal fathead like Lamson would have seen it in the way he worried and grew thin over the mere knowledge that his position made him a possible object of suspicion. It is well enough to say that innocence does not fear suspicion, but it is foolishness to use any such theory when dealing with actual circumstances. It is your innocent man who does fear suspicion; your crook has expected it long before it begins to breathe the air, and he has prepared and steeled himself against it so that when it actually comes he presents a brazen exterior and interior which enables him to grow fat while suspicion is buzzing busily all around. Mr. Wilson presented nothing of the sort. He was a soft mark for the suspicion that buzzed over and around his cage. He was suffering, and it was not hard to see that he was straight.

"Don't arrest Wilson," was the first report I made to Lamson. "Or, if you feel that you must arrest him tell him that you're doing it as a blind for the real thieves."

"You've got 'em, then?"

"No, but I've eliminated Wilson," I said.

"Well," he said, "you may have, but I haven't. If you get the goods on some one else, all right. If you don't, Wilson is my selection. Here, I'll tell you: you work a week on your theory. Then, if you've nothing new to show, you help me make Wilson confess."

"That wasn't businesslike, but I agreed to it. It is a weakness, I suppose, but I never could get used to the spectacle of an innocent man being arrested.

#### John Ford on the Watch.

"I went to work. I took a position as clerk for Mr. Lamson's private secretary. I had a desk where I could sit and watch the manager's cage without lifting my eyes from my alleged work. It was what might be called a cinch; I had the whole game before me and nobody knew that I was sitting in.

"My son, there are many kinds of hunting that bring excitement with them. The tiger hunter, waiting on his elephant for the quarry to spring from the jungle, the deer stalker who knows that he will flush his buck in the next few steps, all know what excitement means. But there

is another kind of hunting, an unpleasant kind, that has more excitement in it than all the rest combined, the hunting of your own kind, even although he is only a thief.

"I had my trap set. I was hidden. I was watching it, and soon the victim would step in, like the fly into the spider's web, and—I could come out of hiding and the storm would break."

"Yes, it was nice, that planning. If it only had turned out right! But it didn't. Five mortal days I sat at that desk and didn't have a glimpse of my game. At the end of that time Lamson informed me that at least two different reports had been stolen.

"So you see it must be Wilson," he said. "Well, sit out your week, and then his finish."

"My boy, if ever you have to sit and watch for a thief, watch not only for human beings, watch for things, too. Listen: Upon the desk of a book-keeper whose desk stood up against Wilson's cage stood an electric fan. The weather was not warm and the fan was seldom used; in fact, I had not observed it in motion."

#### It Was the Fan That Did It.

"This day, the sixth day of my watch, Wilson left his desk and cage while he was writing his reports. As soon as he left the fan started to work. Only for a few seconds did it buzz. Then it stopped. But in those few seconds the trick had been done, for the wind from the fan, coming into Wilson's cage through the wrought iron, had picked off the top sheet of his flimsy and wafted it against the ironwork on the other side. And here a young man who sat at a desk with a pen behind his ear, concealing his hand under a ledger, had reached a finger in and drawn the flimsy on to his desk, where it was immediately hidden under the ledger.

"The whole operation was over in a few winks of the eye. If I hadn't been looking right at the pile of flimsy on Wilson's desk I never could have seen it at all, so sudden and swift was the paper's wind-blown flight against the side of the cage, and so swift, yet so natural and well concealed, were the movements of the young man who committed the actual theft. Watching a little longer I saw that the young fellow had crumpled the flimsy into a little ball, which he thrust into his vest pocket, bringing up from there a rubber band to hide any possible detection of the movement.

"I went in to Lamson. I pointed out to the young man with the fatal paper in his possession. 'Go around and put your finger in his lower left vest pocket,' I said. 'While you are doing that, I'll interview another of your smart employees.'

"I went over to the book-keeper who had started the fan. 'That's a marvelous fan,' I suggested.

"Why, what's marvelous about it?"

"Why, man," I said, "that's a funny question for you to ask, you who know so well what it can do. That is the most remarkable fan I ever saw," I went on. "It is as smart as

some human beings; it can almost steal by itself."

"What do you mean?" he asked.

#### Thief Got Knocked Out.

"Look at your friend across the cage," I said. His friend just then was getting knocked off his stool, for Lamson had been unable to control himself when he found the flimsy in the vest pocket. 'The game is over, my boy,' I whispered gently. 'I saw it all from the time you started the fan until your friend slipped the paper.'

"Well, what do you suppose that fool started to do? Tried to brazen the thing out. Tried to say that he knew nothing of any theft and that he just started the fan to get some fresh air. So I took him around to face his friend. Then he weakened—that kind goes to pieces at once—and we got the whole story. They had begun the stunt because one day when Wilson was out of the cage the fan had been started accidentally and a sheet had been blown against the opposite side.

"The fan was located just right to do this—blow off the top sheet without disturbing the rest of the pile—if not turned on at full speed. The pair had seen the possibilities of this situation, and—it had been too much for them. They had negotiated with

a little firm of brokers, and their downfall was the result. They turned on the fan every time that Wilson went out and left any flimsy on his desk. They averaged a killing once every three tries. That was enough, a little too much, in fact, because Lamson soaked the precious couple for conspiracy. Wilson began to put flesh on again. He was a wise boy, that man; he had the fan taken away." James Kells.

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## THE MIND-CURE IDEA.

## How It Wrought Ruin in the Denslow Store.

Written for the Tradesman.

There are druggists and other druggists. Denslow was one of the other druggists. He did not deny the fact that he was always on the make. He admitted that he was not in business for his complexion. For a time his methods worked like a charm.

But the man who permits a dime of present profit to obscure future prosperity is certain to come to the jumps at last. The man who does things to customers that keep them away from his place of business is not a good business man. If you lose a patron in every other deal you make, you will soon run out of people to do business with. This system of doing business is sometimes called killing the goose that lays the golden egg.

After all, square dealing seems to be the only way, but this Denslow could not be made to understand—until it was too late.

Perhaps, when all things are considered, the man was not so much to blame. He was a fabricator from instinct as well as from custom. If you caught him in one of his falsehoods, he would admit that he was a prevaricator. He would also laughingly inform you that for nine generations all his ancestors, on both sides of the family, had handled the truth sparingly. The one thing he would not punish his children for was lying.

He declared that it was much easier to invent an answer to any troublesome question than to send the mind back into the field of memory and dig out the truth. He believed with the man who defined a lie as a misstatement of fact to a person entitled to know the truth. Now, this way of doing things may be all right in politics, but it is certainly bad in the drug trade, as Denslow found out.

Denslow operated a small drug store out in the South End. He dealt in all the patent nostrums known to an enlightened and progressive civilization. Perhaps this is one reason why he became so accomplished a prevaricator. He felt obliged to sustain the magazines and newspapers in their paid estimates of his cure-alls. He was obliged to fall back on his imagination in the matter of details concerning the mighty cures wrought by the bottled things he had for sale.

He used to explain to his intimate friends that his bumps of imagination were getting so large that he was thinking of having a hat made to order, with bell-shaped protruberances extending over the spot where phrenologists locate the imagination. His friends laughed at his odd jests, but they wanted truth in drug transactions.

One day when Denslow was out of a certain kind of salve—a popular salve which retailed for a dollar a box and left a profit of 90 cents per— he discovered that his truthful clerk, Charley, who was so great a stickler

for truth that it gave him a pain to lie in bed, was sending customers to a rival store in quest of the salve. Of course he was exasperated and disgusted.

"The days are too short for anything like that," he explained to Truthful Charley. "We can't afford to lose this trade. Anyway, the mind is the seat of all cures. If you sell 'em something which looks like this anti-misery salve they'll receive all the results desired."

"I don't believe it," declared Truthful Charley.

"I once knew a man," continued Denslow, "who couldn't go to sleep until he had a hypo of dope shoved into his arm. One night, after his arms began to look as if he had been put to torture by South Sea Islanders, the doctor gave him a hypo of water. And the man went to sleep, too, and awoke in the morning with that dark brown taste in his mouth just as if he had been put to sleep with a drug. All of which goes to show that it is the brain that cures, and also that it cures whenever set in motion, without reference to the thing that moves it."

"Instead of running a drug store," said Truthful Charley, "you ought to be giving absent-treatment lectures at some psychological institute, where the existence of everything material is denied—that is everything except the money the lecturers insist on receiving for talks which teach that there is no such thing as value. Your doctrine is bad for the drug business."

"You must remember," said Denslow, "that I am giving you this for your private consumption, and not for general circulation. If you want to get next to the public, get up a false front. It is the phony game that wins."

"You make me tired," said Truthful Charley. "If you had a crop of spinach a foot long on your chin and a nerve like the national reserve, you'd make a good imitation Dowie. Some day you'll fix up a dose that will convince a customer's relatives and friends that he's dead, and then you'll have a bad time making the jury believe that it was his imagination and not your dope that killed him. You can't tinker up the human frame with interior impulses."

Then Truthful Charley went out to luncheon, and Denslow went to work and fixed up a mess that looked like the much-needed salve. This he stuffed into boxes like the real ones and adorned with old labels which were so soaked and rusted that one couldn't tell which one of the seventeen hundred language of the world they had been printed in. When Truthful Charley came back he said to him:

"While you were away I prowled around in the basement and found a gross of that wonderful salve. The boxes have been exposed to water and all that, and look a little rusty, but the goods are all right."

"It doesn't look good to me," said Truthful Charley, looking one of the boxes over. "You never went and concocted this stuff?"

"Of course not," said Denslow. "You

know very well that I would never do a thing like that. No true druggist ever attempts substitution."

And Denslow winked wisely and went his way, after telling Truthful Charley to go on and sell the salve and quit booming the trade of his hated rival. He did not mean to be dishonest with his customers. He just had a contempt for them. That day Truthful Charley sold a lot of the salve. There was, in fact, a run on it which threatened to send Denslow into the basement in quest of another gross.

Then the trouble began. Along in the afternoon a pretty young girl who had purchased a box of the salve in the morning came into the store with her nose in a sling, or, rather, piled high with stickers which made it look that way. Denslow hastened to meet her. Truthful Charley, being deficient in imagination, was hardly the person to confront an emergency like this.

"That stuff you sold me this morning," complained the girl, with tears in her eyes, "took the skin off my nose. I had a teeny pimple there and I used your salve. Now my nose looks like Old Preston's, and he's the village drunkard. What are you going to do about it?"

Denslow quieted the girl with the statement that her complexion was too fine and delicate for any kind of salve, and sent her away flattered and satisfied, but there was in his mind a premonition of approaching evil. The blow came towards evening.

Just as the druggist was thinking of going to dinner an excited woman came down the street pushing a baby cab. In the cab was a howling child. Following the cab were a dozen other women, crying out that the druggist had sold a salve that had blinded the eyes of the child. This was serious, for a crowd was forming about the store.

The girl with the peeled nose came back and looked at the box of salve which the mother carried in her hand. She then thoughtfully told the agitated ladies what the salve had done for her.

"And my nose will never heal up," she moaned. "I just know that it'll always be a fright."

And into the mess of angry women, howling baby and crying maiden came a man with a bull dog attached to a chain. The dog was trying to climb the plate glass window as he came down the street, and the instant he struck the interior of the drug store he ascended to the top of the prescription case and dumped the whole concern on the floor.

"The dog's mad!" declared the women. The owner held out a box of salve.

"He's got some of this stuff in a wound in his neck," he said. "I reckon this fool druggist has poisoned about half the people in this town with the same dope."

At last the druggist had reached a situation which did not yield to his theory of the non-existence of matter. Even his loose notions of substitution would not work, for he couldn't reverse the opinions of the multitude. His imagination could find no remedy suited to the occasion. Even the prevarications of nine generations of ancestors, on both sides of the family, had not trained his mind to this. He made for the rear door, leaving Truthful Charley to face the emergency. How was he to know that he had put too much carbolic acid into the salve?

There were doings in the vicinity of the drug store that evening, but Truthful Charley knew what to do. He told those who complained that Denslow had made the salve on the mind-cure theory, and that he ought to be arrested. In fact, he explained the situation so thoroughly that Denslow was perfectly willing to sell out to him the next day for about half what the place was worth. Which shows that even the truthful—I mean those who work overtime at being truthful—sometimes put a crimp in the opposition to their own benefit.

Anyway, Densmore learned that the best way to get the public's money is not to hand out worthless goods mixed with theories and smooth talk. That's the moral—if there is one. Alfred B. Tozer.

## Save Your Money

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

American Gas Machine Co.  
Albert Lea, Minn.



## Foresight

is better than hindsight.

Foresee your telephonic requirements and you will never suffer for lack of service.

ORDER TO-DAY.

"Use the Bell"

IT  
PAYS

CALL  
MAIN  
330



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.



### One Case Where Rounder Beat Plugger.

Wilson was a rounder in a mild sort of way, and Roberts was a plugger. Wilson got through with his day's work as a correspondent in the sales department at 5 o'clock sharp every evening of the week. In other words, he was through with it when he left the office.

Roberts often stayed after hours with his work. Sometimes he took it home with him. But he never dropped it at the hour of 5. He knew the price of success. Work first, last, and all the time—that was the price that Roberts declared a man must pay if he would win.

So, while Wilson was spending the evening and \$4 at the theater, Roberts often was to be found poring over the old letter files, hoping to find a new idea in the old letters, or to profit by the errors of the past. While Wilson was sweating blood trying to run a string of fifty at balkline before his opponent could perform a similar feat, Roberts sat in his room and read "Hints for Correspondents," or went over the papers that were left on his desk when the whistle blew at 5.

If ever there were two representatives of two different and distinct types Wilson and Roberts were the two. One the careless, common, ordinary young man of the day; the other the hard headed, self-denying plugger.

### Roberts Ready With His Ideas.

One day the firm put out a new hat. The sales department, correspondent and all, clustered around the first samples.

"Have you got an idea for a new way of introducing this?" asked the sales manager of Roberts.

"Surely, I should say so!" He had a dozen new ideas for an original campaign. He reeled them off on his fingers. They were impressive.

"How about you, Wilson? Have you got any idea of how we ought to start the thing?"

Wilson shook his head.

"Not an idea."

"Humph!" said the manager. Roberts smiled.

"Not an idea as to how that thing could be sold—because it can't be sold at all," continued Wilson, slowly.

"Why? It's new. Did you ever see anything like it before?"

"No, I haven't. Neither has anybody else. But I've mixed enough with people in the last few months to know that they won't touch anything like that. It isn't in accordance with the idea of the day. They want something less sensational."

"How do you know?"

"Because I've felt 'em out. Try it and see."

### Nobody Would Buy the Hat.

The hat was tried. All of Roberts' brilliant ideas were tried. And the salesmen said: "Rot! This hat's a dead one. Nobody will touch it. It isn't the idea of the day. People want something less sensational just now."

They had a new block ready soon after. The sales manager took it to Wilson—to Wilson only.

"What do you think of this?"

Wilson looked it over carefully.

"Yes," he said, "that's about what is wanted now, I think. That will go."

The hat was put out. If the name were printed here you would know it for one of the most successful styles of a season. That is why Wilson is the sales manager's assistant. Also why the manager took Roberts into his office and told him he ought to go out more, to mix more with people, and find out what folks are thinking of outside the office.

Henry W. Jackson.

### The History of the Cigarette.

The modern cigarette seems to have originated in Spain, where, maize or other suitable vegetable envelopes for the tobacco being unobtainable, a thin sheet of paper was substituted. Thus the cigar and cigarette assumed distinct forms. A Spanish proverb declares that "a papelitos (a paper cigar), a glass of clear water and a kiss from a pretty girl will sustain a man for a whole day."

The dainty, unsubstantial, airy cigarette is the natural smoke of the Latin peoples. Its use in this country dates from only some forty years ago. In 1845 a writer noted that the cigarette was smoked by foreign visitors only. The Crimean war of 1854-6 led many military and naval officers to adopt this mode of smoking, then common in Malta, the Levant, Turkey and Russia.

The first well-known person who smoked cigarettes publicly in London was Laurence Oliphant, who had acquired the practice during his many years' residence in Russia, Turkey and Austria.

At that time smokers made their own cigarettes as they needed them. About 1865 or 1886 the use of cigarettes had so spread that manufacturers began to cater for cigarette smokers. Even then manufacturers employed only a single man, usually a Pole or Russian, to make up cigarettes occasionally.

The firm that now turns out the most cigarettes in England at that time made only a few hundred pounds of tobacco a year into the dainty, paper-enveloped rolls. The demand for cigarettes increased, and they are now turned out by machines, which are marvels of ingenuity, at the rate of 200 to 400 a minute.

Rice paper, with which cigarettes are made, has nothing to do with rice, but is made from the membranes of the bread-fruit tree, or more commonly of fine new trimmings of flax and hemp. France makes cigarette papers for the whole world, the output of Austria and Italy being insignificant.

### Largest Candle in the World.

A candle ten feet high, which will burn for two years or more, was manufactured in New York recently for the Italian cathedral. It is doubtless the largest as well as the most persistent candle in the world.

The candle measures eight inches

in diameter and weighs 318 pounds. Its sides are decorated with pictures of flowers and reproductions of paintings of a religious nature, all carried out elaborately with many bright colors. The candle is made entirely of beeswax and cost \$300.

This contrivance for a wholesale illumination has a curious history. The candle is designed as a thank offering by Raffaele Cascone, an Italian living in New York. Cascone, it will be recalled, was tried for murder and acquitted a few weeks ago. There was much delay in the case, and the prisoner was consigned to Sing Sing for many weary months.

During his long imprisonment Cascone vowed vehemently that if he should ever be freed he would show his gratitude in some extraordinary fashion. Finally, when he found himself a free man, his gratitude was so great that he insisted on crawling on his hands and knees from the Tombs prison to his home, far uptown. He was dissuaded from this, however, and thereupon comforted himself by ordering the largest candle in the world to be sent to the Cathedral of St. Catella, in Castellamare, where he had worshipped when a boy.

The candle was cast, or "poured," in First avenue after designs suggested by Cascone. It is practically twice the height and weight of its owner. On reaching its destination in Italy the candle will be set up in the cathedral, lighted with proper ceremony, and allowed to burn uninterruptedly until it has disappeared. It is estimated that the candle will not go out for from two to three years.

### Force of Habit.

There is a certain Western Congressman whose boundless affability and habitual absentmindedness have occasionally led him into absurd mistakes. One day during his last campaign, as he stepped from the train at the station of his home town after an arduous two weeks of stumping and "glad handing," his little daughter rushed up to him and kissed him. The Congressman beamed upon her with a proud and tender parental eye.

"Well, well!" he exclaimed, "if it isn't my little Alberta!" Then he added, mechanically: "And how is your dear old father!"

### 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.

### G. J. Johnson Cigar Co.

S. C. W. El Portana  
Evening Press Exemplar

These Be Our Leaders

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.

### Peerless Moistener and Letter Sealer

For Sealing Letters  
Affixing Stamps and General Use



Price 85c  
Postpaid to your address

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

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

**Tradesman Company**  
Grand Rapids, Mich.





### Recent Introductions in the Clothing Trade.

The variety of ornate evening waist-coats that one sees 'round town is without limit and some—pardon a misguided punster—are really "the limit." A well known clubman who dresses with distinction, if also with daring, sponsors a new fad. He has had his haberdasher cut a white silk waistcoat, the pattern of which consists of raised fleur-de-lis in white. The shirt front is embroidered with similar designs and so also is the silk tie. On the waist-coat are white pearl buttons with tiny gold fleur-de-lis sunk in the center. The effect is decidedly "Frenchy" and suggests the Parisian club dweller, rather than our own native dandy. Still, the leaning of evening dress is so markedly toward sumptuousness and away from the simple severity of former seasons that even silk knee breeches and a velvet coat would be received without more than a momentary flutter.

Braided frock and morning coats of whose revival there have been whispers for the last few seasons, are being cut by the better tailors. Many of the frock coats are gray and this color is the "smartest" of the present season. For some unaccountable reason the gray frock suit has never been generally adopted in this country, although abroad it has long had the endorsement of the best-dressed set. We have tired of the monotony of black, with its suggestion of the shop walker, and the gray frock suit fills the niche most acceptably. The new frocks are cut a shade looser across the chest, but fit snugly over back and shoulders and still have a graceful "waistiness," and shirts are decidedly belled in outline. The lapels are low-lying and softly rolled and the edges of the coat are wide-stitched.

With the soft flannel shirt for lounging and the country, one may wear a collar of the same fabric as the shirt. While the flannel collar held in place by a safety pin is totally unsuited to town use, it is not at all bad for the porch, the beach and the links. The trouble with this, as with other really worthy modes, is that it is misused by the ill-dressed many and in self-defense the well-dressed few must drop it. Brown and green are the favored shades in shirtings to conform to the approved colors in sack suits. Stripes and delicate floral and vine traceries on cotton and silk-and-cotton fabrics are the vogue.

Dancing pumps are no longer made with low heels, but with heels of the same height as those on ordinary shoes. The reason for this is that one is usually measured for one's evening trousers while wearing day boots. In consequence, with low-heeled pumps the dress trousers are found to be too long and not to hang gracefully. This consideration

may not weigh with all men, but it is worth the reckoning of him who wishes to look fit to his fingertips when he puts on "snowy linen" and "inky worsted." Various places are used to stow away the evening handkerchief, including the inside pocket of the coat and the hip pocket of the trousers. The approved London mode is to slip the handkerchief up the left coat-cuff, having a care, though, that the ends do not peep out. Disposing of the handkerchief in one's pocket is likely to reduce it to a pulp and tucking it between the waist coat and shirt bosom is atrociously bad form.

Abroad one sees quite a few white gloves worn with afternoon dress, but here the fashion has never gained any measurable endorsement. Grey suede is used. The metal clasp on gloves is not approved by the best usage, being associated with "the counter." A large pearl button, silk sewed, is preferred. Chamois gloves are designed primarily for the country and light traveling and are never worn in town of an afternoon. They make tiptop morning gloves, however, especially with dark suits and russet boots, and have the advantage of being tubable. While afternoon dress is much less starched-and-stiff than it used to be, the well-dressed man never falls into the incongruity of trying to mix the distinctly formal with the avowedly informal.

Is the long reign of grey as "the" color for the afternoon cravat to end? It seems so. The leaning of fashion is decidedly toward bolder motifs. Stripes of silk alternating with satin are rich. Twills, reps and poplins with self figures in the pattern make up most effectively. If one hankers after "the air English," he should wear a high-cut waistcoat leaving only a few inches of the shirt exposed to view, a poke collar and a wide bow tie with a pinched center and fan-shaped ends. The Ascot is now restricted to weddings and functions unbendingly formal in character.

For the motor car many becoming as well as appropriate garments are now to be had. One need not at all bundle up like an Arctic explorer or a modernized Bluebeard. Indeed, to do so on short runs is the badge of the tyro. A capital waistcoat for motoring is cut just like a day waistcoat, but the lapels may be turned up and adjusted over the chest, thus guarding it from nipping winds while skimming along. There are side buckles, instead of the usual back buckle. These can be loosened in a twinkling, when one has to potter about the car or—unhappy thought—crawl under it to find just why it has got a fit of sulks.

Lounge clothes must really look "loungey," and the remotest hint at formality must be avoided. For this reason, the fold collar is now always worn a-mornings and the wing is reserved for the afternoon. To carry still farther this lack of stiffness in morning dress flannel shirts, with soft, turn-back cuffs are much favored, and the four-in-hand or bow

tie is left soft and unlined for more graceful knotting. Brilliant tie colors such as scarlet-and-green and the like are again in favor.

Pleated white shirts are much worn this season in place of the ordinary stiff shirts for promenade and afternoon calls. The front box plait is usually embroidered in delicate colors with a floral design. To obtain the best effect, a wing collar and a broad bow tie should accompany this pleated shirt and thus the embroidery is just visible above the waist-coat. Spats have waned in vogue through excessive popularity, but nevertheless they look well if the rest of one's dress be immaculate. They should only be worn for formal afternoon promenade, and should preferably be a grey or white.

For lounge and morning wear the fold or turn-down collar is the favored form this season. It is worn with a moderately narrow, folded-in four-in-hand, which is tied into a soft knot or with a wide bow tie having flaring ends. A fad is to have a cravat, pin and cuff links match in color and another is to have cravat and handkerchief made of the same fabric. The younger set goes even farther than this, and applies the one-color tone to shirt, cravat, handkerchief and hose. However, this surely is in doubtful taste and tends to deprive men's dress of all pleasing contrast.

One hears whispers of white silk gloves for evening dress, but it is very doubtful if they would prove acceptable. The idea is, of course, to replace the present glove of glazed kid with something softer and less binding while dancing. However, white or pearl kid is so integral a part of modern evening dress that the bruited innovation may be set down as mere faddishness. For the theater and carriage wear a white knit glove, silk lined, is both good form and good taste. This may be put on over the kid glove to keep it from getting soiled or mussed. Since kid is primarily an indoor glove, white buck is preferred for the street and out-of-doors.

Instead of the capricious Ascot, which is not appropriate to accompany the high-cut waist-coat, narrow four-in-hands are now worn with the frock and semi-frock. These are knotted snugly under a poke or straight-standing collar and pierced with a small pearl pin. Black ebony sticks with a gold cap and having the wearer's initials in lettered gold right under the cap are "smart" both with afternoon and evening dress.—Clothier and Furnisher.



### "Always Our Aim"

To make the best work garments on the market.

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

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

Write us for samples.

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

## HATS

At Wholesale  
For Ladies, Misses and Children



**Corl, Knott & Co., Ltd.**  
20, 22, 24, 26 N. Division St.  
Grand Rapids, Mich.

## 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**





### Some Opportunities for the Shoe Dealer.

Opportunities come to many shoe dealers, but they are not always recognized as such. For instance, when the advance agent of a comic opera interviewed a retailer in a Western town a few months ago, and asked permission to display the picture of his "star" actress in the shoe man's window, the latter was not impressed. The retailer was about to conduct a big clearance sale, and he needed all of his window space. Why should he advertise this actress without remuneration? It was unbusinesslike. At least, that was the way the scheme appeared to him.

The theatrical man went to the shoe dealer's competitor across the street with the same proposition. This man appeared to be interested. He looked at the big photograph of the actress and saw that it would take nearly half of his window space for its proper display. He also was making preparations for a sale. The rivalry between himself and the merchant across the street was keen.

"So Williams turned you down, did he?" he asked.

"That's about the size of it."

"How long will your show be in town?"

"Two weeks."

"All right; I'll display your picture."

The actress was one of the beauties of the American stage, and she had not visited that town for years. Hence, theater-goers were anxious to see her. Apart from this the woman's beauty, as revealed in the large photo, was enough to make the general public stop and take notice. The shoe dealer was impressed with this fact at a glance.

He displayed the picture in the center of his window with the following card:

"Miss Blank, the American Beauty, Is Playing at the Opera House This Week. Our Own Beauties Are Displayed in This Window. The 'Spring Sale' Has Brought Them Into the Limelight This Week."

The card contained the heading: "A Bunch of Beauties," and, needless to say, the display received a great deal of attention. The window across the street was less fortunate, and the proprietor of that store speedily realized that he had permitted an opportunity to slip through his fingers.

"Every customer," says a Pittsburgh shoe retailer, "is worth many dollars to the store that keeps his trade. The difficulty is that for one reason or another customers do not stick to one store when they do their buying. If they did many a mer-

chant would be rich who is now worrying about meeting his rent."

This Pittsburgh retailer has a unique "follow-up" system, which he says does much toward keeping customers interested in his establishment.

He uses souvenir cards as reminders.

When a sale is made the customer is requested to give his address, the clerk explaining that the store sends out souvenirs at regular intervals, and that the proprietor likes to remember all of his customers. Usually there is no difficulty about obtaining the address when this explanation is given.

If the sale is made in January the name and address are entered in the "April" book which means that the first souvenir card will be mailed to that customer in the month of showers. The shoe dealer always allows three months to pass, figuring that by that time the customer is about ready to purchase another pair of shoes. His aim is to send him a reminder of the store at this psychological moment. Afterwards the postals are sent regularly to the customer every three months.

The souvenir cards are not the ordinary variety that can be purchased in every drug store. They contain foreign scenes, pictures of Paris, Spain and the cities of sunny Italy. They are valued by the persons who receive them because of their novelty.

At the bottom of each picture is a margin of white space in which is neatly printed a line or two of advertising for the shoe store.

This retailer always gives souvenirs on appropriate occasions. The last lot he advertised were for March 17, St. Patrick's Day, when every person was presented with a Shamrock pin.

An Iowa retailer received a suggestion from one of his children. He noticed that the little one liked new money. The child always treasured bright pennies in preference to dull ones.

This gave the shoe dealer an idea, and he began advertising a "Bag of Pennies" for every child who patronized his store.

Little green bags were given, each containing five bright pennies. A bag was given with every purchase of \$1 or over.

"Save Money for the Children," and "Start a Bank for the Little Ones by Dealing With Shaffer," are two of the store mottoes which are given a conspicuous place in his advertisements.

Artistic window cards present in-

numerable opportunities to the shoe dealer for making his store popular. There is no law which forbids illustrating the window card, although the lack of enterprise exhibited by a majority of retailers might make a stranger from New Zealand think so.

A Germantown avenue shoe dealer, in Philadelphia, always uses illustrated cards and some of his conceptions are quite unique. A large card which at present adorns the rear of his window may have been inspired by the musical comedy, "Miss Hook, of Holland." It shows six up-to-date types of American men and women, dressed in latest fashion with the exception of their footwear. Instead of modern boots each wears a pair of the clumsy wooden shoes which are distinctive of Holland.

There is a society girl, dressed for the ball, with low-necked gown and wooden shoes. The girl who loves sports presents a queer figure clattering about a tennis court in them, and a stately dowager in the quaint footwear is a picture which excites merriment. There are a middle-aged business man, a club man, with cigar and cane, and a student in cap and gown, all with the footwear of Holland. The sketches, which are in watercolor, are so odd that hundreds of pedestrians stop to examine them. Below the picture appears the following:

#### WOODEN SHOES

Are Not Coming Into Style. But If They Were How Odd Some People Would Look.

The originality of the sketches amuses and interests the public.

When a horse show is occupying the attention of society, this retailer's window cards are embellished with an illustration of a smart team. It is the same with baseball, football, a prize fight or the grand opera. In a measure, his window cards reflect the topic of the hour. His is the most popular shoe window in that section, which is the reward of his enterprise.

This retailer makes the most of the opportunity offered by the most-talked-of-thing-of-the-hour.

Over in Brooklyn, during the delightfully-warm spring weather, a retailer took advantage of the heat to turn men's thoughts to tan oxfords.

In the center of a display of handsome tan summer footwear he had the head and shoulders of a young man, dressed in smart summer togs, and wearing a straw hat.

Straw Hats Will Soon Appear.

How About a Pair of Tan Oxfords?

This was the significant hint given to the male public through the medium of a window card. It was an impressive hint, too.

Finding opportunities is as easy as falling off a log after the shoe man once gets into the knack of it.

One of the Washington shoe dealers this year is talking a great deal about "ankle-fit oxfords." They are the same as any other kind, but his emphasis upon this ankle-fitting characteristic has given many the impression that these oxfords are superior to others, which is precise-



## CANVAS SHOES

Are the most comfortable for warm weather

We have a complete line of WHITE and COLORED at popular prices

## GRAND RAPIDS SHOE & RUBBER CO.





ly the kind of impression that every shoe dealer wishes to convey to the public.

This Washington retailer noticed that many oxfords failed to fit snugly against the wearer's ankles, and he selected his lines with an eye to remedying that defect. As an additional precaution he told his clerks to give this ankle-fit the closest attention.

Meanwhile his advertisements were couched in language that made the public take notice.

"Ankle-fit oxfords look better than the 'don't-fits.'"

"An ankle-fit gives a graceful appearance to both shoe and foot."

"Ankle-fit oxfords are the best."

These and similar catchlines have interested the public, bringing to the store many new customers.

This kind of advertising brings results because it emphasizes a thing which other shoe advertisers rarely mention.

A Wheeling, W. Va., shoe dealer has seized an opportunity for selling shoe trees.

Every retailer wants to sell shoe trees, but—as one merchant remarks, "They won't sell."

Certainly they won't, if they lie unnoticed in the store, waiting for the public to come in and take an interest in them.

The West Virginia dealer's "opportunity," which will work just as successfully in any other state, takes the form of a little sketch which he frequently uses to attract attention. The first picture shows the top of a chair on which stands a dapper pair of men's shoes. A pair of hands belonging to an otherwise invisible man are engaged inserting shoe trees in them. The companion picture shows another pair of shoes on a chair, but these are curled up at the toes and have none of the dapper appearance of the first.

Beneath the first sketch is the explanation:

"Smith bought a pair of shoe trees for 75 cents, and here are his shoes, shapely and new-looking, after three months' wear."

Under the other picture are two words:

"Jones didn't."

No other reference to shoe trees is made in the advertisement; it is not needed. The sketches, with their object lesson, carry conviction into the minds of many people.—James L. Barstow in Boot and Shoe Recorder.

#### Some Things Luther Burbank Has Not Done.

Of course Luther Burbank has done a good many things, but I don't see much reason for rubbing one's vocal cords with rosin so as to be able to shout his praises louder. Maybe I am a knocker, or jealous, or something else. I was not aiming to ask for any credit for the idea, anyway.

To be sure, Luther has crossed the potato bug with the hen, to make the egg market brisker; has mixed the buckwheat stem with the sugar maple to produce self-syruped cakes; has grafted the sorghum cane with the cornstalk to bring about corn

bread and molasses with little labor; has budded the apple upon the jack oak to make applejack from the cider or tree drip without waiting for fermentation; has crossed the pepper and box elder to bring an annual crop of ready-made pepper boxes, and added a little touch of the quaking asp to this already marvelous hybrid and thus provided a self-shaking pepper box right off the tree; has learned from the bloom of the hawtorn tree how to tell the he-haws from the she-haws; has combined the slippery elm and the ice-plant until he has produced an ideal wood for making toboggans and bobsleds; has crossed the ironwood with the winter birch and never caused a bit of rust; has crossed the dogwood with the pussy willow without any disturbance beyond a mere bark; has hybridized the tumble-weed with forest trees, so that the first strong autumn wind brings the lazy forester's winter wood home to him without the stroke of an ax or even hitching up the team; has mingled the ragweed with thyme until the wind sings ragthyme through the branches of the mixture; has mingled the pollen of the honey locust, common locust and the wire grass until he will soon be able to supply the market with barbed-wire fence fresh from the fields—has even crossed a mountain range with a burro and has great expectations of the results.

All these things, I understand, he has done. We are told in addition that of late he has triumphantly announced the achievement of the thornless (or spineless) cactus.

But look at the things he has not done and should do before he is credited with having performed any large proportion of the labor that should be performed by a man to whom has been vouchsafed the power of the alchemist and wizard!

Has he produced a hurtless pain, a pangless insult, a privationless poverty, a maliceless hate, a hungerless starvation, a fatigueless weariness, a toilless work, a nightmareless mince pie, a leftoverless holiday turkey, a chestnutless minstrel show, a fidgetless boy, a colicless baby, a harmless gossip, a stingless hornet, a venomless rattlesnake, an innocuous poison oak, a scentless onion, a burrless chestnut, branless flour, chaffless wheat, a discordless peacock or a pianoless flat?

#### Destruction of Fleas.

A leaflet issued by the Imperial Entomologist of Bengal says that the best manner of destroying fleas, with special reference to checking the ravages of plague, is free use of crude-oil emulsion, which consists of 80 per cent. of crude petroleum mixed with 20 per cent. of whale oil soap. This combination makes a jelly which mixes freely with water, and is generally used in a 3 per cent. solution. A 10 per cent. solution destroys fleas with perfect certainty. It is applied to the floors and walls of houses by any garden sprayer. An animal washed with the emulsion will be entirely relieved of the pests.

An appetite for flattery attracts our foes and repels our friends.



## Esagos



Esago shoes are so called because they go on easy and fit all over. The uppers are cut from special high-grade elkskin stock that combines glove-like softness with long-lived wear.

Made in two colors, black and tan, in both Blucher and Bal cut.

And our pentagon trade mark guarantees the wearer his full money's worth in shoe satisfaction.

**Rindge, Kalmbach, Logie & Co., Ltd.**  
Grand Rapids, Mich.

## TENNIS SHOES



## OXFORDS AND BALS IN BLACK AND WHITE



SEND US YOUR ORDERS AND THEY WILL BE FILLED PROMPTLY

**HIRTH-KRAUSE CO**  
GRAND RAPIDS, MICH.



# Day of Experiment With Oxfords Has Gone By.

Written for the Tradesman.

Women are a funny proposition when it comes to the buying of oxfords.

Naturally wanting to be in style, they "actually must have a pair of oxfords." We carry a large stock of this popular footwear and sell a deal of it to women, to men and to children. If the men are particular as to fit and comfort, cut and cost, the women are ten times as fussy. Maybe when they enter a store they have not any more idea what they need or want than would a Martian have if suddenly whirled on to earth.

Time was, and not so very long ago either, when only an occasional oxford was seen on the foot of man or woman, and this wearer was looked upon as nearly approaching a freak. But, happily, that time has gone by. Oxfords are now as staple as high shoes and the non-wearer is regarded as falling only just this side of freakdom. Oh, of course, we sell a great number of high shoes to both sexes; but in the summer, whereas we used to sell high shoes alone, at present we sell two pairs—both high and low. If, however, a person can afford the purchase of but one pair of shoes at a time in the warm months the low shoe is always given the preference. Very many people are addicted to the use of oxfords for cold weather as well as for dog days. They "got the habit" when they were a positive necessity to physical comfort and are so loth to forego the ease of donning and doffing and the general nativeness of appearance that they cling to them long after the "summer necessity" is a thing of the past and Old Boreas finds a style prevailing that might well fill him with astonishment.

Naturally the ankles need protection in zero or even chilly autumn days and so spats come in for their full quota of attention. Before these get out of shape they are a joy to their owners, many beginning to wear them before the first hint of Jack Frost's approaching dominion and continuing their use until the "balmy" is considerably more than an assured fact. Thus we kill two birds with one stone when we sell a pair of Oxfords. In fact, we often kill several songsters, for with a pair of low black shoes we will sell three or four pairs of spats—black, tan and gray or checked. Once in a while we dispose of as high as five or six pairs of spats to go with one pair of black oxfords—several shades of brown or grey and several designs and combinations of colors in checks.

Most women, when getting spats, call for high ones, as these are universally becoming to the calf of the feminine leg. Unless a woman is the happy possessor of an extraordinarily handsome ankle the low-cut spat is an abomination. If the ankle does not prettily curve into the calf a short spat stops right at the spot to give the homeliest possible articulation. A high-cut spat helps out wonderfully where the leg is of

an ugly outline and enhances greatly the beauty of a pretty one.

Do all the women know this peculiarity as to height of spats?

Well, I should say yes—at least the most of them are on to their "curves," as you might call this knowledge of "graces and disgraces!" More women than you could shake a stick at complain of the "miserable shape that the low-cut spat gives the ankle." We know then that they have given the subject attention and have ideas on the subject.

They find the same trouble with the so-called high shoes, and this is a perennial one, for until the military and similar boots came on the market the same ugly height prevailed as in the low-style spats. For street wear the oxford, with well-fitting high-cut spats for winter, and the military and its brothers are preferred by the women who know which side their bread is buttered on.

A. W. Fenton.

## Improvement of the Business Conditions.

Now that we are told that as a necessary preparation for a revival of business we should cultivate the habit of talking prosperity, it may help us to a more cheerful view of the outlook to take account of these gains to the United States of the past six years in the processes of trade and the administration of business:

1. A most remarkable extension of publicity in the departments of transportation and industry.
2. The abolition of the pass.
3. The doing away with most of the evil of rebating and secret discriminations.
4. The exposure of corrupt alliances between designing corporations and political bribe takers and blackmailers.
5. A notable advance in the direction of reform of the evil of campaign contributions.
6. The sale of law has been made more odious and dangerous.
7. Corrupt bossism has been overturned in several cities.
8. Equality of opportunity has been widened and strengthened by legislation intended to prevent unfair competition.
9. The danger of a too powerful financial concentration has been met by creating an adequate sovereign in the Federal Government for the great inter-state corporations.
10. A notable advance has been made in the standards of trusteeship.
11. The administration of the great insurance companies has been reformed.
12. The growth of public sentiment for reorganization of the currency system of the United States, for the accomplishment of which a commission has been appointed by the present Congress.
13. Sectional antagonisms have so far disappeared that "the solid South" has been broken.
14. The South has undergone what amounts to an industrial birth with enormous possibilities in prospect.
15. There has been a stupendous

electrical expansion. Electricity has been applied on an extensive scale to the railroads of the country.

16. The boycott has been declared illegal by the Supreme Court of the United States, a decision which makes for better government and better business conditions.

17. The determined effort on the part of organized labor leaders to force the enactment of class legislation has failed.

This long list of gains which may fairly be put down as to the credit of the past six years, probably omits many things which might justly be included in such an enumeration, but however inadequate it may be, it is sufficient to show what an enormous advance has been made during that time.

Never were basic conditions sounder for another national advance in material wealth.

## Tree That Owns Itself.

A curiosity of Athens, Ga., is "The Tree That Owns Itself"—a noble old oak standing alone in its majesty and glory at the corner of Findley and Dearing streets, the last survivor of a primeval forest that once covered the site of this city. Early in the eighteenth century Colonel William H. Jackson, father of James Jackson, once chief justice of the Supreme Court of Georgia, inherited the land on which the tree stands, and, being a man of very deep sentiment, he spent much time planning how he could preserve it from destruction. In boyhood he played beneath its grateful shade and

in manhood he admired it above all other works of nature; hence he finally made a deed conveying the ground for a radius of eight feet on all sides of the tree to the tree itself, so that it could not be disturbed. It was regularly recorded by the register of deeds with other real estate transfers on the records of Clark county, and, although such a deed is not legally binding, the sentiment it expresses will protect the tree forever. Hon. George Foster Peabody of New York has inclosed it with granite posts connected by a massive wrought-iron chain and has erected a tablet that will tell future generations this story.

## No Market.

Sparrow—You're rather late in getting back from the South.

Robin—I hated to break away, old chap. The farmers down that way are actually letting the cherries spoil on the trees.

Sparrow—Why, how's that?

Robin—Prohibition has queered the cocktail business.

## How Did She Know?

They met in the darkened hallway. There was a brief pause.

"George," she exclaimed, "you've been trimming your mustache! It's bristly!"

It pays to handle  
Mayer Shoes



# As a Matter of Fact

H. B. Hard Pans have replaced a whole lot of miscellaneous lines in a whole lot of stores with vastly increased sales and profit to the dealer.



No. 926—Elkskin  
Men's, Boys' and Youths' Elkskin Sole  
F. S. Brass Nailed



Eighteen or twenty styles—not a slow seller in the bunch. There isn't a man in the land who wants a sturdy wearing, foot easy shoe that can't find what he wants in this line.

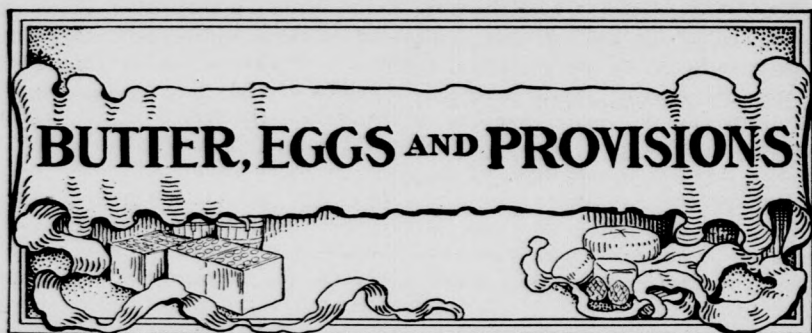
You can't lose on Elkskins right now—they must have made a hit all along the line the way re-orders are coming in.

Place your orders right away for this line and get all the business that's coming to you.

There is going to be a shortage in the first edition of the "Natural Chap"—have you had yours yet?

**Herold-Bertsch  
Shoe Co.**  
Grand Rapids, Mich.





## BUTTER, EGGS AND PROVISIONS

### Special Features of the Grocery and Produce Trade.

New York, June 13—In a speculative way a good deal might be said—is being said—about coffee. There are charges and countercharges; affirmations and denials; all on account of the sale of a portion of the coffee owned by the government of Brazil. It is a complicated problem and the end of the snarl is seemingly far from being in sight. Meantime would-be buyers of coffee watch the operation and do not feel justified in purchasing a quantity beyond current requirements. Prices are apparently well sustained for actual coffee, and at the close Rio No. 7 is quoted in an invoice way at 6¼@6½c. In store and afloat there are 3,500,334 bags, against 3,922,584 bags at the same time last year. The receipts of coffee at Rio and Santos from July 1, 1907, to June 10, 1908, amount to 10,006,000 bags, against 18,995,000 bags at the same time last year, or only about one-half. Stocks of mild coffees are running light and quotations are firm, some large lines changing hands in Maracaibos and Savanillas.

A little more business is doing in sugar and, taking the week together, the volume of trade has been quite satisfactory. The big strawberry crop is causing more demand, and with oncoming summer there must be a "whirl" for the better. Refiners generally quote granulated at 5.30c. less 1 per cent. cash.

Most of the call for teas is for low grades and the demand moves in about the same old channel. Quotations show little, if any, change.

While supplies of rice are not overabundant there seems to be enough to meet requirements, as buyers are all taking very limited supplies. Fancy head has been in good demand especially, and some real scarcity prevails. It is quoted at 6¼@6½c.

Spice brokers say it is a good time to buy. They say stocks are light and quotations on a comparatively low level, but buyers are not especially interested and there is no change to be noted from conditions which have prevailed for several weeks. Singapore black pepper, 6¼@7c; white, 11¼@11½c; Zanzibar cloves, 10¾@11c.

Molasses is quiet. Not much foreign molasses is coming in at present and grocers' grades are usually taken by distributors. Good to prime centrifugal, 22@30c. Syrups are dull and offerings are light.

In canned goods there seems to be some revival of interest in tomatoes. It is said to be hard to find full 3-

pound standard Marylands for less than 75c f. o. b. and a little business in futures has been reported at the same figure. Peas are firmer, but not appreciably higher, notwithstanding the stories brought here by Baltimore packers who solemnly assure us that the pack will not be over 50 per cent. of the usual quantity, owing to the wet season. New York State now reports a drouth, where ten days ago the floods were washing out fields, and so it goes. Maine, for a wonder, reports a very good outlook for corn. Salmon buyers are taking hold more freely and consumers are turning attention to this instead of meat, the latter having advanced now to a point where it is a luxury. Of course, salmon has also advanced to some extent and quotations are very firmly adhered to.

The butter market is well sustained, notwithstanding the fact that receipts are liberal and show signs of further increase. Special creamery is worth 24c. Western factory, firsts, 19½c; seconds, 18½@19c; process stock is in moderate supply and the demand light, 20½@21½c.

Arrivals of new cheese are liberal and quality good. Full cream, 11¼@12¼c; old about cleaned up; full cream, 15c.

Regular pack of Western eggs, extra firsts, 17@17½c; firsts, 15½@16½c; seconds, 14½@15c. Holders of average grades are making great effort to work off superfluous stock

### All at His Disposal.

An Irishman, attired in dirty overalls, drove a heavily loaded wagon up to a broker's office, tied his team and went inside. Taking a newspaper clipping from his pocket, he laid it before the broker, who sat writing at a desk near the street window.

The broker glanced at this clipping, then lifted his head with alacrity: "Did you come in answer to this advertisement?"

The Irishman answered in the affirmative.

"Well," said the broker, gazing unfavorably at the dirty overalls of his visitor, "this clipping states that I can make a lot of money for a man with sand and a little cash. Now, sir, have you any cash to put at my disposal?"

"Not a cent," replied the Irishman, quickly, "but"—throwing a nod toward the street—"O'iv'e a load iv th' ither out there ye c'n have."

### Women in Business.

Loyalty to her chief is the most valuable of a woman's business qualities. She is past master in the art of unostentatious silence regarding her employer's private affairs, and she

has such good judgment generally that her opinion is always worth having in matters of moment.—Modern Business.

Quoth the married philosopher, with an introspective smile: "I think my wife is an angel. She thinks I am a brute. Possibly both of us may be mistaken."

## BUTTER

We want Packing Stock or Dairy Butter in any quantity

Write or wire for prices

B. S. PEARSALL BUTTER CO.

MANUFACTURERS OF

CREAMERY & PROCESS BUTTER

Factory and Office ELGIN, ILL.

References: MERCANTILE AGENCIES, Home National Bank, Elgin.

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

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.

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.

## 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.

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.



### Have Confidence in Your Employer.

"I have just lost a mighty good boy out of my office and I am sore," was the remark made to me some time ago by the head of a business capitalized for millions of dollars. Only that I had knowledge of the man and his point of view, the statement would have seemed incredulous. Here was a man of business, with the cares of millions of money and thousands of employes, troubled because a youngster barely out of high school had quit his office. One young man just out of his teens troubling this white haired millionaire to the extent of his introducing the topic to me.

"It came about in this way," explained the millionaire. "This boy had a chum who came into the office with him on the same day. They were exceptional boys and the chum is still here in the accounting department, where I had promised him within six month. It was this promotion which lost me the other boy. In the beginning I had put them both in my own office, where I might look them over a little. I don't think I ever had cause to reprimand either of them for his work. The boy who is gone had more to him, however. He had the merchant instinct in marked degree. He was a diplomat and a mixer in the best sense.

"The other boy had a genius for accounting. He was more retiring and it was manifest that his bent was toward that end of the business where he is now at work and where he is making good. It chanced that an opening offered itself in the accounting department after a few months. I learned of it and I told the manager that the young man for the place was in my office, and that he could have him for the asking.

"Within ten days the boy who had been left in my office notified me that he meant to quit work on the following Saturday. I asked him why and he was a little embarrassed. I pressed him for an answer and he told me finally that his father had found him a position in another place. It came out at last that because of the other boy's promotion my boy had become discouraged and his story of the seeming preferment of the chum had led his father to interfere and seek another opening for his son, who, manifestly to him, had not been given a 'fair chance.'

"That was the end of it necessarily. Why? Simply for the reason that the executive head of an office can not say specifically to any employe that he is slated for any particular promotion.

"Don't you see how impossible such a thing would be? You would have to discharge him within six months or less time. Within a week you would have complaints from his department manager because of that young man. He would be branded as a 'meddler' by his manager. He would be charged with insubordination by his chief; he would have the enmity of half his associates in the office. He couldn't help it; I doubt if ten men picked from a thousand possible candidates for such a confidence could carry the

confidence without injuring the organization."

There is a lesson here for the young man of ambition. Not all employers are of the caliber of the man whom I have quoted—a man who has a standing order through all the departments of his great business that no manager ever shall accept the voluntary resignation of an employe without first sending the man to the chief. But I doubt if there is a single head of a successful business of any magnitude who has not learned the point of view of this man in regard to confidence in promotions.

I recall an incident, years ago, when I left an employer merely because I wanted to go to another city a thousand miles away. Several years later this old employer looked me up to say that the position held by my old manager was vacant and he would be glad to have me return and take it. "I knew Smith could not last and I always meant to give the place to you; it would have been vacant long before this only that you went away. But, of course, I could not tell you these things then," he added. These are conditions. The lesson from them is that the young man confident of himself should have confidence in his employer as the one requisite. Thereafter it is work and wait!

John A. Howland.

### Finally the Worm Turned.

A muscular Irishman strolled into the Civil Service examination room, where candidates for the police force were put to physical test.

"Strip," ordered the police surgeon. "What's that?" demanded the uninitiated.

"Get your clothes off, and be quick about it," said the doctor.

The Irishman disrobed, and permitted the doctor to measure his chest and legs and to pound his back.

"Hop over this bar," ordered the doctor.

The man did his best, landing on his back.

"Now double up your knees and touch the floor with your hands."

He sprawled, face downward, on the floor. He was indignant but silent.

"Jump under this cold shower," ordered the doctor.

"Sure, that's funny!" muttered the applicant.

"Now run around the room ten times to test your heart and wind," directed the doctor.

The candidate rebelled. "I'll not; I'll sthaye single."

"Single?" asked the doctor, surprised.

"Sure," said the Irishman; "what's all this fussing got to do with a marriage license?"

He had strayed into the wrong office.

### A Good Method.

When Theodore Roosevelt was Police Commissioner in New York, he asked an applicant for a position on the force:

"If you were ordered to disperse a mob what would you do?"

"Pass around the hat, sir," was the reply.

### M. O. BAKER & CO.

Toledo, Ohio

Jobbers Potatoes and Apples  
Correspond with us

### Veneer Box Co.

Manufacturers of  
all kinds of

Shipping Boxes and Egg Cases  
Grand Rapids, Mich.

## B A G S

Of every description for every purpose. New and second hand.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

## 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

W. C. Rea

A. J. Witzig

## REA & WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry Beans and Potatoes. Correct and prompt returns.

### REFERENCES

Marine National Bank, Commercial Agents, Express Companies Trade Papers and Hundreds of Shippers

Established 1873



## IN EARLY DAYS.

**Methodist Circuit-Rider—Doings of a Clairvoyant.**

Written for the Tradesman.

The New West had a hustling time of it and no mistake.

With Indians and world adventurers to deal with on one hand, and the obstacles of nature to overcome on the other, our fathers who bore the brunt in the settlement of Old Michigan had need of all the sturdy heroism of the Knights of old.

Despite their isolation, these pioneers were not neglected spiritually. The various churches were on the alert to see that the souls of the hardy woodsmen were supplied with food for thought in a religious direction.

Naturally enough, the Methodist circuit-rider was first in the field, with his saddlebags loaded to the top with hymn books, Bible leaflets and Scriptural remedies for all the ills of mankind.

I remember well some of these devoted young Christian ministers who proved their faith by their works. Very few of them could be classed intellectually with a Horner or a Beecher, yet almost to a man they were in dead earnest, and that goes far to make up for lack of brainial development.

I doubt if the men of the church who hie themselves to heathen lands at the present day encounter half the hardships that those early Methodist circuit-riders were called upon to endure when carrying the story of the Man of Galilee to the new settlers of the pine woods.

That these men were sincere and devoted to the cause can not be doubted, since their days and nights on the battlefield of Christian warfare were passed among the wildest scenes, among a people not always friendly.

The roads through the wilderness were, in some instances, mere bridle paths, along which the border preacher rode, chanting his hymns and bracing his soul for the ordeal he was to face at the end of his journey. Mosquitoes, gnats, deer flies and a more or less varied assortment of bugs and snakes were encountered all along the route—enough of an irritating nature, it seems to me, to have daunted any but men firm in the faith and stalwart enough physically to push their way through every obstacle.

Some there were, to be sure, who may not have been quite up to the mark in honesty of purpose. I call to mind one—a big, portly, love-thine-ease sort of man—who made it a point to hinge his religious faith on a strict observance of the Sabbath day. His whole creed seemed to be, "Remember the Sabbath day to keep it holy."

In other respects he seemed to be very much like common mortals, given to small shortcomings and not always zealous in his works. For instance, he quite frequently fell short of exemplifying the old saw that "Honesty is the best policy." Some of the pioneer storekeepers had good cause to complain of this

preacher's laxness in paying his debts.

Nevertheless he seemed to meet with a modicum of success and flourished for several years in the Methodist itinerary of that day. To illustrate his strict devotion to his creed regarding a proper observance of the Sabbath, I have to state that he would never do a stitch of work on the first day of the week; not even would he feed his horse—his good wife attended to that—while a small daughter gathered chips and bits of wood every Sunday morning to keep the pot boiling, for be it understood the portly elder never thought of going without his hearty noonday meal when at home.

After this man, so big of frame, so meager of mind, came a small, fiery exhorter, who made the woods ring with his eloquence. This latter young man exerted a better influence among the borderers and actually converted, on one occasion, several of the toughest citizens of a lumber camp not a hundred miles from the Valley City.

There were other sources of religious work aside from Methodism.

About this time the Rochester knockings startled the Western world and brought a new thought into existence. Modern spiritualism took a firm hold of many of the Western settlers. There was something fascinating about the thought that one could communicate with persons dead and gone. Nowhere is there man or woman who has not lost a friend. The great query, If a man die shall he live again? has agitated poor mortality since the dawning of civilized life upon earth. To the rude men of the woods this sort of thing—talking with those once here but long since dead—appealed in a most forcible manner.

Almost invariably the mediums who drifted to the pine woods were of the gentler sex. This may be accounted for perhaps from the fact that woman is more susceptible to religious feeling and that through her finer organism spirits of the departed find easier access to the world they once inhabited.

Naturally enough, the circuit-riders viewed these spiritual mediums with a sort of holy horror, denouncing them as agents of Satan. In that day such outbursts on the part of the clergy were regarded as a matter of course. At the present time more tolerance exists even among the most hidebound of denominational sects.

I call to mind several seances which took place in our neck of woods, the medium in each case being a slender girl scarcely out of her teens. She was from New England, then the strictest of church communities. Her parents and friends were all members of some church and viewed with alarm the tendency of this girl toward the new religion.

"It is something over which I have no control," declared the medium. "I do not call it spirits, neither do I pretend to account for anything otherwise."

There was something phenomenal about the medium's doings. She was

a clairvoyant and, while in a trance, often wrote to friends, the missives purporting to come from the spirit land. Table tipping, rapping and communications by word of mouth were of frequent occurrence. Many curious people were attracted to our house because of these things and the "sittings" were numerous and invariably well attended.

I remember a certain occasion when a prominent Muskegon lumberman was present. He had heard of Miss Deane and her wonderful powers and called for the purpose of satisfying himself as to the truth or falsity of what he had been told.

A circle was soon formed about the large dining table. Soon there were raps, then the table began to tip toward the medium. The lumberman regarded these phenomena with a sneer. He was very skeptical. Presently the movements of the table became somewhat violent. The lumberman held his edge down or tried to. Despite his efforts it tipped away from him.

The skeptic grew red with excitement. All hands dropped away, leaving the big Muskegon man at one side, the slender medium at the other.

"Pull, John, pull," called one of the others. "Don't you see she is taking the table away from you?"

"I guess not," said John gripping the table with both hands. Still the furniture moved away from him. Then he stood up, bracing himself. The girl opposite rose to her feet, simply touching the surface of her side of the table with her slender

white fingers. Slowly backward, step by step, she moved. The heavy oak table was lifted in the air. John, who weighed two hundred pounds, and was known to be one of the strongest men on the river, clinched the table and pulled with all his strength. The sweat ran in streams from his reddened face.

Despite all he could do, however, the medium continued to draw the table toward her. The Muskegon skeptic was fierce in his determination not to be outdone. To see only a slender girl drawing him across the floor as if he were the veriest infant quite demoralized him.

Slowly yet surely the big man succumbed to the inevitable.

He was dragged entirely across the room. At length his hold broke from the heavy table and he fell back into a chair, hot, breathless and quite done up over his effort. To add to his discomfiture there stood the girl medium, smiling, serene and calm, with scarcely a ripple of color in her cheeks, and no hot breathing to tell of her recent struggle.

It was past understanding. The table fell with a crash to the floor. Wiping his hot face with his handkerchief, the big Muskegonite acknowledged himself beaten.

"It is wonderful, wonderful!" was all he could say.

All these scenes are as a dream of the past to the writer. He witnessed them without pretending to account for them in any manner.

The slender medium of that long ago seance is still living in an East-

## The "Zero" Corset

The "Zero" Corset appeals to those desiring a cool and comfortable article for hot weather. It is made of fine netting, well stayed, and is a good fit. Sizes 18 to 30. Price \$4.50 per dozen.



### A Trial Order

in our corset department will convince that we are really offering better values in popular priced numbers than many manufacturers. We have good fitting models to retail at 25 cents to \$1.50 each in girdle style, medium lengths, abdominal reducing and long hip. Look us over. We guarantee satisfaction.

**GRAND RAPIDS DRY GOODS CO.**

Exclusively Wholesale

Grand Rapids, Mich.

Beginning June 20 and until further notice we will close Saturday afternoons at 1 o'clock.



ern city. She is an aged grandmother now, yet still clings to the spiritualistic faith and has even yet occasional communications from her friends gone before. Despite all this she is a consistent member of an orthodox church and declares that spiritualism and the Christian religion are by no means at variance. Old Timer.

#### Gave Away \$5,000 on a Bluff.

There is a prosperous merchant in Chicago to-day who owes his success to his donation of a \$5,000 organ to a church at a time when he did not have money enough to buy a hand organ. This donation was a case of bluff, pure and simple, but the bluff worked and resulted in the subsequent wealth of the lucky bluffer.

John Smith was seeking capital to start in business for himself, but as he had no security worth speaking of he could not borrow the money he needed.

When he had tried every person he could think of who would be likely to have the necessary cash and the inclination to lend it and had been turned down, he conceived the idea of presenting his church with an organ.

Young Napoleon John Smith therefore ordered his organ and allowed the future to look out for itself. The manufacturers of the organ never thought of questioning the financial standing of the philanthropist who was handing out \$5,000 organs, and agreed to have the instrument set up in the church on time.

Of course J. Smith was not a bud that was born to blush unseen, nor did he hide his beneficence under a bushel. He managed to bring in at least the flute stops no matter what the subject of conversation. Not only did the young Napoleon advertise himself by means of the church organ, but the pleased minister and the equally pleased congregation spread the news of his gift.

During this time John did not allow any alfalfa to grow under his feet. On the pretense of consulting some wealthy member of the congregation about some minor detail of the organ he would drop into an office, and before he left casually would mention the subject of the company that he was forming. Most of the men that he thus saw thought that it would be a good thing to be associated with a man who was making so much money that he was able to hand out \$5,000 without missing it, so that all were anxious to take stock in J. Smith's company.

Long before the time came for the first payment on the organ Smith had gathered enough money to start his business and was doing so well he had no difficulty in borrowing the amount needed to make the payment. From that time he has made money so fast that now he could give away several \$5,000 organs and pay for them as well. Joseph Howells.

For one man who desires to double his worth you will find a hundred passionately anxious to double their wealth.

#### What It Invariably Costs to Win.

Every clerk who enters a retail store begins then to lay the foundation of his future success. He can, if he is willing to pay the price, become a merchant prince. There is nothing whatever that can stop him but himself and ill-health. Given good health to start with, there is nothing to hinder him from trampling down every obstruction, from overcoming every opposition, and taking his seat among the mighty in commercial circles.

Many who are not willing to pay the price revel in ease and comfort and cry out, "There is no chance for a young man to succeed to-day." A hundred years ago the same cry went up and ever since the same idea has been uttered and actually grafted into the lives of many millions of young men. But, thank the stars, not every young man became imbued with this idea. There has been one perhaps out of every million who has made a noteworthy success in mercantile lines. It is not necessary to name any of them because many names will suggest themselves to each reader.

In some cases the home influences, a mother's care and prayers, were responsible for an earnest start in the right direction. In many others it was the rough knocks and willing kicks that prodded some latent desire for success to come to the front.

In every case the men who have succeeded have been of a saving nature. They have saved something out of their weekly wage and added to their slowly accumulating store of surplus cash. Ready money talks and when the right opportunity came along the embryo merchant prince had his cash ready for investment. In every case these men have gone out in search of opportunity.

In every case these men were satisfied to begin at the beginning, to start small. Therein lay their opportunity.

The lad who enters a retail shop to learn the business has the same opportunity as any of the successful men he may name. John Wanamaker once clerked in a store, saved a few dollars and started for himself in a small way. Gradually he learned his lesson and then by leaps and strides became a man of wealth and one that is known for his good qualities as well as for his business acumen. He boosted himself. So can every clerk in every shop who is willing to pay the price.

The price is often high—in many cases a bitter one. Success can only be obtained by paying it.

The clerk starts out and says, "Oh, yes, I'll pay this price; anything so long as I succeed." He is determined to show the rest that one can succeed by one's own efforts. One in a million does because he continues to pay the price.

Let us look at some of the features of this price: If the young man starts with nothing he must save money if he ever expects to have any. He begins to pay the price here because his fellow clerks are spending as much as he can earn. If he saves they are apt to gey him, to

look down upon him. They swagger around in flashy clothing, smoking expensive cigarettes, taking in questionable theatrical performances, betting on races and other things that our young man eschews. If he is made of the right stuff the price, while hard at first, becomes easier each day to pay, until it is all paid and in that respect it has ceased to be a burden.

While he is saving his first few hundreds he is showing much assiduity in the pursuit of knowledge of the business he has chosen. He wants to know all about weaving. He reads everything on the subject he can lay his hands upon. He plans his vacations to cities where large mills are situated and makes his visits to them a part of his recreation. He burns the midnight oil in studying commercial ways. He does not loiter on the sidewalks, in the parks, or walk his legs off around a pool table and muddle his brain with wine, women and song.

He learns to love a good woman and when the time comes he marries her. She helps him on his way to success and should be given part of the credit for his success at least. In this one act he does not pay the price. He receives a million fold more than he gives. It is the other fellow who pays the price. He marries a woman vain of looks and fond of ease, who demands time, attention, means. Her tastes, her appetites, her slightest inclination, all must be pandered to. Yes, it is the other fellow that pays the price here.

While learning to pay the price and mastering the principles of business he has been applying them and testing their efficacy. He has found that to be honest and just in all his transactions he must be willing to be pointed at as a "crank" if nothing worse. The finger of scorn is a part of the price. He has also learned that by being generous instead of exacting, in the long run he gains far more than he loses by not demanding the last penny, even when he has right upon his side.

His honest, generous, just and up right methods soon become assets so valuable that his firm takes him into the business, or in case the firm is too small for that, our lad starts out for himself. His business training now becomes his credit. Manufacturers are willing to trust him as

far as he wishes. They know that he is honest, but they know more: they know that he is sensible and will apply his knowledge to his business. He is not a dreamer but a doer. His former associates are still in the dream stage and perhaps will forever remain there. He has passed them by and now that the foundation is laid will rapidly forge ahead. Nothing can stop him now. It is no trick to succeed after one gets properly started. It is the getting properly started that counts.

If any young man reads this article let him ponder well over the "price." Let him consider it carefully, for we have only shown one side of it. The other side of it is paid by the rest of the million who do not succeed. It is a question in many cases which is the easier price to pay. The one brings success, the other regret—everlasting remorse. Which will you pay?—A. E. Edgar in *Haberdasher*.

#### The Oldest Inhabitant.

There is a man in New York who before he went into vaudeville was the impresario of a dime museum in Boston. This was a good many years ago, but he still tells of an experience that befell him in his search for novelties in the way of freaks.

"I read in the paper one day of a man up in Maine who had just celebrated his hundredth birthday, and was still hale and hearty," said Mr. Keith. "I remember his name well. It was Amos Whiffletree. I journeyed to his farm and found him in the early evening sitting on his stoop smoking a pipe. I introduced myself and asked if it were true that he was 100 years old. He replied that he was. I then made him an offer to exhibit himself as the oldest man alive.

"I guess you made a mistake, ain't ye?" he said. "You must be thinkin' of my father."

"Your father!" I gasped. "Is your father alive?"

"Surest thing, you know," said Amos.

"Where is he?" I asked.

"He's upstairs puttin' grandpa to bed," replied Amos, refilling his pipe."

That is a good lesson on patience which is learned through pain.

**WE wish to thank the trade for the many calls and letters of congratulation received during our opening. When in the city do not fail to come in and see us. We close at one o'clock Saturdays during the summer months.**

**P. Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.





### Ways To Induce Customers To Accept Shorter Terms.

To what extent is the granting of long datings and similar demands necessary to hold trade? What shall be said or done to conciliate the customer who kicks because of the alleged harsh requirements of the house regarding prompt payment? What shall the salesman say when the prospect tells him that if his house will not grant a long term of credit, some other will? Suppose the statement is made that if the traveling man will not book the order on the terms desired he can look elsewhere for business. What then?

There is absolutely no point on which the average business man is more touchy than his credit. The merest suggestion on the part of a firm or its representative that a customer's account is considered hazardous may, and generally does, work irrevocable harm. Hence, it is easily seen why the subject is one deserving of the salesman's most serious thought.

The whole matter of credits revolves around the question of values. The more credit given the less value received, in the first place, is the soundest kind of business logic. The reverse is equally true—that the more prompt the payment the bigger will usually be the value obtained. A man or a house that can make spot cash offers is notoriously able to buy goods at exceptionally low prices. Money has earning power. The man who seeks to keep the seller out of his money for an unreasonable length of time has usually to pay a price out of all proportion to the accommodation. This is because he ties up precious working capital. He clogs the very motor which drives the wheels of business.

The tendency of the best business houses, without doubt, is to shorten datings and to give better values in consequence. No house can for long give both the low price and the long term of credit. Once the salesman has thoroughly grasped the truth of this fact he can readily convince the customer that it is to his own advantage to pay promptly. For instance, when he is told by the customer that he can get much better terms elsewhere, he can truthfully reply, "That is so; but you will have to pay more money for the goods in consequence." Should the customer be reluctant to believe this, the traveling man can easily prove that it is a simple matter for any salesman who understands his business to "fix" his price list so that even the most experienced buyer will be deceived.

One salesman traveling for a cer-

tain house visited a customer who had given him orders for a number of years. One of the first questions put to him was, "What do you want for —?"

The current price on the commodity was quoted.

"Can't do business with you, then," was the response. "Blank & Co. have quoted us —."

The salesman promptly agreed to meet the cut, and an order was given for a fair quantity of the commodity. A large number of other articles were then ordered by the pleased merchant. After a few minutes' desultory conversation, the salesman prepared to leave. As he was picking up his grip, however, he casually remarked that the dealer did not seem to be very much disconcerted by the fact that the house was losing money on the first commodity ordered. He mentioned the actual loss made on the item. The customer smiled. But the pleased look soon came off when he was told that he had been caught napping on the price of several commodities. It was shown that the loss had been much more than made up by the additional profit on other articles.

Then the salesman explained that he did not want to take an unfair advantage of an old customer, and offered to change the whole order, putting in the prices which he had figured on giving the customer when he first came into the store. To this the customer gladly agreed.

The point of losses to the customer through long datings is also a point on which the salesman can usually speak to great advantage. A merchant can hardly hate anything more than to feel that he is paying for another's blunders and bad debts. Yet, in buying from a firm that extends credit he can not help but do this. Losses made must be saddled on to some one.

If a retailer troubled with catalogue house competitors protests against short datings, a strong counter argument is to assert that in paying promptly he helps to guard himself against mail order houses injuring his business. The dealer himself appreciates the fact that the catalogue houses buy and sell more cheaply because they do business entirely on a cash basis. The salesman can state with truth that the more promptly his firm gets its bills settled the better will be the prices it can make to the dealer.

Ill feelings often arise in the salesman's mind because a certain order has been "turned down" by the credit department. It should be remembered that the credit department is

at all times as eager for "gilt-edged" business as the salesman. The attitude of the credit man on an account he can not pass is simply this: "The possible profit to be made on this order will not compensate us for the risk involved."

The traveling man must remember that the credit department makes a specialty of ascertaining the vital facts regarding customers' standing. It is the sole business of the department. The house pays for the best help it can obtain to take care of such work and deems the money well spent. The department generally has access to much information about prospective customers which the salesman can not obtain. The evidence about his ability to pay spread out by the customer before the salesman looks as though it were incontrovertible. The credit department gets the other side of the story. Its information is much more complete and comes from unprejudiced sources. If an order is rejected the salesman must remember that it has been rejected with the utmost reluctance, and only because impartial judgment deemed no other course wise.

When a salesman feels ill-used because an order has been turned down, one house frankly puts the facts before him and enquires if he would care to risk his own money on such an account.

The matter of ascertaining a customer's credit, or of asking for prompt payment, is extremely delicate, and the salesman needs to be especially diplomatic and tactful. A slip here will ruin the whole transaction.

If the salesman is under arbitrary rules and can not possibly yield to the customer's request for an extension of credit, he must not convey the impression that the matter is entirely out of his hands, even although such be the case. Want of interest on the salesman's part will exasperate the customer and often cause him to refuse to have the order shipped. He must be able to show intelligently and tactfully that there are a score of good reasons for the house's making such terms. He should get necessary pointers on the subject from his house and also think out strong, diplomatic arguments himself.

Should the salesman's attitude in the slightest degree be pugnacious—should he imply that he thinks the prospect is seeking too much for his money by asking unwarrantable concessions—the customer will be equally displeased. If the customer, for instance, bases a request for long credit on the fact that he has dealt for a long time with the house, the salesman must courteously explain how much his firm appreciates his trade. Then he should demonstrate how many other patrons his house has who have been trading with the firm quite as long a time as he and who receive no concessions not vouchsafed to him. Almost invariably such talk mollifies the customer. He can not deny its reasonableness.

It is easy, but extremely foolish as well as disloyal, for the salesman to take the side of the customer

against his house. By doing this he will confirm the customer in his belief that the restrictions are harsh and unnecessary. He injures the prospects for future business.

The skillful salesman's attitude is at once non-apologetic and conciliatory. He subtly conveys the impression that, if it were only possible for the customer to understand all the motives and principles that guide the policy of the salesman's house, he would at once see that the terms requested were just to the last degree.

Very little, if anything, is to be gained by unwise humoring of customers and the granting of unnecessary concessions. Almost invariably the customer loses respect for the house which is lax in its dealings. If a long dating is allowed, at the expiration of the time the customer will nearly always want more time. He will usually resent reminders that a quick settlement will be welcome. He rarely feels grateful. Somehow he acquires the feeling that that house is afraid to lose his business. Often it is not long before he imagines that there must be some very just cause for this feeling of fear, and the only probable explanation that occurs to him is that too large a profit is being made on the orders he gives. Not seldom, purely through the creation of such an impression, the customer will give his business to a firm which requires quick settlements, and which asserts, very likely with truth, that it can sell at lower figures in consequence.

The alert salesman will therefore see that it is to his own advantage to co-operate with his house in selling goods on short time. He will even be enthusiastic in getting his customers to see the logic of his reasoning.

Sometimes, in aiming to get the most desirable class of trade, the traveling man will be forced to forego some small amount of business that he could have secured on long datings. But even this will work to his ultimate advantage. It will cut down to the lowest possible minimum the number of bad debts to his house and make his future record cleaner and better than it had been under the old system of extending long credits.

The insisting on payment within a reasonably short time helps both the seller and the buyer. It enables the former to get his money back to settle his own bills and go on trading. The effect on the buyer is to cause him to look after his own debts through refusing to grant long credits. It means the elimination of needless vexatious book-keeping to both parties. It spells the cutting out of constant worry and more time to spare to planning for the future.

Whether selling to retailers, business houses, professionals or individuals of any kind, respect for the seller is a great desideratum to be obtained. Laxity in terms of payment and too much indulgence and humoring will more often destroy respect and lose a much greater quantity of business than a proper insistence of one's fair and just rights.—A. W. Roelker in Salesmanship.



KNIGHTS OF THE GRIP.

Third Quarterly Meeting of Board of Directors.

Saginaw, June 15—The third quarterly meeting of the Board of Directors of the Michigan Knights of the Grip was held at the Bancroft House, June 13. All members were present.

The Committee on the adjustment of the death claim of J. M. Roberts recommended that the claim be allowed and paid to Mrs. Anna Roberts. Accepted.

The claim of Mrs. Anna Roberts was placed in Brother Goppelt's hands for prompt payment. Carried.

The Secretary's report showed receipt of \$22 in the general fund, \$2,734 in the death fund and \$86 in the promotion fund. The disbursements were \$2,500 from the death fund.

The report of the Treasurer showed the following balances:

General fund .....	\$ 380 33
Death fund .....	2,393 27
Employment and relief fund .....	108 27
Promotion fund .....	44 00

Total .....\$2,925 87

The Finance Committee approved both reports. Adopted.

The following bills were allowed and ordered paid:

Treasurer, 2% of \$2,500 ....	\$ 50 00
Secretary, 5% of \$2,500 .....	125 00
J. W. Schram, attending Board meeting .....	6 86
A. A. Weeks, attending Board meeting .....	7 50
N. B. Jones, attending Board meeting .....	7 36
J. C. Witliff, attending Board meeting .....	6 02
J. J. Frost, attending Board meeting .....	4 77
W. D. Barnard, attending Board meeting .....	8 63
F. J. Kelsey & Son, stationery .....	1 95
M. V. Foley, telegram .....	35
Bastian Bros. & Co., printing ..	1 50
W. K. McIntyre Co., Ltd., printing .....	18 75
Tradesman Company, printing ..	7 75

N. B. Jones offered the following resolution, which was adopted: Insert in application for membership the following: "No person can be named a beneficiary by an applicant who is not a blood relation of the assured. No assignment of a certificate of membership for debt will be recognized by this Association.

The Secretary was instructed to procure a rubber stamp to carry out the above. Assessment No. 3 was called for August 1, to close August 31.

The Secretary was instructed to draw a warrant on the Treasurer for \$50 for postage on assessment No. 3.

A warrant payable to W. D. Barnard was ordered drawn for postage for Post M for the annual convention.

Twenty dollars was allowed to Post M for a two-page write up in their souvenir book of this organization, the cost to come out of the promotion fund. Brother J. J. Frost was appointed to write up the same.

Death claims of the following were allowed and ordered paid:

C. A. Hindman, No. 274; J. B. Tanner, No. 275; W. T. Leckie, No. 276; Sidney A. Hart, No. 278; W. O. Reid, No. 279; John A. Fox, No. 281; John McLean, No. 282.

The resolution to amend the constitution, offered by J. C. Witliff and supported by A. A. Weeks, changing date of the convention to December, was adopted and recommended by the Board of Directors.

The resolution to change the by-laws by adding the Jones resolution, was adopted.

The amendment to the constitution submitted by Post H, of Port Huron, and Post L, of Lapeer, was ordered printed and placed in the hands of members at the annual convention at Manistee.

The appeal of Brother A. W. Hammer, of Detroit, was referred to the members at the annual convention in August at Manistee for disposition.

The communication of Wm. Hoge, of New York, also took the same course.

The President appointed as a committee of two to act with the Secretary to get out a loose leaf constitution, H. P. Goppelt and M. S. Brown.

Adjourned to meet at the Dunham House, Manistee, Thursday, August 6, at 8 p. m. M. V. Foley, Sec'y.

Getting Ready for the Manistee Convention.

Manistee, June 16—Anything you can do in the way of advertising the Manistee convention of the Michigan nights of the Grip through your paper, the Tradesman, will be much appreciated. We want to keep the subject before the boys as much as possible and get a nice bunch of them out, so that we may have the best and most effective convention in years.

If we can get twenty-five or more members together, say Thursday afternoon, August 6, at Grand Rapids, to come to the convention, we are promised a through car to Manistee and a special train from Baldwin. This same offer applies from Saginaw. The P. M. will also run an excursion train out of this city Sunday morning, so that those attending the convention can put in a full two days for a good outing.

If we have a banquet, as we expect, we will probably want you to help out with a short after dinner talk. We will also want some one to represent the wholesalers, and I was wondering if we could get Mr. Judson, of the Judson Grocer Co.? What do you suppose would be the chance of our getting him to come up for the banquet at least?

I thank you in advance for anything you can do to help boom the convention and stir the boys up to attend. W. D. Barnard.

Some fellows never go to work for a living until they have given everything else a fair trial.

Truth rests on facts, but her face reaches higher realms.

Another Successful Merchants' Week.

The third annual Merchants' Week, held under the auspices of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade, proved to be the most successful affair of the kind ever undertaken in Michigan, if not in the entire United States.

1,850 merchants availed themselves of the invitation to visit Grand Rapids Wednesday, Thursday and Friday of last week, 750 of whom participated in the automobile ride on Thursday afternoon. 1,628 visitors sat down to a banquet in a circus tent at Reed's Lake Friday evening and took part in one of the most enjoyable affairs of the kind ever provided. The event was high-grade from start to finish and, so far as the Tradesman's knowledge goes, every one who attended went home with the feeling that the jobbing trade of Grand Rapids had done its full duty and left no stone unturned to contribute to the pleasure of the occasion.

The initial Merchants' Week entertainment two years ago was attended by 600 merchants. Last year the number of those who accepted was increased to 1,200. If the affair is repeated another year, as it undoubtedly will be, still further provision must be made for the entertainment of the visiting merchants.

As between holding separate banquets, as was done last year, and one large banquet, where all may be seated in one company, as was the case this year, there is no comparison. Pleasant as the banquets were in every way last season, it is a fact that there is an attractiveness in numbers, where a large body of people are comfortably seated, well served and splendidly entertained with an instructive program. This fact should be carefully considered in making arrangements for next year.

At the present writing there is but one building in or about the city large enough and appropriately constructed to entertain such a gathering as this and that is the new carriage hall at the grounds of the West Michigan State Fair Association. The art hall might also serve the same purpose, but the building is so large and the roof is so high that it would be almost impossible for speakers to make themselves heard. The carriage hall, on the contrary, is compact and the roof is not so high as to absorb the voice of the speakers and thus destroy the effect of what they are to say.

The manner in which the occasion was viewed by the retail trade of the State is admirably set forth in the response to the address of welcome by Mr. Jess Wisler, of Mancelona, as follows:

I presume there are a good many people here to-night who wonder who Jess Wisler is that he should be classed among the great speakers of the State you have here to-night and where Mancelona is. Mancelona is one of the most beautiful suburbs of your great city of Grand Rapids and is just north of you on the G. R. & I. only 15 miles. I am glad to have the honor of represent-

ing the merchants in the retail trade and of meeting the wholesale merchants of your city, and I assure you that we have enjoyed your hospitality beyond measure. Your auto trip has been a great pleasure to us, viewing your beautiful city with its many parks and points of interest and your beautiful homes, and we believe you have one of the most beautiful cities of the land. Then your attractions here at the Lake this afternoon and now your banquet—it makes us glad we are here. I want to say to you wholesale merchants and those interested that we have profited by meeting you and you will reap a benefit in the future that far surpasses your expectations. Your city is growing rapidly and will continue to grow for ages. We have one of the best states in the Union now and it is not one-fourth developed as yet. To be sure, our timber is fast disappearing, but we are turning our rivers to use to drive the wheels of commerce, our farms are growing large crops, our fruit belt is extending farther north each year and producing the finest fruit in the world. In our potato crop we stand second in yield and first in quality in the Union. I believe I voice the sentiments of every retail merchant here when I say that we have profited by being here; that we have acquired new ideas and that we will take them home with us and put many of them in use. If you should invite us again at some future time to come and visit you, we will come and bring our brother merchants with us, that they may get bigger and better ideas of what our State and trade prospects are.

Lansing—The Reo Motor Car Co. has declared a cash dividend of 40 per cent., which makes 60 per cent. so far this year, 20 per cent. having been paid April 18. The capital stock is \$1,000,000, so that \$600,000 has been disbursed this year in cash. It is the ambition of A. E. Olds, President of the corporation, to disburse \$1,000,000 in dividends next season.

A Plainwell correspondent writes: Fred C. Stevenson, of Kalamazoo, traveling salesman for Marshall Field & Co., of Chicago, has purchased the Anderson home on Bridge street. The property will be extensively altered and the family will move here in July.

Lots of people think that jeering at others justifies them for never trying.

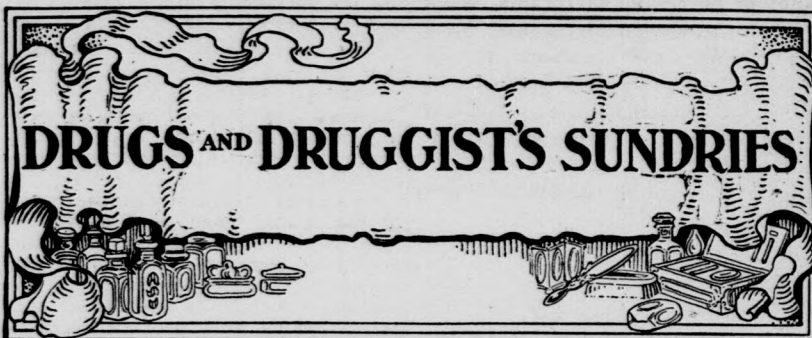
THE HERKIMER—"European"  
GRAND RAPIDS, MICH.

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.

When you see a traveler  
hustling extra hard make  
up your mind his object  
is to reach Grand Rapids  
by Saturday night. Sunday  
passes quickly at

Hotel Livingston  
Grand Rapids





**Michigan Board of Pharmacy.**  
 President—Henry H. Heim, Saginaw.  
 Secretary—W. E. Collins, Owosso.  
 Treasurer—W. A. Dohany, Detroit.  
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.

**Michigan State Pharmaceutical Association.**  
 President—J. E. Bogart, Detroit.  
 First Vice-President—D. B. Perry, Bay City.  
 Second Vice-President—J. E. Way, Jackson.  
 Third Vice-President—W. R. Hall, Manistee.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—H. G. Spring, Unionville.  
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

#### Seasonable Hints for Soda Dispensers.

Don't miss the early summer business.

Don't try to just steer clear of the Board of Health.

In writing an advertisement be wary of cross-roads humor.

Never advertise a special drink without having price displayed.

Don't plaster the store with signs. Use them discriminately.

Remember that the fountain is not automatic. It will not run itself.

Don't wait for the first hot day to order supplies. Lots of people do that.

Better to have six syrups always in stock than to make a feeble bluff at keeping sixteen.

Have a special attendant for the fountain if the business will possibly justify it.

Have your special signs printed or neatly written by a professional sign-writer.

Remember that the best advertisement is the one that comes nearest to being a heart to heart, personal "talk."

Never try to doctor up a glass of soda that doesn't please. Throw it out and draw a fresh glass.

If you can not buy a new fountain, and your old one is in bad shape, at least have it repolished and replated.

Put yourself in the customer's place occasionally. Remember that few people kick without something to kick about.

Don't think because you have no competition that you have nothing to gain by advertising. Advertising creates business.

Don't be afraid to buy over two dozen soda tumblers at a time. This may sound foolish, but you probably know of big stores that won't do it.

If you have several soda boys, offer small prizes for the best advertising suggestions. Young America is intelligent and often fertile in ideas.

If you have suitable facilities adopt outdoor serving at night in hot

weather. Make your store the objective point of a summer evening's stroll.

Let the first spare dollars go to buy a down-to-date workboard, and the next as the first payment on a carbonator, which will keep your soda pungent and uniform.

Remember that more people are carrying soda water in a half-hearted way than probably any other profitable commodity sold. Here is your chance to make enterprise pay hugely.

If you have had fresh flowers on your counter all day, and they are still in good condition at 9 p. m., hand them out to your customers after that hour. Little attentions make staunch friends.

Have all accessories, such as lemon squeezers and cork pullers, stationary that can be made so. Have one for each operator if necessary. If it is anchored he will know where to find it.

If you are doing much business use a check system. It is well to either have the attendant hand out the check or else permit the customer to select his own check. Thirsty people don't like to stand in line to buy checks.

When caught "out" of a drink don't attempt to extemporize out of a shelf bottle. Own up. If you tell a customer you're out of a flavor, he's lost nothing; but if you attempt to sell him a poor makeshift, he's been chadwicked.

#### Ginger Ale Extract for Soda Fountain Use.

One of the most satisfactory formulas for a soluble extract of ginger for soda fountain use is the following:

Jamaica ginger, in fine powder .8 lbs.  
 Capsicum, in fine powder ....6 ozs.  
 Alcohol .....q. s.

Mix powders intimately, moisten them with a sufficient quantity of alcohol, and set aside for four hours. Pack in a cylindrical percolator and percolate with alcohol until 10 pints of percolate are obtained. Place the percolate in a bottle of the capacity of 16 pints, and add to it 2 fluid drachms of oleoresin of ginger; shake, add 2¼ pounds of finely powdered pumice stone, and agitate thoroughly at intervals of one-half for twelve hours. Then add 14 pints of water in quantities of 1 pint at each addition, shaking briskly meanwhile. This part of the operation is most important. Set the mixture aside for twenty-four hours, agitating it strongly every hour or so during that period. Then take:

Oil lemon .....1½ ozs.

Oil rose (or geranium) ....3 drs.  
 Oil bergamot .....2 drs.  
 Oil cinnamon .....3 drs.

Magnesium carbonate .....3 ozs.  
 Rub the oils with magnesia in a large mortar and add 9 ounces of the clear portion of the ginger mixture, to which has been previously added 2 ounces of alcohol, and continue trituration, rinsing out the mortar with the ginger mixture. Pass the ginger mixture through a double filter, and add through the filter the mixture of oils and magnesia. Finally pass enough water through the filter to make the resulting product measure 24 pints, or 3 gallons.

To make syrup of ginger for fountain use the extract made by the foregoing formula and use in the proportion of 4 ounces of extract to one gallon of simple syrup.

#### The Drug Market.

Opium—The growing crop is estimated to be small and prices have advanced 50c per pound and a higher price is looked for.

Morphine—Is on the verge of an advance.

Codeine—Will be higher.

Quinine—Is steady.

Bay Rum—The revenue tax has been taken off of Puerto Rico and prices are lower.

Nitrate Silver—Is firm and tending higher.

Oil Spearmint—Is tending lower.

Oils Lemon and Orange—Are declining.

Oil Peppermint—Is slightly lower.

Oil Bay—Has declined.

Quince Seed—Is very firm and advancing.

Gum Shellac—Is very firm and tending higher.

#### Liniment for Internal and External Use.

Under the title Golden Relief, Golden Oil, Wizard Oil, Wizard Liniment or Balm, and by many other similar names, a class of preparations for internal and external use are largely sold. The formula for above is as follows:

Sassafras oil .....8 ozs.

Clove oil .....2 ozs.  
 Turpentine .....4 ozs.  
 Water of ammonia, stronger .1 oz.  
 Ether sulphuric .....4 ozs.  
 Chloroform .....1 oz.  
 Camphor .....2 ozs.  
 Alcohol, to make .....1 gal.  
 Mix and dissolve. For internal or external use.  
 J. Morley.

Pride simply is the dread of a puncture common to every pneumatic article.

## 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.

# Announcement

We are now settled in our New Location, 134-136 E. Fulton St., where we will be pleased to meet our old friends and customers.

**Grand Rapids Stationery Co.**



## WHOLESALE DRUG PRICE CURRENT

Aceticum	6@ 8	Copaiba	1 75@1 85	Scilla Co.	@ 50	Liquor Arsen et	12@ 14	Rubia Tinctorum	12@ 14	Vanilla	9 00@		
Benzolcum, Ger.	70@ 75	Cubebae	2 15@2 25	Tolutan	@ 50	Hydrarg Iod	@ 25	Saccharum La's.	22@ 25	Zinci Sulph	7@ 8		
Boracie	@ 12	Erigeron	2 395@2 50	Prunus virg.	@ 50	Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Whale, winter	bbl. gal.		
Carbolicum	26@ 29	Evechthitos	1 00@1 10	<b>Tinctures</b>		Magnesia, Sulph. bbl	1 1/2	Sapo, W	13 1/2@ 16	Lard, extra	85@ 90		
Citricum	50@ 55	Gaultheria	2 50@4 00	Anconitum Nap'sR	60	Mannia, S. F.	45@ 50	Sapo, M	10@ 12	Lard, No. 1	60@ 65		
Hydrochlor	3@ 5	Geranium	oz 75	Anconitum Nap'sF	50	Menthol	2 65@2 85	Sapo, G	@ 15	Linseed pure raw	42@ 45		
Nitrosum	8@ 10	Gossippi Sem gal	70@ 75	Aloes	60	Morphia, SP&W	3 15@3 40	Seidlitz Mixture	20@ 22	Linseed, boiled	43@ 46		
Oxallcum	14@ 15	Hedeoma	3 00@3 50	Arnica	50	Morphia, SNYQ	3 15@3 40	Sinapis	@ 18	Neat's-foot, w str	65@ 70		
Phosphorium, dil.	@ 15	Junipera	40@1 20	Aloes & Myrrh	50	Morphia, Mal.	3 15@3 40	Sinapis, opt	@ 30	Spts. Turpentine	Market		
Salicylicum	44@ 47	Lavendula	90@3 60	Asafoetida	50	Moschus Canton.	@ 40	Snuff, Maccaboy	@ 51	Red Venetian	1 1/2@ 2 1/2		
Sulphuricum	1 1/2@ 5	Limons	1 25@1 35	Astoria	50	Myristica, No. 1	25@ 30	Snuff, S'h DeVos	@ 51	Ochre, yel Mars	1 1/2@ 2 1/2		
Tannicum	75@ 85	Mentha Piper	1 80@2 00	Atropa Belladonna	50	Nux Vomica po 15	@ 10	Soda, Boras, po	@ 10	Ochre, yel Ber	1 1/2@ 2 1/2		
Tartaricum	38@ 40	Menta Verid	3 00@3 25	Aurant Cortex	50	Os Sepia	35@ 40	Soda, Boras, po	@ 10	Putty, comm'r'l	2 1/2@ 3 1/2		
<b>Ammonia</b>		Morrhuae gal	1 60@1 85	Benzoin	50	Pepsin Saac, H &	@ 1 00	Soda et Pot's Tart	25@ 28	Putty, strictly pr	2 1/2@ 3 1/2		
Aqua, 18 deg.	4@ 6	Myrica	3 00@3 50	Benzoin Co.	50	P D Co	@ 1 00	Soda, Carb.	@ 10	Vermillion, Prime	bbl L.		
Aqua, 20 deg.	6@ 8	Olive	1 00@3 00	Barosma	50	P D Co	@ 1 00	Soda, Bi-Carb	@ 5	American	13@ 15		
Carbonas	13@ 15	Picis Liquida	10@ 12	Cantharides	75	P D Co	@ 1 00	Soda, Ash	@ 10	Vermillion, Eng.	75@ 80		
Chloridum	12@ 14	Picis Liquida gal.	@ 40	Cardamom	75	P D Co	@ 1 00	Soda, Sulphas	@ 10	Green, Paris	29 1/2@ 33 1/2		
<b>Aniline</b>		Ricina	98@1 04	Cardamon Co.	75	P D Co	@ 1 00	Spts, Cologne	@ 2 60	Green, Peninsular	13@ 16		
Black	2 00@2 25	Rosmarini	@ 1 00	Castor	1 00	P D Co	@ 1 00	Spts, Ether Co.	50@ 55	Lead, red	7 1/2@ 8		
Brown	80@1 00	Rosae oz.	6 50@7 45	Catechu	50	P D Co	@ 1 00	Spts, Myrcia Dom	@ 2 00	Lead, white	7 1/2@ 8		
Red	45@ 50	Succini	40@ 45	Cinchona	50	P D Co	@ 1 00	Spts, Vini Rect bbl	@ 90	Whiting, white S'n	@ 90		
Yellow	2 50@3 00	Sabina	90@1 00	Cinchona Co.	50	P D Co	@ 1 00	Spts, Vini Rect 1/2 b	@ 90	Whiting, Gilders'	@ 95		
<b>Baccae</b>		Santal	@ 40	Cinchona Co.	50	P D Co	@ 1 00	Spts, Vini R't 10 gl	@ 95	White, Paris Am'r	@ 1 25		
Cubebae	24@ 28	Sassafras	90@ 95	Columbia	50	P D Co	@ 1 00	Spts, Vini R't 5 gal	@ 1 30	Whit'g Paris Eng.	@ 1 40		
Juniperus	8@ 10	Sinapis, ess. oz.	@ 65	Cubebae	50	P D Co	@ 1 00	Sulphur, Subl.	2 1/2@ 3 1/2	Shaker Prep'd	1 25@1 35		
Xanthoxylum	80@ 85	Tigli	1 10@1 20	Cassia Acutifol	50	P D Co	@ 1 00	Sulphur, Roll	2 1/2@ 3 1/2	<b>Varnishes</b>			
<b>Balsamum</b>		Thyme	40@ 50	Cassia Acutifol Co	50	P D Co	@ 1 00	Tamarinds	8@ 10	No. 1 Turp Coach	1 10 1 20		
Copaiba	70@ 80	Thyme, opt	@ 1 00	Digitalis	50	P D Co	@ 1 00	Terebenth Venice	23@ 30	Extra Turp	1 60@1 70		
Peru	2 75@2 85	Theobromas	15@ 20	Ergot	50	P D Co	@ 1 00	Thebromae	50@ 55				
Terabin, Canada	75@ 80	<b>Potassium</b>		Ferri Chloridum	35	P D Co	@ 1 00						
Tolutan	40@ 45	Bi-Carb	15@ 18	Gentian	50	P D Co	@ 1 00						
<b>Cortex</b>		Bichromate	13@ 15	Gentian Co	50	P D Co	@ 1 00						
Abies, Canadian.	18	Bromide	18@ 20	Gulaca	50	P D Co	@ 1 00						
Cassiae	20	Carb	12@ 15	Gulaca ammon	50	P D Co	@ 1 00						
Cinchona Flava	18	Chlorate	12@ 14	Hyoscyamus	50	P D Co	@ 1 00						
Buonymus atro.	60	Cyanide	30@ 40	Iodine	75	P D Co	@ 1 00						
Myrica Cerifera	20	Iodide	2 50@2 60	Kino	50	P D Co	@ 1 00						
Prunus Virgin.	15	Potassa, Bitart pr	30@ 32	Lobella	50	P D Co	@ 1 00						
Quillaia, gr'd.	15	Potass Nitras opt	7@ 10	Myrrh	50	P D Co	@ 1 00						
Sassafras, po 25	24	Potass Nitras	6@ 8	Nux Vomica	50	P D Co	@ 1 00						
Ulmus	20	Prussiate	23@ 26	Opil	1 25	P D Co	@ 1 00						
<b>Extractum</b>		Sulphate po	15@ 18	Opil, camphorated	1 00	P D Co	@ 1 00						
Glycyrrhiza Gla.	24@ 30	<b>Radix</b>		Opil, deodorized	2 00	P D Co	@ 1 00						
Glycyrrhiza, po.	28@ 30	Aconitum	20@ 25	Quassia	50	P D Co	@ 1 00						
Haematox	11@ 12	Althae	30@ 35	Rhatany	50	P D Co	@ 1 00						
Haematox, 1s.	13@ 14	Anchusa	10@ 12	Rhel	50	P D Co	@ 1 00						
Haematox, 1/2s	14@ 15	Arum po	@ 25	Sanguinaria	50	P D Co	@ 1 00						
Haematox, 1/4s	16@ 17	Calamus	20@ 40	Serpentaria	50	P D Co	@ 1 00						
<b>Ferru</b>		Gentiana po 15	12@ 15	Stromonium	40	P D Co	@ 1 00						
Carbonate Precip.	15	Glycyrrhiza pv 15	16@ 18	Tolutan	50	P D Co	@ 1 00						
Citrate and Quina	1 00	Hydrastis, Cana	@ 2 60	Valerian	50	P D Co	@ 1 00						
Citrate Soluble	55	Hydrastis, Can. po	@ 2 60	Veratrum Veride	50	P D Co	@ 1 00						
Ferrocyanidum S	40	Hellebore, Alba.	12@ 15	Zingiber	60	P D Co	@ 1 00						
Solut. Chloride	15	Inula, po	18@ 22	<b>Miscellaneous</b>		P D Co	@ 1 00						
Sulphate, com'l	2	Ipecac, po	2 00@2 10	Aether. Spts Nit 3f	30@ 35	P D Co	@ 1 00						
Sulphate, com'l, by	70	Iris plox	35@ 40	Aether. Spts Nit 4f	34@ 38	P D Co	@ 1 00						
Sulphate, pure	7	Jaipala, pr	25@ 30	Alumen, gr'd po 7	3@ 4	P D Co	@ 1 00						
<b>Flora</b>		Maranta, 1/2s	@ 35	Annatto	40@ 50	P D Co	@ 1 00						
Arnica	30@ 35	Podophyllum po.	15@ 18	Antimoni. po	4@ 5	P D Co	@ 1 00						
Anthemis	50@ 60	Rhel	75@1 00	Antimoni et po T	40@ 50	P D Co	@ 1 00						
Matricaria	30@ 35	Rhel, cut	1 00@1 25	Antipyrin	@ 25	P D Co	@ 1 00						
<b>Folia</b>		Rhel, pv	75@1 00	Antifebrin	@ 20	P D Co	@ 1 00						
Barosma	40@ 45	Spigella	1 45@1 50	Argenti Nitras oz	53	P D Co	@ 1 00						
Cassia Acutifol.	15@ 20	Sanguinari, po 18	@ 15	Arsenicum	10@ 12	P D Co	@ 1 00						
Cassia, Acutifol.	25@ 30	Serpentaria	50@ 55	Balm Gilead buds	60@ 65	P D Co	@ 1 00						
Salvia officinalis.	18@ 20	Senega	85@ 90	Bismuth S N	1 75@1 95	P D Co	@ 1 00						
Uva Ursi	8@ 10	Smilax, off's H.	@ 48	Calcium Chlor. 1s	@ 9	P D Co	@ 1 00						
<b>Gummi</b>		Smilax, M	@ 25	Calcium Chlor. 1/2s	@ 10	P D Co	@ 1 00						
Acacia, 1st pkd.	@ 65	Scilla po 45	20@ 25	Calcium Chlor. 1/4s	@ 12	P D Co	@ 1 00						
Acacia, 2nd pkd.	@ 45	Symplocarpus	@ 25	Cantharides, Rus.	@ 90	P D Co	@ 1 00						
Acacia, 3rd pkd.	@ 35	Valeriana Eng.	15@ 20	Capsici Fruc's af	@ 20	P D Co	@ 1 00						
Acacia, sifted sts.	@ 18	Zingiber a	12@ 16	Capsici Fruc's po	@ 22	P D Co	@ 1 00						
Acacia, po.	45@ 65	Zingiber j	25@ 28	Can'l Fruc's B po	@ 15	P D Co	@ 1 00						
Aloe Barb	22@ 25	<b>Semen</b>		Carphyllus	20@ 22	P D Co	@ 1 00						
Aloe, Cape	@ 25	Anisum po 20	@ 16	Carmine, No. 40	@ 25	P D Co	@ 1 00						
Aloe, Socotri	@ 45	Apium (gravel's)	13@ 15	Cera Alba	50@ 55	P D Co	@ 1 00						
Ammoniac	55@ 60	Bird, 1s	4@ 6	Cera Flava	40@ 42	P D Co	@ 1 00						
Asafoetida	35@ 40	Carul po 15	15@ 18	Crocus	30@ 35	P D Co	@ 1 00						
Benzoinum	50@ 55	Cardamon	70@ 90	Cassia Fructus	@ 35	P D Co	@ 1 00						
Catechu, 1s	@ 13	Corlandrum	12@ 14	Centraria	@ 10	P D Co	@ 1 00						
Catechu, 1/2s	@ 14	Cannabis Sativa	7@ 8	Cataceum	@ 35	P D Co	@ 1 00						
Catechu, 1/4s	@ 16	Cydonium	75@1 00	Chloroform	34@ 35	P D Co	@ 1 00						
Comphore	75@ 80	Chenopodium	25@ 30	Chloro'm Squibbs	@ 54	P D Co	@ 1 00						
Euphorbium	@ 40	Dipterix Odorate.	80@1 00	Chloral Hyd Crss 1	35@1 60	P D Co	@ 1 00						
Galbanum	@ 1 00	Foeniculum	@ 18	Chondrus	20@ 25	P D Co	@ 1 00						
Gambose	25@1 35	Foenugreek, po.	7@ 9	Cinchonidine P-W	38@ 48	P D Co	@ 1 00						
Gaulacum	po 35	Lini	4@ 6	Cinchonide Germ.	38@ 48	P D Co	@ 1 00						
Kino	po 45c	Lini, gr'd. bbl. 2%	3@ 6	Cocaine	2 70@2 90	P D Co	@ 1 00						
Mastic	@ 75	Lobella	75@ 80	Corks list, less 75%	@ 45	P D Co	@ 1 00						
Myrrh	po 50	Pharlaris Cana'n	9@ 10	Creosotum	@ 5	P D Co	@ 1 00						
Opium	5 40@5 50	Rapa	5@ 6	Creta, prep.	@ 2	P D Co	@ 1 00						
Shellac	45@ 55	Sinapis Alba	8@ 10	Creta, precip.	@ 11	P D Co	@ 1 00						
Shellac, bleached	60@ 65	Sinapis Nigra	9@ 10	Creta, Rubra	@ 8	P D Co	@ 1 00						
Tragacanth	70@1 00	<b>Spiritus</b>		Cudbear	@ 24	P D Co	@ 1 00						
<b>Herba</b>		<b>Spiritus</b>		Cupri Sulph	8@ 10	P D Co	@ 1 00						
Absinthium	45@ 60	Frumentum W D. 2	00@2 50	Dextrine	7@ 10	P D Co	@ 1 00						
Eupatorium oz pk	20	Frumentum	1 25@1 50	Emery, all Nos.	@ 8	P D Co	@ 1 00						
Lobelia	oz pk	Juniperis Co O T 1	65@2 00	Emery, po	@ 6	P D Co	@ 1 00						
Majorium	oz pk	Juniperis Co	1 75@3 50	Ergota	po 65	P D Co	@ 1 00						
Mentha Pip. oz pk	23	Saccharum N E 1	90@2 10	Ether Sulph	35@ 40	P D Co	@ 1 00						
Mentha Ver. oz pk	25	Spt Vini Galli	1 75@6 50	Flake White	12@ 15	P D Co	@ 1 00						
Rue	oz pk	Vini Oporto	1 25@2 00	Galla	@ 30	P D Co	@ 1 00						
Tanacetum. V.	29	Vini Alba	1 25@2 00	Gambler	8@ 9	P D Co	@ 1 00						
Thymus V. oz pk	25	<b>Sponges</b>		Gelatin, Cooper.	@ 60	P D Co	@ 1 00						
<b>Magnesia</b>		<b>Sponges</b>		Gelatin, French.	35@ 60	P D Co	@ 1 00						
Calcined, Pat.	55@ 60	Florida sheeps' wool	@ 2 00	Glassware, fit boo	75%	P D Co	@ 1 00						
Carbonate, Pat.	18@ 20	carriage	3 00@3 50	Less than box 70%		P D Co	@ 1 00						
Carbonate, K-M.	18@ 20	Nassau sheeps' wool	@ 2 00	Glac, brown	11@ 13	P D Co	@ 1 00						
Carbonate	18@ 20	carriage	3 50@3 75	Glue white	15@ 25	P D Co	@ 1 00						
<b>Oleum</b>		Velvet extra sheeps'	@ 2 00	Glycerina	15 1/2@ 20	P D Co	@ 1 00						
Absinthium	4 90@5 00	wool, carriage	@ 2 00	Grana Paradisi.	@ 25	P D Co	@ 1 00						
Amygdalae Dulc.	75@ 85	Extra yellow sheeps'	@ 1 25	Humulus	35@ 60	P D Co	@ 1 00						
Amygdalae, Ama	8 00@8 25	wool carriage	@ 1 25	Hydrarg Ch.	Mt @ 90	P D Co	@ 1 00						
Anisi	1 60@1 70	Grass sheeps' wool,	@ 1 25	Hydrarg Ch Cor.	@ 90	P D Co	@ 1 00						
Aurant Cortex.	2 75@2 85	carriage	@ 1 25	Hydrarg Ox Ru'm	@ 1 10	P D Co	@ 1 00						
Bergamii	3 75@4 00	Hard, slate use	@ 1 00	Hydrarg Ammo'l	@ 1 15	P D Co	@ 1 00						
Caliputi	85@ 90	Yellow Reef, fo	@ 1 40	Hydrarg Ungue'm	50@ 60	P D Co	@ 1 00						
Caryophilli	1 10@1 20	slate use	@ 1 40	Hydrargyrum	@ 80	P D Co	@ 1 00						
Cedar	85@ 90	<b>Syrups</b>		Ichthyobolla, Am.	90@1 00	P D Co	@ 1 00						
Chenopadi	3 75@4 00	Acacia	@ 50	Indigo	75@1 00	P D Co	@ 1 00						
Cinnamoni	1 75@1 85	Aurant Cortex	@ 50	Iodine, Resubi	3 85@3 90	P D Co	@ 1 00						
Citronella	50@ 60	Zingiber	@ 50	Iodoform	3 90@4 00	P D Co	@ 1 00						
Contum Mac	90@ 95	Ipecac	@ 50	Lupulin	@ 40	P D Co	@ 1 00						
<b>Syrups</b>		Ferri Iod	@ 50	Lycopodium	70@ 75	P D Co	@ 1 00						
Absinthium	4 90@5 00	Rhel Arom	@ 50	Macis	65@ 70	P D Co	@ 1 00						
Amygdalae Dulc.	75@ 85	Smilax Off's	50@ 60										
Amygdalae, Ama	8 00@8 25	Senega	@ 50										
Anisi	1 60@1 70	Scilla	@ 50										
Aurant Cortex.	2 75@2 85												



## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Canned Tomatoes		Canned Corn Wheat Flour Meal, Corn and Hay	

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Best Pepsin.....45		Honey Jumbles.....12		FARINACEOUS GOODS	
Best Pepsin, 5 boxes..2 00		Household Cookies.....8		Beans	
Black Jack.....55		Household Cookies Iced 8		Dried Lima.....6 1/2	
Largest Gum Made.....55		Iced Honey Crumpets 10		Med. Hd. Pk'd.....2 75	
Sen Sen.....55		Imperial.....8		Brown Holland.....	
Sen Sen Breath Perf 1 00		Iced Honey Flake.....12 1/2		Farina	
Long Tom.....55		Iced Honey Jumbles.....12		24 1 lb. packages.....1 50	
Yucatan.....55		Island Picnic.....11		Bulk, per 100 lbs.....3 50	
Hop to it.....65		Jersey Lunch.....8		Hominy	
Spearmint.....55		Kream Klips.....20		Flake, 50 lb. sack.....1 00	
CHICORY		Lem Yem.....11		Pearl, 100 lb. sack.....2 00	
Bulk.....5		Lemon Gems.....10		Pearl, 200 lb. sack.....4 00	
Red.....7		Lemon Biscuit Square 8		Maccaroni and Vermicelli	
Eagle.....5		Lemon Wafer.....16		Domestic, 10 lb. box.....60	
Frank's.....7		Lemon Cookie.....8		Imported, 25 lb. box.....2 50	
Schener's.....6		Mary Ann.....16		Pearl Barley	
CHOCOLATE		Marshmallow Walnuts 16		Common.....3 00	
Walter Baker & Co.'s		Mariner.....11		Chester.....3 10	
German Sweet.....26		Molasses Cakes.....8		Empire.....3 50	
Premium.....38		Mohican.....11		Peas	
Caracas.....31		Mixed Picnic.....11 1/2		Green, Wisconsin, bu..2 50	
Walter M. Lowney Co		Nabob Jumble.....14		Green, Scotch, bu.....2 65	
Premium, 1/4s.....36		Newton.....12		Split, lb.....04	
Premium, 1/2s.....36		Nic Nacs.....8		Sago	
COCOA		Oatmeal Crackers.....8		East India.....5	
Baker's.....39		Orange Gems.....8		German, sacks.....5	
Cleveland.....41		Oval Sugar Cakes.....8		German, broken pkg.....	
Colonial, 1/4s.....35		Penny Cakes, Assorted 8		Tapioca	
Colonial, 1/2s.....33		Pretzels, Hand Md.....8		Flake, 110 lb. sacks.....6	
Happs.....42		Pretzettes, Hand Md. 8		Pearl, 130 lb. sacks.....5	
Huyler.....40		Pretzettes, Mac. Md. 7 1/2		Pearl, 24 lb. pkgs.....7 1/2	
Lowney, 1/4s.....40		Raisin Cookies.....14		FLAVORING EXTRACTS	
Lowney, 1/2s.....39		Revere, Assorted.....8		Foote & Jenks	
Lowney, 1s.....38		Rube.....10		Coleman Brand	
Van Houten, 1/4s.....12		Scalloped Gems.....10		Lemon	
Van Houten, 1/2s.....20		Scotch Cookies.....16		No. 2 Terpeneless.....75	
Van Houten, 1s.....40		Snow Creams.....12		No. 3 Terpeneless.....1 75	
Webb.....72		Spiced Honey Nuts.....12		No. 8 Terpeneless.....3 00	
Wilbur, 1/4s.....39		Sugar Fingers.....8		Vanilla	
Wilbur, 1/2s.....40		Sugar Gems.....16		No. 2 High Class.....1 20	
COCOANUT		Sultana Fruit Biscuit 9		No. 4 High Class.....2 00	
Dunham's 1/4s & 1/2s 26 1/2		Spiced Gingers Iced 10		No. 8 High Class.....4 00	
Dunham's 1/4s.....27		Sugar Cakes.....8		Jaxon Brand	
Dunham's 1/2s.....28		Sugar Squares, large or small 8		Vanilla	
Bulk.....12		Superba.....8		2 oz. Full Measure.....2 10	
COFFEE		Sponge Lady Fingers 25		4 oz. Full Measure.....4 00	
Rio		Sugar Crimp.....8		8 oz. Full Measure.....3 00	
Common.....10 @ 13 1/2		Sylvan Cookie.....12		Lemon	
Fair.....14 1/2		Vanilla Wafers.....16		2 oz. Full Measure.....1 25	
Choice.....16 1/2		Waverly.....8		4 oz. Full Measure.....2 40	
Fancy.....20		Zanzibar.....9		8 oz. Full Measure.....4 50	
Santos		In-er Seal Goods		Jennings D. C. Brand	
Common.....12 @ 13 1/2		Per doz.		Terpeneless Ext. Lemon	
Fair.....14 1/2		Albert Biscuit.....1 00		No. 2 Panel.....75	
Choice.....16 1/2		Animals.....1 00		No. 4 Panel.....1 50	
Fancy.....19		Butter Thin Biscuit 1 00		No. 6 Panel.....2 00	
Peaberry		Butter Wafers.....1 00		Taper Panel.....1 50	
Maracalbo		Cheese Sandwich.....1 00		2 oz. Full Meas.....1 25	
Fair.....16		Cocoanut Dainties.....1 00		4 oz. Full Meas.....2 00	
Choice.....19		Faust Oyster.....1 00		Jennings D. C. Brand	
Mexican		Fig Newton.....1 00		Extract Vanilla	
Choice.....16 1/2		Five O'clock Tea.....1 00		No. 2 Panel.....1 25	
Fancy.....19		Frotana.....1 00		No. 4 Panel.....2 00	
Guatemala		Ginger Snaps, N. B. C. 1 00		No. 6 Panel.....3 50	
Java.....15		Graham Crackers.....50		Taper Panel.....2 00	
African.....12		Lemon Snap.....50		1 oz. Full Meas.....90	
Fancy African.....17		Oatmeal Crackers.....1 00		2 oz. Full Meas.....1 80	
O. G.....25		Oysterettes.....50		4 oz. Full Meas.....3 50	
P. G.....31		Old Time Sugar Cook. 1 00		No. 2 Assorted Flavors 1 00	
Mocha		Pretzettes, Hd. Md. 1 00		GRAIN BAGS	
Arabian.....21		Royal Toast.....1 00		Amoskeag, 100 in bale 19	
Package		Saltine.....1 00		Amoskeag, less than bl 19 1/2	
New York Basis		Saratoga Flakes.....1 50		GRAIN AND FLOUR	
Arbuckle.....16 00		Social Tea Biscuit.....1 00		Wheat	
Dilworth.....14 75		Soda, N. B. C.....1 00		New No 1 White.....91	
Jersey.....15 00		Soda, Select.....1 00		New No. 2 Red.....91	
Lion.....14 50		Sultana Fruit Biscuit 1 50		Winter Wheat Flour	
McLaughlin's XXXX		Unedea Biscuit.....50		Local Brands	
sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		Unedea Jinjer Wayfer 1 00		Patents.....5 50	
Extract		Unedea Milk Biscuit.....50		Second Patents.....5 25	
Holland, 1/2 gro boxes 95		Vanilla Wafers.....1 00		Straight.....5 00	
Felix, 1/4 gross.....1 15		Water Thn.....1 00		Second Straight.....4 75	
Hummel's toll, 1/4 gro. 85		Zu Zu Ginger Snaps 50		Clear.....4 00	
Hummel's tin, 1/4 gro. 1 43		Zwieback.....1 00		Flour in barrels, 25c per barrel additional.	
CRACKERS.		Holland Rusk		Worden Grocer Co.'s Brand	
National Biscuit Company		36 packages.....2 90		Quaker, paper.....4 40	
Brand		40 packages.....3 20		Quaker, cloth.....4 60	
Butter		60 packages.....4 75		Wykes & Co.	
Seymour, Round.....6		CREAM TARTAR		Eclipse.....4 60	
N. B. C., Square.....6		Barrels or drums.....29		Kansas Hard Wheat Flour	
Soda		Boxes.....30		Fanchon, 1/4s cloth.....5 40	
N. B. C. Soda.....6		Square cans.....32		Judson Grocer Co.	
Select Soda.....8		Fancy caddies.....35		Grand Rapids Grain & Milling Co. Brands.	
Saratoga Flakes.....13		DRIED FRUITS		Wizard, assorted.....4 40	
Zephyrette.....13		Apples		Graham.....4 40	
Oyster		Sundried.....9 @ 10 1/2		Buckwheat.....5 75	
N. B. C., Round.....6		Evaporated.....9 @ 10 1/2		Rye.....4 75	
Gem.....6		California Apricots.....20 @ 24		Spring Wheat Flour	
Faust, Shell.....7 1/2		California Prunes		Roy Baker's Brand	
Sweet Goods.		100-125 25lb boxes		Golden Horn, family.....5 65	
Boxes and cans		90-100 25lb. boxes. @ 4 1/2		Golden Horn, baker's.....5 55	
Animals.....10		80-90 25lb. boxes. @ 5		Duluth Imperial.....5 80	
Atlantic, Assorted.....10		70-80 25lb. boxes. @ 5 1/2		Judson Grocer Co.'s Brand	
Brittle.....11		60-70 25lb. boxes. @ 6		Ceresota, 1/4s.....5 00	
Cattlewheels.....8		50-60 25lb. boxes. @ 6 1/2		Ceresota, 1/2s.....6 10	
Cassia Cookie.....9		40-50 25lb. boxes. @ 7		Ceresota, 3/4s.....6 00	
Currant Fruit Biscuit 10		30-40 25lb. boxes. @ 8 1/2		Lemon & Wheeler's Brand	
Cracknels.....16		1/4c less in 50lb. cases		Wingold, 1/4s.....6 10	
Coffee Cake, pl. or iced 10		Citron.....@ 20		Wingold, 1/2s.....6 00	
Cocoanut Taffy Bar.....12		Currants		Wingold, 3/4s.....5 90	
Cocoanut Bar.....10		Imp'd 1 lb. pkg. 8 1/2 @ 9		Pillsbury's Brand	
Cocoanut Drops.....12		Imported bulk. 8 1/2 @ 8 1/2		Best, 1/4s cloth.....6 20	
Cocoanut Honey Coke 12		Lemon American.....15		Best, 1/2s cloth.....6 10	
Cocoanut Hon. Fingers 12		Orange American.....14		Best, 3/4s cloth.....6 00	
Cocoanut Macaroons.....18		Raisins		Best, 1/4s paper.....6 00	
Dandelion.....10		London Layers, 3 cr.		Best, 1/2s paper.....6 00	
Dixie Sugar Cookie.....9		London Layers, 4 cr.		Best, wood.....6 20	
Frosted Cream.....8		Cluster, 5 crown.....2 25		Worden Grocer Co.'s Brand	
Frosted Honey Cake.....12		Loose Muscatels, 2 cr.		Laurel, 1/4s cloth.....6 00	
Fluted Cocoanut Bar 10		Loose Muscatels, 3 cr. 7		Laurel, 1/2s cloth.....5 00	
Fruit Tarts.....12		Loose Muscatels, 4 cr. 8		Laurel, 3/4s & 1/2s paper 5 70	
Ginger Gems.....8		L. M. Seeded 1 lb. 8 1/2 @ 9 1/2		Laurel, 1/4s cloth.....5 70	
Graham Crackers.....8		Sultanas, bulk		Wykes & Co.	
Ginger Nuts.....10		Sultanas, package		Sleepy Eye, 1/4s cloth.....5 90	
Ginger Snaps N. B. C. 7				Sleepy Eye, 1/2s cloth.....5 90	
Hippodrome Bar.....10				Sleepy Eye, 3/4s cloth.....5 80	
Honey Cake, N. B. C. 12				Sleepy Eye, 1/4s paper.....5 80	
Honey Fingers, As. Ice 12				Sleepy Eye, 1/2s paper.....5 80	



6	7	8	9	10	11
<b>Meal</b> Bolted ..... 3 75 Golden Granulated ..... 3 85 St. Car Feed screened 30 00 No. 1 Corn and Oats 30 00 Corn, cracked ..... 29 00 Corn Meal, coarse ..... 29 00 Winter Wheat Bran 26 00 Cow Feed ..... 26 50 Middlings ..... 27 00 Buffalo Gluten Feed 30 00 <b>Dairy Feeds</b> Wykes & Co. O P Linseed Meal ..... 31 00 Cottonseed Meal ..... 29 00 Gluten Feed ..... 29 00 Malt Sprouts ..... 23 00 Brewers Grains ..... 27 00 Molasses Feed ..... 24 00 Hammond Dairy Feed 24 00 <b>Oats</b> Michigan carlots ..... 57 Less than carlots ..... 58 <b>Corn</b> Carlots ..... 76 Less than carlots ..... 78 <b>Hay</b> No. 1 timothy carlots 11 00 No. 1 timothy ton lots 12 00 <b>HERBS</b> Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 20 <b>HORSE RADISH</b> Per doz. ..... 90 <b>JELLY</b> 5 lb. pails, per doz. 2 35 15 lb. pails, per pail ..... 50 30 lb. pails, per pail ..... 98 <b>LICORICE</b> Pure ..... 30 Calabria ..... 24 Sicily ..... 14 Root ..... 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip ..... 4 50 @ 4 75 <b>MEAT EXTRACTS</b> Armour's, 2 oz. ..... 4 45 Armour's, 4 oz. ..... 8 20 Liebig's Chicago, 2 oz. 2 50 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 55 <b>MOLASSES</b> New Orleans Fancy Open Kettle ..... 40 Choice ..... 35 Fair ..... 20 Good ..... 22 Half barrels 2c extra <b>MINCE MEAT</b> Per case ..... 2 90 <b>MUSTARD</b> 1/4 lb., 6 lb. box ..... 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz. ..... 75 Queen, pints ..... 2 50 Queen, 19 oz. ..... 4 50 Queen, 28 oz. ..... 7 00 Stuffed, 5 oz. ..... 90 Stuffed, 3 oz. ..... 1 45 Stuffed, 10 oz. ..... 2 40 <b>PIPES</b> Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob ..... 90 <b>PICKLES</b> Medium Barrels, 1,200 count ..... 8 50 Half bbls., 600 count ..... 4 75 Small Half bbls., 1,200 count 5 70 <b>PLAYING CARDS</b> No. 90 Steamboat ..... 85 No. 15, Rival, assorted 1 25 No. 20 Rover, enameled 1 50 No. 572, Special ..... 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle ..... 2 00 No. 632 Tourn't whist 2 25 <b>POTASH</b> 48 cans in case Babbitt's ..... 4 00 <b>Barreled Pork</b> Mess ..... 14 00 Clear Back ..... 16 25 Short Cut ..... 15 00 Short Cut Clear ..... 15 50 Bean ..... 13 50 Brisket, Clear ..... 15 25 Pig ..... 17 50 Clear Family ..... 14 00 <b>Dry Salt Meats</b> S. P. Belies ..... 10 1/2 <b>Belies</b> Extra Smoked ..... 9 1/2 Hams, 12 lb. average ..... 11 1/2 Hams, 14 lb. average ..... 11 1/2 Hams, 16 lb. average ..... 11 1/2 Hams, 18 lb. average ..... 11 1/2 Skinned Hams ..... 12 1/2 Ham, dried beef sets ..... 16 California Hams ..... 8 Picnic Boiled Hams ..... 12 1/2 Boiled Hams ..... 18 Berlin Ham, pressed ..... 9 Minced Ham ..... 9 Bacon ..... 11 1/2 @ 16 <b>Lard</b> Compound ..... 8 1/4 Pure in tierces ..... 9 1/4 80 lb. tubs ..... advance 60 lb. tubs ..... advance 50 lb. tubs ..... advance 20 lb. pails ..... advance	10 lb. pails ..... advance 7/8 5 lb. pails ..... advance 1 8 lb. pails ..... advance 1 <b>Sausages</b> Bologna ..... 7 Liver ..... 9 Frankfort ..... 7 Pork ..... 9 Veal ..... 7 Tongue ..... 7 Headcheese ..... 7 <b>Beef</b> Extra Mess ..... 9 75 Boneless ..... 13 50 Rump, new ..... 17 00 <b>Pig's Feet</b> 1/2 bbls. ..... 1 00 1/4 bbls., 40 lbs. ..... 1 80 1/2 bbls. ..... 3 80 1 bbl. ..... 8 00 <b>Tripe</b> Kits, 15 lbs. ..... 70 1/4 bbls., 40 lbs. ..... 1 50 1/2 bbls., 80 lbs. ..... 3 00 <b>Casings</b> Hogs, per lb. ..... 30 Beef, rounds, set ..... 16 Beef middles, set ..... 40 Sheep, per bundle ..... 90 <b>Uncolored Butterine</b> Solid dairy ..... 10 @ 12 Country Rolls ..... 10 1/2 @ 16 1/2 <b>Canned Meats</b> Corned beef, 2 lb. ..... 2 50 Corned beef, 1 lb. ..... 1 50 Roast beef, 2 lb. ..... 2 50 Roast beef, 1 lb. ..... 1 50 Potted ham, 1/4 s ..... 45 Potted ham, 1/2 s ..... 45 Deviled ham, 1/4 s ..... 45 Deviled ham, 1/2 s ..... 35 Potted tongue, 1/4 s ..... 45 Potted tongue, 1/2 s ..... 85 <b>RICE</b> Fancy ..... 7 @ 7 1/2 Japan ..... 5 1/2 @ 6 1/2 Broken ..... <b>SALAD DRESSING</b> Columbia, 1/2 pint ..... 2 25 Columbia, 1 pint ..... 4 00 Durkee's, large, 1 doz. 4 50 Durkee's small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 <b>SALERATUS</b> Packed 60 lbs. in box. Arm and Hammer ..... 3 10 Deland's ..... 3 00 Dwight's Cow ..... 3 15 L. P. ..... 3 00 Wyandotte, 100 lbs. 3 00 <b>SAL SODA</b> Granulated, bbls. ..... 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. ..... 80 Lump, 145 lb. kegs ..... 95 <b>SALT</b> 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 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks ..... 24 <b>Common</b> Granulated, fine ..... 80 Medium, fine ..... 85 <b>SALT FISH</b> Cod Large whole ..... @ 7 Small whole ..... @ 6 1/2 Strips or bricks ..... 7 1/2 @ 10 1/2 Pollock ..... @ 5 <b>Halibut</b> Strips ..... 13 Chunks ..... 13 <b>Holland Herring</b> Pollock ..... @ 4 White Hp. bbls. 7 50 @ 9 00 White Hp. 1/2 bbls. 4 00 @ 5 00 White Hoop mchs. @ 75 <b>Norwegian</b> Round, 100 lbs. ..... 3 75 Round, 40 lbs. ..... 1 90 Scaled ..... 13 <b>Trout</b> No. 1, 100 lbs. ..... 7 50 No. 1, 40 lbs. ..... 3 25 No. 1, 10 lbs. ..... 90 No. 1, 8 lbs. ..... 75 <b>Mackerel</b> 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 <b>Whitefish</b> 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 <b>SEEDS</b> Anise ..... 10 Canary, Smyrna ..... 4 1/2 Caraway ..... 10 Cardamom, Malabar 1 00 Celery ..... 15 Hemp, Russian ..... 4 1/2 Mixed Bird ..... 4 Mustard, white ..... 10 Poppy ..... 9 Rape ..... 6	<b>SHOE BLACKING</b> Handy Box, large 3 dz 2 50 Handy Box, small ..... 1 25 Bixby's Royal Polish ..... 85 Miller's Crown Polish ..... 85 <b>SNUFF</b> Scotch, in bladders ..... 37 Maccaboy, in jars ..... 35 French Rappie in jars ..... 43 <b>SOAP</b> J. S. Kirk & Co. American Family ..... 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars ..... 3 75 Savon Imperial ..... 3 50 White Russian ..... 3 50 Dome, oval bars ..... 3 50 Satinet, oval ..... 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox ..... 3 25 Ivory, 6 oz. ..... 4 00 Ivory, 10 oz. ..... 6 75 Star ..... 3 25 <b>LAUTZ BROS. &amp; CO.</b> Acme, 70 bars ..... 3 60 Acme, 30 bars ..... 4 00 Acme, 25 bars ..... 4 00 Acme, 100 cakes ..... 3 50 Big Master, 70 bars ..... 2 90 Marselles, 100 cakes ..... 5 80 Marselles, 100 cakes 5c 4 00 Marselles, 100 ck toilet 4 00 Marselles, 1/2 bx toilet 2 10 <b>A. B. Wrisley</b> Good Cheer ..... 4 00 Old Country ..... 3 40 <b>Soap Powders</b> Lautz Bros. & Co. Snow Boy ..... 4 00 Gold Dust, 24 large ..... 4 50 Gold Dust, 100-5c ..... 4 00 Kirkoline, 24 4lb. ..... 3 80 Pearline ..... 3 75 Seapine ..... 3 75 Babbitt's 1776 ..... 3 75 Roseine ..... 3 50 Armour's ..... 3 70 Wisdom ..... 3 80 <b>Soap Compounds</b> Johnson's Fine ..... 5 10 Johnson's XXXX ..... 4 25 Nine O'clock ..... 3 35 Rub-No-More ..... 3 75 <b>Scouring</b> Enoch Morgan's Sons. Sapolio, gross lots ..... 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes ..... 2 25 Sapolio, hand ..... 2 25 Scourine Manufacturing Co Scourine, 50 cakes ..... 1 80 Scourine, 100 cakes ..... 3 50 <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2 <b>SPICES</b> Whole Spices Allspice ..... 12 Cassia, China in mats. 12 Cassia, Canton ..... 28 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls 55 Cloves, Amboyna ..... 22 Cloves, Zanzibar ..... 16 Mace ..... 55 Nutmegs, 75-80 ..... 35 Nutmegs, 105-10 ..... 25 Nutmegs, 115-20 ..... 20 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot ..... 17 <b>Pure Ground in Bulk</b> Allspice ..... 16 Cassia, Batavia ..... 28 Cassia, Saigon ..... 55 Cloves, Zanzibar ..... 24 Cloves, 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 <b>STARCH</b> Corn Kingsford, 40 lbs. ..... 7 1/2 Muzzy, 20 lbs. ..... 5 Muzzy, 40 lbs. ..... 4 <b>Gloss</b> Kingsford ..... 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 <b>Muzzy</b> 48 lb packages ..... 4 1/2 16 lb. packages ..... 4 1/2 12 lb. packages ..... 5 1/2 50 lb. boxes ..... 3 1/2 <b>SYRUPS</b> <b>Corn</b> Barrels ..... 29 Half Barrels ..... 31 20 lb. cans 1/2 dz. in cs 2 00 5 lb. cans 1/2 dz. in cs. 1 95 10 lb. cans 2 dz. in cs. 2 05 2 1/2 lb. cans 2 dz. in cs. 2 00 <b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25 <b>TEA</b> Japan Sndried, medium ..... 24 Sundried, choice ..... 32 Sundried, fancy ..... 36 Regular, medium ..... 24 Regular, choice ..... 32 Regular, fancy ..... 36 Basket-fired, medium 31	Basket-fired, choice ..... 38 Basket-fired, fancy ..... 43 Nibs ..... 22 @ 24 Siftings ..... 9 @ 11 <b>Gunpowder</b> Moyune, medium ..... 30 Moyune, choice ..... 32 Moyune, fancy ..... 40 Pingsuey, medium ..... 30 Pingsuey, choice ..... 30 Pingsuey, fancy ..... 40 <b>Young Hyson</b> Choice ..... 30 Fancy ..... 36 <b>Oolong</b> Formosa, fancy ..... 42 Amoy, medium ..... 25 Amoy, choice ..... 32 <b>English Breakfast</b> Medium ..... 20 Choice ..... 30 Fancy ..... 40 <b>Ceylon</b> Choice ..... 32 Fancy ..... 42 <b>TOBACCO</b> Fine Cut Cadillac ..... 54 Sweet Loma ..... 34 Hiawatha, 5 lb. pails. 55 Telegram ..... 30 Pay Car ..... 33 Prairie Rose ..... 49 Protection ..... 40 Sweet Burley ..... 44 Tiger ..... 40 <b>Plug</b> Red Cross ..... 31 Palo ..... 35 Hiawatha ..... 41 Kyo ..... 35 Battie Ax ..... 37 American Eagle ..... 33 Standard Navy ..... 37 Spear Head, 7 oz. ..... 47 Spear Head, 14 oz. 44 Nobby Twist ..... 55 Jolly Tar ..... 39 Old Honesty ..... 43 Tody ..... 34 J. T. ..... 38 Piper Heidsieck ..... 69 Boot Jack ..... 86 Honey Dip Twist ..... 40 Black Standard ..... 40 Cadillac ..... 40 Forge ..... 34 Nickel Twist ..... 52 Mill ..... 32 Great Navy ..... 36 <b>Smoking</b> Sweet Core ..... 34 Flat Car ..... 32 Warpath ..... 26 Bamboo, 16 oz. ..... 25 I X L, 5 lb. ..... 27 Honey Dew ..... 31 Gold Block ..... 40 Flagman ..... 40 Chips ..... 33 Kiln Dried ..... 21 Duke's Mixture ..... 40 Duke's Cameo ..... 40 Myrtle Navy ..... 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1 lb. pails 40 Cream ..... 36 Corn Cake, 2 1/2 oz. 38 Corn Cake, 1 lb. ..... 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake ..... 36 Cant Hook ..... 30 Country Club ..... 32-34 Forex-XXXX ..... 30 Good Indian ..... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam ..... 24 Sweet Marie ..... 32 Royal Smoke ..... 42 <b>TWINE</b> Cotton, 3 ply ..... 20 Cotton, 4 ply ..... 20 Jute, 2 ply ..... 14 Hemp, 6 ply ..... 13 Flax, medium N. ..... 24 Wool, 1 lb. bails ..... 8 <b>VINEGAR</b> Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver ..... 15 <b>WICKING</b> No. 0 per gross ..... 30 No. 1 per gross ..... 40 No. 2 per gross ..... 50 No. 3 per gross ..... 75 <b>WOODENWARE</b> Baskets Bushels, wide band ..... 1 00 Market ..... 40 Splint, large ..... 3 50 Splint, medium ..... 3 00 Splint, small ..... 2 75 Willow, Clothes, large 8 25 Willow, Clothes, m'e'm 7 25 Willow, Clothes, small 6 25 <b>Bradley Butter Boxes</b> 2 lb. size, 24 in case ..... 72 3 lb. size, 16 in case ..... 68 5 lb. size, 12 in case ..... 63 10 lb. size, 6 in case ..... 60 <b>Butter Plates</b> No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 <b>Churns</b> Barrel, 5 gal., each ..... 2 40 Barrel, 10 gal., each ..... 2 55 Barrel, 15 gal., each ..... 2 70	<b>Clothes Pins</b> Round head, 5 gross bx 55 Round head, cartons. 70 <b>Egg Crates and Fillers.</b> 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 <b>Faucets</b> Cork, lined, 8 in. .... 70 Cork lined, 9 in. .... 80 Cork lined, 10 in. .... 90 <b>Mop Sticks</b> Trojan spring ..... 90 Eclipse patent spring. 85 No. 1 common ..... 80 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 ..... 85 <b>Pails</b> 2-hoop Standard ..... 2 15 3-hoop Standard ..... 2 35 2-wire, Cable ..... 2 25 3-wire, Cable ..... 2 45 Cedar, all red, brass ..... 1 25 Paper, Eureka ..... 2 25 Fibre ..... 2 70 <b>Toothpicks</b> Hardwood ..... 2 50 Softwood ..... 2 75 Banquet ..... 1 50 Ideal ..... 1 50 <b>Traps</b> Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood ..... 80 Rat, spring ..... 75 <b>Tubs</b> 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 ..... 9 25 18-in. Cable, No. 2 ..... 8 25 16-in. Cable, No. 3 ..... 7 25 No. 1 Fibre ..... 11 75 No. 2 Fibre ..... 10 25 No. 3 Fibre ..... 9 50 <b>Wash Boards</b> Bronze Globe ..... 2 50 Lewey ..... 1 75 Double Acme ..... 2 75 Single Acme ..... 2 25 Double Peerless ..... 4 25 Single Peerless ..... 3 60 Northern Queen ..... 3 50 Double Duplex ..... 3 00 Good Luck ..... 2 75 Universal ..... 3 65 <b>Window Cleaners</b> 12 in. .... 1 65 14 in. .... 1 85 16 in. .... 2 30 <b>Wood Bowls</b> 13 in. Butter ..... 1 25 15 in. Butter ..... 2 25 17 in. Butter ..... 3 75 19 in. Butter ..... 5 00 Assorted, 13-15-17 ..... 2 30 Assorted, 15-17-19 ..... 3 25 <b>WRAPPING PAPER</b> Common straw ..... 1 34 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila ..... 4 Cream Manila ..... 4 Butcher's Manila ..... 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls ..... 15 <b>YEAST CAKE</b> Magic, 3 doz. .... 1 15 Sunlight, 3 doz. .... 1 00 Sunlight, 1 1/2 doz. .... 50 Yeast Foam, 3 doz. .... 1 15 Yeast Cream, 3 doz. .... 1 00 Yeast Foam, 1 1/2 doz. 58 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo ..... 20 Whitefish, No. 1 ..... 10 Trout ..... 9 1/2 Halibut ..... 10 Clisoes or Herring ..... 7 Bluefish ..... 16 Live Lobster ..... 25 Boiled lobster ..... 25 Cod ..... 10 1/2 Haddock ..... 8 Pickrel ..... 11 Pike ..... 8 Perch ..... 8 Smoked, White ..... 12 1/2 Chinook Salmon ..... 16 Mackerel ..... 18 Finnan Haddie ..... Roe Shad ..... Shad Roe, each ..... Speckled Bass ..... 8 1/2 <b>HIDES AND PELTS</b> Hides Green No. 2 ..... 4 1/2 Green No. 1 ..... 5 1/2 Cured No. 1 ..... 7 Cured No. 2 ..... 6 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured No. 2 9 1/2 <b>Pelts</b> Old Wood ..... @ 20 Lambs ..... 20 @ 40 Shearlings ..... 10 @ 30 <b>Tailow</b> No. 1 ..... @ 4 1/2 No. 2 ..... @ 3 1/2 <b>Wool</b> Unwashed, med. .... @ 16 Unwashed, fine ..... @ 12	<b>CONFECTIONS</b> Stick Candy Standard ..... 8 Standard H H ..... 8 Standard Twist ..... 8 1/2 <b>Cases</b> Jumbo, 32 lb. .... 8 Extra H H ..... 10 Boston Cream ..... 12 Big stick, 30 lb. case. 8 1/2 <b>Mixed Candy</b> Grocers ..... 7 Competition ..... 7 1/2 Special ..... 8 1/2 Conserve ..... 8 Royal ..... 8 1/2 Ribbon ..... 10 Broken ..... 8 1/2 Cut Leaf ..... 9 1/2 Leader ..... 9 Kindergarten ..... 10 1/2 Bon Ton Cream ..... 10 French Cream ..... 10 Star ..... 10 Hand Made Cream ..... 11 Premio Cream mixed 14 Paris Cream Bon Bons 11 <b>Fancy—in Pails</b> Gypsy Hearts ..... 14 Coco Bon Bons ..... 13 Fudge Squares ..... 13 Peanut Squares ..... 10 Sugared Peanuts ..... 12 Salted Peanuts ..... 12 Starlight Kisses ..... 11 San Blas Goodies ..... 13 Lozenges, plain ..... 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 Imperials ..... 11 Ital. Cream Opera ..... 12 Ital. Cream Bon Bons 12 Golden Waffles ..... 13 Red Rose Gum Drops 10 Auto Bubbles ..... 13 <b>Fancy—in 5 lb. Boxes</b> Old Fashioned Molass- es Kisses, 10 lb. box 1 30 Orange Jellies ..... 50 Lemon Sours ..... 60 Old Fashioned Hore- mound drops ..... 60 Peppermint Drops ..... 60 Champion Choc. Drops 70 H. M. Choc. Drops ..... 10 H. M. Choc. Lt. and ..... 10 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 Imperials ..... 60 Mottoes ..... 65 Cream Bar ..... 60 G. M. Peanut Bar ..... 60 Hand Made Crms ..... 80 @ 90 Cream Wafers ..... 65 String Rock ..... 60 Wintergreen Berries ..... 60 Old Time Assorted ..... 2 70 Buster Brown Goodies 3 00 Up-to-date Assnt. .... 3 75 Ten Strike No. 1 ..... 6 50 Ten Strike No. 2 ..... 6 00 Ten Strike, Summer as- sortment ..... 6 75 Scientific Ass't. .... 18 00 <b>Pop Corn</b> Cracker Jack ..... 3 25 Checkers, 5c pkg. case 3 50 Pop Corn Balls, 200s 1 35 Azulikit 100s ..... 3 00 Oh My 100s ..... 3 50 <b>Cough Drops</b> Putnam Menthol ..... 1 00 Smith Bros. .... 1 25 <b>NUTS—Whole</b> Almonds, Tarragona ..... 17 Almonds, Avica ..... 8 Almonds, California sft. shell ..... Pike ..... 8 Brazilis ..... 12 @ 13 Filberts ..... 13 Cal. No. 1 ..... 13 Walnuts, soft shelled @ 18 Walnuts, Marbot ..... @ 14 Table nuts, fancy ..... @ 16 Pecans, Med. .... @ 10 Pecans, ex. large ..... @ 12 Pecans, Jumbos ..... @ 13 dickory Nuts per bu. Ohio new ..... Cocoanuts ..... Chestnuts, New York State, per bu. .... <b>Shelled</b> Spanish Peanuts ..... 7 @ 7 1/2 Pecan Halves ..... @ 45 Walnut Halves ..... 32 @ 35 Filbert Meats ..... @ 27 Alicante Almonds ..... @ 42 Jordan Almonds ..... @ 47 <b>Peanuts</b> Fancy H. P. Suns 6 1/2 @ 7 Roasted ..... 8 @ 8 1/2 Choice, H. P. Jum- bo ..... @ 8 1/2 Choice, H. P. Jumb- o Roasted ..... 9 @ 9 1/2



## Special Price Current

### AXLE GREASE



Mica, tin boxes....75 9 00  
Paragon .....55 6 00

### BAKING POWDER

#### Royal



10c size 90  
1/4 lb. cans 1 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. Blueing

Doz.  
Small size, 1 doz. box..40  
Large size, 1 doz. box..75

### CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots ....31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32  
Worden Grocer Co. brand  
Ben Hur  
Perfection .....25  
Perfection Extras .....35  
Londres .....35  
Londres Grand .....35  
Standard .....35  
Puritans .....35  
Panatellas, Finas .....35  
Panatellas, Bock .....35  
Jockey Club .....35

### COCOANUT

Baker's Brazil Shredded



70 1/2 lb. pkg. per case 2 60  
35 1/2 lb. pkg. per case 2 60  
28 1/2 lb. pkg. per case 2 60  
18 1/2 lb. pkg. per case 2 60

### FRESH MEATS

#### Beef

Carcass .....8 @11  
Hindquarters .....10 @13  
Loins .....11 @16  
Rounds .....8 1/2 @10  
Chucks .....8 @9 1/2  
Plates .....8 @6 1/2  
Livers .....8 @6

#### Pork

Loins .....@10  
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

Carcass .....6 @8 1/2

### CLOTHES LINES

#### Sisal

60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..1 50

#### Jute

60ft. ....75  
72ft. ....80  
90ft. ....1 05  
120ft. ....1 50

#### Cotton Victor

50ft. ....1 10  
60ft. ....1 35  
70ft. ....1 60

#### Cotton Windsor

50ft. ....1 30  
60ft. ....1 44  
70ft. ....1 80  
80ft. ....2 00

#### Cotton Braided

40ft. ....95  
50ft. ....1 35  
60ft. ....1 65

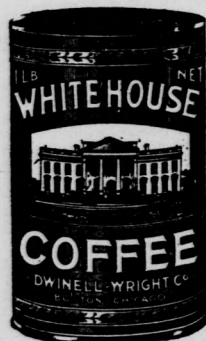
#### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s. B'ds.



White House, 1lb. ....  
White House, 2lb. ....  
Excelsior, M & J, 1lb. ....  
Excelsior, M & J, 2lb. ....  
Tip Top, M & J, 1lb. ....  
Royal Java .....  
Royal Java and Mocha .....  
Java and Mocha Blend .....  
Boston Combination .....  
Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

Peerless Evap'd Cream 4 00

### FISHING TACKLE

1/4 to 1 in. ....6  
1 1/4 to 2 in. ....7  
1 1/2 to 3 in. ....9  
1 3/4 to 4 in. ....11  
2 in. ....15  
3 in. ....20

### Cotton Lines

No. 1, 10 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....10  
No. 5, 15 feet .....11  
No. 6, 15 feet .....12  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

### Linen Lines

Small .....20  
Medium .....25  
Large .....34

### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 60

### GELATINE

Cox's, 1 doz. Large ..1 80  
Cox's, 1 doz. Small ..1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gro. 14 00  
Nelson's .....1 50  
Knox's Acidu'd. doz. 1 25  
Oxford .....75  
Plymouth Rock .....1 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, large .....3 75  
Halford, small .....2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# Michigan, Ohio And Indiana Merchants

have money to pay for  
what they want. They  
have customers with as  
great a purchasing power  
per capita as any other  
state. Are you getting  
all the business you want?  
The Tradesman can "put  
you next" to more pos-  
sible buyers than any  
other medium published.  
The dealers of Michigan,  
Ohio and Indiana

# Have The Money

and they are willing to  
spend it. If you want it,  
put your advertisement  
in the Tradesman and  
tell your story. If it is a  
good one and your goods  
have merit, our sub-  
scribers are ready to buy.  
We can not sell your  
goods, but we can intro-  
duce you to our people,  
then it is up to you. We  
can help you. Use the  
Tradesman, use it right,  
and you can not fall  
down on results. Give  
us a chance.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

Notice—Will pay spot cash for shoe or dry goods stock. 81 Clairmount Ave., Detroit, Mich. 807

Wanted—Tailor to locate in community of 3,000 to 4,000 people. Address Board of Trade, Montague, Mich. 804

For Sale—Well established, up-to-date stock general merchandise in prosperous North Dakota town. Crops look finest for years. Stock about \$6,000, store building \$2,000, dwelling \$1,500; liberal terms. Particulars address M. O. Madison, Mentor, Minn. 803

One of the best up-to-date shoe stocks in the state for sale. Did \$12,000 business last year. About \$6,500. Good reasons for selling. Address G. B. S., care Tradesman. 801

Have a bargain store of about \$1,200 for sale, 80c on dollar. Good reasons for selling. Doing good business. Address S. B. G., care Tradesman. 802

The King is an auto tire that has never yet been punctured, and some of them have been ridden 10,000 miles; will outwear two rubber tires and then some. Liberal commission to good salesmen. King Leather Tire Co., Racine, Wis. 800

Send us at once your old silk fob ribbon, this notice and 30 cents. We will return to you postpaid a sample genuine Morocco leather watch fob, patented. Can be attached without glue or sewing. The Boston Pocket Book Company, 64 Warren St., Boston, Mass. Offer not good after August 1, 1908. 799

For Sale Or Lease—I own the Albion House, the only hotel in this county seat town of nearly 2,000 population; can not run the hotel and my newspaper, so will sell furniture and give five year lease on house, or will sell or trade both; best hotel proposition on western division of B. & O.; house has 20 rooms and full basement; hot air and hot water furnace, electricity. Address E. L. Adair, Albion, Ind. 798

For Sale—Trap drummers outfit, almost new. Complete with bells, only \$45. A bargain. Address H. T. Alumbaugh, Carlisle, Ind. 796

For Sale—New clean staple stock of dry goods, clothing and shoes. Located in a booming town of Northern Michigan. Stock invoices about \$4,000. Address No. 795, care Tradesman. 795

For Sale—All drug stock and fixtures in college town of 1,000. Very liberal proposition for quick sale. Established 35 years and is a paying business. Investigate. Chas. H. Mead, M. D., Olivet, Mich. 794

New drug stock for sale, soda fountain. Inventories about \$2,000. Good business, good reasons. 5% discount if taken at once. Town 28,000. Address Snap, care Michigan Tradesman. 793

For Rent—One storeroom 16x50 feet, with elevator running from cellar to second floor, or wareroom 25x25 feet, including two rooms, bath room and toilet. Lighted by electric lights and gas. I furnish steam heat. Only a little hardware can be obtained. Yesterday I had to go to Allentown, Pa. for a lock. Mauch Chunk has population of about 10,000, situated near Lehigh, Weissport, Nesquehoning, Lansford and Summit Hill. Come quick. J. M. Arndt, Mauch Chunk, Pa. 792

For Sale—Private car, completely furnished, linen and silver. Address Hunter, 2711 Broadway, New York City. 791

Neat pencil holder, cigar cutter, compass, manicure, (over 20 uses). Dozen 75c. Multiclip, McMechen, W. Va. 790

For Sale—A strictly modern up-to-date shoe and furnishing goods business in good hustling town of 500 people. Business established 1871. Stock inventories \$3,700, annual sales \$10,000 to \$12,000, 90% cash. Own building and will sell or lease same. It will pay you to investigate this. No trades considered, cash only. Reason for selling, other business. Address Lock Box 27, Gallien, Mich. 808

For Sale—Hardware business in a live growing town, well-established and doing a good business. Small shop trade in connection. Clean stock and good fixtures. Will invoice \$6,000. Address W. C. Swinington, Nottingham, Ohio. 781

Michigan lath, white and plain maple, elm, birch and beech lumber and crating cull, also Arkansas yellow pine. J. S. Goldie, Cadillac, Mich. 772

Bakery—Sell account sickness. M. C. Schoenhut, Manson, Iowa. 789

Alex, Oklahoma, will support good dentist, married man preferred. Other openings. Address Secretary Commercial Club. Our farmers make money and land is cheap. 784

Cold storage or produce man. I have a splendid location for produce building in best produce city in Michigan, 20,000 inhabitants. No cold storage in city. Site adjacent to four railroads and steamboat dock. I will build any kind of a building to suit a reliable renter. Long lease given. Bert Wilhelm, East Jordan, Mich. 785

\$15,000 cash buys mail order business; incorporated \$50,000; paying good money; article people need; patented; great merit; nothing like it; no better investment. Best reason for selling. Investigate. G. Clinton, 167 Henry St., Detroit, Mich. 778

A bakery and oven complete. In first-class condition with gasoline engine and boiler and other miscellaneous articles connected therewith. Also counter and showcases, scales, ice cream cans and tubs; one beautiful marble soda fountain good as new for one-half of cost price; one peanut roasting machine; one delivery horse; several bakery wagons and sleighs; one moving picture machine (used but a short time and good as new); opera chairs and other articles too numerous to mention. J. Roch Magnan, Trustee, W. Stubbs & Sons, Manistee, Mich. 782

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

For Sale—Old and well-established business, consisting of hardware, groceries and machinery, with good building, best location in town. Most thriving village in the state, located in fine farming country and good summer resort and postoffice, worth one thousand dollars per year. This is a rare opportunity. Wish to retire on account of age and ill health. Address W. J. Simmons, Forest Lake, Minn. 779

Mr. Merchant—I am a business doctor. I turn your merchandise into money regardless of conditions. My sales are a tonic to your future business. Write me. R. F. Albright, Box 401, Marion, Ind. 786

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

For Sale—Confectionery, ice cream parlor and grocery stock. Inventories \$500, sales average \$400 per month. Splendid opportunity. Address No. 780, care Michigan Tradesman. 780

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

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

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

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.

We receive stocks or parts of stocks of merchandise on consignment on commission. Write for terms and references. We buy stocks. Yours most cordially, G. B. JOHNS & CO.

Wanted—Stock general merchandise, shoes or clothing. Address R. E. Thompson, Galesburg, Ill. 797

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

For Sale—A 3-chair barber shop; all modern. Money maker. Investigate. Address C. H. King, Mount Carroll, Ill. 758

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

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

If you want to sell your shoe business for spot cash, address No. 676, care Tradesman. 676

For Sale—One Dayton computing scale, almost new. Cheap. Judson Grocer Co., Grand Rapids, Mich. 617

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

Wanted—General merchandise, jewelry stock or groceries for farm. "Phillips," Manchester, Tenn. 733

Tobacco habit cured or no cost. Address Ni-Ko Assn., Wichita, Kan. 729

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—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

For Sale—An up-to-date grocery and meat market in a lively town of 5,000. Annual sales over \$60,000. Stock will invoice about \$1,500. Have been in business 23 years and want to retire. Will only consider cash deal. Address J. W. B., 116 South Front St., Dowagiac, Mich. 671

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

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

## HELP WANTED.

Wanted—For Central Michigan, young married man, experienced in dry goods. Must have some experience in window and interior trimming, also card writing. Write, stating age, experience, also salary expected. A. B. C., care Michigan Tradesman. 805

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

## SITUATIONS WANTED.

Wanted—Position by married man, aged 40, with general store experience. Northern Michigan preferred. Address No. 797, care Tradesman. 797

Wanted—Position, experienced in dry goods and notions, wholesale and retail. Buyer of notions, hosiery, etc., past 11 years. Capable as manager or buyer or would accept position in wholesale house. Can make change at once. All references, reliability, character and habits. Address E. H. D., 817 E. Fourth St., Canton, Ohio. 806

Wanted—Situation in a first-class retail hardware store as buyer, manager or salesman; 10 years' experience. Address H. W. Boehm, White Hall, Ill. 783

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.



**EASIER MONEY.**

The experience of all past financial panics has been that the period of great monetary stringency is followed in due time by a plethora of funds. At the time of the financial spasm of last winter there were those who predicted that in the last instance there would be an absence of the redundancy of money which characterized the time of recovery from former disturbances. These prophets have not proven wise in their generation, as monetary affairs have this year followed the usual normal course. As soon as the fears of the panic period became allayed the money that went out of sight and was hoarded flowed back into the customary channels, and as a general business followed more conservative lines and speculation was cautious there was a natural accumulation of money in bank, with lower money rates and an improved demand for investments.

As all the great financial markets felt the influence of the panic, so they all share in the natural results of a restoration of confidence. The Bank of England rate, after having touched the highest point in many years, is now down to  $2\frac{1}{2}$  per cent., a very low rate. The Bank of France has also reduced its rate by gradual stages to a very low figure, and the rate of the Bank of Germany is now down to  $4\frac{1}{2}$  per cent. These facts indicate that money is becoming again very plentiful in Europe, which indicates that there will be no large exports of gold from this country this summer, and that as confidence grows there will be a good demand from Europe for American securities.

One of the first results of the panic last winter was the cutting off of the power of the railroads and other large corporations to borrow money. This led to the prompt stoppage of all works of improvement and the abandonment for the time being of many important plans. With the return of easier money the great corporations are resuming their operations and improvements.

Including the \$40,000,000 bond issue which the Union Pacific Railroad is about to put out, the total of new securities in the form of bonds or notes which have been emitted by railroad and industrial corporations since Jan. 1 reaches the imposing total of \$400,000,000, to which may be added the \$13,750,000 of  $4\frac{1}{2}$  per cent. bonds of the National Railways of Mexico—a foreign corporation, it is true, but one whose bonds might ordinarily be classed as of American origin. In the months of April and May alone the new offerings of the kind of securities under consideration amounted to about \$217,000,000, including, as the total did, the \$40,000,000 of Pennsylvania Railroad consolidated 4s, and fairly large issues of the Chicago, Burlington & Quincy, Chicago, Indiana & Southern and other railroad companies.

This is certainly an encouraging record, and the fact that the market has absorbed with ease all these securities shows eloquently that normal conditions have returned, and

that it will soon be possible to resume, where they were suspended, the improvements and extensions which so many of the railroads have in hand. It is worthy of note that fewer of the great railroad systems suffered bankruptcy as a result of the recent panic than was the case in any of the preceding flurries. This fact should aid the credit of the railroads and make it easier for them to borrow money on satisfactory terms to carry out their plans of betterments and extensions.

**GOOD TIMES COMING.**

"It's all over except the cheering," has been written in relation to the Chicago convention.

Secretary Taft will be nominated and elected President of the United States, Mr. Bryan will receive the Democratic nomination at Denver and will return to the lecture platform at an advance of \$100 per lecture over his present price and President Roosevelt's policy of publicity as to the affairs of great corporations, of fairness and honesty in the handling of transportation matters, of real public spirit and wisdom as dominating forces in the conservation of our country's natural resources will be perpetrated by his successor.

These facts—at present so palpable—are a sore cross to the many who have insisted that Mr. Taft was merely a catspaw and that Mr. Roosevelt would be nominated and re-elected, but they will be forced to pocket their disappointment and peg along as best they may.

And that is just what our entire country is doing and will do, and that "best" will, within the year, be better than any previous condition ever enjoyed by the American people.

Of course just now there is a seeming condition of doubt and suspense, but with Mr. Taft's nomination and election assured the great financiers, captains of industry, merchant princes and transportation magnates will accept the situation promptly and get right down to brass tacks at once in the effort to get in the swim and get in right.

Corporate interests and their great legal advisers have been taught a lesson during the past three years, and those lessons will continue until these gentlemen awaken to a full realization of the fact that rectitude, fairness, decency and civic righteousness are much more potent and reliable in the long run than are overwhelming greed, deliberately unscrupulous methods, indifference to the public welfare and supreme faith in legal cunning and chicanery of thieves and robbers.

**NEW CURRENCY LAW.**

Although the banking interests for the most part were opposed to the passage of the emergency currency law, which was rushed through Congress at the last moment under whip and spur, the banks of many of the leading cities are making preparations to form currency associations with a view to being prepared to take advantage of the provisions of the law in the event of need, al-

though it is not now believed that any necessity will arise for calling the provisions of the new act into play. The Treasury Department is also making preparations to meet the requirements of the law by preparing a sufficient amount of the \$500,000,000 possible emergency issue to meet immediate requirements in case of need.

There are two ways in which the emergency currency can be put in circulation in time of stringency. The first and simpler way is open to any National bank with a surplus of at least 20 per cent. Such a bank can, by depositing with the Treasury National, State or municipal bonds satisfactory to the authorities issue to within 90 per cent. of the face value of such securities, emergency currency. The other method offers special facilities to the smaller banks. It includes the formation of associations of banks through which emergency circulation can be applied for. Such circulation must be guaranteed by the associations as well as by the banks individually securing the notes, but the notes may be secured by commercial paper, and other assets as well as by bonds, provided the collateral offered meets the approval of the Treasury. In both cases it will be necessary to pay a tax of 5 per cent. per annum on the notes put in circulation, which tax increases month by month until it reaches 10 per cent. Of course, such a tax compels the redemption of the emergency circulation as early as possible and will prevent all applications for it until money rates have reached a high figure, as would be the case in the event of stringency.

**Business Changes in the Buckeye State.**

Jenera—A branch of the Cotner Pharmacy at Arlington is to be opened here.

Blanchester—Ed. Hodson is about to open a hardware store.

Cincinnati—W. R. Thrall has been appointed receiver for the National Machine Tool Co.

Cincinnati—The Ryan Grain Elevator Co. has been incorporated, with an authorized capital stock of \$250,000.

Columbus—A corporation has been formed under the style of the Columbus Manufacturing Co.

Dayton—Joseph S. Thal has purchased the men's furnishing stock of I. Stern & Sons.

Girard—A. G. Watson succeeds L. R. Mateer in the drug business.

Haskins—H. S. Bassett has sold his grocery stock to Earle Brown.

Hillsboro—The grocery stock of W. Hiestand has been burned.

Mansfield—Peter and George Hahn have purchased the grocery stock of H. E. Rinehart.

Newark—Smith Bros., grocers, have sold their stock to C. L. Sturgeon.

Osborne—The VanHouten Grocery Co., of Dayton, has purchased the grocery stock of Wm. Baldwin.

Portsmouth—L. P. Seitz is about to start a bakery.

Sandusky—The capital stock of the Diamond Wire Co. has been reduced to \$10,000.

Toledo—C. M. Feilbach has been appointed receiver for the Kieper Brothers Furniture Co.

Wellsville—L. D. Miller succeeds John Wagner in the meat market business.

Dayton—The Modoc Paint Co. has been incorporated, with an authorized capital stock of \$50,000.

New Vienna—S. M. Hageman, dealer in groceries and hardware, has been adjudged a bankrupt.

Roseville—The Wabash Pottery Co. has been incorporated, with an authorized capital stock of \$10,000.

New Washington—The Kennedy Mammoth Clothing Co., of Shelby, will open a branch store here.

East Liverpool—W. E. Mercer has sold his interest in the Chester Hardware Co. to Wm. Bell.

Eaton—Smith & Tyrell have been succeeded in the meat business by Wm. Specht.

Elyria—F. J. Harpster has engaged in the bakery business.

Mingo—A hardware store will be opened by W. W. Risher.

Richwood—H. Eckelberry has sold his dry goods stock to B. F. Carmean.

Tiffin—Hoke & Tiffin will start a confectionery business.

**Trade Changes in the Hoosier State.**

Crothersville—Andy Peters has engaged in the grocery business.

Evansville—The Davidson Dietrich Plow Co. has been incorporated with an authorized capital stock of \$50,000.

Everton—Henry Goble is about to engage in the meat business.

Goshen—A furniture business is to be operated by H. P. Bacon.

Hardinsburg—The Hardinsburg Lumber Co. has been incorporated with a capital of \$2,000.

Indianapolis—A corporation has been formed under the style of the Home Lumber Supply Co., with an authorized capital stock of \$25,000.

Otisco—The Otisco Creamery Co. has been incorporated, with an authorized capital stock of \$5,500.

Ray—Allen Paul succeeds C. A. McNaughton in the meat business.

South Bend—A clothing store is to be opened here by Simon Greenebaum.

Spring Bank—A new grocery store is about to be opened by Mr. Heller.

Warsaw—C. W. Cook has sold his grocery stock to H. M. Hartman.

Evansville—The Wm. E. French Furniture Co. has been incorporated, with an authorized capital stock of \$50,000.

Mishawaka—A corporation has been formed under the style of the Mishawaka Manufacturing and Confectionery Co.

Richmond—Frank C. Kibbey is to acquire a full interest in the men's furnishing firm of Kibbey & Co.

Elwood—The grocery and meat market of Orbaugh Bros. has been closed.

Terre Haute—The H. P. Lenhart Furniture Co. has been incorporated with an authorized capital stock of \$10,000.

**BUSINESS CHANCES.**

For Sale—Hotel and restaurant at Conde, doing good business. Will sell cheap if taken soon. Address J. O. Decker, Conde, S. D.



# Wrap Up the Penny

It is poor business to give away a part of your **profits** to each customer if they do not know you are doing so.

If you give 52 cents worth of coffee for 50 cents without your customer knowing it **you** lose two cents and receive no benefit from your generosity. Remember it is **your** loss.

Better sell 50 cents worth for 48 cents, or put the two pennies in the package where they will be seen and thus

## ADVERTISE YOUR BUSINESS

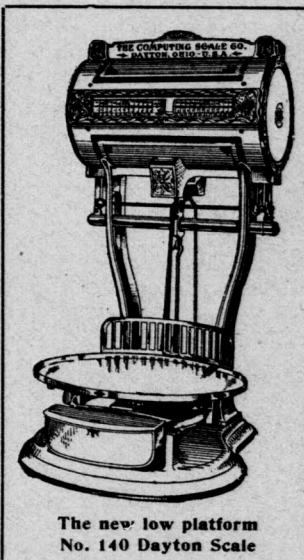
The **best** and **safest** way to secure trade and hold it is to use such methods as will promote **absolute confidence**. Impress upon your customers the fact that you are trying to be **fair** and **square** with them. The **surest** way to show this is to use

## DAYTON MONEYWEIGHT SCALES

There is nothing on the market today which will bring as **large** and as **sure** returns on the money invested as our **latest improved scales**.

Eighteen years of experience and development places us in a position to equip the merchant with scales which produce the desired results in the **quickest** and **surest** way. Let us **prove** it.

It is **no credit** to be the **last** to investigate, therefore send in the attached coupon or your name and address by return mail.



The new low platform  
No. 140 Dayton Scale

Moneyweight Scale Co., Date.....  
58 State St., Chicago.  
Next time one of your men is around this way, I would be glad to  
have your No. 140 Scale explained to me.  
This does not place me under obligation to purchase.  
Name .....  
Street and No. .... Town.....  
Business ..... State .....



## Moneyweight Scale Co.

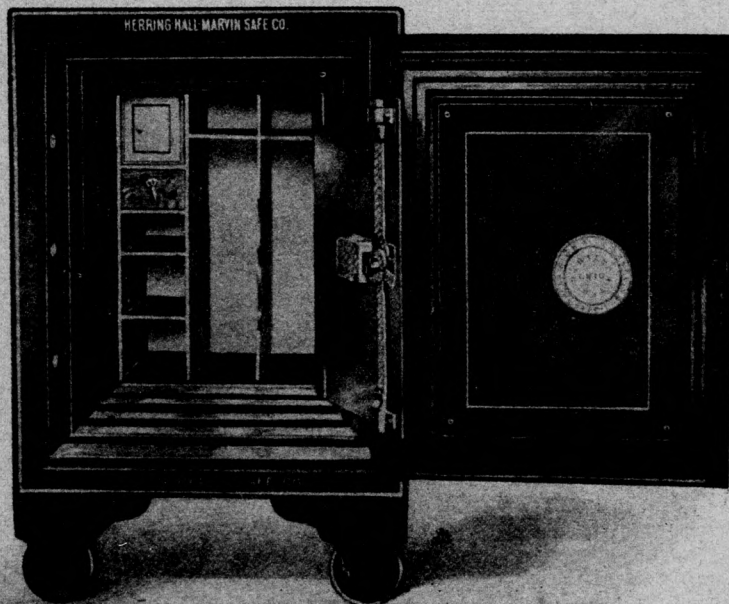
58 State St., Chicago

# Protect Yourself

You are taking big chances of losing heavily if you try to do business without a safe or with one so poor that it really counts for little.

Protect yourself immediately and stop courting possible ruin through loss of valuable papers and books by fire or burglary.

Install a safe of reputable make—one you can always depend upon—one of superior quality. That one is most familiarly known as



## Hall's Safe

Made by the  
Herring-Hall-Marvin Safe Co. and ranging in price

**\$30** and  
Upward

The illustration shows our No. 177, which is a first quality steel safe with heavy walls, interior cabinet work and all late improvements.

A large assortment of sizes and patterns carried in stock, placing us in position to fill the requirements of any business or individual promptly.

Intending purchasers are invited to inspect the line, or we will be pleased to send full particulars and prices upon receipt of information as to size and general description desired.

## Grand Rapids Safe Co.

Fire and Burglar Proof Safes  
Vault Doors, Etc.

Tradesman Bldg.

Grand Rapids, Mich.





We make the  
**SALES**

You take the  
**PROFITS**

on **"FORCE"**

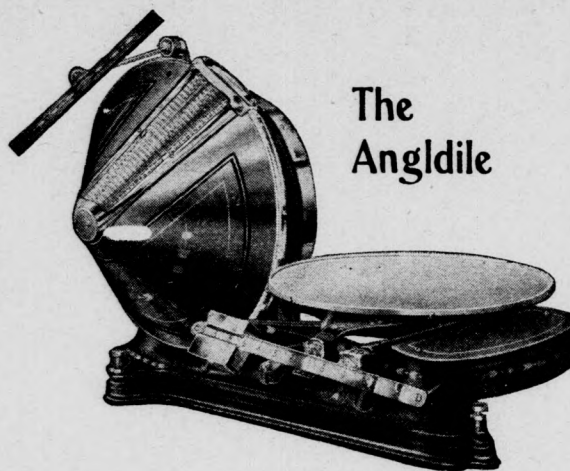
It is the original flaked wheat food. Its flavor and quality please all the people. We keep them thinking about it, and send them to you ready to buy it. You make an

**Average Profit of 33 1/3 per cent.  
Without Trying.**

All the talking you do to sell an imitation of **"FORCE"** is worse than wasted when the customer comes back with a kick. You can't make as much on any imitation, because **"FORCE"** is the largest as well as the easiest seller.



## 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.

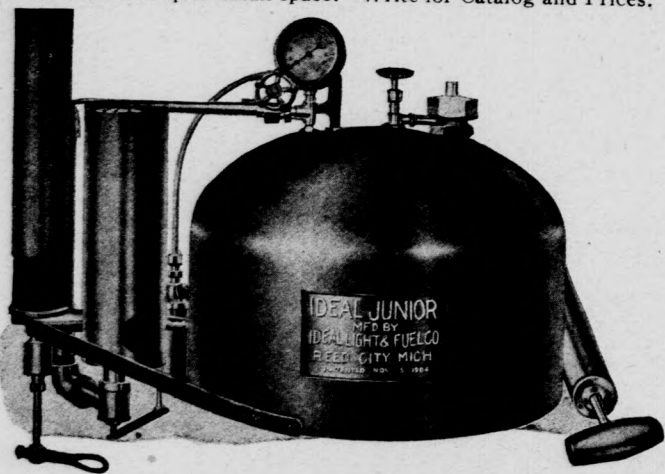
**Angldile Computing Scale Company**  
Elkhart, Indiana

## We Light The Store

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

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. Write for Catalog and Prices.



**IDEAL LIGHT & FUEL CO.**  
REED CITY, MICH.

It  
Will  
Show  
You



The McCASKEY SYSTEM not only takes care of the business between YOU and your CUSTOMERS, but it gives you COMPLETE INFORMATION about your ENTIRE business.

**It Shows You  
The  
Increase  
Or  
Decrease**

Of stock on hand  
Of accounts receivable  
Of cash on hand and in bank  
Of cash and credit sales  
Of goods purchased  
Of bills payable  
Of your net assets  
Of gross profits  
Of the cost of doing business  
Of the net profits

To make a long story short, the McCASKEY ACCOUNT REGISTER SYSTEM gives you MORE INFORMATION and does it QUICKER than any other system ever devised.

INFORMATION is PROTECTION—PROTECTION is PROFIT. Full particulars in our 64-page Catalog—it's FREE.

**THE McCASKEY REGISTER CO.**  
27 Rush St., Alliance, Ohio

Mrs. of the Famous Multiplex Duplicating Carbon Back Pads; also the different styles of Single Carbon Pads.  
Agencies in all Principal Cities.