

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

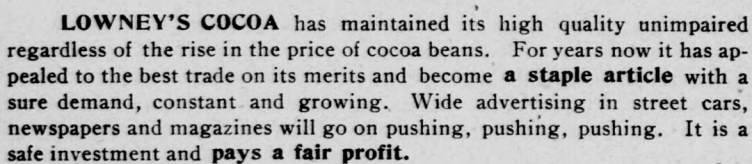
Genuine and Original TOASTED CORN FLAKES

and are looking for this signature on the package

W. K. Kellogg



Toasted Corn Flake Co., Battle Creek, Michigan



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

Detroit, Mich.

GOOD GOODS—GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 1, 1908

Number 1293

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 became operative July first 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.

OFFICERS

Henry Idema, Pres. Daniel McCoy, Vice Pres.
John A. Covode, Vice Pres.
J. A. S. Verdier, Cashier
Casper Baarman, Auditor
A. H. Brandt, Asst. Cashier
Gerald McCoy, Asst. Cashier

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.

2. Window Trimming.
3. The Cashier's Cat.
4. Around the State.
5. Grocery and Produce Markets.
6. Next to the Husks.
7. Editorial.
10. Retail Advertising.
12. Value of Silence.
14. Successful Salesmen.
15. Discourteous Salesman.
16. After Seven Years.
18. Observing the Fourth.
20. Woman's World.
22. Filial Affection.
24. Clever Thief.
26. A Nose for Value.
28. Clothing.
30. Mine in the Cellar.
32. One Form of Fear.
33. Tail for His Age.
34. Shoes.
36. Butter, Eggs and Provisions.
38. Saving Waste.
40. Commercial Travelers.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

SAMUEL SEARS.

Retiring to his bed chamber last Thursday evening at the usual hour and seemingly in his usual good condition as to health, the late Samuel Sears passed peacefully away just one month before his 88th birthday anniversary.

Samuel Sears was a native of Ashfield, Mass., of sturdy New England stock, and he located in Grand Rapids in 1860, joining his brother, the late William Sears, who had then been a resident of this city for three years.

The town was an infant. Michigan's chief product at that time was lumber, and lumber camps and new crude villages were springing up in all directions. Transportation facilities were meager, conveniences were not common and luxuries were almost unheard of.

The civil war began and Grand Rapids became a military rendezvous for recruits and for four years the town was a busy one with hotels, restaurants and all lines of business prosperous. It was under such conditions that William Sears, in 1862, established what was known as Sears Bakery, at the foot of Monroe street.

Five years later, the business having developed from a retail establishment into an enterprise with fine opportunities in the line of manufacturing and jobbing, a partnership was established under the name of Sears & Merchant, the new partners being Samuel Sears and Joel Merchant.

Thus is outlined the beginning of a business with which Samuel Sears was connected for forty-one years.

Mr. Sears was a man of intuitive refinement, yet withal a man strong in his grasp of material things. Decided in his manner, he was at the same time gentle. His sense of right and wrong was keen, accurate and forceful, without bigotry or narrow mindedness. Plain in his tastes, regular and methodical in his habits,

he was companionable, interesting and kind hearted.

In his younger years he was a steady, persistent and effective worker, who, like his brother William, based his efforts in business upon energy, industry, frugality and unshakeable rectitude. While Mr. Sears never sought nor held public office, he always maintained an interest in public affairs and was invariably well informed as to current political, financial and industrial problems.

In brief, he was always an active, practical good citizen, whose loyalty to the best interests of Grand Rapids ended only with the peaceful, painless and eternal slumber that came so quietly and so unexpectedly.

Besides his long connection with Wm. Sears & Co. and the successors of that firm—the New York Biscuit Co. and later the National Biscuit Co.—Mr. Sears was one of the founders of and until his death was one of the directors of the Grand Rapids National Bank; was one of the original directors of the Michigan Trust Co. and was identified with various local industrial enterprises. Politically he was an old school Democrat. He was a regular attendant at St. Mark's Episcopal church.

Mr. Sears' wife died about two years ago and, his four brothers and a sister having passed away also, he is survived only by Mrs. Charles D. Lyon and Mr. Stephen A. Sears, of this city, niece and nephew.

COLDBROOK BOULEVARD.

A few days ago a petition was presented to the Board of Public Works by citizens who asked to have Coldbrook straightened and otherwise fixed up so that they might be protected from floods. The petition was duly received and referred to the Common Council.

The Tradesman begs to submit to the Common Council the fact that its own Municipal Commission, now at work preparing a comprehensive plan for a more beautiful city, has Coldbrook very much in its mind and would most strenuously object to the granting, off hand, of the improvements(?) suggested in the petition referred to.

Of course, the deliberations and conclusions of the Municipal Commission are not yet made public, and very properly, too; so that in making the assertion that that body would object to the terms of the petition the Tradesman is guessing at things.

That it is a good guess is evidenced by the fact that the pretty little stream known as Coldbrook, from the point where it leaves the acres of Edward Lowe in the eastern part of the city down to Carleton avenue,

across to Fulton street, over to Bridge street, thence to Highland Park, the Mary E. Waters Playgrounds and the river, constitutes a natural, most beautiful and logical route for a picturesque and most delightful boulevard—an opportunity which under ordinary city conditions could not be reproduced for a million dollars. Property along this route is not yet high priced. It is not desirable for either residence or garden purposes and is not suitable for industrial uses. It is a magnificent gift from Mother Nature to a city which can not afford to trade the treasure for a mess of pottage.

A DIPLOMATIC FARCE.

We of Grand Rapids were pointedly informed a few days ago by our daily papers that representatives of the various railway corporations had visited our city to confer with municipal officials on the subject of grade separations, had considered the City Engineer's plan, had admitted that separate grades are desirable, and all that, but with it all were somewhat guarded expressions about business conditions, about the enormous expense involved in carrying out a plan for separate grades and about possible modifications of the City Engineer's plans.

All history of co-operative efforts between railway corporations and municipalities suggests that the newspapers would have had more informing reports of the visit of these railway officials if they had printed something along the following lines:

As railway officials are compelled to travel a great deal in order to oversee the enterprises they represent and as, under certain conditions, representatives of rival railways are known to travel in an amicable way together sometimes, a lot of gentlemen happening to be in the vicinity decided that a little run together up to Grand Rapids would be a good idea. And so they visited our city, met the City Engineer and looked over his plan for separating grades, and without committing themselves or the several companies they represent in any sense whatever dealt out the usual temporizing chatter and went their respective ways.

Meanwhile Grand Rapids, with its score or more of dangerous grade crossings, must accept its regular and conventional shock of a man or woman or child killed at such and such a crossing and go on through the years waiting for fair and decent treatment at the hands of corporations which, as Albert J. Beveridge recently declared, "have no right to commercially defraud and physically or morally injure the millions of people with whom they have to deal."



Interior Exhibits Should Coincide With Window Displays.

With the "resort season" so close at hand the dealer in porch furniture and porch furnishings, also bathing suits, should be able to pile up sales the aggregate of which would be of no mean proportions. There is hardly a single "resorting" mater familias but adds a little each year to her summer cottage until she has all the conveniences necessary and some of the luxuries unnecessary. Always hammocks are wearing out, couch covers become shabby looking, rugs need replenishing and at the beginning of the summer he-gira is the time for the merchant to "make hay" on these goods if he is ever going to. But long before the "hiking off" season must be prepared the way for their disposition. He should send out circulars (under a 2c stamp, by all means), ahead of time by at least a month, to all his customers or otherwise who have "got the habit" of leaving their "happy homes" for a hot-weather sojourn in the quiet cottage or festive hotel. Have the circulars or booklets illustrated, if possible. Then show in your window exact reproductions of these hammocks and other piazza requirements. Have a follow-up system and if the regular and transient customers pay no heed to the first announcement of porch goods send out another batch, calling attention to the fact that you have not seen them take advantage of your fine selection and very reasonable prices and that they can not afford to let this opportunity go by to add something of this sort to their summer cottage comfort-outfit. If this suggestion meets with no response after a reasonable time send out another epistle; and if only one or two articles are purchased mail another circular stating that you would be pleased to have a second or third installment of porch accessories delivered to their address. Of course, the follow-up system includes the keeping of a record of sales.

I noticed yesterday an interesting window of porch goods, made more so by the introduction of a man and a woman dummy seated on swinging seats. There were four of these popular seats. On one were some brown Teddy Bears, showing provision for getting the notice of even the children. The young lady dummy was brave in summer togery.

Package Goods Displays.

There is quite an elaborate display of package goods in the grocery window of one of the department stores. A good sized automobile is composed

entirely of package goods of the National Biscuit Co. It is getting its share of observation and will stay a while in the memory of people ordering this class of toothsome eatables.

Any local automobile event may be utilized to help along mdse. sales. During the January, 1907, automobile show at Madison Square Garden an auto car of package goods (Uneeda Biscuit, Zu-Zu, Social Tea, etc.) was constructed with remarkable care for details by E. & G. Peterkin for Simpson-Crawford Co., New York, and won much commendation. The car was easily movable from place to place. The running board and springs were of hoop steel and the axles were of wood. Eight hundred thirty-four cartons were employed in the clever construction. The spokes, crank, mud guards and steps were composed of Zu-Zu cartons and the body was of Uneeda Biscuit boxes. The hood was made of Social Teas. The grating for air cooling was made of boxes overlapping each other like blinds.

Freight Car Exhibit.

A freight car exhibit can not fail of drawing a crowd in front of any window that makes use of the idea. Some time ago Nichols & Frost, of Pittsburg, Penn., had a display of this sort, the following being its description:

"The principal feature of the window was the Boston & Maine freight car, which was frescoed on sheeting stretched on framework, and was set about two feet from the glass. The open door was cut out of the scene and the back cut out of another scene, to give the effect of the interior of the car. This showed a number of boxes and cases marked with the firm's name. Small wares of all sorts were piled high in the front of the door and hanging from it without regard to regular arrangement. Just inside the door was to be seen a tramp in the act of peeping out. A bandana tied about his neck was kept in motion by an electric fan placed inside the car. This figure was one of the strong features of the display. The body of the car was 14 feet long and 5 feet wide and was painted a dark red. On the front of the car were chalk marks and labels of various kinds such as are ordinarily seen on a freight car."

The sign read:

A
Carload
of
Notions

On the side of the car was a placard announcing that it was

From
Nichols & Frost
Pittsburg

Interior Decorations.

Whatever is advertised in the windows should be strongly featured inside in its own department.

Note the following description of an interior that was decorated simultaneously with a cretonne window, too small rooms being given up for the purpose:

"The room effect was carried out in pink and white, with wall paper to match the cretonne. All of the work was done in the store's upholstery department and it was done exceptionally well. The room was 16 feet square and 9 feet high. The ceiling was of white muslin pleated to a center. All the walls were boarded up, leaving openings for the doors and windows. Muslin was first pasted on these boards and then the paper was put on. This was done in such a manner that the muslin and paper could afterward be stripped off and used in a show window display. The cretonne and paper matched exactly. On the floor was denim, that matched the pink in the cretonne and the paper. The rugs also harmonized. Starting at the right was a chiffonier. This was covered smoothly with pink sateen. The top was covered with the same material. On this was a piece of plate glass with a triplicate mirror and toilet articles. The bed was satin-finished brass, with spread, bolster and canopy. The overdrapery on the canopy was pink sateen. The cretonne curtains were lined with pink sateen and held back by cupids of brass. The cords and tassels were pink. Back of the bed was an armchair with a slip cover. Then there were the windows with curtains. The dressing table had a plate glass top and on it were all the toilet articles that would be found in a lady's boudoir. At the double door the portieres had a pink sateen lining and the long mirror was draped with cretonne. A few pictures and a mirror, also the box couch with slip cover and pillow at the foot of the bed, added much to the room. The purpose of this display was to show the many ways in which cretonne may be used to make a room attractive.

"The other room showed an entirely different sort of display, with the bedroom in the background. While this second display also illustrated some of the uses of cretonne, its primary purpose was to show the variety of stock carried. The red poppies at the top were hung on wires stretched across the aisle. At the right side 2x4's painted in white enamel were used the entire length of the display to partition it off from the rest of the store. Heavy timbers were used in order that rugs might be hung on the other side. The upper two rows of cretonne on this partition were stretched flat and the pieces in the lower row were pleated to take away the effect of stiffness. The festoon at the top was of

red Rajah silk to match the poppies. On the left was a fancy grillwork and on this some rich patterns of cretonne in pastel shades were draped. On the floor at the right were laid Oriental rugs and on these cretonne and wall paper to match were displayed on T-stands. Along the middle was a long table with a display of cretonne in bolts. At the end of the table were a baby basket covered with the goods and a baby blanket and pillows to match. Next to this was a T-stand displaying the cretonne used in making up the basket. Next were a shirt waist box and slipper box to match. On the left side was a little invention of the upholstery department. It was made of white curtain poles for uprights with a top, two hat boxes and two drawers, all covered with cretonne. There was also a large table on which were a great many small articles made of cretonne. Still another table was used to show fine French cretonnes."

Johnny on the Fourth.

My Dear Teacher—You have asked me to write a composition on the Fourth of July, and I will begin by saying that it's a bully old day. It beats three circuses and a dog fight rolled into one. I always pity the boy who died just before the Fourth and went to Heaven and cut himself out of a good thing.

The third of July is given us to anticipate how good the lemonade will taste, and the fifth to wish that we hadn't drank over thirty glasses of it.

Few boys understand what a close call we had from not having any Fourth at all. We had gone along for years and years without one, and had scarcely heard of firecrackers and gingerbread, when King George, over in England, got his back up, and said to his soldiers:

"Those Yankees are getting altogether too sassy. Go over there and lick them out of their boots a few times and teach them who's who in England."

"It shall be done," replied his soldiers, and over they came.

Now, the Yankees objected to being licked. They therefore got together and sent word to General Washington that there was a row brewing, and he was asked to take command and see the thing through. He did not wait a minute before saying:

"Why, of course I will. Shoulder arms—right face—march!"

And they marched away and fit at Lexington, and Bunker Hill, and Saratoga, and Yorktown, and the ships fit on water, and after many years King George said:

"I have bit off more'n I can chew, and my soldiers shall come back home, and the Yankees can take their old United States and go to grass with it."

And we went to grass and voted to have a glorious old Fourth of July every year, and ever since then we have been right-end up, and gaining on it all the time. And that's all.

Under estimates do not cause such great loss as over estimates.

THE CASHIER'S CAT.

Showing How Cruel Fate Sometimes Mixes Things.

Written for the Tradesman.

A grocery is no place for a cat.

The boss said so, and what the boss said went.

But it was the cashier's cat, and the cashier was pretty.

So, for once, what the boss said did not go. Neither did the cat go—not then.

It was a black cat, with evil eyes and a great wad of a tail. It adopted the store one night and refused to depart.

The next morning the pretty cashier adopted the cat, which she taught to sit up on her desk and fumble her brown hair with its soft paws.

At night the cat, which the delivery boy named Satan, was locked up in the store room, and in the morning the cashier brought it a pint of milk. Before long the cashier grew so fond of Satan that she asked permission of the lady of whom she hired her furnished room to take it home with her. What the landlady said is no part of this veracious tale, but the cat was not taken to the hall bedroom.

In time the cashier made a cute little collar of blue silk and buckled it about the cat's neck. She taught it to sit up like a bear, and to bite children who came to buy candy and remained to brush its fur the wrong way. The cashier and the cat were great chums, for the girl was alone in the world and wanted something alive to pet when everything seemed hard and cruel.

This was the situation when the cashier became a criminal.

The way of her fall was this:

Mrs. Raymond had a fine diamond ring, which the cashier had often looked upon with greedy eyes. If she might only have a diamond like that! Ah, but that would cause the girls at the restaurant where she took her meals to sit up and take notice!

Time came when a mocking fate put that very diamond into her hand—for a time.

When Mrs. Raymond was paying a bill one morning, the diamond rolled out of its setting and dropped into a saucer of pansies standing on the cashier's desk.

The girl saw it fall, saw it hide away under the purple flowers, but Mrs. Raymond went off counting her change and never suspected that she had lost the pride of her heart.

Later, when the poor woman discovered that she had worn a diamondless ring for a number of hours, according to her maid—who had not dared to mention the fact to her—she never thought of asking about the stone at the grocery. She turned her peaceful home inside out and made such a disturbance about the gem that Mr. Raymond went away to the club and never came home until midnight, but she did not, of course, find the lost diamond, which the cashier permitted to remain in the saucer of flowers for an hour or two and then secreted in her purse.

But the diamond seemed to burn her

purse. She could almost feel the heat of it when she took the leathery thing into her hand. She took it out, wrapped it in a handkerchief, and stowed it away in her bosom. It was no better there.

If Mrs. Raymond should remember about paying the bill, and if she should come to the store and ask about the diamond, and should bring an officer, and she should be searched, why, then, they would send her to jail!

Surely, the handkerchief was no place for the diamond. It might be well to leave it in some place where no one would think of looking for it, and yet where it would seem to have come naturally if discovered there.

So she put it back into the saucer and covered it with dirty water and laid the wilted flowers over it. It seemed almost like burying the dear thing, but something had to be done. She must keep the diamond, even though her conscience did prick her outrageously.

Long before the close of that exciting day the cashier remembered a line in her old copy book which asserted in the neatest kind of writing—which she never could imitate—that honesty is the best policy. But when she thought of this truism she added one of her own, which was to the effect that it brought no diamonds.

When the cashier went home that night she took the diamond with her. She put it in a little blue plush jewel box and hid it in her pillow, between the tick and the slip. She couldn't sleep with it there. It seemed to tick like a watch. Whenever one of the roomers came stumbling up the staircase she imagined that it must be either a burglar or a policeman after the diamond.

She arose in the morning red eyed and fretful, and hid the gem in the top fold of her pretty hair. When she got to the store Mr. Raymond stood at her desk. She almost fell in her tracks. Here was discovery at last! Involuntarily she pushed her hand toward the hiding place of the jewel. Then she withdrew it and blushed prettily. When she smiled at Mr. Raymond she was wondering how many years she could get for not delivering the diamond to its owner.

But Mr. Raymond said nothing to her about the diamond. He had evidently just concluded a conversation with the boss about it, and the boss was trying to look sympathetic.

"It cost five hundred," Mr. Raymond was saying, "and I really can't afford it, but there will be no peace in the house until I buy her another."

Five hundred dollars! That meant a long rest. A nicer room. A trip out somewhere. A nice wardrobe. Oh, it meant a lot of things. When she could sell it she would begin to enjoy life. The diamond burned the spot where it lay, but she was willing to undergo some punishment because of what was to follow. Five hundred dollars in a bit of a stone!

But there was more trouble in store for the cashier. The cat had jumped on a number of shelves in the store

room during the night and had dashed valuable things to the floor.

"You'll have to cut out that cat," said the boss.

But the cashier smiled and pleaded until the boss consented to the presence of the cat until such time as she could find a room where it would be received. And it was this conversation which put into her head the notion of making the black cat an accessory after the fact.

She bought a new ribbon for the cat and made a new collar, with fluffy little protuberances at the buckle. In one of these she sewed the diamond. They wouldn't be likely to search the cat!

Every night for a week the cashier embraced the cat before consigning it to the store room. Every morning she hugged it again to ascertain if the diamond was still there.

After a time she began to doubt the wisdom of leaving the stone in such a place. If the cat should go crawling through a hole after a rat, or jump through a pane of glass to seek the society of other felines in the street, the diamond might be lost. As the reader has, perhaps, already surmised, the cashier was a commercial little beauty, but she was getting sick of the worry of the diamond, and half wished she had never found it, or had at once restored it to Mrs. Raymond. However, notwithstanding these thoughts, she kept the stone, and Satan remained custodian of it.

Then Satan, probably inoculated with criminality by the stolen stone, began to make more trouble in the store room, and the boss bribed the delivery boy to take it out and kill it, or lose it, or do something in the interest of his property.

And the boy took the cat out of the store room one night and dropped it, diamond and all, in a nice street a long way off from the store.

The cashier advertised in the newspapers for Satan, offering a reward of ten dollars. She would have offered more if she had dared. But it was not the reward which brought the delivery boy to her feet in confession. It was her air of having lost her last friend.

"I'll go out and find the cat," he said, after confessing the abduction, and the pretty cashier smiled upon him.

The boy did try to find the cat, but a dog was at that moment also trying to get it, and the dog won. At least the dog didn't get it, but it chased it up the woodbines that swarmed up Mr. Raymond's porch and entered a room where there was a pug tucked into a bed which any child might have envied.

Without knowing that he was attacking his successor in the affections of Mrs. Raymond, Satan assaulted the pug, and they fought. That is how the delivery boy came to know where the cat went. Mrs. Raymond called him in as he was passing and sent him over to the meat market to buy something for her cat, which had been lost and now was found.

You don't believe it, eh? Well,

cross my heart, that was Mrs. Raymond's cat as well as Mrs. Raymond's diamond. You know well enough how things get mixed in this world. You also know that it is the mixed things that are written about, not the commonplace. The only wonder is that she hadn't noticed the cat at the store when she lost her diamond.

So there were the cat and the diamond home again, for all the world as if the cat had been planted at the store to pick up the diamond, just as things are planned in a play, where the villain always leaves a clue.

Now, here is more villainy. The boy promised to steal the cat for the cashier. I think he would have done it, too, for all delivery boys are in love with pretty cashiers, but he was called off.

The next morning Mrs. Raymond stopped at the store.

"What do you think," she said to the guilty cashier. "I have found my diamond. It must have dropped in my room and rolled under the edge of the carpet. I found it there last night. And my black cat came home, too. Do you think the luck of his coming caused me to find the diamond? Funny, isn't it? And, do you know, the cat and the pug fought outrageously, and the dog tore the cat's collar all to flinders, so I can never tell the name that was on it. They must have had an awful time."

The cashier withdrew her reward for the return of the cat. Now, what do you think of such a combination of events? Who told the pug to chew the diamond out of the pretty collar? Anyway, the cashier is glad she lost the cat. She doesn't tremble now every time she sees a policeman coming. Alfred B. Tozer.

Paragraph Philosophy.

It is a cynical woman who does not consider a becoming hat on a man an evidence of rectitude.

There are people whose minds are so full of beauty that there is none left for the face.

One reason why people never applaud in church is because they so seldom hear anything worth applauding.

The man who marries for money has no right to complain if that is all he gets.

Decollete is about as near the naked truth as the average man is willing to get.

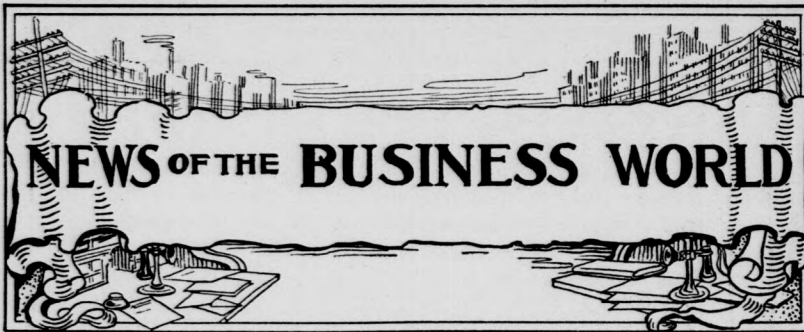
It is the confident expectation of the fatted calf that keeps the prodigal son on a diet of husks.

Love has certain points of resemblance to the oarsman, who rows one way and looks another.

The love of whisky is the root of all evil.

It is easy to be an optimist on payday.

MAYER Martha Washington
Comfort Shoes hold the trade



Movements of Merchants.

Flint—A bakery will soon be opened by Jno. M. Greissell.

Sturgis—A grocery store has been opened by Rice & Reed.

Alma—A bazaar store will soon be opened by S. S. Gallagher.

Cadillac—Wm. Baker will soon embark in the grocery business.

Union City—W. Polley is about to engage in the confectionery business.

Port Huron—E. A. Murray & Co., jewelers, are going out of business.

McBrides—Mrs. Warren Perry has purchased the bazaar stock of Wm. Boice.

Lapeer—Lockwood & Henderson, general merchants, have sold their stock to E. Z. Henderson.

Dowagiac—Crowley Bros. now conduct a meat market at the stand formerly conducted by J. W. Brechens.

Hancock—Quillsi Ottario, formerly of Calumet, has removed to this place, where he will engage in the grocery business.

Jonesville—W. M. Hazen, who conducted a lumber yard here, has sold out to Tyler & Espie and has started a new business in Three Rivers.

Alma—The shoe stock of Frederick W. Balch, of Ithaca, has been purchased by J. L. Miller & Sons, who will remove same to the store adjoining their grocery store.

Copemish—The Mutual Telephone Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$2,500 has been subscribed and paid in in cash.

Cadillac—A. C. Hayes has leased the store adjoining the one he formerly occupied and has thrown the two together and added a line of groceries to his stock of notions.

Lansing—A new clothing store will be conducted by a Cleveland firm under the style of the Lansing Bargain Store. The proprietor is J. Harrison and the manager is B. Chappels.

Kingston—H. W. Warnica, clothing dealer at Oxford, has purchased the general stock of Dixon & Swailes of this place and will move his stock from Oxford here, consolidating the two.

Gagetown—Waun & Sons have closed their meat market here, having purchased a market at Elkton, where they will continue business.

Fenton—A grocery will soon be opened by C. J. Spaulding.

Jackson—The Central Lumber Co. has been incorporated with a capital stock of \$20,000. The men interested are Norris R. Wentworth and John C. Rose, of Bay City; George D.

Gray, Frank J. Finch and Thomas E. Crook, of Jackson.

Battle Creek—A corporation has been formed under the style of the Battle Creek Elevator Co. to conduct a warehouse and storage business. The company has an authorized capital stock of \$1,500, of which amount \$810 has been subscribed and paid in in cash.

Cadillac—Victor Roussin is succeeded in the drug business by E. H. Leiphart. Mr. Roussin is as yet undecided as to his future. Mr. Leiphart has been a clerk for George D. Van Vranken for nearly four years and has been a registered pharmacist for seven years.

Traverse City—James T. Milliken will succeed his father, J. W. Milliken, as general owner and overseer of the Milliken dry goods store, with A. J. Doyle, manager, as before. It was the son's plan to put in another year of post graduate work at Yale, as he has received word that his diploma will be forwarded to him. James T. Milliken will no doubt make a first class overseer of a business which has been made what it is through the hard work and lofty principles of his father.

Lakeview—A company known as the Lakeview Elevator Co. has purchased the elevator of C. M. Northrup, who retires from business on account of the condition of his health and other interests. Wm. Hill, formerly engaged in the produce business at Amble, has disposed of his interests there and will take the management of the business. Mr. Northrup owns stock in the company and part of the stock will be distributed among farmers and local business men, making it a sort of co-operative company.

Detroit—Three days of entertainment will be the portion of all those who buy goods of houses embraced in the Wholesalers' Association of Detroit. This was definitely decided upon at a meeting of a special committee of the Wholesalers' Association, held at the Association rooms, and August 12, 13 and 14 are the days selected. During this period all retail merchants who accept the invitation will be guests of the Wholesalers' Association. Preliminary plans are being discussed and it has been decided to hold weekly meetings of the General Committee. Sub-committees will probably be appointed at the next meeting, and the details of the general plan of entertainment worked out. It is expected that several hundred persons will come to this city on this occasion, which it is hoped to make as successful as

Grand Rapids jobbers have made their Merchants' Week.

Manufacturing Matters.

Bay City—The capital stock of the Pioneer Boat & Pattern Co. has been increased from \$50,000 to \$75,000.

Detroit—The Union Co-operative Baking Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and paid in in cash.

Pontiac—The Pontiac Wheel Co. has increased its capital stock from worth of common stock and \$15,000 \$55,000 to \$90,000 by issuing \$20,000 worth of preferred stock. The latter will be sold to present holders of preferred stock.

Battle Creek—A corporation has been formed under the style of the Superior Novelty Co., with an authorized capital stock of \$5,000, of which amount \$2,700 has been subscribed, \$600 being paid in in cash and \$2,100 in property.

Detroit—The Simplex Manufacturing Co. has been incorporated to manufacture cash registers and other machinery. The company has an authorized capital stock of \$50,000, all of which has been subscribed, \$5,000 being paid in in cash.

Sault Ste. Marie—A corporation has been formed under the style of the Soo Brewing Co. to manufacture liquors, with an authorized capital stock of \$60,000, all of which has been subscribed, \$200 being paid in in cash and \$59,800 in property.

River Rouge—Lowrie & Robinson have temporarily shut down their manufacturing plant, purchased from C. W. Restrict, so that it may be overhauled and new machinery added. The plant will be greatly improved and its capacity increased.

Detroit—A corporation has been formed under the style of the Michigan Carbon Paper Co., which will manufacture carbon paper, typewriter ribbons and office supplies, with an authorized capital stock of \$10,000, of which amount \$5,010 has been subscribed, \$1,000 being paid in in cash and \$4,010 in property.

Cadillac—The deal for the turpentine plant has been closed, a site having been procured near the Cummer Manufacturing Co.'s plant. All the stock has been subscribed and ground broken for the new plant. Hundreds of acres of old pine stump lands already have been secured and the pulling of stumps will be begun shortly.

Cheboygan—Shipments of lumber have materially increased the last two weeks, thus relieving the congestion of lumber on the mill docks. The mills have ample piling room and will not be forced to shut down. Everything in the lumber line at the north end of the Lower Peninsula is looking up and it is believed that the stagnation will soon be a thing of the past.

Saginaw—In order to hold the expanding plant of the Jackson-Church-Wilcox Co. and in consideration of the company's agreement to erect additional buildings to cost at least \$10,000, the city has made a deal with the concern granting it the north half

of a block known as the west side market place. The company threatened to remove to Flint, where it had received an attractive offer, because of insufficient room for the development of its plant. The concern will branch out in the extensive manufacture of automobile parts and give employment to a large number of hands.

Holly—Wheels are turning at the new plant of the Hobart M. Cable Piano Co.'s plant here, and every department will be in operation within a few weeks. Jacob Mieras, who has charge of the veneer department, arrived last week, and has taken up his work. Mr. Mieras has been foreman of the veneer department of the Grand Rapids Piano Case Co. for twelve years. Several weeks' time is required from the time the first timber is prepared for a piano until the finished instrument is turned out. The work of cutting up timber is now well started, and the various other departments of the factory will be in operation. Now men are being added to the pay roll every day.

Ewen—A pea-canning manufactory is a new industry in store for Upper Michigan. It will be established at Ewen or elsewhere in the Ontonagon valley district, in the western part of the peninsula. A considerable acreage has been acquired, buildings are in course of erection, and some of the land is now being cleared preliminary to the sowing of a big crop next spring. Except in Chippewa county little attention has heretofore been devoted to the cultivation of peas in Upper Michigan. It has been demonstrated by experimentation the last two years, however, that the crop will flourish in the Ontonagon valley country. It is expected that the establishment of the initial canning factory will be followed by others, and that in time Upper Michigan peas will be on the market.

The G. J. Johnson Cigar Co. secures from E. D. Berry a building site on North Ottawa street, near Bridge street. The sale was made by Charles E. Mercer and the property, 100x100 feet, goes to the new owner for a consideration of \$4,750. The intention is to improve this within the next six months with a four-story brick factory building which is to be entirely devoted to the uses of the company. Mr. Johnson, with other members of the corporation, will visit other cities with a view to studying the plans followed in modern cigar factories. Upon his return he will have plans drawn as a result of this study, with the idea of beginning building operations early in the fall. So far as now known the building will occupy the entire site and will cost \$20,000 or more. The company began business a number of years ago on a small scale, but has steadily forged to the front until now it occupies a large area in the Raniville building on Lyon street, employing nearly three hundred persons. The new home will give it the needed room for additional expansion, the industry being one of the largest of its kind in the State.

GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Harvest fruit from Tennessee fetches 75c per box.

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

Bananas—\$1.50@2.25 per bunch.

Beets—30c per doz. bunches.

Butter—The make is about normal and the quality is running fair, but the storehouses are full and the receipts must be marketed fresh. On account of the strong demand the market is firm and no change is looked for either in tub or print butter for the next few days. Creamery is held at 24c for tubs and 25c for prints; dairy grades command 18@19c for No. 1 and 17c for packing stock.

Cabbage—Tennessee, \$1.25 per crate; Louisville, \$1.65 per crate.

Cantaloupes—California Rockyfords command \$2 for 54s and \$2.50 for 45s. Georgia fetch \$1.50 for either 54s or 45s.

Carrots—20c per doz. bunches.

Celery—25c per bunch for home grown.

Cherries—Sour command \$1.50 per crate of 16 qts. Sweet fetch \$2 per crate.

Cocoanuts—\$4.50 per bag of 90.

Cucumbers—50c per doz. for hot house and \$1 per crate of about 5 doz. for Southern.

Eggs—The market is very firm at an advance of 1/2@1c per doz. The percentage of fancy eggs is growing less, owing to the hot weather and the fact that many of the receipts show the effects thereof. All eggs sell on arrival and the market is healthy. There is not likely to be any radical change in the next few days. Local dealers pay 15c on track for case count, holding at 16c, and for candled 17c.

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—Californias are steady at \$4 and Messinas are strong at \$3.75@4.25. The warm weather of the last few days has given the market a firmer tone and advances are likely at any time.

Lettuce—Leaf, 50c per bu.; head, \$1 per bu.

Onions—White Silver Skins (Texas Bermudas) command \$1.65 per crate. Yellows fetch \$1.50. Louisville Yellows in 70 lb. sacks command \$1.75.

Oranges—Californias bring \$4.50@5; Mediterranean Sweets, \$3.75@4; Navels, \$4@4.25.

Peas—\$1.25 per bu. for home grown.

Parsley—30c per doz. bunches.

Pineapples—Cubans and Floridas are now sold on the same basis, as follows: 24s, \$3; 30s, \$3; 36s, \$2.75; 42s, \$2.25; 48s, \$2.

Plants—65c per box for cabbage and tomato.

Potatoes—Old are strong at 85c per bu., but most buyers prefer new on the basis of \$3.75 per bbl.

Poultry—Local dealers pay 9@10c for fowls and 20@22c for broilers; 10c for ducks and 15c for turkeys.

Radishes—10c for Round and 15c for Long.

Raspberries—12 1/2c per qt. for either red or black. Lower prices will prevail in a day or two. The crop has been materially shortened by the lack of rain during the past two weeks.

Spinach—60c per bu.

Strawberries—\$1.50 per 16 qt. crate.

Tomatoes—90c per 4 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7 1/2@9c for good white kidney.

Watermelons—30c apiece for Georgia.

Wax Beans—\$2.25 per bu. for home grown.

Wholesale grocers and commission merchants are very much stirred up to-day over a new ruling promulgated by the G. R. & I. Railroad, refusing to accept shipments that are designated by numbers or initials. The ruling demands that the full name of the consignee shall be written on tags or on the packages themselves. This will compel commission merchants, for instance, who are shipping 200 crates of berries to one customer to write the full name of the customer on 200 tags, instead of stamping the tags with a number, such as "300" or "600", as heretofore. On the face of it, it looks as though the ruling is a hardship, but there is probably some good reason why it should be issued. If more notice had been given the patrons of the railroad or they had been given an opportunity to discuss the matter with the officers, the new arrangement would have been received with a little better grace. As it is, it is very generally regarded as an arbitrary act on the part of the railroad, whose managers appear to be actuated solely by revenge for recent remedial legislation and propose to inconvenience the shippers in every way possible by creating as many hardships as they can.

C. Orwant & Co. have engaged in the grocery business at 86 West Bridge street, the stock being furnished by the Judson Grocer Co.

The Grocery Market.

Sugar—Refined sugar is unchanged and shows no prospect of any change in the near future. The demand for refined sugar is very heavy and promises to be so during the entire summer, as all fruits seem to be in good supply.

Tea—When the Japan tea market first opened up the prospect was that teas would possibly be lower than last year, but since the tea has commenced to come in the leaf proved poor in quality and rather unsatisfactory; so much so that an advance immediately took place, which, together with late frost, advanced the prices of all medium and low grade from 1 1/2@2 1/2c a pound; and, as the first crops have been smaller than last year, prices have steadily advanced. Teas which cost two years ago 19c advanced last year to 21c, and the same teas of Yokohama firings are to-day worth 23 1/2c. A letter just received direct from Yokohama says: "The conditions in Japan this season on low grade teas are unprecedented. It is not generally realized in this country that the Japanese use a very large quantity of tea, especially low grade, for home consumption, and that a considerable quantity of Japan tea is exported to Manchuria and Korea. So this market is not the only factor in regulating the price in Japan. We do not remember ever hearing of a time when stocks for home consumption were as low as at present and, in consequence of a large demand to replenish these stocks, prices for low grade teas are unusually high." Second crop teas are reported to be dearer and poorer quality than first crop, and this is going to make it difficult to secure satisfactory teas at 20@21c and below. United States standard grade at present is quoted at 20 1/2c and, as prospects now indicate a smaller crop than last year, the market is firm.

Coffee—Both Rio and Santos grades are dull and featureless. The quality of the valorization coffee released by the Brazilian syndicate was not up to the expectations of the trade, and did not meet with as ready a sale as was expected. This coffee now comes directly into competition with the coffee of the Brazilian growers, now unsold at primal points, and one of the Brazilian papers, in a recent issue, admits that this will probably be the main source of irritation and friction when the new crop begins to be offered freely. Mild coffees are firm and unchanged. Java and Mocha are steady.

Canned Goods—Tomatoes, both spot and futures, are firm, owing to discouraging reports from Indiana and other states where tomatoes are packed. Corn is very firm for spot and future, the coming pack promising to be small. Some of the reports on peas, too, are discouraging, but it is early yet to say anything definitely about the size of the pack. Fruit holders on the Coast have reduced prices on spot goods to come somewhere near figures named on future goods. Spot apricots are nearly all cleaned up, but new goods are expected in about two weeks. Peaches

are in fairly good supply on the spot. The market is dull and weak. A strong market prevails for salmon, as spot supplies are rapidly diminishing and it is feared they will not hold out until the new pack arrives. Reports from the Columbia River have not been very favorable and, as opening prices are on the same basis as those of last year, great activity is being shown in futures, wholesalers eagerly snapping up offerings, knowing the pack will be short.

Dried Fruits—Apricots are inclined to be weak and the demand is moderate. Currants are selling in a small way. Prices on new currants have been made on a basis about 1/2c above spot goods. Prices on loose raisins have been named on a basis of 4, 4 1/2 and 5c for 2, 3 and 4 crown, respectively. This can hardly be compared with the price of spot raisins, because the market is so weak that there is no fixed price for them now. It can be said, however, to be a fair average price. The trade are not taking many future fancy seeded raisins at the recently named price of 6 1/2c coast. Owing to the great abundance of fresh fruit, the demand for prunes, unlike that of last June, is very dull. Prices are unchanged. Peaches are weak and in light demand, especially for futures.

Syrups and Molasses—Sugar syrup is selling excellently at prices that show no change whatever. Molasses is unchanged and in very light demand.

Cheese—The make is about normal and for the season the quality is fine. Under grades are very scarce and meet with ready sale at proportionate prices.

Provisions—The consumptive demand is active for everything in the line of provisions, due partly to the high price of fresh meats, and at the advanced prices the market is firm. Hams have advanced 1/2@3/4c and are firm. Bellies are also firm at 1/2c over a week ago. Pure lard has advanced 1/2c. Compound lard is unchanged. Dried beef and barrel pork are both firm and unchanged. Canned meats are fairly active at ruling prices.

Fish—Cod, hake and haddock are unchanged in price and in extremely slow demand. Domestic sardines are unchanged and fairly active. French, Portuguese and Norwegian sardines are unchanged and in moderate demand only. Salmon is unchanged, no other grade having named future prices except Columbia River. The sales of the latter have been fair. Spot salmon is in fair request at unchanged prices. A falling off in the receipts of new shore mackerel has caused an advance of about 50c per barrel during the week. The demand is fair. Norway and Irish mackerel are unchanged in price and in light demand.

The Paul Mercantile Co., formerly in business at Thompsonville and afterwards at East Jordan, has re-engaged in trade at Frankfort, the stock being purchased of the Worden Grocer Co.

NEXT TO THE HUSKS.

Ex-Clerk Sammy Finds Spots on the Simple Life.

Written for the Tradesman.

Grocer Brown received a long letter from Truant Sammy last evening. Sammy, it may be stated here for the information of the reader, hiked away from the corner store last fall in quest of a higher, fuller life. Weary of carving cheese, he aspired to carve for himself a niche in the Hall of Fame. In about a month he was riding the rods on a slow freight out in the Boundless West and filling up on free lunches whenever he approached the outskirts of civilization. He wrote a letter to Ex-Employer Brown asking for his old job, and was told to keep on dining with the swine until he acquired enough sense to hang to a good job when he got one. This is Sammy's letter:

"My Dear Mr. Brown: Your letter looked pretty raw to me. You refused me a job in the little old store by the watering trough, but you generously threw the whole world of commerce open to me. You gave me permission to get any job I could, and to work my way to the top of the Ladder of Success.

"This was kind of you, but I would call to your attention the fact that sometimes a boost is better than a knock. You look to me like the man who cheered a drowning man on to greater effort when he might have saved his life by throwing him a rope. A man with a full tummy, a good trade, and money in bank can give a lot of good advice to a man with a three-day appetite and a free lunch opportunity.

"I note your recommendation of the fields of yellow grain as a promising possibility for future effort. I have been reading the same thing in the newspapers. You say that a young man doesn't have to come East in order to get into communication with the wise and the wealthy. You are undoubtedly correct in this statement. There appears to be a vast deal of culture in the West. But it is Agriculture. It is not for me, my dear friend Brown—not long for yours truly.

"I had already reached the glowing fields of grain when I received your letter. Let me tell you how it came about: One morning I awoke on the eastern elevation of a haystack. Rodney, the Road Rambler, was sleeping soundly on my right. I know that he was sleeping soundly, because I could hear the sound. If this is an old one, charge it to my lack of polite society during my absence from you. Rodney and I had walked more miles than I like to think about the day before, and it looked like we wouldn't get any breakfast unless we could get up a liking for hay.

"At this perilous time, when we were thinking of the doughnuts mother used to make, along came a farmer and a bulldog. I rather liked the look of the dog. He appeared to have a sub-conscious notion that we

were in trouble. I can't say as much for the man. The dog gave forth a b-r-r-r-ing sound, seemingly arising at the base of his tail, but there was no misunderstanding the sounds emitted by the farmer.

"Not to put too fine a point upon it, as Micawber would say, in a burst of confidence, the farmer censured us in violent words for being hungry, and ragged, and without a bed, and out of work. I endeavored to explain to this smear on the face of nature that these faults might easily be corrected if he had anything for us to work at, and had the price when we got through.

"You wouldn't work," he said.

"Try us," said I.

"The farmer looked over the field in front of us.

papers. Why, there isn't a bum in all West Madison street who would permit a man to hoe corn with a twenty-four-hour appetite if he could help him out.

"I agitated that hoe until noon, thinking of the 'sitdown' I was going to have. I recalled all the things I had ever read of the glories of the farmer's table. I saw myself overloading with beefsteak and chicken. I saw steaming mashed potatoes and nine kinds of vegetables and pie and cake on the side. Did I get it?

"Say, I fought with flies for that meal. We ate in the farm house kitchen, with a red-hot cook stove in full swing not six feet away. When I stood up I bumped my head on a rafter. When I sat down I came near falling through a broken splint

forth to seek the simple life. You read in the newspapers how people are dragging themselves from shop to shop in the city in search of work. You read of the close, dust-laden air of the factories. You read of the crowded flats, with half-starved children moaning on work-shrunken bosoms.

"Then the article usually closes with a picture of the glowing corn country. It tells of peace and health, and prosperity out in the fields. It cusses the laboring man good and plenty because he won't go forth and help bring in the sheaves. Let me tell you right here, my Ex-Boss, that you were on a dead card when you wrote me to go out and become acquainted with the birds. You've got another guess coming when you advise city people to go out and bring in the richness of the land.

"In the first place, the farmer is not there to let any of his coin get away from him. He has too hard work getting it. He will hire you with the proviso that you do a full day's work. A full day's work begins at five o'clock in the morning and ends at eight at night. That is fifteen hours, mealtime out. The farmer can't help it. He has to in order to pay the interest. Now, how is a clerk who has been working his vocal department overtime in protest against eight long hours in the store going to endure that?

"The editor who arises at eight and works his gray matter four hours a day will write about homes in the West. Let me give you a tip, Ex-Boss, that there are no homes in the West unless the price—and usually a mortgage—goes along with it. The farmer can afford help only during a few hot weeks of the year. The remainder of the season he gets along with what he can do himself in twelve busy hours a day. A factory man who wanted help a few days in the year only would go without it, just as the farmers have to.

"And here's another thing about this overworked farm life you've been doping out to me: No city-bred man can go out into the golden fields and make good during the hot days of summer. He'd be a fool to try. The simple life is a thing you've got to train for, like an appetite for gin and tobacco. Johnny—with-his-girl-on-his-arm, as seen after the work at the grocery is over for the day, would look like a sow in a horse race out here about 3 p. m., when the sun boils eggs in the cold spring, and the sand in the fields scorches your shoes.

"So far, I have never heard a man who knew the simple life game to advise a tenderfoot clerk to get the habit. It is all right for you to sit back there in the shade of the old apple tree and tell me to shun the free lunch route and get next to Nature's heart. I'd like to have you out here to-morrow. We're going to get up at 2 a. m. and work during the cool of the day. During the heat of the day I shall have my leisure fully occupied building a new

The Glorious Fourth

When Freedom from her mountain height
Unfurled her standard to the air
She gave no thought to what a sight
Of trouble we would have to bear;
She little knew that time would be
When it would all law's wits require
To curb her lively progeny
And quench their patriotic fire.

She never dreamed her votive youth
So ardently would celebrate,
That her great day might grow in truth
A thing for man to execrate;
That people over all the land
Would her enthusiasts revile
And fly to some more peaceful strand
Or wish they might be deaf a while.

And if the goddess should to-day
Declare her sentiments to us,
I do not doubt but she would pray
A worship not so strenuous.
So give her praise—an ample share—
Nor yield an atom of your joys,
But—just a little more of care
And just a little less of noise.

"There's corn suffering from lack of attention," he said, "and there's hoes up by the shed."

"We haven't had anything to eat since yesterday noon," said Rodney.

"And when you eat you git," said the farmer, cheerfully.

"Rodney got without eating, but I remained with the farmer.

"Perhaps I can work until noon on an empty stomach," I said.

"Try it," said the farmer.

"This was in the Great Free West, understand—the West, where the minds of the dwellers are as broad as the open plains, where the generosity of the fertile soil is exceeded only by the liberality of the horny-handed son-of-a-gun who tills it. Say, honest, Mr. Brown, it gives me the yanks to read about the West and the natives of the West in the news-

chair. The flies had staked out all the claims on the table. They were there in flocks. If the flies of Egypt were thicker or hungrier I don't wonder that Moses kept the Children of Israel forty years in the Wilderness. Perhaps I am off on my Bible history. Never mind. I'm not off on my description.

"What did we have for dinner? Beefsteak? Chicken? No, indeed! It was time to wake up when I got to the table in that low-browed kitchen. We had salt pork and hog potatoes boiled with the skins on! We had dumplings boiled in potato water. We had pie of dried apple, with a carefully arranged sub-stratum of flies lying stiff in death in the crust.

"Yes, it is a fine thing to leave the cares of civilization behind and go

coop for the hens. After my noon-day repast a la hog grease I may lie under the shade a moment for the amusement of the flies, but I don't think so. Of all the frauds the newspapers exploit, this game of the fertile soil is the meanest.

"Just as soon as I get ten bucks to the good I'm likely to buy a bulldog gun and a stick of dynamite and go out and hold up a train. The next man who refers me to the harvest fields will explode with a loud noise if I can get near enough to him. Put the cracker barrel and the herring box next to the north window, as previously directed, as I may strike Grand Rapids in the night when it is too late to have a spread in the German room at the Pantlind. Then I can fill up without breaking more than a window and the law of the land.

"Seriously, I'm going home. If I get the dead face I'll sleep on the Black Hills, or in Harry Jordan's new park, at the bottom of the long steps. Anyway, I'll be in Grand Rapids, and next to the C. O. S. in case of extreme want. Some day, in the far distant future, I may be able to connect with a job like the one I had in the little old store on the corner. If I do I'll accumulate a wad that would choke a ten-inch water pipe before I spend a cent. You may show this epistle to any young man in quest of a get-rich scheme, or the simple life."

As the letter was mailed at Kansas City, it is believed that Sammy will soon be riding into the city on the ties. Anyway, he seems to have described the simple life from a full heart.

Alfred B. Tozer.

The Glorious Day.

Fizz! Pop! Bang!

Four hundred boys died of lock-jaw on Fourth of July last year, but what of it? Let 'em shoot away.

Two hundred men and women had their heads broken by rocket sticks, but bring out your fireworks and let 'em scoot.

Over a hundred patriots had their arms or heads blown off while firing cannon to celebrate the day, but don't mind that. We have lots of patriots to spare.

Over three hundred men, women and children in the United States lost an eye by Roman candles, but bring out another lot just the same. What's the loss of an eye compared to liberty?

More than two hundred boys carried powder around loose in their pockets and blew themselves up, but who's kicking? If a boy wants to blow himself up to prove that he'd have fought at Bunker Hill if he'd been old enough that's all right.

Fifty-two boys were killed or wounded while discharging toy cannon, but that shouldn't discourage the rising generation. Let 'em pop.

It is a great day. It is a glorious day. It is the only Fourth of July on earth, and the boy who doesn't get up at 3 o'clock in the morning and yell for George Washington and the Continental Congress is just no boy at all.

Trade Changes in the Hoosier State.

Garden City—Carl Schnell has sold his grocery stock to Wm. Ault.

Mexico—Cliff Carroll is about to engage in the grocery business.

Berne—The Egly Grain Co. has been incorporated with a capital stock of \$6,000.

Elkhart—Keene Bros. will open a men's furnishings store August 15.

LaFayette—The LaFayette Baking Co. has been incorporated with an authorized capital stock of \$100,000.

South Bend—Theo. Blake has sold his grocery stock to Sullivan & Windell.

Sullivan—A corporation has been formed under the style of the Sullivan Fruit Co., which has a capital stock of \$1,000.

Washington—Arthur Newland will continue the business formerly conducted by the E. & J. Bakery.

Anderson—W. J. Whyte has sold his grocery stock to Reed Bros.

Elkhart—Jacob Bontrager has just engaged in the grocery business.

Goshen—A. I. Zollinger is succeeded in the grocery business by J. S. Caton.

Newpoint—A meat market has just been opened by Carl Wolfe.

Rochester—Harry Thalman will soon engage in the grocery business.

Frankfort—Harshman & Cole, meat dealers, have dissolved partnership, Mr. Cole continuing same.

Kendallville—The 5 and 10 cent stock owned by the S. J. M. Loomis estate has been sold to W. S. Osbornel.

Wabash—A hardware store will be opened by Warren & McKee.

Memphis—A drug store will soon be opened by Otis Fravel.

South Bend—A company has just been organized by John W. Wollam and others under the style of the South Bend Biscuit Co.

The Girl's Side.

My name is Sadie, and I can remember back six Fourth of Julys. Everybody says it's a great day, but I know better. It's only for the boys. When the Fourth comes the girls are left out.

Last Fourth I got up before daylight to hurrah for Washington with my brother Jim. Just as I got my mouth open he said he'd knock my chin off if I didn't close it.

He had four bunches of firecrackers, but wouldn't let me shoot a single crack. Said that I'd blow myself up. Said that no girl knew enough to shoot a firecracker.

The boys had a big jug of lemonade, but I wasn't offered any. When I asked for some I was told that my grandmother didn't fight and die at Put-in-Bay.

Jim had two oranges and a coconut. He refused to give me a bite. He said the stuff was for patriots, and that no one ever heard of a girl being a patriot. I pitched in and got him down, but mother made me sit on the front steps.

Saw the soldiers march by.

Saw the fire companies march by.

Saw the flags and banners, but

when I got up to cheer I had my ears cuffed.

More than a hundred boys went past our house eating something, but not one of them stopped to divide with me. One of them called me kid, and said I'd better run in and play with my rag doll.

Got ready to see the fireworks in the evening when a rocket stick came down and hit me on the head. I wasn't hurt and didn't care, but mother said I was interrupting the harmony of the evening and sent me to bed. The boys can have their old Fourth and do as they please with it, but I am done with all such nonsense from this time on. This year I shall pretend that I haven't heard a word about it—not a word.

Business Changes in the Buckeye State.

Butler—An assignment has been made by Butler & Hudson, dry goods merchants.

Toledo—G. G. Sinclair has been appointed receiver for the Toledo Vehicle & Supply Co.

Youngstown—Mary A. Newin, who has been engaged in the dry goods and millinery business, has made an assignment.

Hamilton—A drug store has just been opened by C. A. Fisher.

VanWert—E. M. Syphers has sold his grocery stock to E. J. Cress.

Waterville—The Waterville Elgin Butter Co. has been incorporated with a capital stock of \$10,000.

Canton—E. L. Janson has sold his drug stock to J. M. Hazen.

Columbus—James Yaw has been appointed receiver for the Frank W. Mills Furniture Co., which conducts a manufacturing business.

Lowellville—T. J. Buercher, baker, lost his stock by fire.

Portsmouth—S. T. Reeds will continue the general merchandise business formerly conducted by Austin & Reeds.

Portsmouth—Dawson & Neal are succeeded in the grocery business by Chas. Griswold.

Springfield—A corporation has been formed under the style of the M. D. Levy & Sons Clothing Co. with a capital stock of \$25,000.

Upper Sandusky—The Johnson Bibb & Faucett Co. has been incorporated with a capital stock of \$25,000.

Wellsville—A corporation has been formed under the name of the Champion Brick Works.

A Lone Patriot.

Last year the town of Yapbank, a village of 600 inhabitants, voted not to celebrate the Fourth of July. There was only one objector to this decision, and that was the village cooper. He announced that he should go it alone, and when the time arrived he kept his word.

At daylight on the morning of the Fourth he arose and walked out and shouted for General Washington.

At sunrise he shot off a firecracker and hurrahed for Liberty.

After breakfast he paraded through the village with a small American flag

and screeched for the Continental Congress.

At 9 o'clock he drank a glass of lemonade and hurrahed for General Gates.

At 10 he shot off another cracker and shouted for Bunker Hill.

At 11 more lemonade.

At noon he spanked his three children and hurrahed for Mad Anthony Wayne and Ticonderoga.

At 1 o'clock another parade with the flag.

At 2 hurrahs for Valley Forge.

At 3 he made a patriotic speech to a dog and a boy. Advised both of them to die whenever their country called.

At 4 more lemonade.

At 5 he sat down under a cherry tree and told his children about little George Washington. Spanked the two youngest for saying that if they had been in George's place they would have lied about it.

At 6 a banquet and cheers for General Lafayette.

At 7 singing of patriotic songs.

At 8 he shot off five firecrackers all at once, dared the British to try it again, and after another glass of lemonade and hurrahing for Yorktown went to bed.

Disinfected Transmitters.

A number of suggestions have been made from time to time with a view of disinfecting properly the transmitters of public telephones, but the proposals have usually involved a great deal of expense. An Englishman has invented an inexpensive apparatus which can be fixed to any mouthpiece. The apparatus consists of a small nickel tube resembling a cartridge, which can be half filled with a disinfectant, and which is fixed immediately above the mouthpiece. From the tube a diminutive blind, soaking in the disinfectant, is drawn by means of a loop or hook. The little blind is drawn down over the mouthpiece and fastened to a button underneath it, so that the user of the telephone speaks through the blind, which springs back and disinfects itself when the subscriber has finished his conversation. A 40 per cent. solution of formalin is suggested. The blind is made of ramie fibre, which is extremely strong and becomes even stronger when soaked in water. Ordinary linen would probably wear badly. The blind is exactly one and seven-eighths of an inch wide and does not in the least interfere with the sound.—Philadelphia Record.

From Chicory, No Doubt.

At a dinner in Washington Dr. Harvey W. Wiley, the Government's food expert, said as the coffee was served: "What delicious filtered coffee! This is not like some coffee I have seen. And now I am reminded of an incident that happened in my native Kent. A Kent boy, a grocer's son, was undergoing an oral examination. 'Tell me, please,' said the examiner, 'where coffee comes from?' The boy blushed and hung his head. 'I ain't allowed to tell that, sir,' he faltered. 'It's a secret of the business.'"



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OF BUSINESS MEN.

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THE ENORMOUS FIRE WASTE.

In no country in the world is the loss by fire as great as it is in the United States. As a result insurance rates appear unduly high here compared with the rates paid elsewhere, but in reality the high rates are due entirely to the enormous losses, which compel the underwriters to charge sufficiently high premiums for insurance to enable them to meet the losses and leave a reasonable margin of profit. That the margin has not been actually sufficient is proven by the many insurance companies which have gone out of business or failed in recent years.

One of the main causes for the heavy loss by fire is the recklessness which great prosperity has engendered among Americans. Money has been made so easily that less importance is attached to the safeguarding of the equivalent of money, that is, property, than would be the case were money less easily earned and property less easily acquired. In the rush to do a large business and to get rich quickly the flimsiest sort of temporary structures are erected and tolerated by law. This use of insecure buildings is a prolific source of fires. But by far the most general cause is the lack of caution, which seems to be a general failing among Americans.

As a general rule the fire-fighting apparatus in American cities is modern and up to date, and the fire departments are efficient, but these advantages are counteracted and nullified to some extent by carelessness as to water supply, unwise building laws and lack of thorough inspection of electrical installation in buildings. While incendiarism no doubt plays some part in increasing the fire waste, it is by no means one of the leading agencies.

Unless there is some reform in this matter of fire loss there must be a gradual increase in the already high premiums for insurance. Insurance is a tax which nobody can escape, but it is within the power of the

masses of the people to regulate that tax. If the fire waste is rendered small by wise building laws, strict enforcement of all reasonable precautions and greater care on the part of the individual the tax for insurance will be automatically lowered, just as it is being automatically increased by general carelessness and lack of precaution.

The fact that fire losses are made good by the underwriters does not diminish the character of the loss by any means. Fire loss is the elimination of just so much wealth, and the underwriter is enabled to pay the loss by distributing it among the whole army of premium payers. But the value of the property destroyed is just so much wealth completely and irreparably dissipated and eliminated, and the country as a whole is the poorer in consequence. If the United States were less rich than it is it could not stand the immense fire loss that it suffers annually. No other country could stand such a loss, and none suffers such a loss, either actual or proportionate. Rich as this country is, however, the enormous fire waste is commencing to tell, both in the higher rates that must be paid for insurance as well as in the weakening of the resources of the underwriters which guarantee reimbursements for these losses. Reform has become imperative, and the people should be educated to understand that the reform can come none too soon.

THE COMMAND OF THE SEA.

In the June number of the proceedings of the United States Naval Institute there is a very interesting translation by Prof. Philip R. Alger, United States Navy, of a review of the naval events during the war between Russia and Japan by Captain Gabriel Darrieus, of the French Navy. The French officer can hardly be accused of prejudice against Russia, yet he lays bare bluntly all the errors that they committed during the war and points out how they were beaten from the very outset by lack of preparation for war, by failure to appreciate the importance of the command of the sea and by the lack of initiative and fighting courage on the part of the naval commanders.

The French writer shows clearly how by securing from the very outset control of the sea through the disabling of several of the Russian ships at Port Arthur and by retaining control throughout the war the Japanese were able to land their armies wherever they saw fit on the shores of Korea and Manchuria and thus prosecute the war to a successful conclusion.

Contrary to the belief of the average laymen, Captain Darrieus holds that Port Arthur should never have been selected as the main Russian naval base, because it had too small a harbor with but a single narrow entrance, and could be attacked successfully from the land side. He blames the Russian naval commanders for lack of watchfulness in the first instance and excessive timidity

during the balance of the war. Their whole idea was to escape from Port Arthur to Vladivostok and not to attack. Like most other authorities, Captain Darrieus believes that in the battle of August 10 there was a good chance of Russian success had the Russian commander boldly sought battle instead of devoting his whole energy to escape.

The French authority has evidently a very poor opinion of the work of torpedo boats during the war. On neither side was anything really worthy of note accomplished by torpedo craft. This lack of success he attributes rather to unfamiliarity of both Russians and Japanese with the handling of such craft rather than to any demerits in this type of vessel.

With respect to the final catastrophe in the Sea of Japan, Captain Darrieus agrees with all the other critics that the Russian fleet was beaten before the battle began, because the Russian commander had no plan of battle mapped out, he had his ships in an impossible formation and thought of nothing during the engagements but flight to Vladivostok at any and all costs. He points out, as have all others who have discussed this memorable battle, that the Russian ships were destroyed by gunfire at long ranges. He praises the activity and battle ardor of the Japanese, although describing their tactics as of the simplest sort, although perfectly effective against the Russians' utter lack of battle formation or tactics.

While there is little new in the details of the naval history of the war in the Far East, it is worthy of note that every writer on the subject, no matter of what nationality, ascribes the complete success of the Japanese to securing control of the sea at the start and holding that control to the end.

HOT WEATHER VIGILANCE.

Where food products are involved, special vigilance must be exercised to keep them in proper condition. Vegetables, especially, deteriorate quickly. A decayed cabbage leaf is said to breed disease even more quickly than a rotten potato, and the latter will spoil a sale if its presence is detected. Besides, one defective specimen rapidly spreads the decay through the entire lot. Sort over carefully every morning, removing all that are not right. At night it is well to inspect, and any of which you are doubtful can be removed and possibly sold for nearly cost price.

Bread and cakes require equal vigilance. Of course, you aim to keep only enough bread for the demands of the day. If a little is left over, remove it from the compartment where the fresh bread is kept, and offer it at a lower price. Housewives will soon watch for such bargains if there is no mould or old flavor, as it is just the thing for toast, stuffing and bread puddings.

Damp weather is much more trying than dry on all kinds of perishable goods. Strive to keep them dry, even though they are hot. The tight case for bread and cake will pre-

vent the contents from becoming dry, but it must be kept scrupulously clean or everything in it will soon acquire a musty flavor. Avoid putting the bread in when it is the least bit warm, as this always creates a troublesome moisture.

Cull, sell at half price, use for chicken feed or burn—at all events, keep the spoiled article away from the good unless you would lose the whole and lose your credit also. With mercury in the nineties food products will not keep long out of cold storage.

STRIVE FOR THE TOP NOTCH.

This should be the motto in any class of goods. There are ruling prices for most commodities, which may change daily or be fixed for the season. The prospective buyer posts himself as to price. Having this established, he begins to compare quality; and if your goods are not as good as the best and he detects the difference, the other man will get the trade. Who will buy little or scabby potatoes when he can get smooth, fair sized ones for the ruling price? And the customer who finds, on cutting in, that the pears he paid a good price for are decayed at the core will not soon forget the bargain. (?)

In buying, strive always to get the best possible for the money. Though you do not intend to use any of the product yourself, it is just as important—more so, from a business point of view—that you look out with equal vigilance for the welfare of your customers. Buy carefully, but if you happen to get a bad bargain—and every one does occasionally—make the best of it and do not strive to palm it off upon some one else. As you will be more wary where a sham was purchased, remember that the local buyer will be equally mindful. If the goods are not first class, put them down correspondingly in price. Often it is best to candidly explain what is the matter. In certain instances the deficient article may serve some one equally well if the price is right. But try to have the article as good as or a little better than the other fellow's. Then you have the best possible show for making a quick sale.

Death of Fred Neilsen.

Pentwater, June 30—Fred Neilsen, the former Pentwater banker, died at Hillsdale recently and was buried at Ludington. Mr. Neilsen was for years one of Pentwater's most foremost citizens and a man widely known and highly respected throughout the state. A few years ago his bank failed, bringing distressing loss to many people. The feeling against Mr. Neilsen was very bitter. Legal action against him failed and he left the country, broken in health and generally believed to be poor in purse. For a time he did clerical work in Chicago, later making his home with his daughter, Mrs. Cecil Nichols. Whatever may have been Fred Neilsen's errors scores of people will remember him kindly for his good deeds and helpfulness in the days of his prosperity.

THE DAY WE CELEBRATE.

It is not so much a matter of noise or no noise, of patriotism or no patriotism, of needless cruelty or senseless kindness as it is a simple question of life and death. Every year the celebration of the Nation's birthday is followed by another day wherein the surgeon is employed to repair damages, serious or slight. But, what is worst of all and saddest of all, there is the early return to the God who gave them of "the flowers we most do love."

There is no time in the yearly round of merrymaking when maturity sympathizes more heartily and earnestly with childhood and youth than in celebrating the Fourth of July. Noise? Well, there ought to be! Ring the bells. Blow the whistles. Fire the guns and shoot off the crackers, the more the merrier and the bigger the better, until the elder Adams who foretold how the day was to be celebrated would, if he could, rise from his slumbers to bless the tumult that disturbed them. "Let joy be unconfined;" but don't for humanity's sake let the joy be turned to sorrow and the glad day ever after be the anniversary of agony and grief for the boyhood and the young manhood that that day died.

There is an idea abroad—and every home entertains it—that in some way whatever pertains to harm finds individual home life immune from direful consequences. It is the other man's home that the thunder bolt strikes, the other man's son that the river strangles, the other man's boy that the explosion kills, not his, and trusting to that senseless theory, if it can so be called, he puts the death-dealing explosive into the inexperienced hands and leaves them to their own destruction. The child that cries for the glittering razor, if paternal tenderness must give it what it cries for, is not allowed unattended to handle the shining steel, and that same child, larger and older, similarly cared for when the razor is displaced by gun and fire-cracker, will never be found in the hands of the surgeon or the undertaker.

This leads easily to the thought that celebrating the Fourth of July is not a matter interesting only the children. Fourth of July oratory centers around no such idea as that. "Our fathers bled and died" for a nobler purpose than a yearly uproar, ending altogether too often in crippled limbs and needless death, and that same nobler purpose means that maturity, appreciating the transcendent heritage of patriotism, should itself rejoice in and celebrate the day that made this the leading nation on the face of the whole earth. It is a fact, however, that maturity while retaining the patriotism and all that belongs to it has got tired of celebrating and with no thought of even neglect of duty shirks it and the youngsters, glad to be left to themselves and eager to make the most of the opportunity, do so with the appalling results which too frequently follow.

It is at this point that thirty-five, forty-five and even fifty-five father-

hood asks with an earnestness verging upon the intense if they are expected at this period of life to fire crackers and guns and go through with all the tomfoolery of the day to show their patriotism. They honor—none more—the transmitted patriotism of '76, "the days that tried men's souls;" they do not forget the suffering at Valley Forge nor the deathless glory of Yorktown any more than they are likely to forget all that and much more that stand for "God and their native land;" but now with all this aglow in their hearts to fire cannon when the day begins, to make the rest of the national birthday hideous with the uproar of gunpowder, is it—isn't it—a little too much to ask of them now, when in their hair "the gray is mingling with the brown," to sit on the curb or front doorstep and fool with torpedo and pinwheel and when darkness comes again to shoot Roman candles and skyrockets?

If the question be one of a loss of dignity only no; but it is submitted when it goes beyond that, and when in the life-scales the balance stands dignity versus the lives of our own dear boys and girls, it does seem greater than cruelty to have the dignity outweigh the precious life that maturity is living for and declares that it is willing to die for.

It is recommended, then, that the old-fashioned Fourth of July programme be carried out in the good old-fashioned way. Let whistles scream and bells ring and cannon roar, but always under the watchful eye and the directing care of parental guardianship. Then when the day, ushered in with the welcome of booming guns and with the air a-blossom with the matchless splendor of "Old Glory," goes down with "Patriotism" brightening the gloom of the summer night, it will be followed by no grieving over the loss of the home's dearest and best, and by no regret that ever after saddens the celebration of the Nation's glad birthday.

BUSINESS MAN IN POLITICS.

When the late Mark Hanna was conducting a campaign for McKinley's first nomination he had a great deal to say about the needs of the business interests of the country. The newspapers took it up and talked voluminously about the desirability of having business men interest themselves in politics. Somehow not as much as usual has been said about that lately, not as much as there might be or as much as there ought to be. The character and policies of those elected to the presidency and to Congress may easily make a great deal of difference with the volume and profit of business done during an administration. Every man is in business, whether he is working for a dollar a day at manual labor or is managing deals where his profits are reckoned by the tens of thousands, whether he clerks in a store or owns it, whether he is a mechanic in a mill or a great manufacturer. "Business man" is a term which includes pretty much every voter, because those who

work in the professions and even those who simply have to invest their money and live off the coupons and the dividends are in business.

By common acceptance, however, the term "business man" is taken as meaning and including those who are in manufacturing, commerce or trade, who own and manage mills, stores, railroads or mines. The professional man and the working man and as well the gentleman of leisure are left out, constructively anyhow, in this designation. There are too many of them, however, to be left out of consideration when candidates are being talked about for the presidency or for any legislative office. There is such a thing as having a management which would make the business men very wealthy and leave the others without their dues. Exorbitant profits made by big corporations are all right for the business men who own stock therein, but they place a heavy burden upon those who must buy the commodities they have to sell and whose revenue comes from other sources. It is entirely within bounds to say that the affairs of the business man can be so regulated that injustice shall be done neither to him nor to any other person. It is the greatest good for the greatest number which this government aims to provide. It is along this theory that President Roosevelt and Gov. Hughes have opposed railroad rebates and favored public service commissions.

The business man ought to be in politics and the other men ought to be there, too. That administration is worthiest of support which promises most to deal fairly with every one, to treat them all alike, to know neither rich nor poor in its control of large and small affairs. The workingman should be given no advantage over his employer nor the employer over his help. It is class distinctions and favoritism which the business man and every other man should oppose and put out of existence.

FOR BETTER OR FOR WORSE.

It is one of the rules of business and of law that a man and woman are bound by any contract which they make with their eyes open and about which there is no misrepresentation or fraud. That the price of the thing goes down after purchase or that its life was not as long as was expected and that sort of thing is all at the buyer's risk. That principle prevails through all contracts. In the marriage ceremony it is agreed by the participants that they take each other for better or for worse, "till death do us part" and all that sort of thing. If a man marries a woman who is sickly, that is his lookout, and if he marries a woman who afterward suffers from poor health that is his misfortune, and all the law contemplates in his case is that he shall pay the bills, be considerate and cheerful. The man who marries takes the woman as she is and if she improves on his hands that is his good fortune and if otherwise that is merely a bit of bad luck.

This question has been carried into

court and made the subject of a learned legal decision by the supreme judicial tribunal of New Jersey. The case is an interesting one, for it happens that two years ago a young woman of Paterson was standing on a picnic resort platform when the railing gave way and she was hurled to the ground and hurt. Not long after she was married. On their return from their wedding tour the couple thought to get money enough with which to set up housekeeping and the woman sued the railroad company for damages and was awarded \$1,500. The husband sued for \$500 for the loss of his wife's services, which is the legal way of bringing such a case into court, but the husband's contention did not succeed. The Supreme Court upholds the trial court in refusing to pay the husband anything, on the theory that the woman suffered the injuries before she was married and that her husband took her as she was, injured or otherwise. There is no denying that he was deprived of her services as the result of these injuries, but he is not entitled to profit by the disadvantages his wife labored under before marriage. It was his business to inform himself about that beforehand. In other words the Supreme Court of New Jersey proposes to see to it that the clause in the wedding ceremony which refers to the taking for better or for worse means what it says and shall be enforced.

BE ON TIME.

Punctuality is just as important in your business methods as in your trip to the depot. The train of commerce is steadily going on, and if your car happens to be making the time of the local freight and is as uncertain in its progress the express will outdistance you every time.

One must have their goods in stock in season to get the cream of the trade. No matter whether it is shirt waists or wall paper, plows or paints, there is a season in which they are in demand, and one too rapidly following when they are only a drug, to be sold at cost or carried over until another year.

The plea that the goods have been ordered and are on the way may avail to hold an old customer a few times, but if you keep procrastinating and he eventually finds out that you did not even order the goods until after his third enquiry, be assured that you can not dupe him so another time. He wants his harrow or seeder in seeding time or he does not want it at all.

Easygoing ways grow like weeds. The public soon detects them and learns from sad experience that if there is haste the man who is himself a hustler is the one to patronize. Promising goods at a certain time and failing to have them then creates a feeling of distrust; a reputation for veracity is lost with the lost trade. It is easier to do a thing than to put it off. Be on time. Move if you wish your business to move.

When a woman misses her pin-money she gets all on needles.

RETAIL ADVERTISING.

Seasonable Suggestions by an Expert Advertiser.

Written for the Tradesman.

When so much is being said and written about advertising it would seem that any argument in favor of the merchant's advertising in his local paper would be unnecessary.

A prominent advertising expert recently said in a public address, "Show me ten stores that advertise in their local papers and I will show you at least nine successful merchants, and the one failure will undoubtedly be due to mismanagement of some kind."

The purpose of advertising is to draw trade to the store. Unless it succeeds in doing this it is a failure.

While newspaper advertising is good, and unquestionably brings results if carefully and intelligibly written, it fails in many respects. In the first place it is not a direct appeal to the customer, as it does not come as a personal solicitation for business from the merchant to the prospective buyer.

Some advertisements approach this more nearly than others. The most successful advertisement writer must necessarily be the man who the most thoroughly understands the principles of salesmanship and, therefore, makes his advertisements appeal as personally to the reader as possible. Advertising is a profession, and while the storekeeper in the smaller towns can not, of course, afford to employ a special man for this purpose, he is too apt to give so little time and thought to this—one of the most important features in the building up of his business—that his advertising space is not only wasted but actually reacts against his interests. If evidence is wanted of the truthfulness of this statement just turn to the advertising columns of any newspaper printed in our State. In passing this all-important subject of newspaper advertising let us impress this one thought: Give this branch of your business at least as much consideration as you do any other, for you are in business solely to sell at a profit the goods you buy, and a well worded, well printed advertisement is a most convincing salesman.

In order to supplement newspaper advertising the successful merchant in the larger cities is doing it today by methods of direct appeal to the customer. Unless the merchant in the smaller towns copies the methods used by the successful city merchants and the large department stores he is going to see his business gradually decrease.

The best method of direct solicitation is by letter.

Now do not let us be misunderstood. We do not mean that the system of direct solicitation by letter is to supplant the salesman, who, by the way, is more often only entitled to the name of "order taker," but, as in the case of newspaper advertising, is not only to help that individual, but to actually secure business from a class of people he is unable to reach. In the medium sized towns and smaller cities many gro-

cery merchants have built up and maintained a large and successful business by personal daily solicitation for orders among their nearby customers. While this article is written mainly for that great multitude of struggling merchants whose scattered trade comes oft-times from many miles distant, and for whom personal solicitation would be a financial impossibility, the personal letter plan can be used with the most marked success by every merchant both large and small reading this article.

Different classes of business must necessarily require a different form of letter writing to bring the desired results. Let us consider first the merchant handling a single or a mixed line of goods, such as dry goods, clothing, boots, shoes, carpets, etc.,

the merchant wants to sell. Following this will come the holiday season, with its multitude of possibilities of disposing of all kinds of useful articles and useless stuff. Then comes what? The annual inventory! If the balance is on the wrong side of the ledger there is no one to blame, Mr. Merchant, but yourself. We know it is nice to have a dumping ground for our failures and attribute them to President Roosevelt, or to Wall street, or to the Weather Man, or to our next door competitor, or, in fact, to anyone, or anything, but ourselves; but, fight the issue as we may, our destiny is in our own hands and success will be ours if we work for it faithfully, conscientiously and intelligently. What share in the millions that will be spent for merchandise between

chased nearly our entire stock of better class goods in very small quantities and it is for this reason we are writing you this personal note, believing that you, as one of our old customers, will be glad to call at your earliest convenience, while the stock is complete.

This sale will not be announced in any of the local papers until next week. You are, therefore, getting this information several days in advance of the general public.

Assuring you that we fully appreciate the past patronage you have so freely given us and hoping to see you early at this sale, we are, etc.

If the sale you are about to advertise is a reduced price one, then the following form will answer admirably as a guide in preparing your letter:

Dear Madam—Owing to the fact that the present season has been unfavorable to the sale of many classes of summer goods we find ourselves overstocked in several lines. We have, therefore, decided to move these goods immediately if a price consideration will do it. In order not only to dispose of these particular lines in the shortest possible length of time, but to make room also for our new stock of fall goods, we have decided to inaugurate one of the greatest stock-reducing sales ever attempted, and throughout every department of our establishment we have reduced the price to a notch so low that goods of the high quality for which this store is noted can be bought during this sale for less than the usual price of inferior stock. This sale starts Saturday morning, August 15, and will continue for one week only. For many years you have been a faithful and profitable patron of our firm, and in appreciation of the same we are taking this means of notifying you in advance concerning this sale, that you may prepare to take advantage of the same by being one of the first to attend. We assure you we had far rather see an old customer like you reap the benefit of the reduced prices we are going to offer than to see the regular "bargain hunter" who never frequents our store at any other time secure them.

Now prepare a list of names of parties who seldom if ever patronize your store. Send them the same letter as above except that the latter part of the first paragraph should read something like this:

Although we have been doing business in this section for a number of years we have not had the pleasure of seeing you at our store as often as we would have liked. Believing that you will be especially interested in this sale and being very desirous of securing you for a more frequent, if not a regular, customer we are writing you this little personal note and hope you will so arrange your plans that we may see you among the early callers at our store next Monday.

The possibilities of personal letter writing by the grocery merchant as an aid to increasing sales is positively unlimited. The grocer is safe in taking it for granted that any customer on his books is the user of almost every article he carries in stock and that his consumption of this article could be largely increased by the right suggestion.

There is no grocer who reads this article but who knows that in his stock there is an overplus of some particular line that he would be only too glad to move quickly. It is not the price that is keeping these goods from selling but simply the fact that they have never been called to the



C. B. Hamilton

all of which might in a general way come under the literal and original meaning of the term dry goods. Goods in these lines being seasonable are subject to special sales and reduced prices.

In a few months every lady in this land will be interested in the various styles of fall dress goods, fall millinery and fall wraps. The parent of every school boy or school girl will be concerned in all kinds of comfortable and serviceable wearing apparel and millions upon millions of dollars will be spent for these articles alone before the opening of the next school year. Then comes the long list of household articles, such as carpets, curtains, rugs, bedding, new Thanksgiving linen and the thousand and one other things that the housewife wants to buy and

now and December 31 will be yours? **Modern Conditions Call for Modern Methods.**

Prepare a carefully selected list of names of your best customers whose trade you are not only anxious to retain but to increase. To each of these mail a personally addressed typewritten letter, worded somewhat as follows, if a special sale is to be advertised:

Dear Madam—Our buyer has just returned from New York, where he has been for the past two weeks selecting our new fall and winter stock. These goods have now arrived and we are going to place them on sale beginning next Monday morning. During all the years we have been in business we have never seen a more attractive line than this fall stock our buyer has selected. As few people of refined tastes care to have an article of wearing apparel duplicated by another we have pur-

attention of the right parties. The personal letter plan will sell them.

Any grocer who will carefully prepare and send out a series of not less than ten short, direct, personal letters to a list of names selected with reasonable care should receive results from at least 75 per cent. of the list.

The proper method of procedure would be something like this:

The first letter, which would be addressed personally to the lady of the house, would simply call attention to the store and the fact that her trade was desired. It would comment on the cleanliness of the establishment, the line of goods kept, their prompt delivery and their willingness to open a credit account, if credit business is handled.

The second letter, which would follow not over a week later, would call attention to some new line of goods just received, or possibly to the fact that within a number of days a shipment of certain fresh stock would arrive. Attention should also be called to the care taken in the selection of this particular stock.

The third, the fourth, the fifth and the sixth letter would be along similar lines, each of them calling attention to some particular feature of the store which the customer would like to know about.

Any grocer, if he starts out to do so, can sell the best trade in his city and sell them in quantities. Instead of selling canned goods in single lots or by the half dozen cans, he

can sell them by the case in the manner outlined.

This plan should at least consist of ten letters before the prospective customer is dropped.

A campaign of this kind can not be carried on without a typewriter, and while the machine is being used for this work it can also be used for the regular letter writing that the merchant has to do. As the typewriter has made possible the development of the large mail order business of the country, which business would be impossible without it, so can the local merchant make use of the typewriter in building up his business, and do it with proportionate success.

It takes perfect details to make a perfect whole. Any merchant can not expect to reap the full measure of success unless he studies and perfects the details of his business. If you advertise an attractive store and a clean stock make your store attractive and your stock clean before you so advertise. If you advertise "new goods" be sure that your customers have never seen those same goods in your store before. If you advertise a "reduced price" sale then the prices at that time must be lower than at regular sale. This sounds like needless advice, but, unfortunately, it is too obviously not the case.

Another important thing to be considered is the letter itself.

In personal letter solicitation the letter becomes the representative and should convey the message of the sender in a pleasing and forceful

manner. An attractive letter head, a strong envelope and a good typewriter are all the equipment necessary.

Any local printer can procure the necessary plates for the letter head printing, so that at a small cost an exclusive letter head and envelope design can be secured. As the best typewriter costs about one hundred dollars and should, if a wise selection is made, give many years of continuous and satisfactory service, it is only reasonable to suggest that unusual care should be taken in making this purchase. A few suggestions may be helpful: First of all a visible typewriter should be selected. By a visible typewriter we mean one in which every character is in full sight as printed and remains in full sight all of the time. A tabulator will be found a great convenience in ordinary letter writing and an absolute necessity in making out bills and statements. Only a typewriter having a tabulator as part of its equipment should, therefore, be purchased. Excellent results in letter writing of the kind outlined above can be obtained by the use of a typewriter having a two-color ribbon. This will enable you to bring out emphatically in distinct color from the body of the letter paragraph headings and any special features which you may wish to impress on your customers. A two-color ribbon will also be found convenient in billing and many other classes of work. The very best typewriter that you can buy will be the cheapest in the end. A poor one will

be found expensive at any price.

The merchant who imagines he can use a nickel tablet and any old typewriter and get results will be the one failure mentioned by the advertising expert in the beginning of this article.

To successfully compete with the wide-awake, progressive mail order houses of Chicago, and other large cities, the smaller retail merchants of this country must everlastingly fight fire with fire and by adopting their methods and following their plans retain the trade which otherwise the mail order houses will eventually secure.

C. B. Hamilton.

Cleaning Greasy Utensils.

I take an empty tin box, make several perforations in the cover and fill the box with sodium bicarbonate. Having screwed on the cover I take a supply of excelsior from a box under the sink, sprinkle on it a little of the sodium bicarbonate, add a dash of water from the faucet and then rub the excelsior over the utensil. A greasy mortar or graduate may be cleaned readily in this manner. The sodium bicarbonate doubtless saponifies the fats in some measure, while the excelsior serves as an excellent mechanical cleanser.

A. E. Campbell.

Possibly.

"The idea!" exclaimed Mrs. Kadeley. "I wonder why that woman is watching me so?"

"Probably," replied her husband, "she's trying to find out why you are staring at her."

Through You==Not to You==We Sell

Post (Formerly called Elijah's Manna) Toasties

In reaching the consumer we make it very much to your advantage to stock and help push the sale. Continuous, liberal advertising, and guarantee of the sale of Retailers' stock, eliminates all risk on your part—and the profit is pleasing!

Post Toasties are Distinctly Different—

The Delightful Crispness and Delicious,

Toasty Flavor Win and Hold Customers—

"The Taste Lingers"

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

VALUE OF SILENCE.

Ideas Having Commercial Worth Should Be Guarded.

Written for the Tradesman.

"I don't say that an employe should go through the world with his teeth locked into his upper lip to prevent the escape of the products of his brain pan, but I do say that value should receive value, whether it comes in the shape of a forty-acre farm or a marketable idea conceived in the middle of a sleepless night."

The old book-keeper wheeled about on his high stool and took a match from the extended hand of the smiling young clerk. Great chums are the old book-keeper, nearly ready for the Great Reaper, and the new clerk, at page one of the Book of Life.

"If you've got Solomon to peddle out," said the clerk, "let it come. If there is one thing more than another that I need tonight, it's wisdom of the tried and warranted variety. I'm broke, and I'm in debt, and I want a vacation, and I can't get the sweet object of my dreams to look my way."

"Serves you right," replied the old book-keeper. "It is always the kids who are broke who have trouble with the Onliest-Only-Only. What do you take the girls for? Do you think they'll leave their happy home for a chap who can't support himself? No, yet! As a rule they're not looking for a meal ticket with the eatings all punched out. Just consider that bit of wisdom, young man."

"That's the answer, all right," said the clerk. "I notice that the swell-est girls are usually with the fellows who have the most expensive neckwear. I have decided to become a savage! What became of your Onliest-Only-Only?"

"As I was about to observe," said the book-keeper, irrelevantly, "a thing is worth what it is worth, whether it is a spotted cow or a new process of making pink pajamas. All of which leads up to the wise old saying, which, no doubt, you have heard before. It runneth thusly: Keep your bloomin' mouth shut!"

"I can't," said the clerk, "and I wouldn't if I could!"

"The next best thing, then," continued the book-keeper, "is to keep your hand out of your pocket when you've got money there. If the cash doesn't follow your fingers out, some fellow will see where you keep it and snake it out for you."

"I never have any money in my pocket," observed the clerk, sadly, "and I couldn't keep my hands off it if I had. You'll have to dope out something easier if you make a winning with me."

"I started in to say something regarding the value of silence," remarked the old book-keeper, "but you seem to have all the lines in the stunt. Silence is said to be golden. I don't mean the sort of silence which makes a sullen brute of a person. I mean the kind of silence which permits a man to talk all he wants to—about the things which

are of no consequence. In other words, young man, guard your thoughts concerning betterment as you guard your money."

"I don't guard my money," said the clerk. "I haven't got any to guard. If I had I wouldn't guard it."

"And be careful not to give your employer all your mental acquisitions. You are just at the time of life when the brain—"

The clerk eyed the old book-keeper in wonder.

"And you've always been preaching loyalty to the boss!" he said, with a look of reproach in his eyes.

"Of course! Loyalty is better than rubies! No man gets along well in a position to which he is not loyal, but, as I was about to observe, you are now at a time of life when your brain may bring forth an idea of value. It may be that it will not, that's likely to depend on the way you use it, but if it should you don't want to peddle it out along with your six-dollar-a-week delivery of muscle. Do you catch on, young man?"

"But you've always said—"

"That you should make such suggestions to the boss as may help his business. All right. Do that. But if you get a marketable notion in your thick head, some day, you keep it there until you find out what it is worth. If you give it to the boss he'll think it belongs to him, because he fed the brain that produced it, and he'll also think he's doing you a favor if he puts it into use and makes a thousand or two by it. You keep your thoughts at home until you see what they are worth to some one else."

"Oh, I have thoughts, sure enough thoughts," said the clerk. "I've rebuilt the universe on improved lines half a dozen times since I came in here to consort with codfish and canned beans. I've got a scheme right now for putting up fruits—"

"That will be all," said the other. "Keep it to yourself. You've got to have some sort of capital to start in life with. You won't save your money, so you must save your ideas. That is the thing I started in to talk about, but you keep cutting in so that my talk must resemble a pious editorial on the tariff revision question."

"I'm mum," said the clerk, "though I can't see as you're more incoherent than—"

"Than usual, eh? All right! You keep out and I'll get on. Where was I at? Oh, yes, about telling employers the thoughts of your soul. In the first place, if you keep giving out your impressions you'll do so much talking that he won't pay the slightest attention to anything you say, even if you do present a winning proposition. In the second place, if you do happen to strike a winner and he sees it, he'll be apt to gaze into your face with a superior smile and declare that he's been considering that very thing for a long time. And then he'll add that he's about reached the conclusion that it isn't much!"

"If you strike a good idea, keep it

to yourself. If you haven't money enough to make a test of it in the right way, don't go about looking for a man with money to invest in other men's notions. Go out and earn it. If you should happen to run across the angel you seek and he puts money into the scheme, give him what you've done and go back into your inner consciousness for another winner. The chances are a hundred to one that the angel will grab the game when it gets valuable."

"What's the grouch?" demanded the clerk. "You're knocking everything and everybody to-night. Come out of it!"

"As I was about to observe, it pays to keep your mouth shut when it comes to things that concern yourself. If you are at work for a man who sets you at a task so that you may blaze the way for him to do it himself, don't put any work on it. It won't pay! I once worked for a grocer who used to set me at dressing the display windows early in the morning. When I got through, he would announce that he could beat me to a frazzle at that sort of a job, and then go ahead and do the work on my theory, with just a little change. He used to set me to writing advertisements, too, and when I took him the copy he'd say my work was no good and write it over with my ideas in a little different form. I noticed that he never dressed windows or wrote advertisements without setting some one to map out the thing ahead of him. If I had it to do over again I'd blunder so that he'd get no ideas out of me."

"You're a kicker, all right!"

"Anyway, learn to value silence. Of course I'm a crank. I hardly know which way is from me. I'm a fit subject for a retreat for the feeble minded, but I'm telling you right here that the most successful men of the day are the ones who have saved their ideas as well as their dollars until they came to a place where they could make use of them. A dollar is only a dollar. An idea may be worth a million of them. Develop your own ideas. Don't confide them to your alleged friends. A man who would walk a hundred miles to restore to you a dollar you had lost would steal from you an idea worth a million if he could. You're a clever young fellow. Most young clerks are bright and resourceful. I want to tell you here, and all young clerks through you, that Silence with a big 'S' is the trump card in the advancement game. Talk about hens when you feel that you must talk. Don't talk about yourself or your ideas. When others talk about their ideas or themselves, listen."

"I'm rambling around the subject a good deal, but I guess you know what words mean. Keep yourself out of your talk. Keep your inventions, your schemes, to yourself. Give your employer good measure for his money, but don't give him your mentality when it is not needed in his business. If you go back there to do up a package of sugar and see a new way to make paper bags, just

go on and figure the proposition out for yourself and protect yourself with a patent if you can.

"In a few years the clerks who are now about your age will be the big business men of the country. It won't be the nickel-savers who are at the top. It will be the men who have idea-producing brains—men who have imagination, originality, secretiveness. The leaders of the next commercial decade will be the men whose best capital is an idea, rightly developed and guarded until the opportune moment. Now, do you see why I'm advising you to guard your ideas?"

"I suppose," said the clerk, "that you think I was foolish to give away that idea for a showcase? I only told it to the boss."

"That's the idea," said the book-keeper. "I heard you tell him about it. He'll have it patented in a month. I thought I'd give you a talk about it to-night. You've lost a good thing. Don't do it again!"

"It has taken you long enough to get at the point!"

"You'll remember what I have said better for the way I have said it," was the reply. "To sum it all up: Don't talk about yourself. Above all, don't talk about your business plans and ideas. Be loyal to your employer, but don't give him what may be worth a fortune for six dollars a week."

"I say now that I won't, but I know that I will," said the clerk.

"That's the way some people get rich—listening," said the other.

Alfred B. Tozer.

Ants Shine as Weather Prophets.

Ants as weather prophets afford new testimony to the cleverness of these small animals. When you go out on a spring morning and find the ants busily engaged in clearing out their nests, and dragging the sand and bits of earth to the surface, you may be sure that, no matter how cloudy it is, there will be no rain that day, and the probabilities are for several days of good weather. If, however, you see the ants about the middle of a spring or summer afternoon hurrying back to the nest, and a sentinel trotting out in every direction, looking up stragglers and urging them to go home as soon as they can get there, you may figure on a rain that afternoon or night. When the last of the wanderers is found the picket hurries in, and the nest is securely sealed from the inside, to keep out the water. It is seldom that ants are taken by surprise by the approach of a shower.

Wrong Business Principles.

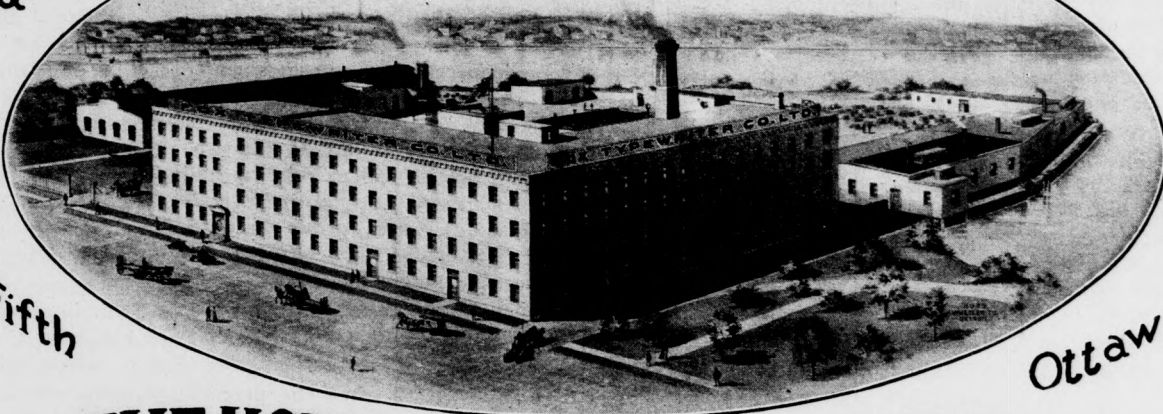
"Here's good news," grunted Golsa Golde. "That roll of notes I lost has been found by a clerk out of work."

He thrust the letter in his pocket and fell upon the ham and eggs more heartily than before.

"Better give him a job," said Mrs. Golde, as she refilled her husband's cup.

"Huh! not much," said he. "Don't want any more fools in my business."

Factory & Main
Office
Front St.
between
Fourth & Fifth
Sts.



City
Office
Mich.
Trust
Building
Ottawa & Pearl
Sts.

THE HOME OF THE FOX TYPEWRITER

A Grand Rapids Product
And the Only Typewriter Manufactured In Michigan

Sold In Every Civilized Country In the World

No Individual Product of Grand Rapids More Widely or Favorably Known

In the Fox factory last year 400 people were given constant employment and there was paid out for labor alone \$250,000.

This money was then redistributed in all branches of trade in Grand Rapids and Western Michigan. It came from all over the world.

When you buy a Fox you not only secure the highest grade typewriter on the market, but your money *stays at home*.

The Fox Typewriter has a reputation for perfection and honesty of construction that is unequalled.

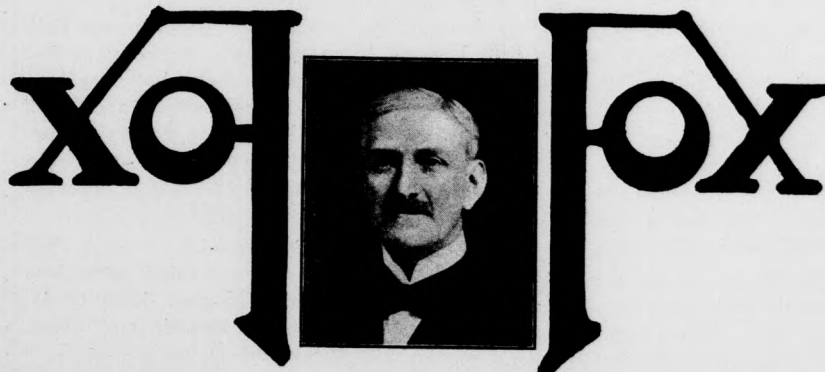
It is "The Good of the Old, the Best of the New" in typewriter construction.

Fox typewriters are gladly placed on trial without expense. Write us.

Fox Typewriter Company

Grand Rapids, Michigan.

On the Fox all the writing is in sight all the time.



The Man Who Made it.



SUCCESSFUL SALESMEN.

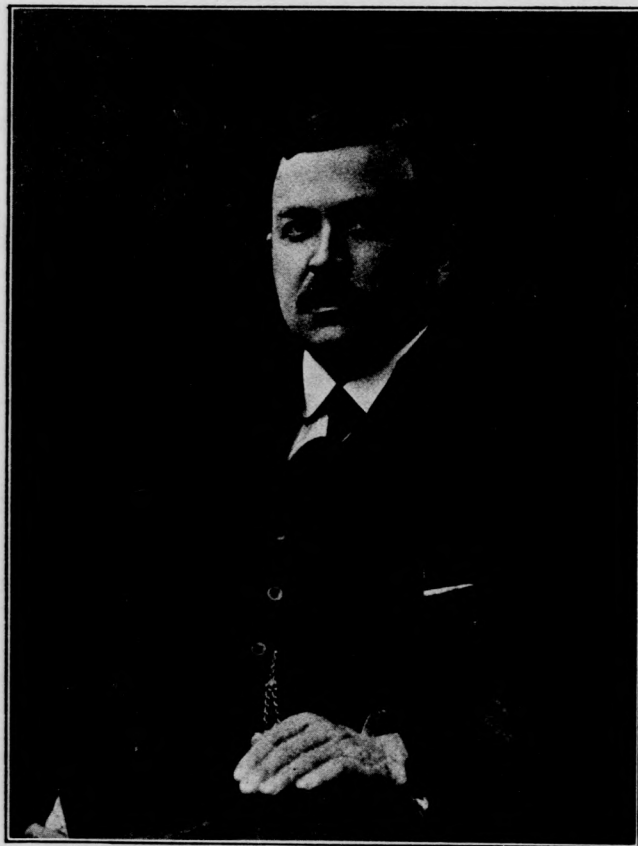
S. A. Potter, Representing the Red Wing Milling Co.

Nearly all men begin life humbly. Only a few get a running start in the race of life. So peculiar and so numerous are the handicaps surrounding the contest that most men are compelled to fight for even a chance to figure among the entrants. Where there is one runner there are a thousand spectators of his efforts. But occasionally from the crowd bursts some youth who has successfully combatted environment and has forced himself into a place in the race where a thousand others stand and only witness the struggle and its finish.

Much beautiful sentiment has been written about the advantage of humble beginnings. It has been pointed out that a large number of presidents and other prominent people have been born in log cabins of poor but honest parents. Nevertheless the ordinary man will prefer to start at the tape rather than some distance back up the stretch. To say that the runner whose feet are shackled and hands are tied is fortunate is to lay too much stress on the value of such a handicap in inspiring him to greater effort and too little stress on the heartache and extra labor that the handicap entails. In the consideration of any man's career the fact that he began humbly and fought for a place in the contest should entitle him to greater credit. That credit should not be diminished by any unfounded sentiment that the youth is fortunate in being compelled to perform labor not required of others more elect. To say that if he had a fair start in the race he never would have finished among the winners does an injustice to those personal qualities which he possesses and which contributed to his success. There is no reason to believe that had Abraham Lincoln been born in the lap of luxury he would not have become great. George Washington got a flying start in life and won renown for himself as great as that won subsequently by Lincoln. The difference in the careers of the two men was that Lincoln suffered more. Riches could no more make Washington an idler than poverty could make Lincoln a failure. After all, it is the man that counts in reaching definite results.

Samuel A. Potter was born on a farm near Livonia, Michigan, September 3, 1862. His parents were humble, plodding people whose ideals were honesty and upright living, and their greatest endeavors were to inculcate those principles in their son. The early years of the boy were similar to those of thousands of other boys who have been fortunate in possessing parents anxious to inspire their sons to make places for themselves in the world but to do it by right methods. He was taught the value of labor, and there is no better place in which to learn it than on a farm. His early schooling was in the country schools of the neighborhood. He remained on a farm until 23 years of age, when he removed

to Detroit and took a job running a bread wagon. A year or two later he had the position of city salesman for Kidder & Piper, proprietors of the Union Flouring Mill Co. He remained in this position two years, when he removed to Grand Rapids and learned the baker's trade. In 1892 he opened a bakery at the corner of South Division street and Fifth avenue, which he conducted about five years. He then sold out and returned to Detroit, where he engaged in the picture frame and enlarging business at 789 Grand River avenue. Two years later he formed a copartnership with R. C. Yerkes, of Northville, to handle Sleepy Eye and Wingold flour in Detroit. Four years later he engaged to cover Michigan for E. B. Gallagher & Co., jobbers of bakers' supplies. At the



Samuel A. Potter

same time he carried the brands of the Simmons Milling Co. as a side line. After two years' work with these two houses he contracted to devote his entire time to the Red Wing Milling Co., which he has done for the past five years. He sees his trade every six weeks and is a welcome visitor wherever he goes.

Mr. Potter was married to Miss Nellie Rohde, of Elm, in 1887. They have one daughter, Mildred, aged 6 years. The family resides at 859 Fifteenth street, Detroit.

Mr. Potter is not a member of any church nor of any fraternal order, having never joined any secret society or insurance organization. He believes in keeping everlastingly at it and to this habit he attributes his success. He has but one hobby and that is fishing.

Brave in the Face of Discouragements.

Courage is the quality which enables us to meet without fear the difficulties that beset life's path. It girds our loins for the coming conflict and makes us brave soldiers for the fight, ever whispering into our ears words of hope for the issues at stake.

The man of courage may fail, but he won't fly the track. He may be defeated, but he will ever be up and at it, and keeps at it until he nails the colors of victory to his standard. There is almost no difficulty that can not be surmounted by intense effort, and such effort can never be put forward without indomitable courage to back it.

Our desires are often the precursors of things we are capable of performing. The hesitating find every-

and they will lose their formidable appearance.

The stout oak can resist the fiercest winds that blow; it towers in solemn majesty, confident in its strength to withstand the fury of the tempests. Be as the oak, defying the terrific onslaughts of temptation, majestically facing the threatening dangers; but you must not be reckless and rush to the brink of precipices you can avoid lest you fall to destruction in their yawning depths. Too far east is west, and courage carried too far may degenerate into bravado.

True courage calmly weighs the probabilities of victory or defeat and then determinedly stands. A phrenologist, examining the head of the Duke of Wellington, said:

"Your grace has not the organ of animal courage largely developed."

"You are right," replied the great man, "but for my sense of duty I should have retreated in my first fight."

When he saw a man turn pale as he marched up to a battery the Duke said:

"That is a brave man; he knows his danger and he faces it."

"A good man gone wrong." No, a bad man found out. You say you would never have done that. How do you know? Ever have the chance to steal \$100,000?

When some extraordinary circumstance singles out a man from the multitude and the finger of Fate points to him, indicating either to stand or run, and he stands, then does he show the stuff of which heroes are made.

When the crucial moment arrives the steel of courage is as likely to be found in the quivering nerves of frail women as in the stouter makeup of men. Courage is a moral trait that enables the soul to possess itself under every vicissitude. In the common spheres of civil and prosaic life may be found instances of truest heroism.

There are the heroes of the store, the workshop and office, on whose courage is put as severe a test as though they stood upon the battlefield amid the glitter of cold steel and the rattle of musketry. When a man has to fight with poverty, with losses, with bad debts, with disappointments, with temptations, and still keeps his head to the wind, vows still to trust in God and do the right, although he has no epaulettes on his shoulders nor medals on his breast, he is still as truly a man and a hero as though he had stormed a citadel.

Madison C. Peters.

Hearse as Delivery Wagon.

Protesting against having their meat delivered in a hearse which had been improvised into a delivery wagon, the customers of a Norwich, N. Y., butcher told him that unless he put the hearse out of service they would buy their meat from a dealer in one of the neighboring towns. The butcher had lost his delivery wagon in a collision with an automobile and picked up the hearse, which had been carrying other kinds of dead meat for fifteen years, at a bargain price.

thing impossible because it seems so, but to the brave man nothing is so impregnable that it can not be overcome by unflagging energy and unswerving application.

The courageous never court Failure, but always woo Success; at first she may repulse them, but they never become disheartened and still worship at her shrine until she consents to smile upon their suit, embraces them and rewards their ardor with her fairest gifts.

The coward, on the contrary, loses heart at the first rebuff, abandons hope and dolefully goes down to despair, useless to himself and valueless to the world.

Carve your way with undaunted courage through all opposition, never acknowledging defeat. Meet difficulties with unflinching perseverance

DISCOURTEOUS SALESMAN.

Incident That Lost a Possible Future Customer.

Written for the Tradesman.

Strange, sometimes, what little things will influence a person as to trading at different places—things, apparently, of small moment and yet which either prejudice a transient customer irrevocably against a store or so incline him to like it that he will do the bulk of his trading there.

In a certain town—which shall be nameless—there is a certain store—which also shall be nameless—where I wouldn't trade if I had to go barefooted. You may infer that the place which has excited my dislike is presided over by Saint Crispin. The inference is correct.

I had been in this establishment on two other occasions to purchase shoes for my small brother. He'd rather go there, he said, because he liked their shoes. He said they had always been pleasant to him, so why shouldn't he like them? "But," he asserted, "if they are mean to you, I'll not trade with them any more. Their shoes for boys are all right—I like 'em—but if they ain't good to my sister, they won't see this chicken comin' their way again."

The speaker is a little fellow of strong personality. I am glad he is. I hate a namby-pamby individual of either sex, grown-up or child. I'd rather take my chances on the former's growing into a person of some use to the world than to expect the one of opposite tendencies to amount to a row of pins. Give me the person of strong likes and dislikes, of positive individuality. He may allow his feelings to run away with him at times, but he is the person who "does things."

But I am wandering from my subject. I set out to narrate the circumstance which changed me from a probable future customer of a certain shoe store to—well, I won't exactly call myself their enemy, for I shan't set out to do them any injury, but, the angry way I feel now, I shall never again enter that place for shoes unless I find it impossible to suit myself first in one of a dozen or two others.

Early in the season I had purchased a pair of black oxfords at the store where I have traded more or less ever since I was a young tomboy. The shoes in question gave excellent satisfaction as to wear, and I was thoroughly in love with their dainty little French heels. But they went back on me in one essential—they didn't keep their shape. From the instep to the toe they "spread out," almost from the first day I donned them. They were such good quality, however, having cost me a pretty penny, that I could not afford to discard them. So I consoled myself with the consciousness that they were elegant in appearance, when I had occasion to grab my skirts, and it could not be denied that they were the most comfortable shoes I had ever possessed.

After they lost their pristine freshness I began to haunt the various window displays of footgear in the hopes of spying therein just the sort of low shoe that would strike my fancy. First in my estimation the heel must be of the frivolous variety—frivolous, but not too frivolous—in other words, French, but not too Frenchy. I didn't long for du Barry heels, although I couldn't find just what I wished without taking spikes along with the desired characteristics. I intended to take the idiotic style and grin and bear it. But I didn't intend to walk on stilts if I could find a heel of the inch and a half height, instead of two and a half or even of such an altitude as a couple of inches. I think these are silly. However, a girl has to be silly sometimes or she wouldn't be of the feminine gender.

I wanted some patent leather to be in evidence somewhere in the make-up of my second oxfords, also some dull, unpolished leather or a touch of cloth. There must be broad silk laces coming through about three big holes on a side. I have never taken kindly to the bulldoggy toes in any description of footwear, so my new pedal coverings must incline somewhat to the narrow toes. I like a long, slim effect.

I was in no special hurry for my next purchase, so several weeks went by. Finally, in a window somewhat remote from my customary shoe dealer's place of business, I happened to see reposing an oxford that seemed to meet my every requirement. Eagerly I entered the place. Now were my hopes to be realized!

As I advanced toward the seating space I glanced to the right and left to try to discover the clerk who waited on me on both those former occasions. But he was nowhere to be seen. And no wonder—on my enquiring for him the reply was:

"That clerk ain't here any more."

The young man in question had been in two other stores where I occasionally traded and when I accidentally ran onto him in this third one when I bought the boy's shoes I was surprised, also pleased, to see him again, for he was an ideal salesman—always pleasant, chatty without being "fresh," anxious to suit all customers, rich and poor alike.

I especially remember one effort he made on my behalf when he was employed by the firm before this one:

I had gone .o store after store in search of a certain style of a riding legging. Finally I drifted into the store where this young man was clerking. I had never happened to purchase anything there and did not know this favorite clerk had left his other place. He greeted me cordially and proceeded to try to find the article I described to him. But it was not in their stock. And what do you suppose that young fellow did? The most unusual—the most unheard-of thing, in this day of carelessness, of unaccommodating, nerve-racking salesmen! He asked me if I could wait ten or fifteen minutes. I answered in the affirmative. I was really in a great hurry, my time be-

ing limited that morning, but my curiosity was aroused as to his procedure, and if he were about to propose putting himself out on a customer's account, the rarity was certainly worth a little sacrifice on my part to witness!

It was raining "pitchforks and nigger babies" at the time, as the drizzling, dreary umbrellas standing around could testify—if they stood up long enough; many of them had slapped themselves down in a limp wet rag on the nice carpet—but that affable, gentlemanly clerk, dressed "as spic and span as if just out of a bandbox," actually offered to go down to a wholesale house half a dozen blocks away and get the leggings I had been chasing around for—said he knew to a certainty they carried them!

Say! I was so surprised I was dazed for a few moments! I wouldn't have believed the occurrence if anybody had told me about it.

In about twenty minutes the young man returned, bringing with him my coveted leggings. I was so pleased with the strange courtesy that I was really sorry the price named for the goods wasn't twice as much!

But how I have digressed. Pardonnez moi.

Where was I? Oh, yes; I was disappointed not to find the polite, unselfish clerk.

"He's not here, he's gone out West," was the unwelcome information.

I hesitated.

"Have you my size in low shoes like the ones in the window?" and I told what sizes I wear and which shoes I meant in front.

"That fellow back there'll wait on you," was the indifferent rejoinder.

I waited a long time for "that fellow back there" to get to the skirmish line.

When he at last arrived I had to go over the whole rigmarole again as to sizes and which kind of shoes I had selected in the window.

The fellow looked a great while at a few boxes and, after what seemed an age since I had crossed the threshold, took my old oxfords off and put on his new ones.

But, alas! the fates were against me, they were too wide by far. I did not want a repetition of my last

experience, and I said as much.

"I must have a narrower width. These won't do at all," I told him.

Then the fellow from way back hunted another interminable length of time, and finally came back to where I was waiting, in the usual shoeless condition, and stated that that was the narrowest they had in that length.

In the meantime a great big strapping colored girl had come in and plumped herself down in the chair next to mine and the so-called clerk who had taken my shoe off left me and began performing the same office for her.

As soon as I could do so without interrupting the operation, I said:

"I will have you put my shoes on, so I can go."

I wish I could tell you how many minutes I sat there waiting in my stocking feet while that apology for a salesman brought out shoe after shoe and tried on my dusky neighbor. It seemed to me a century, but I presume it wasn't.

I wouldn't have been quite so mad if I had been able to get my shoes back on, myself. But they were so snug on the heel that I could not put them on, even at home, without a "horn," and the—shall I call him clerk?—was busy using his!

Do you think I shall ever darken the door of that establishment again? Not if I have to go barefooted—as it looked as if I would have to!

J. Thurber.

He Is the Richest Man

In whose possessions others feel richest.

Who can enjoy a landscape without owning the land.

Who absorbs the best in the world in which he lives, and who gives the best of himself to others.

Who has a strong, robust constitution.

Who has a hearty appreciation of the beautiful in nature.

Who enjoys access to the masterpieces of art, science and literature.

Who can face poverty and misfortune with cheerfulness and courage.

Who values a good name above gold.

For whom plain living, rich thought and grand effort constitute real riches.

HOLLAND RUSK



Holland Rusk

(Prize Toast of the World)

A friend to the grocer because its popularity means increased sales.

Goods that have ready sale are the profitable ones to handle.

Holland Rusk Co.
Holland, Mich.



LARGE PACKAGE
RETAILS
10¢

AFTER SEVEN YEARS.

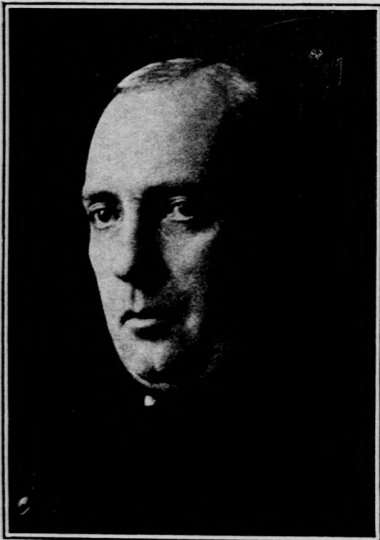
Mr. Brownell Retires from the Puritan Corset Co.

After seven years at the head of the Puritan Corset Co. as President and General Manager, W. L. Brownell will leave the company July 1 to establish an advertising business. He will open offices in the Telegraph building at once and with his son, Arthur L. Brownell, conduct a business which he already has well established.

Mr. Brownell is well known as the author of a considerable quantity of bright verse and has a number of terse epigrams to his credit.

He has for some time been preparing advertising copy for a number of firms in this and other cities which has had exceptional drawing powers.

The name of Mr. Brownell's successor has not yet been announced.



When asked yesterday who he would be, Mr. Brownell made the following characteristic reply: "My successor has not yet been named, but no man is so big that when pulled out of a hole some other man is not ready to be dropped in who will probably fit closer than he did."

Mr. Brownell has considerable reputation as a wit and originator of bright sayings. He has published a little booklet called "Thought Waves," in which are some clever bits of verse and some bright, terse epigrams. They were "set in motion" by Mr. Brownell. Here is some advice which, if followed, would bring happy results:

Whenever you get a notion
That the world is going wrong,
That everyone's ag'in you
And won't listen to your song,
Just stop and think it over,
Don't call the world a sham—
The chances are, my little friend,
Your song ain't worth a d—

Again, Mr. Brownell believes that "A cow that gives two quarts of milk and refrains from putting her foot in it is far more valuable than the one that gives ten quarts and then kicks it over." And take this to heart, "The luxuries of to-day become the necessities of to-morrow. Did you ever try to back up?" And this, "Throwing sticks into a dirty pool doesn't purify the water; it simply results in your getting slivers in

your hands and mud on your clothes."

Here is one of Mr. Brownell's little thoughts that if remembered would make the world a whole lot more worth while: "Better a little kindness while living than a floral display at the grave." Here is a sample of the author's hearty life philosophy:

A little praise, a slap on the back,
A hearty "Cheer up, my brother,"
Will lighten his load in this old world
And give you a start for't other.
And this truism in rhyme:

A pessimist's bound to have it rain
With never a cloud in sight;
An optimist's feet are often wet,
But his clouds are always bright.

The above will give an idea of the kind of work that Mr. Brownell produces. He has been extremely successful in the production of bright little advertising booklets that will pull business, and it is to the production of these letters and other forms of advertising that he will devote his whole time hereafter.

Not only has Mr. Brownell been successful in the writing of excellent verse and also prose, but he has brought the Puritan Corset Co. up from infancy into one of the most successful industries in the State. The company has a wide reputation and the class of product sent out has added to Kalamazoo's reputation of being a city where only good goods are manufactured. His success in the advertising field will be just as great as in the manufacturing line.—Kalamazoo Gazette.

An Old Salt Mine Found in Missouri.

In Missouri is an old salt factory. It is at Kimmswick and points to ancient Indian days. The vessels used are remarkable as having an impression of cloth on the outer surface. It is supposed that a depression was first made in the earth or sand of the size and form of the vessel desired. The hollow was then lined with cloth, over which was spread a thin layer of clay previously mixed with pulverized shell and sufficient water to make it of the proper consistency. When the vessel became dry and was taken from the mold the cloth would be removed.

Its impression, however, would remain on the outer surface. The extensive country adjoining the factory seems to have belonged to a branch of the Shawnee tribe, who probably made salt on this site.

An exchange says that carrots will cure bad temper and they are especially good for bilious and peevish folks. The carrot eater will become in time easy going, good natured and placidly affected. It is a small wonder that some manufacturer does not become aware of this fact and distribute portions of carrots to their customers just before their salesmen make their semi-annual visit. It would, no doubt, have a very appreciable effect on the size of the orders which the salesmen carry away and might in time bring the dealer to a feeling of good nature that he would pay his bills with some promptness.

Easy To Be a Captain of Industry.

If you are a wage earner and envy the captains of industry, why, just join their ranks. It is the easiest thing, you know, and you can earn higher dividends on your investment than any of the big ones. That is what Mullins did when he began life in earnest. Joe Mullins was born and reared in a village, and he rather flattered himself that he was getting on in the world when he stepped to the front of his line in a small city, one of 10,000 inhabitants.

In the job he held when Mullins began to look to the future for his young wife and baby the requirements were few and the wages fair and he had acquired a carelessness with his earnings at the end of the week, so the small amounts placed in the savings account did not make much showing, and to do more was well nigh impossible, for he must keep pace with those in whose society he had placed himself.

It was this condition of affairs that caused him to begin at the foot of the list in a leading concern in one of the largest cities in the country—at about the same wages with enormously increased living expenses and much greater requirements in the personal appearance department.

Then he became a captain of personal industries. The first captaincy consisted in the purchase of a shoe brush and box of polish, both of the best quality, expense 50 cents. With this industrial plant he applied himself to undermining the "get rich quick" system of budding Greek captains with a net result of 35 cents dividends weekly. The expense in the small city had been 10 cents and the prospects had not appealed to him. Five years later finds the good brush still doing duty and his shoes always shining.

Captaincy No. 2 required a heavier investment. Mullins was one of those young men who had convinced themselves that they could not care for a razor and he had been putting 30 cents a week into barber shops in addition to three hours' weekly reading papers at times when he did not desire to listen to conversation that did not interest him. When he decided to finance this industry he passed up the renewal bladed safety razors, bought one of the thick bladed kind with a stropping machine so he might watch the stropping operation.

The incentive was the necessity of being fresh shaved each morning, which in the city would cost 15 cents a shave.

The result was a saving of time and money amounting to at least forty minutes daily with wife and baby and a saving of 90 cents weekly. Added dividends on preferred stock were: learning from observation the trick of stropping a razor, encouragement to buy a home and honing up the old razors that had been so long neglected and the purchase of an excellent strop for hand use. Investment: safety razor with side appliances, \$4; hone, \$1; strop, \$1. Expenses now: 2 cents a month for shaving soap and 40 cents each three

weeks to barber for haircut and shave.

Captaincy No. 3 was the purchase of a hoe and spading fork and the turning of a part of the backyard, for city dwellings sometimes have a back yard where the sun shines, into a vegetable garden.

Results this spring were: Lettuce every day for three weeks from 5 cents' worth of seed sown in a bed 3 by 5 feet. Radishes each day for the same length of time from seed costing the same amount, scattered at intervals here and there in the yard wherever there was a corner.

From ideas gathered in the gardening work cress has been sown in flower pots during the winter to furnish greens for salads and soups, a 5 cent package supplying weekly plantings all winter and the crop developing in thirty days.

His garden plat happens to be ample, and at city prices last year an investment of \$1.10 in seeds and plants returned dividends of \$22.

Be a captain of industry yourself. Mullins draws dividends of fully \$1.75 a week on an investment of less than \$10. Clyde Jennings.

How the Fly Carries Bacteria.

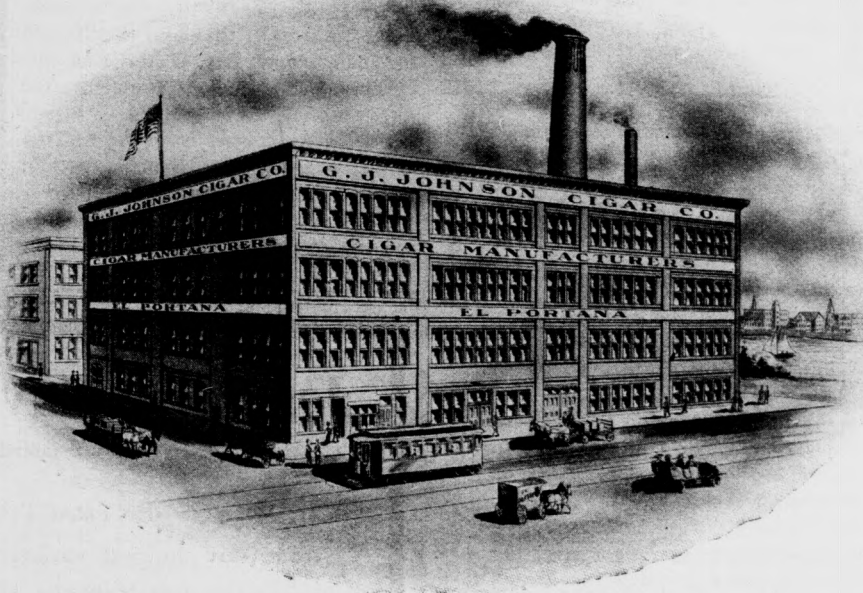
Flies are wonderful transportation systems. Each of the fly's six legs has two pads, and each of these carries 1,200 hairs. That makes a total of 7,200 hairs, each one of which secretes a sticky fluid. The sticky contents of the pads exude through the hairs at every step, thus enabling the fly to maintain a position either on window panes or ceiling. If the pads existed alone the insect would experience difficulty in removing them. As matters stand, however, the claws are raised when the pads adhere to anything, and are lowered when it is desired to take another step. By the pressure of their points against the ground and the lifting of the heel the pads are released. Proof that glue exudes is obtainable by noting the dead flies stuck to the walls in autumn. Weakness had disabled the insects so that even the action of their claws had become impossible, with the consequence that the glue had become hardened. Now, the house fly has a keen scent for filth of any kind, and is an excellent little scavenger. Whenever there is any within a hundred yards or so the fly goes for it to smear its mouth and all the sticky hairs of its six legs with the dirt and disease germs. A second or two suffices to gather up many thousands of disease germs, and then off goes the fly to the nearest kitchen or dining room. There it crawls over foods and other articles, depositing large numbers of germs at every step. In one instance a fly was found to be carrying in its mouth and on its legs over 100,000 disease bacteria, showing the affinity to dangerous germs for these active media of dissemination. The daintier the house the fewer the flies attracted.

Be careful how you trust a man who always knows how a thing ought to be done, but never does it that way himself.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

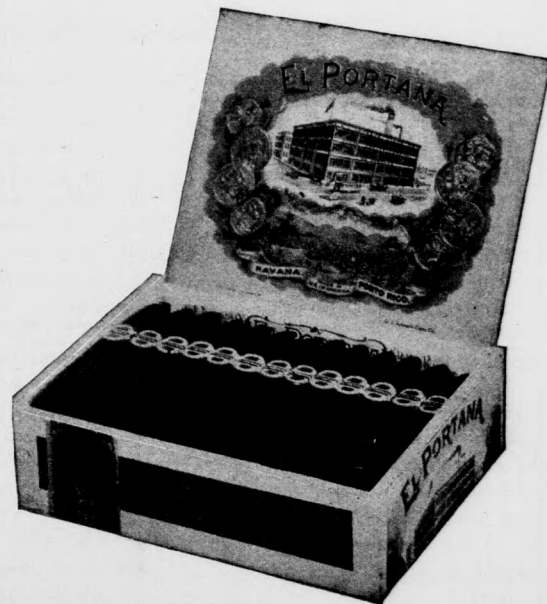
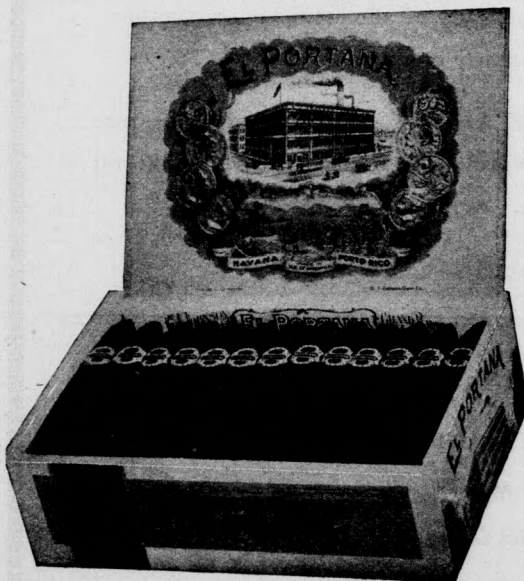
Made in

Five Sizes

**G. J. Johnson
Cigar Co.**

Makers

Grand Rapids, Mich.



OBSERVING THE FOURTH.

Sarcastic Merchant Summarizes the Modern Celebration.

Written for the Tradesman.

Jolkins sat at his desk wondering why the clerks had left the store without carrying in the display stock.

The clerks were over in a billiard room making plans for the Fourth of July. They had been so full of their joyous anticipations that they had forgotten the display stock until they looked out of the window of the billiard "parlor" and saw Jolkins lug-ging it in himself.

"I'm glad he's got a whole night to get rid of his grouch in," said Frank. "He'll pulverize the English language when he lifts those potato baskets."

"Serves him right," said Hank. "He tried to make us work on the Fourth."

"He's letting off red fire already," said Frank, "whenever the Fourth is mentioned. He's a grouch, all right. Say, but won't we have a time at the lake? Mame's got a new Merry Widow and a swell waist, and she'll cause the others to take notice. I'll have a five to blow."

And while the clerks discussed their prospects of enjoyment on the nation's alleged birthday, Jolkins tugged at the display stock and got it into the store. Then he sat down on the edge of the counter and wiped the sweat from his face.

"I'll fire 'em!" he thought. "I'll fire every one of 'em! The idea of their leaving me alone in the store on the Fourth!"

Someone across the street set off a giant firecracker and the explosion shook the glass in the grocer's windows. He hastened to the doorway and looked out, but the youth who was responsible for the noise was out of sight, with a policeman running about in a small crowd looking for him.

"I wish there wasn't any Fourth of July!" thought the grocer. "It just gives the toughs an opportunity to impose on decent people with impunity."

And while he was in this mood a freckled-faced youngster came into the store and stood before him.

"What do you want?" demanded Jolkins.

The youngster was not abashed at the tone.

"Say," he began, "can I set up a stand in front of your store on the Fourth?"

"What's that?"

"A stand--on the Fourth."

"A band stand?"

"Aw, come off!"

"What do you want of a stand out in front of the store?"

"To sell fireworks."

"What's that? Sell fireworks in front of my store?"

"Yes, indeedy."

Jolkins shut his teeth tight and looked far across the street to hide the rage in his yes.

"You want to put one of those long planks across two barrels and sell fireworks to the mob, eh?" he asked.

"Sure."

"And the saloons in the next block will be open at the back and drunken loafers will buy firecrackers and tie 'em to the coats of the gentlemen who pass?"

"Huh?"

"And toughies who ought to be in jail will buy rockets and aim 'em at the girls in the windows across the street?"

"What you givin' me?"

"And the whole store will smell like a shooting gallery for a month, and women will pass by on the other side?"

"Aw, there's goin' to be lots o' stands on t'e street."

"Of course, and there'll be a mob of loafers in front of each one of them, and there'll be an alarm of fire every few minutes, and a runaway every now and then."

The youth began to back out of the store.

"Can I put up a stand?" he asked, not with the confidence of his first demand.

"Of course," replied the grocer. "I will close up all day, and let you put your stand in one of the display windows. Perhaps you'd like to keep a jug of liquor handy under the counter, so you can cheer the mob when they get too sober to buy your fireworks?"

The youth was dense. The sarcasm of the grocer was lost on him.

"Wouldn't t'e cope pinch me?" he asked.

"Of course not. Everything goes on the Fourth. That is the time the fresh guy gets into the limelight. On that merry day it is the funniest sort of a joke to put a firecracker on a ten dollar hat and laugh when it explodes. It is all sorts of fun to put a bunch of crackers in a side pocket of a \$25 coat. If you can build a fire under the sidewalk and get the fire department to run a mile up hill that will be the best humor in the world. The Fourth of July was made to enable people to sort out the blasted fools. I suppose you'd sell red lemonade if you had a stand out there in front of my store?"

"You bet I would."

"And you'd get glass and put into it to make a rattle like ice?"

The freckled young man grinned.

"And you'd buy lemon skins and make the lemonade out of acid?"

Another grin.

"And you'd stand all day and yell 'Lemo! Lemo! Lemo! That right?"

"Course I'd have to let folks know what I had to sell."

"And you'd make about ten dollars and buy a revolver, or a boat, or a lot of beer and cigarettes?"

"What's it to you?"

"Well, you can't put any stand in front of my store. You get out of here, and if I catch you setting off fireworks around here on the Fourth I'll have you pinched."

The freckled-faced youth made a grimace which seemed to set his long ears in motion and started to back out of the door.

The shoe man, whose place of business was next door, was coming in at the same time the boy was go-

ing out. They collided in the doorway, and the boy got out in time to toss a few choice expressions at the shoe man before he got to his feet.

"Who is that fool?" demanded the shoe man, walking with a limp.

"That," said the grocer, "is one of the keen, level-headed business men of the future. That is one of the forms of animal life which will own more than one man's share of the universe before he crumbles into dust."

The shoe man opened his eyes in wonder.

"What seems to be the matter with you to-night?" he asked.

A giant cracker exploded somewhere in an alley, and the smell of powder seeped into the store.

"Too much Fourthofjulyitis," said the grocer. "That's what the matter with me."

"Going to close all day?" asked the shoe man.

"Close? Nothing! I've got a lot of good customers in the buildings about here, and I take judicial cognizance of the fact that they'll want to eat on the Fourth of July just the same as on any day."

"And so you're going to sit here alone all day and grumble?"

"Well, I'm going to attend to business."

"What you need," said the shoe man, "is a jolt that will shift your alleged mind back to your youth. Come on out to the lake the Fourth and have some fun with the boys!"

"There'll be enough out to the lake," replied the merchant. "I paid \$10 to boom this celebration, and the managers take the bunch out of town to spend their money. We close up and let the back-door saloons, and the cheap ball managers, and the fakirs with lemonade and bum cigars

Lightning Rods

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

E. A. FOY & CO.

410 E. Eighth St. Cincinnati, O.

Light Economy

Your lighting expenses can be most effectively reduced by using superior lighting systems. The Improved Swem Gas System not only costs less to operate but gives a clearer and brighter light. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

100% Better Light

at Half the Cost

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

It has taken 12 years of constant scientific building to produce this system.

Write for descriptive catalogue.

American Gas Machine Co.
Albert Lea, Minn.



A Case With a Conscience

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

The same can be said of our DEPENDABLE FIXTURES.

They are all sold under a guarantee that means satisfaction.

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

Jennings' Flavoring Extracts

Established 1872

JENNINGS' EXTRACT OF VANILLA is prepared from the choicest variety of carefully selected and properly cured VANILLA BEANS, and contains no coloring matter nor any of the artificial or synthetic principles so frequently employed.

THE DELICATE AROMA, a distinguishing feature of the Jennings Vanilla, is imparted by the natural flavor of the Bean.

Our general guarantee is number 6588.

Jennings Flavoring Extract Co.

Grand Rapids, Mich.

C. W. Jennings, Mgr.

Direct or Jobber, see Price Current



carry the money out of town. We merchants ought to have a medal made out of a jackass' ear."

The shoe man sat back and laughed.

"You're the limit!" he said.

"Rats!" said the grocer. "You know that I'm right. How many people go to hear the oration on the Fourth? How many children are taught to revere the day? How many men take their families out with them for a holiday time? The day has become a time for bums and loafers to have the time of their lives. We hire bands to walk in the procession and coax one tune out of them in a mile walk. They think they are in line for their fine clothes. We pay extravagant insurance premiums just because we permit this fool fireworks business. We hire policemen to walk the streets to keep the products of the breweries in half restraint. Oh, we have a huge old time on the Fourth!"

"You're a grouch," laughed the shoe man.

"Lawless! Impudent! Dangerous! Noisy! That's the Fourth as she is kept," said the grocer. "I'll never give another cent for a celebration."

"I'll admit," said the shoe man, "that the tough do spoil most of the celebration, but that is the fault of the officers."

"You mix a lot of whisky with a mighty small brain and a group of brutal instincts, and stir in a cheap lawyer and the smell and danger of fireworks in fool hands," said the grocery man, "and you'll have a good imitation of a Fourth of July celebration. I am not cheap enough to want to see the day go unnoticed, but I am grouch enough to want to see it celebrated in the interest of the decent people, and not for the amusement of the lawless ones. Have a smoke?"

"You may be right," said the shoe man, "but I'm not going to take the burden of setting things straight. I'm going to have all the fun I can on the Fourth."

And the grocer grunted and wondered how much of the wisdom he had given forth had sunk into the soul of the shoe man.

Alfred B. Tozer.

Wanted: Man With Clean Lips and Pure Mind.

Clean lips and a clean mind are the badges of noblest manhood. Go among some men of an apparently decent type and you will be sickened by the coarse slang and jests and contemptible jokes which meet with no manly protest.

Tell me what your most cherished feelings are and I will tell you what you will be. Cleanness of a man's clothes ought to put him in mind of keeping all clean within. Epicurus said: "The man who is not virtuous can never be happy." The pleasure of iniquity in any form is confined to the moment of indulgence in it.

You have to manufacture it anew on every occasion, and you can only recall the enjoyment by repeating the folly, and with repetition the same discovery of the fleeting nature of

the joy is made. It is not a fountain sending ever forth its sparkling waters, but a leaky pitcher, which is empty before we can drink even that which it first contained.

Robert Burns, whose thoughtless follies laid him low and stained his name, gives his experience in lines which are more exquisitely beautiful than they are strictly true:

Pleasures are like poppies spread,
You seize the flower, its bloom is shed;
Or like the snowfall in the river,
A moment white, then melts forever.

The world's pleasures, alluring and seductive, may glow like the rosy rind of the Dead Sea fruit; may glitter like the fresh scales of the sloughed serpent; may fascinate like the siren's song, but nothing ever comes of it except misery and disappointment.

That a young man must sow his wild oats is a devil's maxim. The only thing to do with wild oats is to put them carefully in the hottest part of the fire and burn them to dust. Sow them, and up they will come with long, tough roots, luxuriant stalks and leaves, and a crop will follow which turns one's heart cold to think of.

The botanical definition for wild oats is: "A species of oats remarkable for the length of time the grain will lie in the soil and retain its vegetative power. Where it abounds naturally it is an inveterate weed." The popular delusion that after a little while those who have sown wild oats will settle down to steady habits and are more likely to make better men for having sown wild oats has ruined thousands.

There are men who in an unguarded moment have gone into scenes of temptation and have turned away with horror, like a bird that, having strayed into the poisonous atmosphere of chemical works, has rushed back quickly to the pure air of heaven, but such cases are the exception. One night in a place of evil concourse may so pollute the imagination as to break down all the barriers of years. The first step in sin startles a man, then it becomes in turn pleasing, easy, delightful, frequent, habitual, confirmed, importunate, obstinate, damned.

I have somewhere seen sculptured representation of Bacchus, the god of drink and revelry. He is riding on a panther at a furious bound. How suggestive and true! A man begins a career of vice and thinks he has mounted a well broken steed, that he has the reins in hand, can keep it in control, and stop it when he pleases. But lo! when he sees the approaching chasm and would fain pull up he finds he is astride a savage brute that no human power can tame.

How many men would give all they have to begin life all over again? Alas and alack! How many wretches die, scalded and scorched with agony; and were the sum of all the pain harvested that comes from sowing wild oats it would rend heaven with its outcry and make the cheeks of darkness pale.

There is nothing you need to cultivate so much as self-control. "Self-

reverence, self-knowledge, self-control. These three alone lead life to sovereign power." Plato says: "The first and best victory is for a man to conquer himself, and without that he is naught but the veriest slave." Carlyle says: "The king is the man who can."

The harvest consequent upon impurity may not be immediate. There may be a period of gratification and delight in transgression, long continued, when the eye is not tired of seeing, nor the appetite glutted with indulgence. But sooner or later "the glare of enjoyment is shut out by returning clouds of conscious distress, and the day of mirth sinks in the darkness of despair."

It is not true that "the good die young." "The wicked do not live out half their days." Cicero said: "To live long it is necessary to live slowly." Benjamin Franklin: "If you will not hear reason, she will surely rap your knuckles." Virgil: "Cease to think that the decrees of the gods can be changed by prayers."

Young man, living in America, and the twentieth century, the synonyms for opportunity, will you sell your birthright for a few nights' carousing? Will you in the red gleaming of the wine cup, in the madness of the gambling table, drown all there is about you of purity and nobleness and manliness and become a poor, degraded, wretched thing?

Know prudent, cautious self-control is wisdom's root

Madison C. Peters.

Largest Exclusive Furniture Store in the World

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

Klingman's Sample Furniture Co.

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

The Sun Never Sets

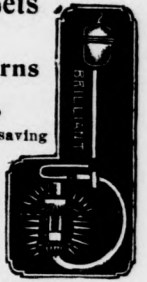
where the

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.

Grand Rapids, Holland & Chicago Ry.

TO CHICAGO

In Connection With
Graham & Morton Line

Steamers

Puritan and Holland

Holland Interurban Steamboat Car
Leaves Market St. Depot

FARE
\$2⁰⁰ Nightly 8 P.M.

Freight Boat Every Night

Hot Weather Candy

Pure Sugar Stick Candy, about 28 sticks to the pound. Improves with age. Never gets sticky. Pails 20 pounds.

Iced Raspberry Jelly Tarts

Melt in the mouth but not in your candy case. Boxes 25 pounds. These goods will bring you business. We guarantee them in every respect.

PUTNAM FACTORY

Grand Rapids, Mich.

FOOTE & JENKS' PURE FLAVORING EXTRACTS



(Guaranty No. 2442)

Pure Vanilla

and the genuine



ORIGINAL TERPENELESS EXTRACT OF LEMON

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

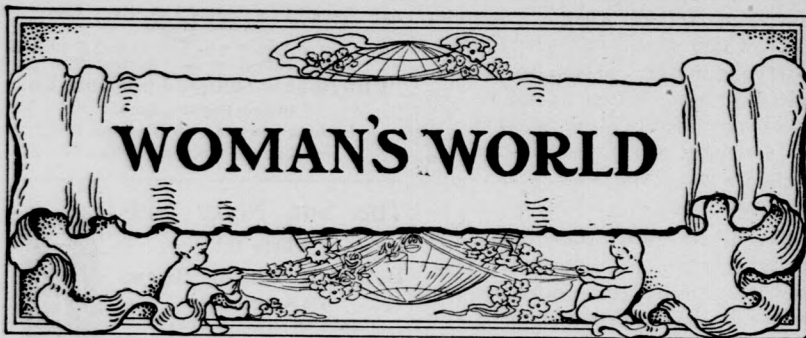
Order of National Grocer Co. Branches or Foote & Jenks, Jackson, Michigan

Four Kinds of Coupon Books

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

Tradesman Company

Grand Rapids, Mich.



How Some Husbands Attempt To Manage Their Wives.

It often occurs to me, as it must to every careful reader of the daily papers, that women are rather getting the best of things, so far as the press is concerned. In every modern up-to-date paper pages are given to exploiting the pictures of gowns in which even a homely woman must look like a fashion plate houri that no man could resist. Columns are devoted to minute instruction in the art of beautifying, so that if every woman in the land does not possess the figure of a sylph and the complexion of a Venus just rising from the foam, the fault can not be laid at the door of the papers of the country; but most significant of all is the fact that almost unlimited space and attention are given to expert theories about the best way to manage husbands.

Nothing of this kind is ever done for man. He, poor thing, is left to buy just whatever his tailor and haberdasher choose to palm off on him, with no "Daily Hint from Paris" to guide his wavering choice. He, too, may yearn for beauty and grace, but no inspired articles on "How To Be Beautiful Although Ugly" cheer him along the thorny road of banting and massaging. Above all, no matter how tried he may be in his domestic relations, no prophet in Israel arises to tell him the best way—or any way—to manage a wife. The press is deeply, darkly and ominously silent on the subject and he may search his paper through from end to end without getting a single hint for his guidance.

When we consider that the daily press is the greatest and most powerful educator in the world the injustice of this invidious distinction becomes apparent. Leaving out of the discussion the matters of clothes and looks—two important subjects that do not deserve to be side-tracked—we confront the appalling fact that millions of women are being systematically educated in the art of managing husbands, while not a single man is getting a particle of information on the contrary proposition of how to manage a wife. In a word, all the women of the country are being converted into highly-skilled professionals, while the men remain merely bungling amateurs in the art of managing, and we all know what happens to the amateur when he engages in a friendly game with an agreeable and innocent looking stranger. It does not take a prophet or the daughter of a prophet to see his finish.

Of course, the claim is made, in ex-

tenuation of this state of affairs, that it is all done in the interest of making home happy. Go to! The excuse is a specious one. Is not a man just as much concerned in making home happy as a woman is? Nay, more so, for in the eyes of the law he is the official and responsible head. He founded it, and if it is not his business to make it happy I would just like to know whose it is, that is all. More than that, I contend that if there is any knowledge about how to manage and make things happy floating about, he is justly entitled to a share of it. Women have no right to a monopoly in that line.

If men are more backward in the knowledge of how to manage than women it is because that is one branch of information they have never expected to need to study. A woman knows from the time she is born she must manage some man to get what she wants. She begins on her father; she practices on her brother; she graduates on her beaux, and she brings the skill of an adept to deal with her husband. It never dawns on a man beforehand that he is going to have any trouble managing his wife. He expects that to come dead easy. He thinks she will be so grateful to him for having saved her from being an old maid that she will adopt all his opinions and fall into his ways without a question. His dearest illusion is that he will form her, and he gets the jar of his life when he finds out that her character was settled some twenty years before he ever met her and that she is just as set in her ways and as tenacious of her views as he is. It is precisely here, when he confronts the condition of life and not the theory and is looking for some peaceable way of managing his wife, that the injustice of the press is so manifest. For women under such circumstances the papers teem with advice, but never a word is offered to guide the poor man who is setting out to explore the terra incognita of his new wife's disposition.

Any suggestions along this line must of necessity be tentative and experimental, but, for my part, I could never see that there is much difference between men and women. They are much of a muchness when we get down to real human nature, open to the same arguments, and I should "admire," as our New England cousins say, to see men apply some of the arts to which their own sex have proven amenable to the diplomatic management of their wives. It is a poor theory that won't work both ways.

Among the tenets most strenuous-

ly insisted upon as efficacious in managing a husband is the hidden hand policy. Women are adjured to use diplomacy and not force and to get their way without appearing to do so. They are told never to arouse opposition or appear arbitrary, and that victory perches on the banner of the woman who knows how to yield gracefully in little matters. Any woman who has ever tried these wise precepts knows that they come pretty near being all of the law and the prophets on the subject, but what is the matter with men applying them with equally good result to their wives? Everybody with a grain of spirit in them objects to being bossed. There is something in the contrariness of human nature that prompts us to rebel against the person who asserts authority over us, particularly if we happen to be married to them. The man who announces in a loud tone of voice that he is the head of the house and proposes to manage it is always outwitted in the end and finds a stubborn resistance at every turn that balks him. The wise man makes his wife feel that she can do absolutely as she pleases, and it always pleases her to do exactly as he pleases. She gives him the road because she believes she could have it if she wanted it.

Another theory that one would like to see applied from the masculine side of the house is the personal charm theory. Women are told continually that if they would keep their husband's affection and make home happy for him they must pay atten-

?

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?"

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tion to their looks and to those little graces of person and mind which first attracted him. Nothing could be truer, and every one of us feels what a blow and disillusioning it must be to a man when the pretty young creature who has been the embodiment of his fancy of all that was dainty and sweet takes to coming to breakfast in dowdy, dirty wrappers and with her hair done up in curl papers that she does not take down until company comes in the evening. When a woman does that, it really ought to be actionable as obtaining goods under false pretenses; but what about a man? When he came acourting, how handsome and swell he looked. He was barbered and brushed and perfumed until he was just too sweet to live, and that was the kind of man she fell in love with, not this seedy individual with a three days' stubble of dirty beard on his face. It is the funniest thing on earth that a man never even dreams that his wife can be disillusioned and disgusted by his appearance, and is really far more sensitive to it than he is to hers, because she thinks more about dress and looks. Nine-tenths of the men in the world seem to think that marriage means the liberty to go slouchy and shave as seldom as they can. When you see a middle-aged man suddenly blooming out in good clothes and looking spick and span and well groomed, you know at once that he is a widower.

It has always been considered that the supreme test of a wife's good management was her ability to make home so happy and pleasant that her husband would never care to wander from his own fireside. She has been told, and it is good advice, to always meet him with a smile, to keep the unpleasant details of domestic con-tretemps and servant broils from a man already overburdened by his own cares and, above all, always to be bright and cheerful and entertaining in her conversation. Is there any reason why these delightful domestic virtues should all be feminine? Surely it is a man's business to smile just as much as a woman's. Yet, there is not one man in a million who does not feel that he is doing his full duty as a man and a husband when he gives a few inarticulate grunts in answer to his wife's questions and remarks and then absorbs himself in his paper until he goes to bed. Pretty interesting and exciting for her, is it not? Yet, the man who does this complains that his wife is not satisfied at home and is forever wanting to go gadding off somewhere. Good Lord, why shouldn't she? Anybody would be justified in wanting to get away from that kind of a mummy. If more men would take the trouble to try to make home happy and entertaining for their wives, there would be fewer women so dead anxious to chase off to the springs the very first time the weather bureau hints that summer has come.

Every now and then I hear it said that some man is being ruined by his wife's extravagance and that he can not manage her or prevent it. Well, whose fault is that? The man's,

almost without exception, and the remedy is so simple the wonder is that it suggests itself to so few husbands. Make your wife your partner. Let her know exactly what your income is and what your business obligations are. Women are deathly afraid of debt. Let one feel that she must do her part towards helping you meet a note and, my word for it, she will do it cheerfully and willingly and you will have no bills to complain of. It is because women are dealt with so unfairly about money that they are so often extravagant. The woman who never has any definite allowance, and often no money except a little doled-out car-fare, reasons to herself something like this: "Oh, well, I don't care. I give my time and my services. I am housekeeper, seamstress, nurse and servant generally, and I never get a thing but my board and clothes, and Jack always grumbles over them, so I'll just get the most I can." It is not very exalted reasoning from an ethical point of view, but wouldn't a man feel pretty much the same way about it?

Finally, my beloved brethren, be assured that the one unailing rule for managing a wife is by kindness. No woman ever yet rebelled against that. Give her love, tenderness, appreciation, and there is no question of managing. It settles itself. She gives in because she enjoys it.

Dorothy Dix.

How To Popularize the Store.

This is, or should be, a problem confronting every retail dealer: How to make the store stand out among the many which are engaged in the same line of trade. Nothing is easier than to drop into a humdrum style of doing business without any special features to relieve the monotony. By "special" we do not mean the flashy, cheap-John methods sometimes employed, but rather the use of brains and enthusiasm in conducting one's business. The man who is in love with this is always on the lookout for some up-to-date method of doing things. This is the dealer who gets hold first of every novelty display for the window. He does not wait until some of the other fellows have had it first and then fall into line. Every new idea from any source whatsoever finds an appreciative eye and ear, and he at once sees the possibilities of its application to his business.

As a matter of course the dealer of this stamp believes in first-class window trims. He appreciates the value of up-to-date store fixtures and conveniences, also of a polite, attentive and well trained sales force. Not only this, but he seeks to popularize his store and make it attractive to the public in every possible way. People remember it as a place where the proprietor and sales people are cheery and cordial in their greeting both to strangers and customers, but never effusive; where they are at liberty to look around without being made to feel uncomfortable or being constantly importuned to buy, where conveniences, even, are supplied for their comfort. Among these might

be mentioned the rest room or settees upon which to rest, also the toilet and check room for parcels.

There is also the free use of the telephone which some people appreciate very much. Some stores even provide a free drink of lemonade or soda water in the summer time. Electric fans are used for ventilation and cooling and every effort made to make the store as attractive and pleasant as possible. Even where the dealer can not afford to spend very much money there are always a number of things which can be done without expense or with very little.

Good Excuse.

Two little youngsters shambled penitently into the classroom long after the school had opened for the morning session.

"Boys, come to my desk immediately," said the teacher.

The meek little lads walked to the teacher's desk and stood looking helplessly at their feet.

"Tommy, why are you late this morning?" asked the teacher.

"I overslept myself, ma'am," began Tommy. "You see, teacher, I dreamed I was going to take a railroad trip. I just got to the station when I woke up an' found it was 'way past school time."

"Freddy, why are you late?" inquired the teacher, turning to the other boy.

"Please, ma'am," replied the trembling Freddy. "I went to the station to see Tommy off."

Flour Profits

Where Do You Find Them, Mr. Grocer?

On that flour of which you sell an occasional sack, or on the flour which constantly "repeats," and for which there is an ever increasing demand?



is the best "repeater" you can buy. Your customers will never have occasion to find fault with it. When they try it once they ask for it again because it is better for all around baking than any other flour they can buy. Milled by our patent process from choicest Northern Wheat, scrupulously cleaned, and never touched by human hands in its making. Write us for prices and terms.

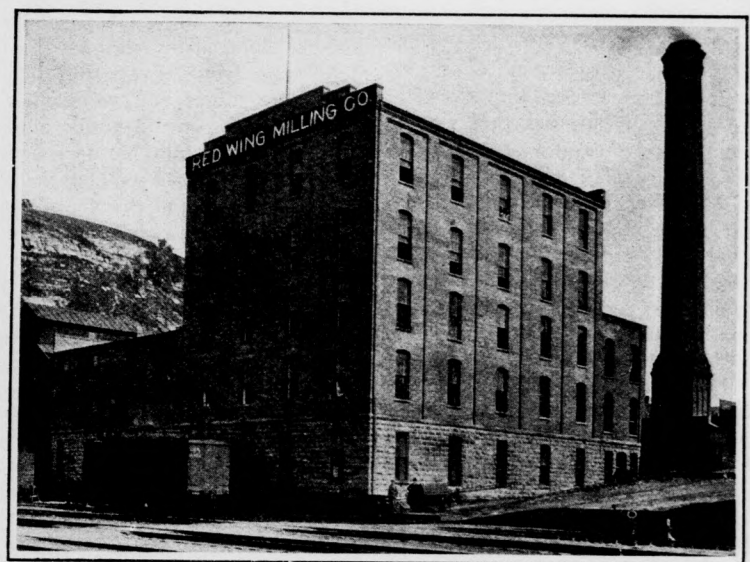
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The excellent results women are daily obtaining from the use of Bixota Flour is creating confidence in its uniform quality.

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FILIAL AFFECTION.

Does One Get Closer To Mother or Father?

Written for the Tradesman.

"Yes, you really get closer to your mother than you ever do to your father, don't you know," observed one of a group of young women who had gathered, one sultry day this summer, on the commodious north piazza of a popular resort hotel around the Bay from Elk Rapids.

I myself was lazying in a hammock swung across the corner where the vines made it so dark as almost to hide me with their shade.

I was in just the humor that brooks not intrusion, when approaching voices announced that my mood was about to be broken in on.

I didn't feel a bit like talking, so decided to shut my eyes and let the trespassers govern themselves as they liked.

They proved to be all people whom I know well, young lady friends, whose voices are as familiar to me as my own.

They glimpsed at me in my cozy nook and, remarking, "asleep—we must be very quiet," enconced themselves comfortably in the luxurious grass porch-chairs, that help to make such ideal piazza pictures, and began a little—what I call—talkfest among themselves.

I had a conscientious impulse to give them some sign of my hearing proximity, but on second thought concluded to leave my eyes as I had them when they strolled my way.

To think is to act with me, so apparently I was in the arms of Morpheus.

One of the newcomers was saying, as quoted in the first paragraph: "Yes, you really get closer to your mother than you ever do to your father."

"I don't agree with you there," broke in the voice of one of the most fascinating young ladies of my acquaintance. "Your experience and mine must have been quite at variance, for I never feel that close intimacy with my mother that existed between my father and myself.

"Ah," she exclaimed, "there was the good comrade, the dear friend, whose like I shall never see again. Dear old pal! He's dead now; he's been gone for over eight years. We two were in the very tightest bonds of sympathy and love. Nothing ever came between us. My mother and I are always having—always have had—differences of opinion, which we argue out, and when we're through with the tilt we are 'of the same opinion still.' Sometimes we thresh the same old straw over and over.

"But daddy—dear old daddy! he and I never seemed to disagree. I always knew that he did everything exactly right and he was always just as pleased with me. I think it almost broke his heart when he came to have to give me over into the life-keeping of another man. He didn't talk very much about it, but the night before I was married he and I were alone for a long time in the den—darling old den that holds such jolly

memories! The grate fire was going, as it ever is of a cold evening. I sat on a pile of cushions at his feet. 'The time, the place and the girl'—all invited confidences. Strange how a grate fire inspires to reverie and the unfolding of the heart to another—if that other be some one for whom we entertain a tender regard.

"Like Martha in the Bible, my mother was 'troubled about many things.' She was bustling around in all parts of the house giving finishing touches, which was always my stunt, to little unobservable disarrangements.

"My arms were around daddy's knees and we were looking into each other's eyes for the very last of our chummy talks together.

"Mine is a nature that calls for continual demonstrations of affection, and daddy—he never failed me there.

"My mother?" Oh, my mother is not one of the sort given to acts of affection. My soul always starved for such from her. Why, I would no more dare to put my arms around her neck and kiss her on the mouth than I would dare to be that familiar with a queen on her throne! And yet she would perform services innumerable for me from morning until night. But speak of or so much as look love—never!

"I am like this: A person who has the care of me might constantly load me down with all the lovely material things of life, and yet all of those put together would not mean a scintilla compared to a loving arm round my waist, a fond kiss or even a little pinch on the arm and a whispered, 'I love you, dearie.'

"Oh, of course it's silly to weigh little touches of affection in the balance with the big things that money can buy, but I'm just one of those foolish ones who feel that way.

"As to a husband, my master might pound me, might beat me like a dog, and yet, if he turned about and said but one kind word to me I would caress the hand that could be so cruel. He might say all manner of mean things to me in public and yet in private, if he put his arms around my neck and kissed me on the lips, I would forgive him the deep humiliation he had purposely caused me."

"Humph!" cut in the one in the red dress with the blue-black hair and snapping jet eyes, "I'd like to see myself take gratuitous insults from a man, just because the law had made him my legal master, and then go on loving him just the same as if he had been sweet and tender and shown me the deference rightfully the lot of every woman who gives up her own life, merging her identity in that of the man whose name she takes with the slipping on of a wedding ring."

"Perhaps you will look at matters matrimonial in a somewhat different light when the knot is tied in your own case," smiled—and the others thought a trifle wanly—the young married woman who was the second to speak of the sextetto.

By the way, there are vague rumors afloat that the husband of this

charming second speaker is a cold, fishy sort of an individual; a handsome man, it can not be denied, but a man utterly wrapped up in business; a man completely devoid of sentiment; a man who has no time for the amenities of society and who, upon occasion, has even been known to transgress the severe mandate of society which says that, no matter how execrably a husband may treat his wife behind the closed doors of the place named home, he should not rattle the bones of the skeleton so loudly that those closed doors do not form a sufficient protection to deaden their ominous clatter.

As to the truth of this report I am not prepared to vouch. Although I have known this attractive young woman for a period of years, I seldom see her husband with her.

Now that I think of it, that is another of the remissnesses laid up against him—that he never takes his wife anywhere, leaving her either to accept the attentions of other men or to depend on the escort of married friends or a bunch of other women. If she goes to places of amusement with a man who is not her husband she lays herself open to the adverse criticism of Mrs. Grundy. If she chooses the other course mentioned people get to referring to her as a 'neglected wife.' So, either way you fix it, unpleasant speeches are her portion.

"But we are getting rather far from what we began to talk about," said the lady who is married to what some discriminators consider a "brute of a husband," but whom others designate as a "splendid specimen of the thoroughgoing man of business, with no time for nonsense."

"We are losing sight of what interested us at first: 'To which do we get the nearer—our father or our mother?' You've heard my views. Now let me give the floor to some one else."

And then conversation safely veered to where it started.

I peered through a slit in my eyelashes and fancied that the added flush on my friend's cheek might proceed from fear that in some unexpected way those around her might suspicion the truth concerning her husband's carelessness—not to call it a harsher term—of marriage vows. There was also noticeable a dewy brightness to her eye which was not there when the six young women sat down.

The others seemed not to heed the adroitness with which the discourse was switched back to the original subject and the one who had been a "good fellow" with her father appeared to me, stealthily watching her, to breathe a soft sigh of relief.

"Well," remarked the black-haired girl in the red dress, dropping easily into the breach, "I take the opposite side, I say that a girl loves her mother even more faithfully than she does her father. My father is very precious to me, but I fairly adore my mother. Why, she's the dearest old lady who ever had to call on her daughters to button up her dress in the back, wore a 'straight-front' cor-



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set, got her hair done up regularly and her nails manicured at the beauty parlors or did any other of the thousand and one frivolous things committed by her children! She does all of these and it sometimes seems as if she can outdo us in prinking.

"She takes intense interest in all that we do, and she feels grieved if she isn't allowed to be in all our doin's. She enjoys a matinee as absorbingly as the most confirmed 'matinee girl' going and has 'down pat' most of the names of the idols and footlight favorites treading the boards. To go to see one of these it takes her as long to get ready as it does us four girls—even longer, if you please.

"She has dresses for all possible occasions, and all her togs, inside as well as out, must match to a degree. She's a terror on matching; I can assure you none of her daughters can hold a candle to her. Why, she even has a sacheted and beribboned wire holder to match every dress or to prettily contrast with same. And she knows what's a good match, too; you couldn't palm off any makeshift on her; her judgment in color is too good for that.

"Her hosiery is a dream of loveliness. She has more house slippers and oxfords than you could count on your fingers and she never commits the solecism of wearing a certain style on the wrong occasion.

"My ma dotes on sitting out on the porch all trigged out in the daintiest of home afternoon frocks. She knows full well how to make a delightful picture of herself at these times.

"Well, she doesn't have much else to do than to pay attention to all the little niceties of life, for we girls see that every care is taken off of her shoulders and that she has plenty of money with which to gratify her little fancies.

"And why shouldn't we? She worked hard for us when it meant the taking of her best years away from her. We'd be base ingrates did we not seek to make her declining years as happy as lies within our power.

"We often have to smile at the funny way with which she ever regards those of us who are not with her. It is always those who are absent in the body who seem to be the dearest to her, no matter which of us it happens to be.

"We will have something especially nice to eat at dinner, and it will be: 'Oh how I wish Em was here to have some of this nice chicken—that browned piece of the breast right there on the corner of the platter.'

"Well, but, mother, the rest of us are here, and we all like the browned breast, too."

"Oh, yes, I know, but Em isn't here," she argues weakly.

"She has such a sweet way of sitting by the window and waving her hand to us when we leave the house. We always turn half a dozen times before reaching the bend in the road which hides us from her, and always the last we see is a little old white

hand fluttering between the lace curtains.

"Then when we come home it's just the same. Long before we are expected to return she takes her station at the window and the first we see of the home is a glad smile of welcome lighting up a dear face, with an aureole of white hair.

"How sadly would we miss all these pretty little acts of love none know so well as we, and I can't bear to picture, even in my own mind, the home as it would be without her.

"Our father is dear to us, but oh, we get closer to our mother—far, far closer." Jeanne.

Forest Fire Insurance a Novelty.

Fire insurance for forests is a 1908 novelty. In the Pacific Northwest the Washington Forest Fire Association has elected officers and begun work with 3,000,000 acres under its charge. The plans include a system of patrol by rangers, resembling the work done by the United States Forest Service in warding off and putting out fires. Oregon and Idaho have similar organization for like work. In Idaho the State treasury pays out that part of the expense, which is borne by taxation. A Western railroad company has large holdings in timber land and is carrying out successfully plans for guarding them against fire. At the other end of the continent Maine owners of forests have undertaken similar plans to protect the trees from their great adversary, fire. In other parts of the country similar need is felt for protecting the forests from fire, as is evidenced by the establishment of like organizations in different sections. It is urged that fires have destroyed more trees than lumbermen have felled. While timber was plentiful the waste went unnoticed. But now that wood famines seem imminent and every tree counts owners of forest land are beginning to take precautionary measures so that the little wood remaining may last.

How It Works Out.

"I never tell funny stories in my speeches," remarked Senator Sordum.

"The audience always enjoys them."

"Yes. A man hears you tell a funny story and he thinks it is so good he tries to remember it. He regards you as a fist rate fellow, and feels thankful to you for giving him a new one. Then he tells it to the first friend he meets, and as he isn't a good story teller the friend doesn't laugh. Then he tries it on the blase hotel clerk and the stolid drug store man, and several others, and by the time he gets home he concludes you have passed him a gold brick. He not only refuses to vote for you, but tells all his friends he doesn't think it is dignified to keep in office a man who tells funny stories."

An Apt Comparison.

Mrs. Flashout—Yes, Bobby, all these beautiful silk dresses come from a poor, little, insignificant worm.

Bobby Flashout—Yes, mama; and pop is the worm, isn't he?



A "Punk" Cigar Never Makes A Noise Like Success

The Ben-Hur cigar during its 26 years of trade building has seen many a new brand touched off that was expected to make a big noise, but which ended only in a premature squib.

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No. VC45—Solid oak, best gloss finish, rubbed top, large drawers with separate locks, 60 inches in length, 33 in width, 44 in height. Shipped K. D. Easily set up and knocked down. Price \$17 50

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A postal will bring further particulars.

We sell everything in office equipment and our prices are guaranteed to be right.

Tradesman Company Grand Rapids, Mich.

CLEVER THIEF.

He Alienated Five Per Cent. of the Product.

John Ford came into the room where I sat smoking and threw his coat and hat upon the lounge with the exuberance of a boy returning home from a game of ball. Then, clamoring loudly for his pipe and tobacco, and heaving a book at me when I reminded him that I was not his servant, he swung himself into his arm chair and began in the good, old, offhand way:

"The Comerford Yeast Co.'s establishment is the scene of this little affair. Never heard of 'em? Naturally not. You're not interested in yeast.

"Comerford, an old ex-baker, is the owner. He'd started the business in the basement of his bakery shop about twenty years ago, and little by little he'd built it up. He was getting old and fat, and so he went to work and engaged a general manager.

"The manager came in about a year ago. He came from a big firm, a giant corporation, if yeastmakers ever get big enough to deserve that title, and his name was Hutchinson.

"Hutchinson certainly was a hustler. He hired new salesmen. He reached out and got new business. He increased the producing capacity of the plant. He did all that Comerford should have done and didn't; and the old man took off his hat to him and trusted him like a brother.

"Well, in spite of all this industry and effectiveness on the part of Hutchinson, when it came time to figure up the year's profits what did they find but a decrease of \$2,500 from the profits of the year before.

"Naturally, it looked bad for Hutchinson's management. Had old Comerford had less confidence in his new manager he probably would have gone after him with a tin can. Hutchinson being in the old man's confidence as he was, they began to hunt together for the leakage. What they found was that the raw material was all used and used economically, but that when it was turned out of the manufacturing department and given over to the stock room it amounted to 5 per cent. less than it had under the old regime. And with Hutchinson's new system in operation it should have increased that much at least.

"Then they begot a horrible suspicion that somebody was stealing yeast!

"Hutchinson was convinced that there was a crook or a clique of crooks on the pay roll.

"For three days I worked in that unwholesome place with no more to show for it than if I'd been blind and deaf. There was no clique there. A single crook there might be, but no gang, and if a crook there was, he didn't show it plain enough for me to see.

"On the morning of the fourth day Hutchinson called me into his office as I was about to go to my machine.

"Just as a suggestion," he said,

'have you noticed that kid who goes out after coffee for the men at noon? He works on one of the packing tables, handles the finished stuff. I don't like his looks. I haven't been able to see anything, but—merely a suggestion, you understand—you might watch him.

"As I watched I began to see that he did act suspiciously. I can't just define it; it's more a matter of intuition than definite seeing, but the kid moved as if burdened with a troubled conscience, that's all.

"At noon the boy went around and collected a nickel each from six workmen, picked up a notched stick with seven tin pails on it, and went out. Pretending to go out for lunch-eon, I followed him. He went across the street to a little restaurant and at the door a man who was waiting for him took one of the pails off the stick and walked away with it, neither the boy nor he saying a word.

"I managed to bump into the man so that the pail was knocked flying into the street, and when I picked it up to hand it to its owner I saw that it was filled with yeast—Comerford yeast without the labels. Now that man was a poor thief, for the minute that he saw the cover fly off the pail, without knowing whether I was concerned about its contents or not, he took to his heels and ran. I didn't trouble to go after him, but went up to the restaurant and got the kid and took him up to Comerford's private office.

"He was blubbing when we got there. I told the old man what had developed, and the lad broke out with:

"I never did it before, mister, but yesterday a guy comes up to me and offers me \$25 for a pailful of yeast just as it comes from the molds. He gives me the \$25 then, and it looks so big to me that I falls for it. He was going to give me another \$25 to-night. All I do is to take the pail on the stick and he has a guy waiting across the street who takes it and ducks with it. Honest, mister, I never did it before, and I won't do it again, and please don't send me to jail."

"All that sort of thing, tears, and a sick mother, and so on. Hutchinson came in, puffing.

"Ah, ha! Got the young thief, eh?" he bellowed. "So that's where our deficiency has gone."

"And then all of a sudden I choked up and wanted to laugh. The comparison was so comical: Hutchinson, big and fat and red, the kid, small and thin and white; Hutchinson angry, the kid trembling, and the big man accusing the boy of stealing 5 per cent. of the product of his factory. And in small tin pails. I looked at Hutchinson's bull head and had a hard time from breaking out. He was so angry that the veins were swelling in his forehead, so angry that he was too angry for the situation.

"Son," I said, 'what kind of man was it that gave you the \$25?'

"The kid looked at Hutchinson and

said: 'He was something like that man, only he was skinny.'

"Hutchinson turned on me savagely. 'You surely don't believe any of that cock and bull story?'

"Why not?' I said. 'You surely don't give this kid credit for engineering a theft of this size, do you? He must have been an instrument in somebody's hands. What we want to do now is to find out who it was that furnished the inspiration and the money.'

"Nonsense. We aren't going to let this lad pull the wool over our eyes. He's caught red handed in the act, and he'll have to suffer.'

"It's your funeral,' I said. 'If you are satisfied that you've got the man who stole 5 per cent. of your product for a whole year—in a little tin pail—then I'm satisfied.'

"We're satisfied,' said Hutchinson, and he telephoned for the police.

"Now that ended my connection with the case so far as Hutchinson was concerned, but in reality it was only then that I began. There were two ugly facts in the case now: First, that kid never could have stolen the amount of yeast that was missing. Second, Hutchinson didn't want to find who had bought the yeast from the boy, admitting that he had stolen it.

"Right there was where he made the fatal slip: he forgot that in making up his case he would need some evidence along this line. And he had Comerford with him soul and body. If your humble servant hadn't happened to love his work, and therefore



\$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.

feels impelled to thrash a case out to the bitter end, nothing would remain to be told.

"But I decided that it might be an interesting thing to watch Mr. Hutchinson. I couldn't understand his lack of interest in the purchasers of the stolen yeast. I watched his home that night. Nothing happened. I watched Hutchinson next day. At noon he went downtown and met 'a guy who looked like him, only skinny.'

"They had luncheon together, and when they parted I followed the skinny fellow. He got on a train and went out to a little suburban factory town and went into a little store building with a sign, 'Hercules Yeast Co.' above the door. I was right after him.

"Is Mr. Hutchinson in?" I asked. Then, before he had a chance to reply, 'You're Mr. Hutchinson, aren't you? Your brother at the Comerford Yeast Co.—'

"My name is not Hutchinson,' he said. 'It's Dakin. What are you talking about, anyhow?'

"Beg pardon,' I said. 'I made a mistake.' I slipped out and away before he could speak. I had discovered all I wanted to know. They were brothers. I saw that the moment I saw them together; and they ran a yeast company under an assumed name.

"I went back to the Comerford Yeast Co.'s office and got Comerford and Hutchinson together. Then I told them a little fable about how a man high up in a certain firm had been robbing the firm until at last the theft had been found out; and how, to save himself, he had had his brother bribe a boy to steal, and how he had put his hired detective on the trail of the boy; so the boy was caught and in jail, and the man imagined that he would go scot free.

"The man's name is Hutchinson,' I concluded. 'Mr. Hutchinson, I've just been out to see your brother at the Hercules Yeast Co. Mr. Comerford, did you happen to know that Mr. Hutchinson had a brother in the yeast business?'

"Of course there was much excitement. Hutchinson threatened me with violence; Comerford waved his hands and demanded to know what it was all about.

"Simply this,' I said: 'Hutchinson knows where 5 per cent. of your product for the last year went.'

"You liar!' roared Hutchinson.

"Hush, hush, my good man,' I said. 'Your brother, Mr. Dakin, I mean confessed the whole thing less than an hour ago. Be nice now, and straighten things out; confess and release the boy who's in jail, and things won't go so hard with you. Be stubborn and who knows what you'll get.'

"And while I waited to see if he would call my bluff about his brother Mr. Hutchinson wilted and fell into my hands.

"I did it,' he said. 'I had to do it to keep even with my expenses. Put me in prison, do anything with me.

I'm ruined, so I don't care what happens.'

"He was, too. He'd been traveling too fast for his income, and there were lots of things against him besides the yeast. He'd begun to take that because his brother knew where to dispose of it, and the habit had grown. He'd got away with something like \$15,000 worth of the stuff, all told, and when we went through the store room where his brother was we didn't find enough to bake a loaf of bread.

"Hutchinson said he was glad he got three years when he was sentenced. He would get away from the booze habit in that time, he said, and come out a new man.

"And the kid was released, and Comerford took him back and gave him another chance. Hasn't a man who corrects destinies in this fashion got the right to have somebody bring him his pipe—thank you, young man." James Kells.

Something Lacking.

"Yes," said the hardware dealer, "I've had my annual two weeks off and got home again. I always go in June, so as to put in all my time fishing."

"And you had a good time?"

"Never better, until I got back. Then something happened that I can't account for. I can hardly realize that I've been away at all."

"And what was the something?"

"Say, now, I belong to half a dozen lodges, a church, a political party and two clubs. I know hundreds of men. Heretofore, when I've had my outing they have dropped in here by the score every day to ask me if I had a good time; if I hunted any; if I caught a whopper of a fish; if I found the board good, and all that. I came back last week prepared to go through the same old programme. I expected to be rushed. I was ready and willing to lie about the size of the fish. I figured on being told that I'd got a good color in my face, gained 10 pounds and looked like a man of 30, but—"

"But what?" was asked as the man paused and heaved a sigh.

"Not a blessed chump has entered the store to say one single word about my vacation. They've dropped in and gone out again, and never even asked if my largest weighed 15 pounds. I don't like it. There's something wanting—something lacking. If it's a put-up job, then it's a durned mean trick; if public sentiment about this thing has changed, then I want to sell out and get into another community. It isn't doing the fair thing by a free-born American."

The Way To Save It.

Gadabout—I say, doctor, I'm losing my hair mighty fast. What shall I do to keep it from all coming out?

Doctor (who happens to be acquainted with Gadabout's wife)—I don't know unless you try coming home earlier nights.

The cash register church makes but a poor record above.

Sixty-Six
Years of
Superiority

KINGSFORDS'
OSWEGO CORN STARCH

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



All Jobbers

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

You Are the One That Gets Hurt

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

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

Arbuckle Brothers
New York

A NOSE FOR VALUE.

It Is Knowing What a Thing Is Worth That Counts.

Written for the Tradesman.

When a reporter can pick news items from seemingly barren soil, the city editor says he has a nose for news. This is a good sort of a nose to have, if you are in the newspaper business. But what is known in commercial life as the nose for value is worth more than the nose for news.

It is a strange faculty, this nose for value. There are men who have only to look at anything, from a tin dipper to a right of way, to know instinctively what it will bring in the market, or if it will bring anything at all. There are men who can tell you to a cent what you can get for an old plug of a horse or a back number franchise. It is needless to add here that these men are not obliged to do business with the man who lives behind the sign of three golden balls.

There was Floyd Dietrich. He knew what things were worth. You couldn't make him pay too much for anything. He weighed and measured everything by the mighty dollar. When he was twenty-one years of age he was traveling around Blisston with a ladder on his back and a bag of carbons dangling at his side. He was getting \$2 per for trimming the electric lights, as he called it.

He used to stand at the top of his ladder and estimate the value of the buildings nearest to him. He could tell you what the valuation ought to be on every one of them. Before he had been in the city a month he knew just what the electric plant which gave him employment was worth. He computed what it was worth at the time and what it would be worth in two years. The city was growing fast.

The Blisston Electric Company was not in good hands. Floyd knew that. The manager tried to do the work of errand boy, and lineman, and machinist, and clerk. He was rarely in his office to attend to the real business of the concern. He thought he was serving the company faithfully, but he was putting it on the hummer instead. What he needed was a rollop desk and a commanding air. There are a good many men rattling about in good positions with this same fault.

One day Floyd went to his mother's sister, an old maid who had made money in Standard Oil stock. She owned some stock in the Electric Company, but not enough to control. She was often sorry that she owned this, for dividends were small and irregular. Like the other stockholders, she knew that something was wrong, but didn't know what it was.

One thing she did know, and that was that Floyd was a mighty bright young man. So when he went to her residence that day she brought him to the little room where she wrote her checks and computed her winnings in the game of life.

"Aunt Mary," said Floyd, "I want to borrow twenty-five dollars."

He made the statement as if he

was asking for an extra piece of pie. He never even blushed or faltered in speech. Aunt Mary regarded him coldly through her rimless eyeglasses.

"As you grow older, Floyd," she said, "you resemble your father more and more. When he wanted anything he wasn't afraid to ask for it. You seem to be following in his footsteps. Why don't you go out on your job and play you are a forty-candle light in a church steeple?"

"I'm the forty-candle light, all right," said Floyd. "It is up to you whether I climb to the steeple or not. Can you give me a check for \$25,000 this afternoon?"

"You are shy in English," said Aunt Mary. "You shouldn't ask if I can give you the check. You know I can. What you want to know is whether I will give it to you."

"Will you?" asked Floyd.

"No," replied Aunt Mary, "I will not."

"All right," said Floyd, and he arose to take his leave.

"If you have the right security," said Aunt Mary, motioning for him to sit down again, "I'll give you the currency in ten minutes."

"That's more like it," said Floyd. "I'll have the securities here in ten minutes. In order to save time you may as well begin counting out the money."

Aunt Mary smiled and Floyd shot out of the room. He was back in ten minutes with a bundle of papers which looked like ready money.

"There," he said, "there's forty thousand dollars' worth of the stock of the Blisston Electric Company. I guess that will hold your little \$25,000 for a time."

"This stock," said Aunt Mary, "is quoted at sixty, with no buyers. If it belongs to you, I'll loan you \$10,000 on it. I've got a block I'll sell for fifty."

"You haven't got much," said Floyd, "for the capital stock is only \$50,000, and I have \$40,000 of it here. Come, hurry up and write the check, or count out the money. I promised to bring back the stock or the money in fifteen minutes."

"So you're going to buy the stock with the money you borrow of me? How much do you pay for it?"

"Sixty," said Floyd. "Get a move on, Aunt. I want to be in control of the Blisston Electric Company before 3 o'clock. There's a meeting of the stockholders then, and new officers will be elected. I'm going to be President, and Board of Directors, and the whole works. You see," he added, in response to Aunt Mary's look of enquiry, "I got onto this through Roberts. He's sick of the game and wants to get out. He saw that he couldn't sell unless he gave control, so he got this stock together. I understand he's got a market for it at fifty-eight."

Aunt Mary turned to her closet and brought out her cloak and hat.

"You come with me to the deposit vault," she said.

Of course there was a bit of excitement among the stockholders when Floyd took over everything.

After that day the manager sat in his office and touched buttons when he wanted things done. He didn't find it necessary to drive out into the suburbs to see that the linemen set a new pole in the right spot. He was where he could keep tab on every interest of the company instead of only one.

For the next six months Aunt Mary sat in the little room at her residence and watched Floyd do things. He ran out extensions and improved the service. He brought the stock up to par in short order. His nose for value had told him that the stock was worth a hundred cents on the dollar, even under the old conditions.

In a year the stock stood at one-fifty, with none on the market. The plant was now furnishing heat and power and light to a lot of suburban towns, and the city of Blisston was about signing a contract for street lighting with it. Floyd was not a wonder. Do not think it. Scores of men could have done equally well with the plant, but they couldn't have scented out the value of the old plant as he had done.

"Now," said Floyd to Aunt Mary, after things had reached this blissful stage, "I owe you \$25,000. Take my stock and give me \$35,000 in cash. I ought to ask a bonus, as I am offering to surrender control, but I realize that you helped me out and am correspondingly grateful."

"Floyd," said Aunt Mary, "you are certainly growing more and more like your father. I never knew him to lack the nerve to ask for anything he wanted. It is a pity the poor man died. By this time he would have had John D. backed into a clerkship somewhere. I presume you think I am going to permit you to make all the profits on this deal?"



A Dividend Payer The Holland Furnace

Cuts Your Fuel Bill in Half

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

Write us for catalogue and prices.

Holland Furnace Co.
Holland, Mich.

Fly Nets and Lap Dusters

Our Line is
Very Complete

Send for
Illustrated Price List

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY



Lightning and Blizzard Freezers and Hardware



CLARK-RUTKA-WEAVER CO.

32 to 48 South Ionia St.

Grand Rapids, Mich.



THE NEW IOWA.

Low Supply Can. Enclosed Gear.

Skims Thick or Thin Cream.

Hot or Cold Milk.

Most Practical. Turns Easiest,

Skims Closest. Easiest to

Clean.

Awarded the Only Gold Medal
at the Jamestown
Exposition.

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

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

"Sure," said Floyd. "If you had any more money you'd have to run neck-and-neck with Carnegie in the library game. You'd better take over that stock now, for I am thinking of calling my directors together and bonding the company for \$50,000. I know where I can buy valuable franchises with the money. You would not want to be paying interest on \$50,000, would you?"

"Before you Harrimanize the company," said Aunt Mary, "you might give me a chance to unload."

"All right," replied Floyd. "I'll give you two for what stock you have and also give you the first chance at the bonds. I am going to fix the interest at eight."

So Floyd took the stock at two and delivered the \$50,000 in bonds as soon as the printer could get them ready.

"What are you going to do with the \$50,000?" asked Aunt Mary, as she wrote a check.

"Oh," said Floyd, "I'm going to pay the company's \$50,000 over to the Interurban Lighting and Heating Company for valuable franchises and rights of way reaching out almost to Kalamazoo, Michigan."

"Aren't you paying too much for the franchises?" asked the old lady.

"Well," replied Floyd, "seeing that I am the Interurban Lighting and Heating Company, and that the franchises cost me almost \$2,000, I think the price is about right. You see, the people who gave the rights of way and franchises didn't know what they were worth. It doesn't make a thing cheap because you can buy it cheap. It is the real value that counts."

"Floyd," said Aunt Mary, "if you would grow a mustache, you'd be the perfect image of your father. Did the stock slump when you issued the bonds?"

"What do you think I'm here for?" asked the young man. "I advanced the price as soon as the franchises were secured. Closed out at twenty to the Great Northern Power Company. I've netted \$113,000 out of this deal, thanks to your \$25,000."

"When you go to your room to-night," advised Aunt Mary, "take your Bible with you and read where it tells about a camel going through the eye of a needle. You've been reading too much Ryan literature lately. You'll be selling blue sky next."

"If there was any demand for it," said Floyd, "I'd know how much it was worth. They wouldn't run any cheap article of sky in on me."

And the chances are that Floyd would, for he is one of the men who have a nose for value. Also, he is well up in high finance.

Alfred B. Tozer.

Ample Protection.

Fire was discovered in the hold of the ocean-liner.

"Captain, is there any danger?" enquired a nervous passenger.

"Danger from fire?" exclaimed the Captain contemptuously. "What, with all this water around?"

The devil may tempt a man, but it takes a woman to tempt the devil.

Why Book Taught Farming Pays.

Although the experiment stations and agricultural colleges of the country are doing great work for the uplifting of the business of farming, almost everywhere the representatives of these institutions have to contend with the strange prejudice of the old timers against what they call book taught farmers.

These old timers, who have learned their business from actual work, think this the only possible way to learn anything about tilling the soil and they forget that nearly all the big men connected with the experiment stations were reared on a farm and keep in touch constantly with farm work. The leaders in the work of teaching the farmer how to get the best results from his labor are men who learned the business of farming while boys and while doing the actual work on a farm. Then when they had a knowledge of farming gained in this way they went ahead to gain the further knowledge that comes with the study of the sciences. Many of these leaders in agricultural knowledge not only teach and carry on experiments but they run farms of their own when not engaged in their regular work. Furthermore, the farms which are handled by the book taught farmers are moneymakers and many of these teachers make as much out of this branch of their business as they do out of their college work.

In spite of these facts when the representatives of the experiment stations speak in farmers' institutes one constantly hears the farmers of the old school laughing and joking among themselves about the book taught farmers who are trying to tell them how to carry on their business.

When one thinks that many, if not most, of these educators are engaged in the work simply for the good they can do and not for any gain for themselves, it seems a pity that the people for whom they are working do not pay more attention to their teachings. Men like Babcock, Dean Henry, Slater and many others of the leading educators along this line could become wealthy men if they so desired, but they put the good of the farming class as a whole above any personal interest.

Last year a well known representative of one of the Government experiment stations was speaking before a farmers' institute on the subject of the selection of seed corn. He was a man who could have made a great deal of money for himself if he had wished, but he was using the best years of his life trying to make the farmers of the country do better work with less effort.

All the time he was speaking one could hear old fogies in the audience whispering to each other and joking about the book taught farmer. They didn't take the trouble to find out whether he had a practical knowledge of farming or whether he simply was giving advice because of his superior knowledge of the sciences. The facts of the case which these critics didn't take the trouble to learn are that this man was born and reared on a farm, and since he

has been a teacher has run a farm which has proven more profitable than any of the surrounding farms run on the old style methods.

One of the authorities on dairy farming some time ago visited a creamery which was owned by an association of farmers. The sole object of this visit was to help the farmers in whatever way he could. The manager of the creamery, who was an up to date young buttermaker, issued an invitation to all of his patrons and to many other farmers of the surrounding country. In all, more than 500 invitations were sent out. Just three men attended the meeting, two of whom came from the same farm.

Later, when the manager of the concern, meeting his patrons, asked why they had not attended the meeting the answer was almost invariably: "Why should I? You do not suppose that book taught farmer could tell me anything I did not know?" And in this district a \$40 cow is the exception; still these farmers wonder how the dairy men of Wisconsin can get such high prices for their cows.

Of course these farmers who refuse to open their eyes to the light of knowledge are hurting themselves more than any one else, but it is unfortunate that the really great agricultural specialists should be hindered in their work because the farmers are prejudiced against any knowledge that originates in the library or the laboratory rather than on the farm.

Edward Springer.

He Knew.

Sentimental Young Lady — Ah, Professor! what would this old oak say if it could talk?

Professor—It would say, "I am an elm."

Foster, Stevens & Co.

Wholesale Hardware

Fire Arms and Ammunition

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

10 and 12 Monroe St.

Grand Rapids, Michigan

Delivery Wagons

We have an extensive line of wagons, and if you expect to buy one it will pay you to see our line before placing your order.

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.

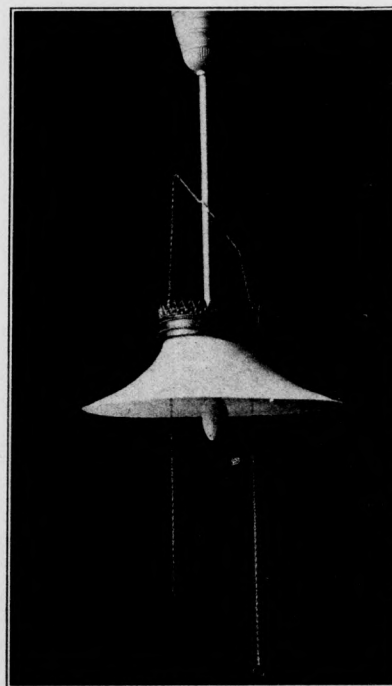


For hot water or steam have no equal. Come and see or write us—let's talk it over.

RAPID HEATER CO.

Cor. Louis and Campau Sts.

Grand Rapids, Mich.



We Light Your Store Hall or Church

The Ideal Junior is guaranteed to be absolutely safe, 500 candle power at 1/4c per hour cost. Write for catalog and prices.

Ideal Light & Fuel Co.

Reed City, Mich.



What Advertising Has Done for Chicago Clothiers.

One of the greatest industries of Chicago is the manufacture of clothing for men and boys. Within twelve months the total amount sold by wholesale clothing houses averages about seventy-five million dollars. Of this about three-fifths is ready-made and two-fifths is made-to-order. The clothes made to order are sold by mail.

Road salesmen—of whom there are about five hundred in Chicago—sell to retailers about twenty-five million dollars' worth of ready-made clothing within a year.

Some individual salesmen sell as much as \$600,000 worth of clothing within twelve months, netting them upwards of \$10,000 in commissions. Salaries of \$10,000 per year are not uncommon. A man making from \$2,000 to \$3,000 per year is hardly accounted a success.

In no other industry has advertising been more utilized to reinforce the salesman's efforts than in the clothing trade. It is claimed that Chicago now leads every other city in the country as a producer of fine clothing. Its leading houses have a reputation second to none for making men's and boys' clothing. This prestige has been gained largely by the use of publicity, backed up by the salesman's efforts. The whole history of the rise of the wholesale clothing industry, in fact, revolves around the able publicity of a few firms—notably that of Hart, Schaffner & Marx, Kuppenheimer & Co. and Kohn Brothers.

Advertising has done very much for every wholesale Chicago clothier whether he was a pioneer in publicity or not. Because of the increased prestige of Chicago's men's and boys' clothing, higher prices are obtained than formerly. The goods are of much better style, fit and material. Advertising has shifted the viewpoint from price to quality.

Years ago ready-made clothing was the laughing-stock of men who had plenty of money to spend on their wardrobe. To-day all that is changed. The Chicago ready-to-wear wholesale clothier now introduces the new styles and fashions.

"How do our road salesmen regard advertising?" said the manager of one of Chicago's most famous wholesale clothing houses. "The bigger and broader the man the more willing he is to work hand in hand with the advertising department, and the greater is the amount of his success. Our ablest men, those earning from \$10,000 to \$15,000 per year, make an exhaustive study of all the advertising we put out. And because of our extensive advertising they use with splendid efficiency the argument about the increased prestige the dealer gets through handling our clothing.

"The narrower and smaller the

salesman, the more inclined he is to look with jealousy upon publicity.

"We hold conventions and meetings at intervals, and give our salesmen individual advice as to the best way to get results. Whether we talk to a number of salesmen or one at a time, we continually impress upon them that if they would achieve marked success they must know how to talk about advertising.

"To-day publicity is regarded—perhaps the greatest business getting factor in existence by retailers. How can a salesman get good results if he does not understand this matter?"

The following will illustrate how one wholesale clothier uses advertising to back up the salesman's efforts. He has about one thousand open accounts, but some of them get away from him for various reasons every year, and to combat this he constantly circularizes 30,000 prospective firms. Twice a year thirty thousand circulars, mailing cards, booklets, etc., go out to these prospects. Of this thirty thousand, on the average, only one hundred reply, and of the hundred, only twenty-five usually become customers.

Advertising is placed in eight hundred country newspapers during each season by the wholesaler. Each customer gets the benefit of three advertisements run in three consecutive months by the wholesaler in the retailer's home town. He is advised that it is desirable to supplement this, but of course additional advertisements must be paid for by the dealer.

Signs for fences, barns, stores, etc., are supplied to the retailer, also cuts for newspaper advertising and assistance if required in making up his advertisements.

Before the salesman goes out his firm circularizes all prospective customers he is going to call on, and also prints cards for the salesman which he sends out himself. He is debited with the exact amount of the cost of these cards.

In former years the salesmen used to make an early trip, selling the merchant a limited amount of goods in the advance season. When the season would fairly open the merchant would come to market and make his heavy purchases. Then, before the season was over, salesmen would make a second tour which was called an "assorting up" trip and aim to close out all such merchandise as the manufacturers had left over.

This of course meant two trips every season, making four journeys in all within a year. Seventy-five to eighty-five per cent. of the merchants would come to market twice a year, while in the past few seasons not over 10 per cent. of the merchants came to market at all.

The 10 per cent. who come to Chicago now do so mainly for the purpose of getting recreation and gaining new ideas.

In the early days friendship of the salesman with his customer was one of the main features in making a sale. To-day it is a different proposition altogether. Acquaintance with a dealer will give a salesman a certain amount of preference, but he has

to be well acquainted in every possible way and know his wares to a detail when exhibiting them. The intrinsic merit of the merchandise is one of the largest factors in the success of a salesman.

The efficiency of the modern clothing salesman of to-day is at least 100 per cent. greater than it was in former years. Education and refinement are absolutely necessary. In former years the salesman could please the customer by playing cards, smoking and drinking with him. The man who spent the most money—other things being equal—obtained the most business. To-day all that is changed. Competition with mail order houses and department stores has forced the retailer into line with twentieth century methods of doing business. He buys now purely on merit and in the best interests of his trade.

What does the Chicago wholesale clothing salesman look like at close range? What are his chief merits and defects?

There are as many different types of clothing salesmen as there are types of buyers. The best clothing salesman of to-day is a thorough business man—able to enter wholeheartedly into the retailer's problems, difficulties and needs.

The primary qualification of a good wholesale clothing salesman is to be an honorable, truthful gentleman. There is no necessity to lie, exaggerate or get business on false pretenses. This is the consensus of opinion of the largest and most modern Chicago clothing manufacturers.

Advertising has had much to do with putting salesmanship on a higher plane. To-day the wholesale clothier appeals directly to the public, either through the medium of general publicity or local newspapers. He has to prove his claims to the hilt or lose trade. It is therefore unnecessary and inadvisable to exaggerate the merits of the merchandise in personal salesmanship.

At the same time, many clothing salesmen while trying to get business are handicapped by personal defects. Many of them do not know how to approach a prospect to the best advantage. They do not know how to make the best of their case, nor "close" a sale scientifically. Here in an instance which illustrates a lack of knowledge of good salesmanship:

A certain Chicago sales manager was sitting in a retailer's clothing store in the country when a salesman approached and announced that he was from a Chicago wholesale clothing house. The prospect was



"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

very busy writing a business letter; but in spite of this fact the salesman persisted in talking to the prospect, and urging him to look at his samples. Reluctantly the prospect arose, saying that he would comply with the other's wish. But he was "sore" and his nerves were on edge. All through the interview, the remembrance of the abrupt, almost insolent manner of the salesman remained in his memory, and he did not buy. When he had gone, he turned to the sales manager and said: "If that man had used a little more civility it is ten to one I would have bought from him. I will let the matter go for a few days. There are plenty of wholesale clothing salesmen, and other things being equal I'd sooner give the business to a man who uses courtesy and politeness in his dealings."

Another fault accredited to some wholesale clothing salesmen is that they over-bear and domineer over the "little dealer." They override the timid objections of a buyer—not by reasoning the matter out, but by main strength of personality. However, very many clothing salesmen make a moderate success even with defective selling methods. They have a full knowledge of their line, and this helps them immensely. Although some of them do not work as scientifically as the others, they manage to make a fair income. Many of these workers are veterans who have never served in any other branch of salesmanship.

Lack of knowledge of human nature, want of method in their work, lack of knowledge of the finer points of salesmanship—briefly these are the biggest defects of wholesale clothing salesmen, as they are of the majority of salesmen in all lines.

One thing peculiar to wholesale clothing salesmen is that they do not work more than four or five months during the year. They make two trips within twelve months—each trip taking from eight to ten weeks. The remainder of the time they do comparatively little.

Observing sales managers of clothing houses assert that it would be much better for the clothing salesman if he occupied this slack time in doing something for his house. If he would spend his time in mastering the details of the clothing business, he would be able to sell more goods. However, this is admitted to be a problem for wholesale clothiers in general. Some heads of wholesale clothing houses assert it would be advisable for the trade to "get together" on this matter and act in unison.

Where do wholesale clothing salesmen come from?

Many of them have been employees of wholesale establishments and worked their way up from the bottom, but a large number come from the outside. Some of the best wholesale clothing salesmen have had a retail education. Said one sales manager on this point: "Several of my ablest salesmen on the road once found it hard to sell a pair of trousers or a suit of clothing at a very moderate price in some little clothing store."

It is by no means impossible for outsiders to get into this field of work. It is stated that any man who can make a success at selling ordinary merchandise not possessing much merit, or who can "make good" at selling such things as soda water fountains, etc., can sell clothing to retailers after he has learned the business. It is not uncommon for a man to earn \$5,000 at selling clothing within two years after he has started to learn the business.

The wholesale clothing business is well worth studying because it demonstrates more fully perhaps than any other line of trade what advertising—properly employed—can do to uplift a whole industry and increase the earnings of every one concerned.

The best salesmen in the clothing trade are those who are the most up to date—who know the most about the problems of the retailer and how to solve them. The salesmen who make the smallest incomes are those with the smallest amount of knowledge—those who rely on out of date methods to get orders. Many of these men also lack knowledge of many of the fine points in salesmanship. That it would pay them to get in line with twentieth century methods of selling merchandise is obvious.—W. A. Reynolds in Salesmanship.

Don't Be Too Necessary.

A man's value to a business is not always in proportion to the influence of his personal presence. Sometimes the ability to leave a business for a time and have it go on as smoothly as ever is the best test of a man's control over it.

A factory manager was taking an extra hour away from his work one noon, and remarked to a friend, with apparent pride:

"I must be going back, or everything will be at a standstill. I can not leave the shop for two hours without causing a difference in the work. It does not take long for things to be going at loose ends unless I am right there to watch them."

This man, trying indirectly to raise himself in his friend's estimation, was really confessing his own weakness, and laying bare his secret misconception of the functions of a manager. The humor of the situation is apparent when we remember that many of the owners and managers of vast business establishments are able to be absent from their office for weeks and even months at a time.

The good organizer, unless he is limited to very poor material, is usually the man who makes his own personal presence less and less of a necessity to the harmonious working of the system.

That Tired Feeling.

Laziness is usually the result of a feeling of fatigue which does not exist. The man who works the most, providing he works intelligently, will last longer and accomplish more and get more pleasure out of life than the man who is continually sparring for rest and leisure.

A man can flit away a lot of energy without making his efforts count.

Such efforts are not hard work.

Men who grow big and accumulate usefulness and knowledge dwell in regions where a high order of energy prevails.

Some men, and you probably have experienced the feeling, will tire more quickly when doing nothing than when working hard. Such men are not lazy men.

That good honest tired feeling resulting from a hard day's work puts a fellow to bed early and gives him a good night's rest.

It also provides an appetite and a digestion to take care of it.

Laziness is a mental delusion, fatigue is a result of good, honest effort.

The only thing that will cure laziness is to convince the man who indulges in it that there are more pleasure and comfort in hard work.—Push.

No Samples.

The eminent lawyer had stepped from the train and was making his way to a hotel when he was approached by a porter.

"I can see you're a commercial traveler," said the latter, with a touch of his cap. "Show me where yer

luggage is and I'll carry it to the hotel for you."

The lawyer smiled in a quizzical way. "I am a traveler," he said, "but I deal in brains."

The porter sniffed suggestively. "Fust time ever I see a traveler as didn't carry no samples!" he said.

When religion enters through the gateway of common sense it is of uncommon service.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

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

ORDERS EXECUTED FOR LISTED SECURITIES.

CITIZENS 1999

BELL 424

411 MICHIGAN TRUST BUILDING, GRAND RAPIDS

THE NATIONAL CITY BANK

GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

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

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

Successful Progressive Strong



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets
\$7,000,000.00

Commercial and Savings
Departments

MINE IN THE CELLAR.

Allerton's Business Was Ruined by the Explosion.

That Jim failed in the business that his mother set him up in was laid by those who knew about it to the "little game" in the cellar. Not that this story is to show that the little game which lies like a mine under some of the most prosperous looking corner stores is bound to lead to failure. Many a man would tell you that it is easy to grow rich in this way and that in many a place honeycombed with "little games" the business done above is a small per cent. of that done underground.

Others will say that the druggist or grocer who has one of these plants silently smoldering under his shop grows stealthy of step and fixed of eye, and that his alertness is all used to protect his secret with none of it left for his business. Which of these theories is true will be determined when the underground games are explored—they are new now—but there is no doubt but that it was the little game that proved the finish of Jim.

The first year that Jim set up the restaurant everybody said that he was making a great success. Automobiles poured up to his door and on Sundays he could hardly feed the people. He had black waiters, who were popular and fairly reliable as long as the patronage was this kind of a tipping crowd, and Jim gave as good a table d'hôte dinner for his Sunday leader as could be found in Chicago.

His mother was delighted. It had been her idea that Jim would make a hit in a restaurant. He had been with his father the three years that hustling wire puller had held the concession of the eating house at the race track, and although the "old man" had not done any better than to pull out of the venture with even money, there are lessons in failure as well as success. The ups and downs and all sides of that venture had been talked of in the Allerton family ever since, and Mrs. Allerton made up her mind that when a good opening came in the same line of business she would take a bit of her own money and invest for Jim.

"Better be a little careful; if one of the heart attacks should take me off some day you only would have a week's salary coming," said old Allerton, "and your money gives little enough interest as it is." "Jim won't let anything fail that he goes into," answered his mother. "He always did stick to his work when he could get any ever since he was a little fellow. He's a hard worker and he will make whatever he undertakes pay."

When the mirror lined room in the thriving town out on the great south side automobile course was offered for sale, Jim was sure that he had the right chance. There was no place but a country club within miles where a good meal could be had. Besides the surroundings were pleasant. People found the little town fair and green and like the country,

and it was an attraction to the car crowd who got to coming out there Sundays and weekday evenings for dinner.

Then there was the town, big enough to support it during the week and in the daytime. The place had been fairly crying for a good restaurant. There were hundreds of families in which domestic activities were being pushed back by money making occupations — where the wives would be glad to lead the way to a place for the family to get a good dinner if they had the chance.

When the mirror lined place was offered for sale Mrs. Allerton took \$2,000 out of her total of \$7,000 and bought it for Jim. She did more. She went and bought all of his table linen herself and had it hemmed and laundered. She suggested the ebony finish and the shelf which he put up around the room over the mirrors. She bought big Japanese looking plates to place along here for decorative purposes. She brought down punch bowls and handsome silver pieces from her own dining room for him to set on his sideboard. And she insisted that the steamy permeating restaurant odor which was thrown in with the other furnishings of the place should be gotten out some way, and, acting on this, Jim put in one of the best investments he made about the place by installing a good ventilator. Everything was bright and clean and attractive, and the smiling black boys were ready in snowy suits, and on the opening night the Allerton family entertained a party of friends to give it a social as well as a business sendoff.

In a business way it had plenty. People were only too glad to come into a brightly lighted, attractive place with an air of style about it.

"I never tasted such chicken stuffing and gravy outside of a home table," said everybody. The mince pie became famous, and on account of this Jim's friends and acquaintances and many an automobile party who had never heard of Jim, and Jim had never heard of, headed that way from far distant towns and chugged into the place at supper-time.

"That mincemeat is done right on the place and is made by my mother's recipe," said Jim.

On the whole Jim seemed to have the combination of domestic instinct and masculine business grasp which was just fitted to win in a restaurant. He now and then had the same experience of being put in the hole with the cook's stepping out on Sunday morning or some other big day that falls to the lot of every man in the business. But if the worst came to the worst he could turn in and cook himself.

There was a bakery attached to the place, and he had baked the bread and pies himself more than once when the pastry cook had left without notice. He justified his mother's faith in him as a hard worker and a stickler. He had the jovial temperament, too, and could assume the hospitable air of the foreign garcon to perfection when the patronage de-

manded it. A danger to be expected was that too great liberality with his friends would be the rock on which Jim might shipwreck, but he seemed to have business sense on this as on everything else, and even his friends, properly enough, paid for what they got in the mirror eating house.

Altogether Jim seemed invulnerable and his mother seemed to be justified. If the restaurant did not pay sumptuously the first year he was at least getting a good living out of it—how could it be otherwise with the crowded Sundays and the automobiles at the door? He paid his mother her first year's interest and she had pride in the day which was coming when he would be able to pay the capital.

The second year a change began to come in the general atmosphere of the place. The service was not so good. The tablecloths were spotted occasionally. The portions were not so liberal as they had been; the fish especially was cut down to such a small cube that the patrons began to say that Jim's table d'hôte was just like all the rest. The generous portion of home cooked chicken which had been such a drawing card dwindled, and vegetables were in tiny proportions. The slice of ice cream, which formed the dessert, was so thin that it hardly covered the plate, and the fresh cake was replaced by dry little baker's cakes that aroused contempt in the hearts of his feminine patrons.

Things had a way of running out, to the disgust of people who came

H. LEONARD & SONS

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



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

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

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



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

48 HIGHEST AWARDS
in Europe and America

Walter Baker & Co. Ltd.
Established 1780, Dorchester, Mass.

If You Happen

to need
a stock of
bang-up
coffee
that'll
make your
customers
"sit up and
take notice"

there's **"QUAKER"**

Brand
COFFEE

always "on top"

Worden Grocer Co., Grand Rapids

for a good dinner. It was not that Jim was different himself. He never went away and he seemed to watch things as closely as ever. He always was coming unexpectedly from the door into the side hall which led to both up and down going stairways. In fact, he had his rooms overhead so that he always could be on the ground. But he had a way of avoiding the eye when he came up to shake hands with his friends which did more than even the difference in material details to make those who feel rather than see declare that there was something wrong about the mirror restaurant.

One patron said, "If there were the same watchful eyed but seemingly aimless man sitting around I would guess that there was the same betting gang in there somewhere that was turned up down at the corner drug store."

If he had said this he would have been right.

The only difference was that the stairway which led to Jim's little game was on the outside, while the way to that other one had been through the drug store. Nobody but the owners knew exactly when it had gone in at Jim's, and only the few who are wise to such things knew it was there at all, but these knew when the crash came and the restaurant made an assignment that the roof was off of as stiff a betting game as could be carried on anywhere in the city.

It was the one vulnerable point which his mother had missed when she cast up Jim's possibilities—that he had learned the secrets of the betting business as well as how to run an eating house when he had been with his father down at the place on the race track.

It might not be fair to say that the gloomy, listening look in Jim's eyes or the failure either, for that matter, was all on account of the little game in the cellar.

No man could look anybody in the eye and hold the knowledge all to himself that he had practically lost two-sevenths of his mother's little capital. It was possible that he undertook the little game to try and get this back for her. It made sensation enough in the home neighborhood without any of this getting out when the girl that had lived with the Allertons all her life slipped stealthily out with a shawl over her head and ran like the wind to tell the neighbors that Jim Allerton had lost \$2,000 of his mother's money. "Heaven knows what the poor old lady will do now," she said, "with the old man gone and with Jim never yet able to support himself. It is a shame, is what it is, for the old lady to have her comfort taken away from her now, and I don't see why that boy never can make anything go."

Those who are wise to the underground gambling as it is carried on in the large cities didn't ask any such question. They said Jim Allerton was ruined by the little game in the cellar.

Grace R. Clarke.

Many a fortune has been lost trying to get another one the same way.

How To Make Your Vacation Profitable.

Being asked his system for making unusually good selections for promotion, a leading official of a large bank surprised his hearers by declaring:

"I judge my men by the way they spend their hours or days of leisure, as well as by their work at the desk."

In the first place this employer is a good judge of character, and he comes into intimate touch with many of his subordinates. He knows which of the men associate with others of their fellow employees. He knows the general line of reading of many.

He knows that some go direct from the bank to the nearest saloon, that others spend their spare time at golf or tennis, that others belong to debating societies or organizations of bank clerks. Particularly does he know, in a general way, how his employees spend their annual vacations.

One clerk uses his two weeks in the city "killing time" at baseball games or following the races. Another follows up a special course of study in banking, putting in time at a reference library and with books of a correspondence school. Another rushes off to a Wisconsin lake for fishing or hunting. Still another goes each year to a different city for instructive travel.

The bank official does not have to spy on his men to learn these things. Some of them confide in their superior about their hopes and ambitions, others tell of the healthful outings they have had, and occasionally he overhears talk about the "swift pace" of "Bill" or "Jack."

Associating this knowledge with a study of the work of his numerous employees, this division manager knows where to pick out an assistant when a vacancy occurs.

This manager has decided views on the value of vacations of various kinds.

"Of course," said he, "some men get most good out of a 'good loaf' in the woods. This is true, especially, of those who are worn out or in poor health. They could not keep their minds clear from business cares except by getting away from city life and 'roughing it' in the country."

"But, take the average man on a fair salary who wants to make every day count for the utmost, and there is nothing for him like traveling for a purpose. I think every man should spend an occasional summer's outing at restful sport, but if this is kept up year after year the country palls on him and fishing or rowing becomes as monotonous as the daily grind of work at his desk."

"How much different it is to have new plans each year! Take a trip on the lakes one summer, traveling on a palatial steamer to a Northern resort or arranging somehow to go on a grain or lumber boat and study the methods of conducting this industry."

"Go to New York another year and see that we all have something to learn even of big cities. We will return with more pride in our own city for certain advantages, but our views will have broadened to the ex-

tent of seeing that Chicago has something to learn from the rest of the country.

"Or take a trip to the mountains of Colorado, or to Niagara Falls, and open up our hearts to the teaching of Nature. Study the quaint people and buildings of Quebec, the French quarter of New Orleans, or the cliff dwellers in the West."

"Some of these trips will be costly, but any of them can be managed economically. If necessary the vacations of two years can be consolidated so that enough time may be had for an extensive trip."

"Take the case of two clerks who entered the bank about ten years ago. They were friends, had graduated from high school together, and began work under me about the same time. One of them is now my assistant with a salary of \$3,000 and the other is still a clerk getting about \$1,500 a year. For the first few years there appeared to be no distinction between the value of services performed by both men, but gradually one of them began to show himself as above the average. He was quicker to grasp ideas, more eager to satisfy patrons of the bank, occasionally calling my attention to 'short cut' methods in the department affairs."

"The difference between the men showed in the way they spent their vacations. One was simply 'killing time' during his annual two weeks of leisure and spending his money recklessly besides. The other usually took his vacation every two years, getting four weeks off at a time. On one occasion he went to Europe on a cattle steamer, working his way and paying out little cash. The fund of general information picked up in his tours has undoubtedly been useful to the young man and will be invaluable some day."

Frank J. Brown.

It Would Work

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.

The fellow who doesn't fight fair is the first to holler when he gets it where it hurts.

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.

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.
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Established in 1873

Best Equipped
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Steam and Water Heating
Iron Pipe
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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.

ONE FORM OF FEAR.

Too Much Guessing Over Condition of Stocks.

Worry is declared to be a form of fear, and fear is certainly a result of uncertainty and a belief that something is going wrong. If that uncertainty can be relieved the worry will be relieved along with it. To be rid of worry is worth going to considerable trouble and pains to accomplish, and that is why I suggest that those retailers who are not in the habit of taking an inventory in midsummer bestir themselves and do it this year in order to relieve themselves of that element of fear that is going to cause more or less worry until next winter at annual inventory time, when it can be accurately ascertained how much or how little has been lost or made.

In times of uncertain business some men are prone to think they are not doing as much as they really are, and the optimistically inclined are sure they are doing more than is the case. Neither knows anything about it and is only guessing according to the inclinations of their minds. Nothing but actual figures will prove conditions, and such figures will still more indicate what is safe for the retailer to do concerning the business of the months ahead before another inventory.

To add to the belief of business smaller than it should be the retailer given to worrying about business conditions is sure he is not turning his stock often enough and stewing over the amount of money he keeps bound up in goods and idle too many weeks in the year. And it might be said that most retailers are aware they are not turning their stocks as often as they should. Retailers will come forward with the question, "How often should I turn my stock?" and seem to expect a definite answer in days or weeks and definite directions as to how to go ahead and accomplish a result that is possible to bring about only by study of conditions governing the selling of goods in each case.

The man who is within a hundred miles of a big market and can easily do rapid buying can certainly turn his stock far oftener than he who is five hundred miles away and is compelled to carry heavier stock simply because he can not buy and receive as readily and often. The man who does business in a factory town can turn his stock of overalls, work shirts, heavy shoes and dinner pails five times as often as he whose business is in a farming country. The stock of silks and dress goods that turns slowly in a community of miners wouldn't last long in a residence city. There can not be any rule to govern the ability to turn stocks. The results have got to be according to the conditions of each town and the ability of each merchant to study and understand his trade.

The man who does business season after season in a given community ought to be able to study out how heavy his trade may run on given lines of goods and fortify his stocks accordingly. The ability to turn

stocks depends more upon the ability to keep the range of those stocks within the demands of the community for quantity and quality rather than upon the ability to write good advertisements and induce people to buy more than they want because of cheapness or some other enticement.

The man who will buy a case of gingham because he can buy 2,000 yards at one-eighth less per than he can buy 1,000 yards or less is not the kind of a man who studies how to turn his stocks often. He grasps the fact of a certain advantage in price and lets go of the fact that with his community to handle it is going to take him much more than twice as long to sell the goods than would be the case if he bought the reasonable quantity at a slight additional cost.

It is a fact that most retailers who are puzzled with the question of how to turn stocks into money oftener than they do are loaded with quantities of goods they never should have bought. It can not be denied that they have bought in a manner that would have been advantageous in some stores, but has compelled a burden for their own. Too much stock is the cause of inability to keep capital within active working limits more often than an inability to make known to the local public the goods in stock and the genuine values offered for the money.

It is a strange conception of advertising that some men think it possible to so do advertising that a community of given size and practically stable population will constantly gorge itself with goods it does not want and can not use because they are either apparently low in price or their praises have been so carefully sung as to induce people to believe it impossible to get along

without them. The man with a stock of ready-made goods, for instance, that is at least half larger than the consuming possibilities of his community can advertise himself until the crack of doom and be unable to turn his stock into money within a period dictated by reasonable business returns.

The fact that a given community may sometimes buy an enormous quantity of something because of its advantageous price, or some other reason, ought not to lead a retailer to incline toward loading up on everything else because of success on the one thing, yet some retailers do that same and ask how they can turn their stocks oftener. A man can not eat an abnormal dinner every day, no matter how good it may be, without suffering a protest from his stomach, and the same reasoning may be applied to attempts to constantly gorge a town on an overplus of goods.

The ability to turn stocks to the limit of possibilities then comes down to the ability to buy in quantities suited to the needs and demands of the buying public adjacent, coupled with a reasonably good ability to keep that public informed of what is for sale and how. Advertising is the most potent factor in the turning of stocks, but it has to be coupled with a proper adjustment of quantity to be determined by a study of the capacity of the locality to consume, which can be determined only by those who are acquainted with the community.

To keep capital working to the limit and get out of it all that is possible is not an easy thing to do, and the most successful turner of stock will find that in the course of a succession of seasons the thing he turned easiest one time will be most difficult another time. Stocks that

become stale because of too liberal buying can not be turned into money nearly so readily as those that are kept fresh by most careful buying, and the retailer who finds any given line of goods is not moving off as it should can be of no wiser service to himself than to unload by generous reductions in price at the earliest possible time.

Those stocks kept low and well assorted by frequent buying are the stocks most often turned, and the most profitable despite greater expense of transportation and of market trips. And those stocks best adapted to the demands and needs of a community are the stocks that turn the most rapidly and with the greatest profit.

The retailer who is having a spell of worrying over the condition of his stocks can do himself a great service by taking an inventory in midsummer and finding out exactly where the goods stand compared with previous seasons, and if he knows he has anything in excess of what it should be at present he ought certainly to begin to unload right now and get all the money he can out of it. Then he can bend himself to turning his stocks by adjusting the quantity and quality of them according to the present needs of the people with whom he is doing business.

The way a thing was done last year may not apply at all to the conditions of this year, and to know what to do requires constant and careful study. The only man who can know just what to do is the man who is on the spot. To buy reasonably, to keep the assortment right for demands and to keep the public acquainted completely with what is for sale are the three necessities most important toward turning stock often.—Shoe and Leather Gazette.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

TALL FOR HIS AGE.

How Judson Finally Got His Revenge.

Judson began life as "tall for his age." Probably the stork didn't remark it as he was dumped down the chimney, but Judson is morally certain that the preacher did at the christening, after which Judson was pursued by the amiably irritating, and always personal comment that he was "tall for his age."

The shortest boys in the world are compelled to go through that one period of awkwardness in the legs and superabundance of the arms and hands. Judson suffered agonies of self-consciousness from this experience necessary to the acquirement of adolescence. He could stumble over his own feet and fall up a tree without half trying. At odd times in his experience some decent, sympathizing sort of man would swear at him, but most often the low, mean observer simply laughed.

"How that boy does grow!" became one of Judson's trials a little later in life when the casual visitor wanted to fill in a gap in the small talk of an afternoon call, at which Judson used to shrink into himself or over something else to a still more accentuated publicity.

Why shouldn't he grow? Did they expect him to shrivel up and disappear? Most boys he knew were growing, but they weren't hounded by these physical diagnoses every time they hove in sight of a third person.

About this time Judson became conscious of the fact that people were commenting on his "bashfulness." If there was one thing on earth which Judson knew he was not, two of those things were that he wasn't sawed off and that he wasn't bashful. But how can a boy try not to appear "so tall for his age" without appearing to shrink from personalities directed at him through a third person?

One day, however, it was made plain to Judson that he could expect to stop hiking skyward at just six feet two inches. In the gymnasium, under an accurate bar for measuring stature, Judson discovered that nothing had been doing in the sprouting line for three months. At the end of six months Judson could swear that he was all in on growth.

Which made Judson gnash his teeth in the next two years or so whenever he chanced to meet an acquaintance who hadn't seen him for thirty days. "How you are growing!" always was the greeting, and if Judson smiled a denial he nursed a spirit of murder in his heart.

At some time in his mad careening toward the awning line in the streets some one discovered that Judson "was not strong." He hadn't complained of it himself. It came of the fact that he had a twenty-eight inch waist measure and required thirty-six inches in the trouser leg. Those were the days when it was the consensus of medical opinion that consumption "runs in the family" and

when the sole specific on the part of the layman was to "sit up straight" and to stand with the "shoulders thrown back."

"You are so stooped," was one of the incidental observations of Judson's friends, the enemy.

All of which facts and conditions through a long course of years were the cumulative things which finally wrought up Judson's nerves to the sticking point of a triumphant revenge.

It had been not the least of Judson's trials that always his good friends appeared to be of the sawed-off-prematurely variety. When he played in the streets it looked to him as if nature were humiliating him in the figures of his small playmates. They were constant reproaches to him. He felt like a whiskered adult in a primer class in school. Everywhere and always his associates had challenged him into a sense of incongruousness, which had primed Judson for the one memorable evening when he scored quits with a whole village full of his tormentors.

The occasion was a barn dance. Everybody of both sexes was there who could get an invitation. Judson was there, the only six footer in the crowd, with the fact troubling him less than it ever had troubled him in his life. He was done growing. He wasn't "tall for his age" any more, for age had ceased to have any bearing on his height. He wasn't "bashful" any more, and people had ceased remarking that he "wasn't strong," perhaps for the reason that Judson at the time held the trophy from the last Marathon race pulled off by the village athletes. But the germ of comment upon Judson's physical makeup was not dead. It touched Robinson into speech in the midst of the sociable midnight pause for refreshments.

"Goodness, Judson, how stooped you are," said Robinson, erect as a flagpole to the extent of 5 feet 4. "Why don't you stand up with your shoulders back and your chest out?"

"Stooped!" exploded Judson, giving to the first doubled vowel the emphasis that goes into it in a campaign "Whoop." "Stooped, am I? Stooped! Why don't I stand up, with my shoulders back and my chest out? Stooped, am I? Stooped!"

Judson had the floor and the rafters were ringing in recognition of the speaker. He went on, strong and confident in the understanding of a psychological moment that had been twenty-three years in arriving.

"I'm stooped—yes," towering over the surprised Robinson with a long and accusing forefinger pointing down into Robinson's surprised face, "I'm stooped, all right, and I'm going to explain why I'm stooped! For twenty years I've been leaning over talking to you little sawed off runts who'd need ear trumpets if I didn't. I've had to lean over to talk to you and then lean down again to catch what you had to say back. If there's one of you miserable little five-footers straight in the spine I've put you through the training by letting

you talk up at me all these years.

"It ain't cold up here!"—referring to one of the old chestnut observations of his youthful tormentors. "It doesn't 'take two of me to make a shadow.' I'm not 'tall for my age.' I'm not 'growing like a weed' any more. I'm simply 6 feet 2, weigh 160 pounds, 23 years old in March, and I can lick any little ninepin in the house who thinks I'm stooped because I've enjoyed getting into that hump! See?"

The dead, inactive silence of the next fifteen seconds indicated that everybody saw. They were seeing still in silence when Judson turned to a pretty girl who was looking around her with flushed cheeks and a flashing eye.

"Shall we go home, Sally?"

And it was Sally's pink cheeks and triumphant brown eyes turned back upon the still wondering dancers which lighted up the doorway to mark the exit of the two into the night.

It was a long Judson that had no turning!
Hollis W. Field.

Alcohol and Its Effect on a Worker.

After alcohol, what? Dr. W. H. R. Rivers, of Cambridge University, England, has made elaborate experiments and investigations, and finds that small doses varying from five to twenty cubic centimeters of absolute alcohol have no effect on the amount or nature of the work either immediately or within several hours of their administration.

With a large dose of forty cubic centimeters the evidence was uncertain and inconstant. With larger doses experiments showed a decided falling off in the amount of work. In the case of mental work the evidence points to decrease, but in some instances no effect is detected, and

there would appear to be great individual differences. Any pleasurable emotion excited by the injection of alcohol was excluded by Dr. Rivers' method of disguising the alcohol. Tobacco proved to have a most unfavorable effect on muscular work, and a distinguished physiologist declares that he can confirm this from his own experience. He found that the giving up of smoking had a most evident and beneficial effect on his energy and power for work.

Spend It All.

Amazed at the brevity of little 4-year-old Gracie's nap, her mother asked her why she awakened so soon. "Why," replied Gracie, looking up in childish astonishment, "I slept all the sleep I had."

Why is Sunday the strongest day in the week? Because the rest are week days.

Danger

The red light has no more significance to the rail-roader than the absence of a telephone in the isolated home.

"Use the Bell"

IT
PAYS



CALL
MAIN
330

BAGS

Of every description for every purpose. New and second hand.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

Every Merchant Should Have Them

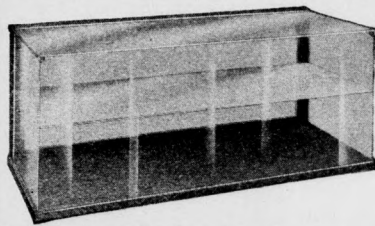


Plate glass small-ware cases for the top of show cases and counters

At Less Than Half Usual Prices

Sold in one-half and dozen lots. Write for further information.

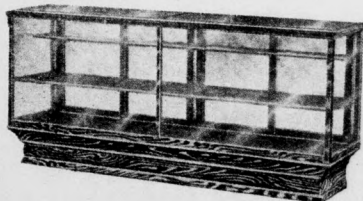
GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

New York Office and Showroom, 750 Broadway
(Same floors as McKenna Bros. Brass Co.)
St. Louis Office and Showroom, 1331 Washing'n Ave.
Under our own management

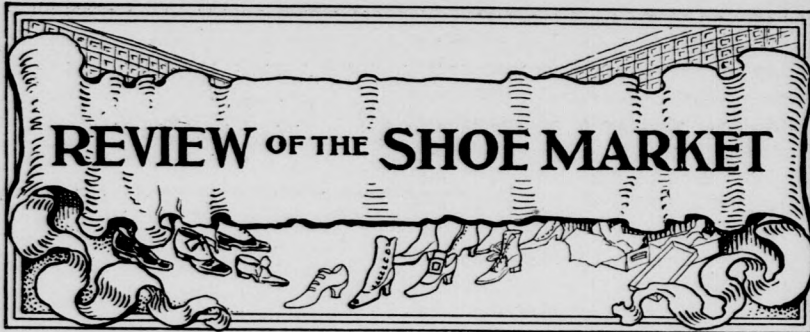
The Largest Show Case Plant in the World

A Better Case for Less Money



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

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



The Fearful Fate of a Fly Customer.

The spring work was in full swing and the farmers were undoubtedly exceedingly busy.

At any rate that was the comforting reason assigned by the proprietor for the horribly slack trade.

There were not a dozen entries on the sales spindle. Just a little bunch of tickets. Of course they might have represented a good many dollars for all that. It does not take a great deal of room to write a big sale, but there was something about the limp appearance of those checks which would surely have told a person of no experience at all that the items were something like:

- 1 Bot. Polish 25 cents.
- 1 Chlds. Slips 90 cents.
- Insoles 10 cents.
- 1 Plows \$1.25.

There was hardly a check bearing more than one item.

The proprietor had slipped out to the livery stable, hired a horse and buggy and gone to take his wife driving to make up for having come home so late and in such highly comical condition the night previous.

The clerk was left alone in the store. There should have been two clerks connected with the establishment, but only the week before the older employe had answered an advertisement asking any man with \$500 in money to come on to New York and take a half interest in a theatrical enterprise which was sure to pay \$50 a week right from the start, so the older clerk had resigned promptly, notwithstanding all inducements to remain and all fatherly advice from the boss.

When the boss told him that it was very sure to be a swindle, he asked the boss what he knew about the show business and the boss was obliged to say that he didn't know a great deal only that the shoe business and the show business were spelled alike, except for a single letter and he thought that P. M.'s were about as numerous in one as in the other. So the clerk drew his money out of the savings bank and was showing New York how.

There was going to be a new clerk next week. The boy from the grocery was going to try it, but, for the time being, the junior was alone. That is enough introduction, is it not, except that the shoe store was run by a man named Quick. The clerk who went to New York and who will not be heard of again in this story was named Marks, E. Z. Marks. Now isn't it strange, when you come to think of it, that never in this world will you know any more about

that clerk and his success in life than just what I've told you? You'll never know what he ran up against in New York, any of his adventures, or whether everything turned out fine and he came to the town hall with the splendid Marks Merry Makers Company and wearing diamonds and being the envy of all, or whether some one from Polo (the name of the town was Polo) saw Marks working in a Bowery restaurant as dishwasher and looking awful, or anything at all about him more than what I have said.

And the worst thing about it is that I don't know any more about it than you do and never will. I really never knew much about him anyway, except that he was a splendid hand at putting on shoes, and could push a congress shoe onto an old man's foot over a thick home knit woolen stocking and could lace up a woman's shoe that had hooks on, using both hands and never letting go of a string with either hand. He could also stand on one foot and lace up the shoe on his other foot without losing his balance, and, altogether he was quite remarkable in many shoe store ways, but from this moment he goes out of your life and my life and you will never know, from me, what has become of him. It is a sad thought, isn't it?

The clerk who was left in the store was named Blue, Truman Blue, and it goes without saying that he was known generally by—what name do you think?

He was a serious little boy and had pondered deeply over the stories of success which he had read in his third reader at school and had thoughts, at times, of becoming a great man, but was constantly in fear that if things went on in this country as they had been going for the past few years there would get to be so many great men that it would not amount to much for him. Scarcely worth the trying. Just before Marks went to New York something had caused him to ask the departing clerk to look out for an opportunity for him with the show.

"Sure, I will," answered Marks cordially, but he had been gone now almost eight days and he had not wired or even written for little Blue to "Come on at once."

And so the little clerk sat there and pondered in the shoe store while the proprietor was out and the farmers were busy with their spring work.

The back door and the front door were both open and the soft air of the season wafted gently through the store. An early in the season fly

White Canvas Oxfords



The most comfortable shoe for hot weather. Mail us your order now. They are *going! going!* and will soon be *gone.* ❀ ❀ ❀

| | | | | |
|--------------------------|----------------------|---------|---|--------|
| Women's Blucher cut..... | No. 3554— | 3 to 7 | @ | \$0.80 |
| Women's Blucher cut..... | No. 3552— | 3 to 7 | @ | 1.00 |
| Women's Blucher cut.. | No. 3564 fair stitch | 3 to 7 | @ | 1.00 |
| Women's Blucher cut.. | No. 3565 low heel | 2½ to 6 | @ | 1.00 |

HIRTH-KRAUSE CO.

Shoe Manufacturers

Grand Rapids, Mich.



Individual

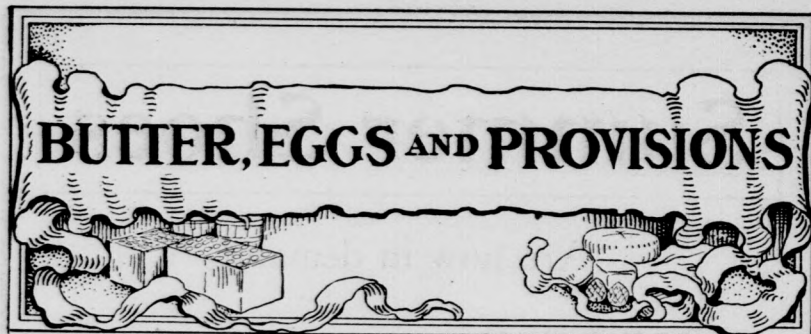
There is a certain individual merit in shoes stamped with our brand that is to be had in no other make.

Like Sterling on silver, our trade mark is an indication of the value that includes quiet elegance combined with great durability.

Whether our shoe your patron buys be made from a heavy oil grain or the finest Vici Kid or Velour Calf, he is certain of having shoes that satisfy his eye, his feet and his pocketbook, and you of a fair profit and the best advertisement there is—a satisfied customer.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



Observations of a Gotham Egg Man.

A comparison of the receipts of eggs during the first three weeks of June at the leading markets is interesting as showing that the later beginning of flush receipts in the spring, and the material decrease in receipts at these markets as a whole in March, April and May, have not been followed by any gain over last year's movement in June. It may therefore be inferred that the decrease in storage accumulations evident at the close of May as compared with last year is not being made up by any excess of later storage. So far as New York is concerned this is further evidenced by reports from the storage houses which indicate that the input in June to date is hardly as much as it was last year.

Recent advices from producing sections very generally indicate a material decrease in egg collections and there is now a pretty good prospect that the summer receipts will fall to small figures just as they did last year—and probably at as early a date. Statistically the position of the storage accumulations to date certainly appears quite satisfactory, the chief cause of uncertainty being the tales of woe that come from sections of our city, and some other places, as to the effect upon consumptive demand of unfavorable business conditions, and the great number of unemployed among the laboring people. Among the cheap trade of our great East Side there is no doubt that the consumption of eggs is considerably less than it was a year ago; but it is not unreasonable to suppose that the enforced measures of strict economy which would lead the poorest of our people to abandon or reduce the use of eggs might lead to an increased use of them by others to whom eggs offer a cheaper food than the more expensive meat and fish to which they are accustomed in better times.

The hot weather has put its stigma upon a large proportion of the eggs arriving and there is more and more need for a proper candling and grading of eggs before shipment. We urge shippers who have not done so—be they small or large—to equip themselves with proper candling outfit and grade their eggs for shipment after the general plan. What is the use of paying for packages and freight to send to market rotten and worthless eggs that only depreciate the value of the better ones with which they are mixed?

The light receipts that have lately put our market in so much better condition can not be due entirely to

reduced production, although that has doubtless been one cause. The very unsatisfactory condition of the market here prior to about the middle of last week, and the low average prices realized for a very large part of the stock arriving here probably caused the diversion of a good many shipments to other channels of outlet, including storehouses at interior points. The present advance is likely to draw rather more stock this way before long and as some dealers are turning to the surplus bought during the recent period of excess offerings it is probable that we are now close to the top of the present advance.—N. Y. Produce Review.

At What Age Does Lamb Become Mutton?

A correspondent whose long and varied practical experience warrants his speaking with authority sends us the following communication:

"In a case which came before the law courts recently upon a quality clause in an insurance policy, or conditions of agreement in sale and purchase contract, I forget which, the above questions were asked by counsel. A witness averred upon oath that a lamb was de facto mint sauce meat until its first birthday, and that it maintained its tegship until eighteen weary months had passed over its woolly back.

"Under the old regime lamb went out at the end of August, and after that month was dressed and sold as mutton. Since the incoming of this succulent article from the Antipodes lamb is lamb to the householder all the year round. Not only does paterfamilias purchase its quarters and joints, but the merchant and meat salesman do a large and profitable business in its carcass week in and week out the twelve months through. If a lamb is dropped in February it should reach its killing period in May; from then the fibers of its tissues thicken and harden. It leaves its mother's milk for the young herbage, and fancies itself quite able to chew the cud of its own foraging, and grows apace.

"The term 'teg' originated from the wool trade—teg wool being virgin wool, that is, the first cut from the animal since that animal's birth. In sheep dealers' parlance, therefore, tegs are in being until the first shearing. This is dealing with the living animal. Actually, therefore, when dead, the 'mint sauce' article ceases after August, and it is to all the world and his wife mutton.

"The witness who swore that a lamb kept its lambhood for twelve calendar months and its tegship for

eighteen has never been a sheep dealer evidently. I would venture to say he has never bought a pen of lambs or sheep in his life, and could not tell the age of the animal by looking into its mouth. If he looks into the mouth of one of his eighteen-month 'tegs' or twelve-month 'lambs,' he will find two nicely matured bits of ivory in front, which will tell him that its lambkin days were days of long ago and that its sheepship was quite an established fact.

"The gentleman whose sworn assertions we are now discussing may know a little about the dead article; he may, in fact, be quite au fait as a carcass examiner in so far as quality or condition is concerned; but he should educate himself by practical experience in the business before he stands up in any court to make statements such as are laid forth here.

"The difference between the live stock trade and the dead meat business is immense. There are hundreds of successful meat traders on Smithfield stones to-day whose knowledge of live cattle and sheep is nil. The two trades are quite separate now in London, and in big provincial towns they are drifting apart more and more as the years roll on. The old apprenticeship system may help the country lads yet to acquire full knowledge of the trade as a whole, but the day has gone by for London. Dealers in imported meat now hold the premier position, and there is more money to be made out of it. That the merchant traders and others who deal in the imported article could to-day buy up all the rest, and have a large balance when the account was settled, is the opinion of many in Smithfield. This is a big assertion, but I believe it. But although they can do this, they should be very careful not to make sworn assertions in a court or anywhere else until they are quite sure of what they are talking about."—London Meat Trade Journal.

Let envy and ill will have a summer vacation—a good long one.

Many a dog makes a mountain out of a mole-hill.

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.



Ground
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.

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

DAIRY BUTTER

I can use all grades, but especially want No. 1 dairy butter in crocks or well soaked parchment lined sugar barrels.
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. Of course, I am always in the market for eggs.

F. E. STROUP (Successor to Stroup & Carmer) **Grand Rapids, Mich.**
13 YEARS' SQUARE DEALING

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.

Printing for Produce Dealers

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 26—The coffee trade has been quiet all the week among jobbers, although occasionally one is found who tells of a satisfactory business. As a rule, the transactions are of small amount, individually. At the close Rio No. 7 is worth $6\frac{1}{4}$ @ $6\frac{1}{2}$ c. In store and afloat there are 3,397,070 bags, against 3,983,918 bags at the same time last year. The arrivals of coffee at the two ports of Rio and Santos aggregate 10,188,000 bags from July 1, 1907, to June 23, 1908, against 19,478,000 bags from July 1, 1906, to July 1, 1907. With a constantly increasing consumptive demand holders of the 8,000,000 bags "valorization" coffee think they have something of a cinch. Mild coffees are quiet and only everyday quantities are being purchased.

Formosa, Pingsuey and Japan teas are all said to be doing rather better than in the past, but there is still room for improvement. Prices show absolutely no change and stocks are apparently large enough to meet all requirements.

The movement in refined sugar is said to be much smaller than is usually the case at this time of the year, when so much fruit is being put up. Just why this is seems to be a matter of some controversy and no one likes to "bet" as to any improvement within a fortnight. Quotations remain generally at 5.30c, less 1 per cent. cash.

While assortments of rice are poor there seems to be no real scarcity and new crop will soon give all needed relief. Prices are well sustained, with demand moderate. Good to prime domestic, $5\frac{1}{4}$ @ 6 c.

Spices are reported by jobbers as being in light demand and nothing whatever is doing in invoice lines. Stocks are moderate and no improvement will be likely to be observed until later on.

Molasses is dull. Stocks are moderate and prices are unchanged— 22 @ 30 c for good to prime centrifugal. Syrups are in more liberal supply and quotations are unchanged.

In canned goods we seem to have a better demand for spot corn. This story is not confined to any one dealer, but, as several have given the same testimony, it seems quite probable. Maine style of Southern corn is most sought for and the demand has been sufficiently brisk to cause quite an improvement in the tone. While prices vary, the general figure is $57\frac{1}{2}$ c f. o. b. and one concern is said to have sold some 20,000 cases at a figure practically this. New York State corn has shown some advance, owing to the rather dubious outlook for a big pack, and 75 c is about the correct figure. Western packers are not selling futures to any extent. Desirable tomatoes are not in abundant supply and 75 c seems to be the going rate, although possibly $72\frac{1}{2}$ c would pick up some very decent stock. Futures are moving slowly, if at all, and $72\frac{1}{2}$ c is the rate oftenest named. Peas are firm, with the trade waiting to hear from Mich-

igan and Wisconsin, where a big shortage is looked for.

Butter is doing better for top grades, which, as usual, are most sought for. The prevailing rate for creamery specials is $23\frac{1}{2}$ c; extras, 23 c; firsts, 22 @ $22\frac{1}{2}$ c. Receipts have been larger, but the demand has shown steady improvement, too. Western factory, firsts, $19\frac{1}{2}$ c; seconds, $18\frac{1}{2}$ @ 19 c; process is in limited demand, with the better sorts fetching 22 c.

The cheese market has been affected somewhat this week by the hot wave. When the mercury goes up to 95 in the shade there is pretty apt to be some commotion in the cheese trade. Arrivals have been quite liberal and at the close the range for full cream is $12\frac{1}{4}$ @ $13\frac{1}{4}$ c, but the goods must be very fine to fetch the outside figure.

Arrivals of good eggs have been moderate, but the demand, too, has been slow and the supply accordingly seems sufficient. There is, of course, a good deal of variation in quality, even of the nearby grades. Western, regular pack, extra firsts, $18\frac{1}{2}$ @ 19 c; firsts, 17 @ 18 c; seconds, 16 @ $16\frac{1}{2}$ c.

Mysteries of the Fourth Dimension.

The fourth dimension, it is thought, never has been more simply explained than in the unpublished papers of the late C. C. Massey recently deceased. He asks that the student consider a living being of some form existing in a universe of two dimensions. Then for this being there will be matter with the quality of resistance in two dimensions; for anything in this universe will occupy space of two dimensions, and so will exercise resistance against any other thing touching it. Now, consider a living being in our space of three dimensions. This being lives in a universe of matter which has the necessary quality of resistance, and may be assumed to have a fuller and higher life than the universe of two dimensions. But when this being of a universe of three dimensional space considers a universe of two dimensional space it finds there is no matter, and there is no resistance in the two dimensional universe. In reality the being of two dimensional space does not exist in a universe of matter and resistance; it only experiences matter and resistance because it is limited to an existence in a universe of two dimensional space. In exactly the same way a living being in a four dimensional universe would know that our universe of three dimensions is not really one of matter and resistance, but one in which we experience matter and resistance simply because we are limited to existence in three dimensional space. F. C. Constable, of Trinity College, Cambridge, reasons that this leads us to the conclusion that time and space are subjective and not objective.

Her Little Slip.

Departing Guest—We've had a simply delightful time.

Hostess—I'm so glad. At the same time I regret that the storm kept all of our best people away.

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.

CASH FOR YOUR BUTTER

We are cash buyers every week in the year of packing stock and country roll butter. Any quantity. Get our price before selling.

B. S. PEARSALL BUTTER CO.

Process Butter Manufacturers

Office and Factory, Elgin, Ill.

References—Bradstreets; Home National Bank, Elgin.

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

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.**We Claim Quality Counts**

Our brand Fancy White Virginia New Potatoes in full size barrels. The best grade offered in Western Michigan. Please try them.

Yuille-Miller Co.Grand Rapids, Mich.
Citizens Phone 5166 Bell Phone 2167**All Kinds of Cheese at Prices to Please**

Write or phone

C. D. CRITTENDEN CO.

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

Wholesale Butter, Eggs and Cheese

BUTTER

We want 50,000 pounds of packing stock and 25,000 pounds of fancy June dairy butter in jars for storage. Don't fail to write or phone us for prices before selling. Both phones 2052.

T. H. CONDRA & CO.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

SEEDS

Our seeds have behind them a good reputation of more

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

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

OTTAWA AND LOUIS STREETS

WE PRINT

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

TRADESMAN COMPANY.

SAVING WASTE.

Good Jobs For Men Who Can Economize.

Do you know what "waste" is?

In all probability, you would represent the question if an acquaintance, asking about your business in a general way, should put this question pointedly as suggesting that you were slipshod to a wasteful degree. But the fact remains that in the business world of to-day, grown as business has to such enormous proportions, the man who has an idea which will result in the saving of half a cent on any one of a countless variety of small products has an idea that may mean a small fortune to him.

I was told the other day of a manager of a pie factory who had succeeded a former manager for the reason that profits had been dwindling under the old management. The new manager was told that his job depended upon his bringing profits back to the normal, which on each pie sold is only the fraction of a cent.

The manager carefully took his bearings. He started a minute investigation. He was his own inspector and his own judge of his observations, which means more in itself than it does in political life. It struck him that too much flour was dusted on the rolling boards on which the dough was rolled for piecrusts. Think of it—the mere dusting of flour on the rolling boards and a new manager bothering about an investigation!

But this question was anticipated on your part. You don't know just what is the full meaning of the word "waste."

This manager discovered that in one night five barrels of flour had been used merely for dusting these rolling boards. Five barrels of flour at \$7 a barrel, used every night simply to keep the finished pie from "sticking!" And a pie delivered by the factory to a customer sold for only 14 cents! And the profit on that single pie was less than 1 cent! Wouldn't you have looked it up?

The new manager found evidences of flour waste in the dusting process. He set out to find a man who knew how to dust rolling-boards in expert fashion, with the result that a new man took the place and did the necessary dusting of the piecrusts, using only a barrel and a half of flour a night. This was a saving of three and a half barrels of flour every night in the week—a total of \$171.50 a week with flour at \$7 a barrel.

Do you wonder that the new manager had his salary raised by this looking into the matter of sprinkling flour on the piecrusts?

Along this same line of saving as opposed to waste I talked with a man who conducts a string of moderate priced restaurants all over Chicago. This man is making a marked success in his particular line. How? By making system in the most systematized form bear upon the possibilities of waste as that extravagance invites itself in the conduct of the

restaurant business. At a first thought looking over the salaries paid by this man for specialized inspectors, the average housewife would hold up her hands at the mere thought. But these inspectors are making this restaurant man's profits!

It is taken for granted nowadays that the organization of a considerable business of any kind must have a proper accounting system. No man with this considerable business on his hands would try to dispense with a system of double entry book-keeping. He must know the bearing of rent, lights, stock, depreciation, and a dozen other things in relation to his product and its net selling profit.

But in mere accounting this question of incidental waste is likely to have no special individual bearing. Waste that is going on will cause a product to cost more money, but if attentions have not been given to the problem of waste, that item naturally will go to general costs.

This was the idea of the restaurant man when he laid such stress upon systematizing things with a view to preventing waste in any form, for he had figured his business down to such a nicety that he discovered his margin of profit, under best conditions, would be just two cents on each customer. That is, one day with another throughout his several restaurants, taking several thousand customers together, he could expect an average of only two cents of clear profit upon each of them. And before he established his system of preventing waste he not only wasn't making anything but he was losing several thousand dollars a year.

To-day, running all these places at a profit, one of the considerable sources of this profit comes from a careful man, at a good salary, who has personal charge of garbage inspection at each of these restaurants. The orders are that until this inspector has made his inspection no garbage can shall be emptied. It is not food waste, however, that this inspector is looking into; he is searching for the lost silverware thrown out with the restaurant scraps! Bags full of it are delivered every day from this string of restaurants back to the commissary department.

For a distinct commissary department is one of the greatest adjuncts to this restaurant business. For example, in the cutting of steaks and chops it is impossible on a two cent margin of profit to have other than an expert meat cutter and inspector to do the work and pass upon it.

Steaks of several cuts, sizes, and prices are necessary. These steaks come from a particular portion of the carcass, and to cut a 25 cent steak from a 35 cent cut to the number of 5,000 would mean a loss of \$500 in a day. So, according to the bill of fare which allows of only a two cent net profit from the average customer, every steak must be cut to weigh to the fraction of an ounce!

Coffee is an essential in every restaurant. This man from his commissary store, which issues the supplies

to all his restaurants, sends just enough of ground coffee in each package to make a standard urn full of coffee to standard strength. The rule for coffee making is fixed and known in each of these restaurants. Patrons of the business expect coffee to be up to the standard, and when the commissary has issued the coffee, only theft of the coffee, wasting of it, or misuse of the coffee formula will account for that coffee's not being up to the standard.

This has created the post of coffee taster for these restaurants. At any time in the day or evening or several times in a day this inspector steps into a restaurant, goes to the coffee urn and tastes the product. He can tell whether the coffee supplied was sufficient to the water; he can tell if the water was too cold when it was run through the percolator, or he can tell whether the water was too long boiling before it was used.

When coffee is made every day to the extent of thousands of gallons the work of this inspector doesn't appear so light and unimportant, does it?

Ice cream in season is a popular dish. Being popular and sold at a popular price, it is all the more necessary to measure it to the price standard. This is accomplished by using a molding dipper. Filled to its capacity, it scrapes to a level the ice cream which it holds before the cream can be delivered to the plate.

These are only two examples of systematized avoidance of waste in two business lines in Chicago. These examples appeal directly to the average person for the reason that he needs to eat. Ten thousand such examples might be brought out from a thousand established lines of business.

Waste is one of the most troublesome of all the factors entering into a business as business is represented to-day. One may say: "O, but that applies only to the great concerns that do an enormous business." But if the enormous business can not afford waste, how can the small business afford it when the great business houses of the country are in competition with the small dealer and manufacturer?

A man with a small shoe factory,

making as good shoes as are made in a giant industry of the kind, might say that he couldn't afford to waste time trying to save one cent on each pair of shoes. But if his great competitor takes the time to save it, what does it mean? Simply that in lots of 1,000 pairs the big factory can undersell the small factory \$10 straight. Ten thousand pairs is no longer a big order for a big house, which means a saving of \$100 to the purchaser.

Joseph Howells.

Make the Spare Moments Count.

Written for the Tradesman.

There are two ways of doing this. Memory recalls one young business man who, when he had a few minutes of leisure, always accosted some bystander with, "Well, what can I sell you to-day?" and he was not many minutes in fixing his mind on something upon which to dwell for the next ten minutes in true "drummer" style. Being good-natured and a fluent talker, he often landed a man when the case seemed at the beginning hopeless.

Another uses a method entirely different, equally if not more successful, and one so simple that it must be a very poor salesman, indeed, who could not make it effective. He takes equal account of the value of spare moments, yet it is not done in an obtrusive manner. This morning a girl came home with a package of powder that this clerk had shown her while waiting for a car. "We use it entirely in sweeping our carpets," she explained, "and find it effective in cleaning without raising dust." It was done in a neat little way, seemingly to pass away the time, yet it sold a trial package of the goods.

It pays when you have anything new to take a little time to show it to people and explain its merits. Even if they do not wish to purchase, the time is not lost, for they feel that they have your personal interest in them; and the transactions, which may have been previously of a purely commercial nature, assume that of confidence and friendship. Courteous treatment and a disposition to make the customer have a good time when with you will help to win and hold trade.

Bessie L. Putnam.

Special Notice

Closing out all thin wash goods at reduced prices. Buy now while we still have good assortment.

Tan Hosiery

is good. We have them in Ladies', Misses' and Men's. Send in your order.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

P. S.—We close at one o'clock Saturdays during the summer months.

Adroitness Must Be Chief Characteristic of Milliner.

Written for the Tradesman.

You are never certain of selling a woman a hat, nowadays, until you have her money in your possession, and even then you are not precisely sure of it, for she may change her mind at the proverbial eleventh hour and want her shekels back to carry to some other tradesman's cash register.

Woman, lovely woman, has ever had the name of capriciousness, and she does not belie her well-earned reputation in an iota.

She will trip into your place of business with all the assurance in the universe and if seeming counts for anything she is most desirous of purchasing a hat.

"Let me see the very handsomest creation you have in the store," she is likely to demand in a moneyed tone of voice.

Scenting a big sale you trot out a hat that will make a hundred dollar bill take to the invalid list.

Milady examines it with a most grandiloquent air as who should say:

"I get a hat every week as costly as this—money is nothing to me!"

And after trying on eight or ten or a baker's dozen of these hats perhaps the grande dame peters out with a measly little \$3 affair.

Gone the visions of a big sale! Gone the feather in our cap at disposing of a Parisian novelty!

But everybody learns by experience and you are no exception to the common rule. Next time this same person comes sailing into your establishment with her high-and-mighty airs, she won't be able to impress you so favorably as to her rolling-in-wealth condition.

Quite often you get fooled the other way.

A pained woman will enter your place with shrinking demeanor and timidly ask to look at hats. You have nothing, absolutely nothing, to go by excepting her appearance and manner, so you judge that the lady is in straightened circumstances.

You rummage around and produce a frumpy old bird's-nest of last year's style and attempt to foist it on the humble customer.

But she demurs—the style, she says, does not suit her. Won't you show her something better?

Well, you like that, although a bit chagrined at your failure in estimating her correctly.

Different hats are displayed and the payment is finally made for a natty little hat valued at \$25.

And so it goes. Mistakes are bound to happen; it is inevitable. But the best way is not to go entirely by clothes. Bring out and try on hats of good quality that are becoming to the customer. Don't be too fierce to mention prices; time enough for that harrowing detail when the question of becomingness and suitability is settled. Get the patron interested to the extent of making a selection before the matter of cost-to-her is ready for consideration. Ten to one if she is pleased with a certain hat she'll

raise heaven and earth, so to speak, to get it.

Wariness should be a chief characteristic of the ideal millinery salesman. Without this trait a big volume of sales is impossible.

J. Alcott.

The Art of Handling Men.

Business men often fail because they do not know how to handle men. They can do their own work all right, but they are failures when it comes to directing others. They lack tact and diplomacy.

Many men antagonize others; they lack patience, lose their temper, and fly to pieces over little things. No man is a good leader who can not control himself.

A great many business men seem to think that it takes a deal of driving, scolding and fault-finding to get the best out of others. It is, however, just the opposite. Employees never give up their best in response to forcing methods.

I know a young man who promises to be a leader in his line, who is as quiet and courteous in his methods as a modest woman. He never raises his voice, never gets angry. When an employee needs correcting, instead of scolding or nagging, he sits right down and shows him or her just how to do the thing. He tries to help his employees out of their difficulties, not to confuse them. He does not need to scold, because everybody respects him, admires him and knows that he is always trying to do the fair thing; to give a square deal, that he wants only what is just right, and that there is nothing arbitrary in his methods. The result is that he has perfect discipline in the establishment. No one would think of taking advantage of him or trying to deceive him, because he is so kind, square and true.

I know another man in business nearby him who adopts just the opposite method. He storms and swears, scolds, nags, goes through his establishment like a bull through a china shop, making everybody feel mean and disagreeable. Nobody respects him. He rules by brute force, keeping his employees cowed and afraid of him. They obey him and let him impose upon them in order to avoid a scene, or for fear they will lose their positions. If an office boy or stenographer makes a little mistake he will go all to pieces, fly in a rage and make it very uncomfortable for everybody about him.

People waiting in the outer office often hear loud talking and most abusive language in his private office. He is not nearly as successful as his quiet, unobtrusive neighbor.

He never thinks of recognizing one of his employees on the street.

The other man always lifts his hat to the humblest girl in his employ, and has a pleasant smile for everybody, because he feels an interest in everybody, and they all love him.

It is a good way to judge a man by the way he appears when there is no one around. Thus you judge him right.

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.

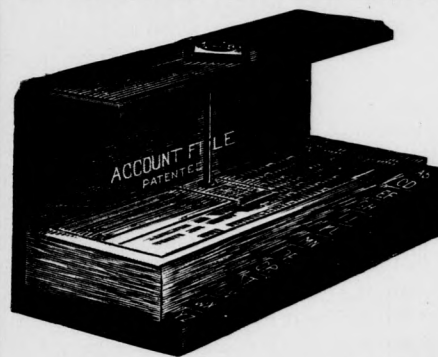
GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

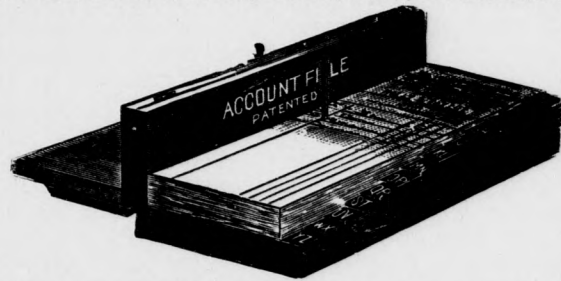
Beginning June 20 and until further notice we will close Saturday afternoons at 1 o'clock.

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



HE LOVED TREES.

Drummer Who Detested the Mercenary Wood Butcher.

Written for the Tradesman.

"I have a grievance," said jolly Jack, the drummer, as he was about to depart from the Crossroads store after selling Tony Gaymon a satisfactory bill of goods.

"Now what's in the wind, Jack? Something more about old Singleton's lady clerks—the dozenth one left him in the lurch to marry a green country bumpkin or some dissipated man of samples?"

"Nothing of that kind, Tony," and the drummer leaned against the desk with a sigh. "These are hot and dusty days, Tony, and it does one good to get into the shade. I tell you a long waste of pine barrens, with the sand a foot deep, isn't quite like a Pullman, is it now?"

"I see," said the grocer laughing. "You have just come in from the North district. That road is pretty tough in summer. The log cutters of the millionaire barons of the past had no mercy on future generations. They skinned the land of its timber and left it to bake under the hot sun."

"Part of which is true," agreed Jack, "but that is not my plaint this morning, Tony."

"What, then, old man?"

"Do you think a man who isn't a lover of Nature can go to Heaven, Tony?"

"What! It's that camp meeting over to Dodds Corners that's got you, eh?"

"Not on your life. I haven't been near a camp meeting in ten years. You haven't answered my question, Tony," and the drummer rapped the desk thoughtfully with his pencil.

"I don't quite comprehend—"

"I mean exactly that," broke in Jack Everday with considerable feeling. "Is it possible for a human with a soul to despise and spit upon everything good in Nature? Trees, flowers, birds, fine fruits and even God's happy sunshine. That's my question, Tony, and I want an answer."

"I am not up in such things, Jack—"

"No, I did not expect you were. You drive from here to town frequently, of course. Doubtless you have noticed the change that has taken place in the Sawyer farm."

"I don't know that I have. It has changed hands, I understand. The heirs have sold out to Herman Allen, who will now have the biggest farm in the township. Allen is a smashing worker. Nobody can be lazy around where he is. That's the kind of man that I like to see. Now,

when old Adam Sawyer was alive—"

"When he was alive," quickly uttered Jack, "you saw one of the prettiest little homes between here and the city. I have often looked with a pleasant longing at his neat cottage, his fields of grass and that long avenue of elms. The whole front of his farm was shaded with elms and his wife was a great lover of flowers. That old couple acted on the theory that there is something in life besides the Almighty Dollar. I understand they lived an ideal existence, Tony. The heirs have sold to Allen, and a change has come over the spirit of the dream."

"Of course. Allen is a pusher. He believes in putting everything to use. Such men keep the world going, Jack."

"Perhaps they do, but when they leave it they never get any higher than the six feet of ground in which they are buried."

"You have a grouch this morning, Jack. What's gone wrong anyhow?"

"I'll tell you. Of course you remember that fine row of elms that lined the drive from the road to the Sawyer cottage?"

"Sure I do. Everybody has remarked on the sylvan beauty of the place."

"Well, that beauty has been completely destroyed. Allen has slashed down every tree."

"You don't tell me."

"And that isn't the worst of it: Those stalwart elms and maples that lined the front of the farm, making it the handsomest bit of property on the road, are down and being converted into stove wood. That's economy with a vengeance, Tony."

"Well, well," and the grocer whistled.

"Everything around Herman Allen has to count for dollars; and yet he has fooled himself at that. The farm isn't worth as much into a thousand dollars as it was before he cut those trees. You have noticed his own dooryard, Tony. Not a tree or a shrub, and scarcely a bit of grass to relieve the glare of the hot sun."

"And yet he has one of the finest houses in the town."

"Fine in a money way—a dismal old castle of gloom, in fact. Allen hasn't a soul above money-getting. He would cut down the finest tree on earth if it shaded half a dozen hills of corn. What is life for anyhow if one can not have some of the beautiful things in Nature to enjoy?"

"People are not constituted alike, Jack," said the grocer. "There are men who have no eye for the beau-

tiful or the grand in either Nature or art. Those who live in sight of Niagara seldom think or care to look twice at the cataract. Familiarity, you know, breeds contempt. We're not all calculated to run in one groove."

"No, thank heaven, we are not," emphatically declared the drummer. "When I settle down for life I mean to own such a place as the Sawyers' was before the vandals got at it. I've no patience with these people who bow only to the god Mammon. Why, I know a man who purchased a fine farm, with trees and flowers and shrubbery galore. He went to work as soon as he got fairly into possession and girdled some of the big elms and maples which had been nearly a century growing, ripped out the shrubbery, made a hog pen of the flower garden and renovated things backward with an unholy vengeance. That man is a church member, reads his Bible once a week at least, and says grace at every meal—a very pious man who is never so happy as when speaking of his joyful experience in revival meeting or when murdering a handsome shade tree."

"Why, it gives me a chill to think of a man putting the axe to a noble tree which has stood fifty years at the roadside, a thing of beauty and a kindly shade for the sweating, weary traveler and tired horse. It is a species of assassination that I can not condone."

"You are pretty harsh in your judgments, Jack," ventured Gaymon.

"I don't think so. I can't like a man who has the spirit of assassination in his heart, Tony. Just see how it is: One man will build his home in congenial surroundings, rear beautiful trees, take pride in their growth and watch and care for and enjoy them throughout a long lifetime. When he passes away along comes another sort, who buys the place, makes slaughter of the trees and destroys in one day the beautiful growth of a lifetime. Now, which man do you more admire?"

"That depends on the point of view."

"No such thing. There can be only one point of view in a case of that kind. A man who thinks only of hogs and hominy, of material gain at the expense of everything lovely and interesting in Nature, is of the earth earthy, a veritable no-souled creature. What right has he to expect a future after death any more than yonder horse or ox? Fact is such a creature has not a thought above vulgar pelf which sours and demoralizes his conscience, if he have a conscience, which I doubt. There is no call for a future life for a man of this sort; it wouldn't be doing him justice to try to elevate him above the beasts of the field—"

"Hold on, Jack, old man, you are going too far," broke in the grocer. "I can't think as harshly of such men as you do. We have no right to judge our neighbors in any such way. I know that Allen pays his way and that is more than some of the pretended good people are doing."

"That's all right. I am speaking

of these men who have no soul above the dollar; men who work and thrive after a manner, and take no thought of enjoyment aside from money getting. The simple fact that you have a pocketful of money or a fat bank account will not bring happiness. There are other things besides the dollar."

"That is all very true, but what is pleasure for one man may be hateful to another. We aren't all built alike, Jack."

"No, thank Heaven we are not," responded the drummer as he moved off.

J. M. Merrill.

Springs in the Bottom of the Sea.

Bahrein island in the Persian gulf is said to be the hottest place on earth. It is usual there to find the thermometer at 140 deg. Fahrenheit. On the coast of this island, where practically all of the people live, there is no fresh water, which is needed above all things in so seething a temperature. But it is to be had from the bottom of the sea. Here and there scattered over the floor of the harbor of Bahrein are springs of pure fresh water. These waters well up through the sand to mingle with the salt water of the sea. It would seem a difficult task to find these threads of fresh water amid the ocean's volume. But the thirsty islanders are thought to have found them ages ago, and to have passed on their location from generation to generation. A diver equips himself with a water bag made of skins, the mouth of which is closed, and descends to the bottom of the harbor at a point where one of the springs issues. The bag is carefully inverted over the current of fresh water as it flows up from the sand, the mouth is opened, the skin is filled, then the mouth is shut fast, and the diver returns to the boat awaiting him on the surface. One scientist gives it as his belief that at some period in the shadowy past that which is now the harbor's bottom was not touched by the sea. The springs were then on the shore and ready for the islanders' needs. Little by little the sea encroached on the land, but the location of the wonderful springs was not forgotten.

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.

Congratulations

A man's first congratulation is on our friendly reception. He congratulates himself a second time when he enters his room, and a third time after his first meal.

Hotel Livingston
Grand Rapids

Protest Against Extortionate Baggage Charges.

Detroit, June 30—Detroit houses having travelers on the road have been laboring under a heavy burden for some time in meeting the charges on excess baggage. This item costs the dry goods interests of this city alone more than \$60,000 a year. When negotiations were opened some time ago with the General Baggage Agents' Association it was said that if the Indiana rates, which are much lower than those in Michigan, were put into effect Michigan would have the advantage of them as well. Now it is alleged there is a change of tune and on July 1 still higher rates will go into effect in this State. To meet this situation there was a meeting yesterday of a joint committee of the Wholesalers' Association, and, as a result, the following letter was sent to Chairman C. L. Glasgow, of the Michigan Railway Commission, by the Secretary of the Wholesalers' Association.

"I have been instructed by this Association to write to you as its representative, in protest against the contemplated advance in the rates for excess baggage by the railroads within the State of Michigan, to go into effect July 1. As now in force and as contemplated by the railroads these rates are a grievous burden upon a number of the most prominent wholesale merchants of Detroit. We desire nothing in the matter but what is just and fair, and we ask you to prohibit the railroads from putting into effect any change in excess baggage rates until the present tariff is worked out on an equitable basis.

"The railroads have stated through their Baggage Association and Michigan Passenger Association that excess baggage is based upon one-sixth of the passenger fare. We hold that if this is the case a minimum rate for excess baggage of 25 cents for 500 pounds or 5 cents for 100 should be charged, beginning on 30 cent fare and graduating upward from that figure at the rate of one-sixth of a passenger fare, instead of the arbitrary jumps now in existence and contemplated.

"We feel that under the law, sections 24 and 25, you have it within your power to see that justice is done; we therefore request you to take immediate action. I send you a list of schedules showing the present rates in Michigan compared with those in existence in Indiana, where the excess is based on the proper working out of the tariff. An examination of these figures will show you that the rate and classification of Michigan rates on excess baggage are both unreasonable and unjust."

Hughart Tactics Decidedly Unpopular in Kalamazoo.

Kalamazoo, June 30—Despite rather discouraging developments of late there is no disposition on the part of Messrs. Lane & Lay and the members of the Commercial Club to give up the fight to bring the Grand Trunk Railway to Kalamazoo. This company is firm in its demand for a

100 foot right of way into the city, as shown by the following letter from A. B. Atwater, Assistant to President Hayes:

"I have yours of the 20th, advising that the G. R. & I. has turned down your proposition and has refused to let you have the 100 foot strip.

"I am rather surprised at this after what I understood Mr. Hughart said to the committee of business men at Kalamazoo before he went to Pittsburgh. We certainly can not get along with less than 100 feet. There will be no use of Mr. Hughart proposing anything else."

It will be remembered that J. H. P. Hughart, of the Grand Rapids & Indiana was in Kalamazoo recently and met a committee from the Commercial Club and the Common Council and valiantly waved the white flag of truce, declaring that he wanted to do all in his power to facilitate the growth of Kalamazoo and believed in the future of the city. He said he would take up with the executive committee of the road in its next gathering the request for 100 feet for the Grand Trunk terminal and had no doubt but that the sale would be allowed.

Shortly after that a letter was received from Mr. Hughart very smoothly written in which he regretted the impossibility of selling 100 feet off their land to the west of the Lake Shore tracks and stated that it was absolutely necessary for them to retain that tract to care for their terminal facilities here, when Kalamazoo becomes a city of real prominence.

The G. R. & I. was, however, willing to sell 35 feet to the Grand Trunk.

Despite complications it is believed the situation will be clarified and all disputed points settled. There is a good chance for a deal to be made whereby the G. R. & I. can secure from the Grand Trunk the City Inn property on East Main street, which would be very advantageous for the former line. Grand Trunk interests have an option on the elevator property just west of the Lake Shore and also own a large tract of land just north of the Main street and so would be in a position to sell their City Inn holdings without crippling themselves.

What will come out of the present tangle is hard to tell, but there is no denying the fact that many of the biggest shippers in the city are beginning to chafe under the policy adopted by the G. R. & I. R. R. and rumors of dissatisfaction are heard on all sides.

Kalamazoo is evidently determined to have that other trunk line that is offering to come here free of cost to the city.

What He Said.

"Waiter," said a Detroit traveling salesman in a railroad restaurant, "did you say I had twenty minutes to wait or that it was twenty minutes to eight?"

"Nayther. Oi said ye had twinty minutes to ate, an' thot's all ye did have. Yer train's just gone."

Gripsack Brigade.

Owosso Times: George Gray, of Owosso, has taken a position as traveling salesman for the Iroquois Cigar Co., of Flint. Mr. Gray will make the territory formerly covered by James J. Brown, who is now at the cigar store of August Stephan.

L. M. Mills (Hazeltime & Perkins Drug Co.) left Monday evening for Portland, Oregon, where he will spend a month with his son and daughter. Incidentally, he will plant trees on three acres of land he owns on Whitwood Court, just north of Portland. He also owns a fifth interest in the West St. Johns Land Co., which holds a title to 200 acres of land adjoining the city of Portland. Mr. Mills has evidently made an investment that will result in his becoming a very rich man in time and hundreds of friends who have known him for years and appreciate his good qualities will rejoice with him in his good fortune. His territory will be covered in his absence by Fred Raymond.

The traveling men should not forget that Dr. Bradley, who is now the corporation candidate for Governor, was the strongest opponent they had in their fight for the 2c passenger rate two years ago. Dr. Bradley has always been a corporation man and his affiliations and ambitions have always been along corporation lines. If he should happen to be elected, which now looks like a remote possibility, he would turn the wheels of time backward and undertake to reverse all of the advantages which have been secured by the traveling men and business men during the past two years. As traveling men have a way of remembering their friends and rewarding their enemies, it is not likely that any considerable number of them will be found marching under the banner of the irascible and domineering doctor from Eaton Rapids.

Port Huron Times: "If a man has riches he wants more. If a man has knowledge he wants still more; and if a man has skill he wants more, and so it is with the man who has the spirit of God, he still wants more," said John Adams Sherick, of Grand Rapids, in his sermon at the Ross Memorial church Sunday evening. "The trouble with most people is that when a man dies the question is asked, How much was he worth? The answer comes in dollars. What good will dollars do a man after he is dead? It is money, money, that is the cause of most of the crime in this world," continued Mr. Sherick. Mr. Sherick is one of the best known shoe salesmen in the State of Michigan and was at one time a competitor of Rev. George Lyford, pastor of the church, but although opposing each other in business, they grew to be great friends and while Mr. Lyford has become a minister, Mr. Sherick travels about the State, preaching in churches every Sunday night.

Movements of Michigan Gideons.

Detroit, June 30—W. E. Hullenger, of Detroit Camp, has busied himself for some time arranging programmes

for the Belle Isle bridge entertainments.

F. S. Frost, President of Grand Rapids Camp, was at Harbor Beach over Sunday, June 28, and stood in his place round about the camp.

Jacob Q. Kinsey expects to move from this city to Three Rivers sometime during this week. Detroit Camp will greatly miss their brother and Camp President.

The Volunteer meeting last Saturday evening was conducted by Brothers Jacob J. Kinsey and Chas. M. Smith, and one soul became interested in the Better Way.

The Griswold House meeting last Sunday evening was led by President Kinsey. There were twelve Gideons present and among these C. F. Louthain, who sang with Brother Kinsey two of Brother Louthain's new songs, "Just for To-day" and "He'll Care for Me." E. W. Sweet, of New York, sang the "Shepherd of Israel," bringing out the high notes with clearness and rounding them out, showing training and culture. W. P. Beigs, of Milwaukee, was present and enjoyed the meeting. Sisters Gage and Gates were present and gave testimony. The thought expressed was that we should show forth the praise of Him who hath called us out of darkness into His marvelous light, showing forth a different light than the one we had when in sin and in darkness. We must show that we have something we did not possess when in sin. We as salesmen go after an order to get it and we leave nothing undone until we get the order. We should be thus interested in Our Father's business if "We would outshine the stars."

Aaron B. Gates.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, July 1—Creamery, fresh, 21¢@23¢; dairy, fresh, 16¢@20¢; poor to common, 14¢@16¢.

Eggs—Strictly fresh candled 18½¢@19¢.

Live Poultry—Fowls, 12¢; ducks, 10¢@12¢; geese, 9¢@10¢; old cox, 8¢@9¢; broilers, 22¢@25¢.

Dressed Poultry—Fowls, 12¢@14¢; old cox, 9¢@10¢.

Beans—Marrow, hand-picked, \$2.35 @2.50; medium, hand-picked, \$2.50; pea, hand-picked, \$2.60@2.65; red kidney, hand-picked, \$1.75@1.80; white kidney, hand-picked, \$2.25@2.40.

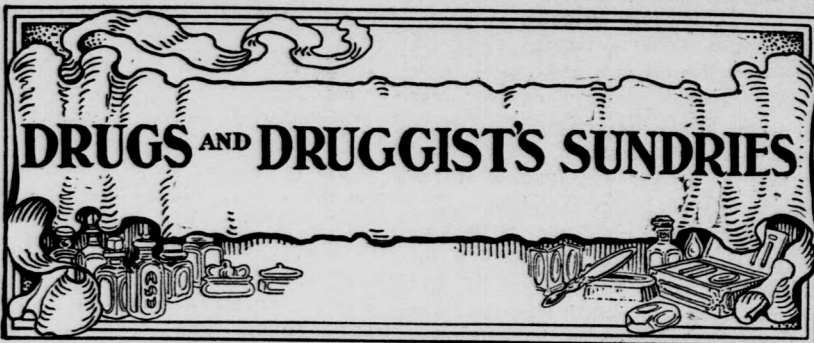
Potatoes—New, \$3.25@3.50 per bbl. Rea & Witzig.

Business Changes in the Buckeye State.

Hamilton—Chas. A. Fisher has opened his newly equipped and decorated drug store and will conduct business under the name of the Grand Pharmacy.

Xenia—H. N. Witham has purchased the grocery store which was formerly the property of Harner & Wolf, but which was later owned solely by Mr. Harner.

Lake Odessa—The milling firm of L. H. Heaton & Co. has a new stockholder in the person of Wm. Brummeler, who will do clerical work and undertake to push the sale of his company's particular brands of flour.



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.

The Toxicity of Wood Alcohol.

The truth realized in recent years has been frequently reflected that wood alcohol is a toxic agent, and that used externally it is only less pronounced in its poisonous effects than when administered internally. We have from time to time reported upon the various laws enacted in different states specifically prohibiting the use of wood alcohol in medicinal preparations, and we have done everything we could to explode the dangerous fallacy that wood alcohol might easily be substituted for grain alcohol in the manufacture of galenicals, liniments, and the like. The Pharmacopoeia does not specify its use in a single instance; several state laws, as we have said, expressly forbid its employment; but nevertheless it is apparent from the findings of state chemists that the product is still used to a considerable extent by a few druggists who are either ignorant of the facts or who are willing to sacrifice the public health on the altar of greed.

We have before us as we write an article published in the April number of American Medicine. In this paper W. M. Carhart, M. D., Assistant Attending Surgeon of the Manhattan Eye, Ear, Nose and Throat Hospital in New York, reports a case which recently came under his observation of a painter who remained totally blind for ten days from having used shellac varnish made with wood alcohol. Blindness, it will be remembered, is one of the most pronounced symptoms of methyl alcohol toxicity. The patient had been working for three weeks in shellacing the interior of beer vats. At various times during this period he had suffered attacks of vertigo and nausea, and finally, after losing the sight of both eyes for twenty-four hours, he sought medical attendance and was taken to the hospital.

After ten days of total blindness a partial vision developed in both eyes, but at the end of thirty days, beyond which the progress of the case is not reported, perfect vision

had not been regained and there was considerable doubt that it ever would be. The prognosis was indeed considered very unfavorable. Dr. Carhart remarks that the case was doubtless more aggravated than it would otherwise have been from the fact that the man worked in close confinement, where there was very little ventilation and where the alcoholic vapor was not dissipated and carried off to any extent.

The practical lesson to be gained from the case by painters is the urgent necessity, when using shellac varnish or other products made from wood alcohol, to work in the open air so far as possible and to leave the work at frequent intervals. The lesson for pharmacists and others dealing in medicinal products is to beware of an agent which is so plainly toxic in character. We need only repeat in conclusion that the use of liniments and other external preparations containing wood alcohol is quite as reprehensible as the employment of the substance in the manufacture of galenicals for internal consumption.—Bulletin of Pharmacy.

Cheap Water-Heating Device.

A quantity of hot water is needed at times in the store, especially if you have a fountain and make your own ice cream. I secure an abundance at a cost of less than five cents a day. I have a copper tank 12 by 12 by 22 inches on the wall over the back-room sink; it is elevated sufficiently to be out of the way of heads. The cover keeps out the dust but is not perfectly tight. The city water is piped into this container through a hole in the cover just big enough to receive the pipe. There is a throttle in this pipe over the sink where the water can be let in. Under the tank on brackets is a one-burner, "new perfection," blue-flame oil stove which burns about half a gallon of oil a day. A pipe running from the bottom of the tank carries hot water down to the sink. This whole device costs very little. I have used it four years with some minor changes and would not be without it.

A. L. Remington.

The Drug Market.

Opium—Is very firm and has advanced.

Morphine—Has advanced 20c per ounce.

Codeine—Has advanced 30c per ounce.

Quinine—Is steady.

Nitrate Silver—Is firm and advancing.

Canada Balsam Fir—Is scarce and has advanced.

The Brain and Drugs.

No sensible person believes that drugs do not affect the brain, and yet this doctrine seems to fit in with so many facts that some clear demonstration of its fallacy is much needed. It is the physician who should be asked what he has to say on the subject, because naturally he is the one best qualified to know whatever is known about both drugs and brain. Moreover, lately he has made great discoveries about the relations of the brain to the mind by observations, which he alone could make, of the effects of local injuries to brain matter caused by disease or by accident.

But how different the facts about these two subjects are from what most people imagine he shows by saying that drugs no more affect the brain than insanity does—that is, not at all!—except alcohol, which does injure the brain, although not at all on account of its mental effects, but for the very different reason that alcohol has a chemical affinity for the albumen and fats of the tissues. By this chemical action it slowly alters and damages brain tissue, but this result in no wise differs from similar alterations produced by alcohol in the tissues of the liver and of the kidneys. Tobacco is a powerful poison, and yet no autopsies can show the least difference between the brain of a life long smoker and that of one who never lighted a cigar. Likewise, the brain of an opium fiend is indistinguishable from any other brain, and so on for the rest.—Dr. William Hanna Thomson in Everybody's.

Every one knows how subtle, penetrating and permanent is the rich perfume of attar of roses. A large portion of the world's supply of this delicious scent is made in Persia, where there are many hundreds of acres devoted to the cultivation of roses for this purpose. At certain seasons of the year long caravans of donkeys, laden with the attar, and under guard of soldiers to protect the rich booty from attack by robbers, journey from Central Persia to the little port of Bushire, whence it

is exported to Bombay. Other donkey trains similarly escorted proceed to ports on the Caspian Sea, whence the attar is conveyed to Turkey and Russia, which, after Hindustan, are the largest consumers of the costly luxury. When the wind is in the right direction the approach of one of these caravans is announced by the scent long before it can be seen, and the line of its progress can be traced by the odor for days after it has passed by.

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

| | | | | | | | | | |
|---------------------|-------|------------------------|------|----------------------|--------|------------------------|--------|--------------------|-----------|
| Acidum | | Copaiba | | Scilla Co. | | Rubia Tinctorum | | Vanilla | |
| Aceticum | 60 | Cubebae | 1 75 | Tolutan | 50 | Saccharum La's | 22 | Zinci Sulph | 70 |
| Benzoinum, Ger. | 70 | Erigeron | 2 35 | Prunus virg. | 50 | Salacin | 4 50 | Oils | |
| Boracie | 20 | Evechthitos | 1 00 | Tinctures | | Sanguis Drac's | 40 | Whale, winter | bbl. gal. |
| Carbolicum | 20 | Gaultheria | 2 50 | Anconitum Nap's R | 50 | Sapo, W | 13 1/2 | Lard, extra | 85 |
| Citricum | 50 | Geranium | 02 | Anconitum Nap's F | 50 | Sapo, M | 10 | Lard, No. 1 | 60 |
| Hydrochlor | 30 | Gossypii Sem gal | 70 | Aloes | 50 | Sapo, G | 15 | Linseed pure raw | 42 |
| Nitrosum | 30 | Hedeoma | 3 00 | Aloes & Myrrh | 50 | Seidlitz Mixture | 20 | Linseed, boiled | 43 |
| Oxalicum | 14 | Juniper | 40 | Asafoetida | 50 | Sinapis, opt | 20 | Neat's-foot, w str | 65 |
| Phosphorium, dil. | 44 | Lavendula | 30 | Atrape Belladonna | 50 | Snuff, Maccaboy | 30 | Spts. Turpentine | Market |
| Salicylicum | 44 | Lemons | 1 25 | Auranti Cortex | 50 | DeVos | 51 | Paints | |
| Sulphuricum | 1 1/2 | Mentha Piper | 1 80 | Benzoin Co. | 50 | Snuff, S'h DeVos | 51 | Red Venetian | 1 1/2 |
| Tannicum | 75 | Menta Verid | 7 00 | Barosma | 50 | Soda, Boras | 60 | Ochre, yel Mars | 1 1/2 |
| Tartaricum | 38 | Morrhuae gal | 1 60 | Cardamom Co. | 50 | Soda, Boras, po | 60 | Ocre, yel Ber | 1 1/2 |
| Ammonia | | Myrica | 3 00 | Castor | 1 00 | Soda et Pot's Tart | 25 | Putty, strictly pr | 2 1/2 |
| Aqua, 18 deg. | 40 | Olive | 1 00 | Catechu | 50 | Soda, Carb. | 1 1/2 | Vermillion, Prime | 13 |
| Aqua, 20 deg. | 60 | Picis Liquida | 10 | Cinchona | 50 | Soda, Bi-Carb | 3 | American | 13 |
| Carbonas | 12 | Picis Liquida gal. | 10 | Cinchona Co. | 50 | Soda, Ash | 3 1/2 | Vermillion, Eng. | 75 |
| Chloridum | 12 | Ricina | 98 | Columbia | 50 | Soda, Sulphas | 3 | Green, Paris | 29 1/2 |
| Aniline | | Rosmarini | 01 | Cubebae | 50 | Spts. Cologne | 2 60 | Green, Peninsular | 13 |
| Black | 2 00 | Rosae oz. | 6 50 | Cassia Acutifol | 50 | Spts. Ether Co. | 50 | Lead, red | 7 1/2 |
| Brown | 20 | Succini | 40 | Cassia Acutifol Co | 50 | Spts. Myrcia Dom | 2 00 | Lead, White | 7 1/2 |
| Red | 45 | Sabina | 90 | Digitalis | 50 | Spts. Vini Rect bbl | 60 | Whiting, white S'n | 9 |
| Yellow | 2 50 | Santal | 04 | Ergot | 50 | Spts, Vini Rect 1/2 b | 60 | Whiting, Gliders | 9 |
| Sassafras | | Sassafras | 90 | Ferr Chloridum | 50 | Spts, Vini Rect 10 gl | 60 | White, Paris Am'r | 01 25 |
| Cubebae | 24 | Sassafras, ess, oz. | 05 | Gentian | 50 | Strychnia Cryst 1 10 | 1 30 | Whit'g Paris Eng. | 01 25 |
| Juniperus | 30 | Tigil | 1 00 | Gentian Co | 50 | Sulphur Sulph | 2 1/2 | Shaker Prep'd | 1 25 |
| Xanthoxylum | 30 | Thyme | 40 | Gulaca | 50 | Sulphur, Roll | 2 1/2 | Varnishes | |
| Saleamum | | Thyme, opt | 01 | Gulaca ammon | 50 | Tamarinds | 3 1/2 | No. 1 Turp Coach | 1 10 |
| Copaiba | 70 | Theobromas | 15 | Hyoeyamus | 50 | Terbenth Venice | 28 | Extra Turp | 1 60 |
| Peru | 2 75 | Potassium | | Iodine | 75 | Thebromae | 50 | | |
| Terabin, Canada | 75 | Bi-Carb | 15 | Iodine, colorless | 75 | | | | |
| Tolutan | 40 | Bichromate | 13 | Kino | 50 | | | | |
| Cortex | | Bromide | 18 | Lobelia | 50 | | | | |
| Abies, Canadian | 18 | Carb | 12 | Myrrh | 50 | | | | |
| Cassia | 20 | Chlorate | 12 | Nux Vomica | 50 | | | | |
| Cinchona Flava | 18 | Cyanide | 30 | Opil | 1 25 | | | | |
| Buonymus atro | 60 | Iodide | 2 50 | Opil, camphorated | 1 00 | | | | |
| Myrica Cerifera | 20 | Potassa, Bitart pr | 30 | Opil, deodorized | 2 00 | | | | |
| Prunus Virgini | 15 | Potass Nitras opt | 70 | Quassia | 50 | | | | |
| Quillaja, gr'd | 15 | Potass Nitras | 60 | Rhatany | 50 | | | | |
| Sassafras, po 25 | 24 | Prussiate | 23 | Rhel | 50 | | | | |
| Ulmus | 20 | Sulphate po | 15 | Sanguinaria | 50 | | | | |
| Extractum | | Radix | | Serpentaria | 50 | | | | |
| Glycyrrhiza Gla. | 24 | Aconitum | 20 | Stromonium | 50 | | | | |
| Glycyrrhiza, po. | 28 | Althae | 30 | Tolutan | 50 | | | | |
| Haematox | 11 | Anchusa | 10 | Valerian | 50 | | | | |
| Haematox, 1s | 13 | Arum po | 10 | Veratrum Veride | 50 | | | | |
| Haematox, 1/2s | 14 | Calamus | 20 | Zingiber | 60 | | | | |
| Haematox, 1/4s | 14 | Gentiana po 15 | 12 | Miscellaneous | | | | | |
| Haematox, 1/8s | 16 | Glycyrrhiza pv 15 | 16 | Aether, Spts Nit 3f | 30 | | | | |
| Ferru | | Hydrastis, Canada | 02 | Aether, Spts Nit 4f | 34 | | | | |
| Carbonate Precip. | 15 | Hydrastis, Can. po | 02 | Alumen, gr'd po 7 | 34 | | | | |
| Citrate and Quina | 3 00 | Hellebore, Alba | 12 | Annatto | 40 | | | | |
| Citrate Soluble | 55 | Inula, po | 18 | Antimoni, po | 40 | | | | |
| Ferrocyanidum S | 40 | Ipecac, po | 00 | Antimoni et po T | 40 | | | | |
| Solut. Chloride | 15 | Iris plox | 2 00 | Antipyri | 20 | | | | |
| Sulphate, com'l | 2 | Jalapa, pr | 35 | Antifebrin | 20 | | | | |
| Sulphate, com'l, by | 70 | Maranta, 1/2s | 25 | Argent Nitras oz | 10 | | | | |
| Sulphate, pure | 7 | Podophyllum po. | 15 | Arsenicum | 10 | | | | |
| Flora | | Rhel | 75 | Balm Gilead buds | 60 | | | | |
| Arnica | 20 | Rhel, cut | 00 | Bismuth S N | 75 | | | | |
| Anthemis | 50 | Rhel, pv | 75 | Calcium Chlor, 1s | 9 | | | | |
| Matricaria | 30 | Spigella | 45 | Calcium Chlor, 1/2s | 10 | | | | |
| Folia | | Sanguinari, po 18 | 05 | Calcium Chlor, 1/4s | 12 | | | | |
| Barosma | 40 | Serpentaria | 50 | Cantharides, Rus. | 90 | | | | |
| Cassia Acutifol. | 15 | Senega | 85 | Capici Fruc's af | 20 | | | | |
| Tinnevely | 20 | Smilax, off's H. | 04 | Capici Fruc's po | 22 | | | | |
| Cassia, Acutifol. | 25 | Smilax, M | 05 | Cap'i Fruc's B po | 15 | | | | |
| Salvia officinalis, | 18 | Scilla po 45 | 20 | Carphyllus | 20 | | | | |
| 1/2s and 1/4s | 20 | Symplocarpus | 05 | Carmine, No. 40 | 4 | | | | |
| Uva Ursi | 80 | Valeriana Eng. | 05 | Cera Alba | 50 | | | | |
| Gummi | | Valeriana, Ger. | 15 | Cera Flava | 40 | | | | |
| Acacia, 1st pkd. | 05 | Zingiber a | 12 | Crocus | 30 | | | | |
| Acacia, 2nd pkd. | 05 | Zingiber j | 25 | Cassia Fructus | 30 | | | | |
| Acacia, 3rd pkd. | 05 | Semen | | Centraria | 10 | | | | |
| Acacia, sifted sts. | 05 | Anisum po 20 | 05 | Cataceum | 35 | | | | |
| Acacia, po. | 45 | Aplum (gravel's) | 13 | Chloroform | 34 | | | | |
| Aloe Barb | 22 | Bird, 1s | 40 | Chloro'm Squibbs | 90 | | | | |
| Aloe, Cape | 05 | Carul po 15 | 15 | Chloral Hyd Crs 1 | 35 | | | | |
| Aloe, Socotri | 05 | Cardamon | 70 | Chondrus | 20 | | | | |
| Ammoniac | 55 | Coriandrum | 12 | Cinchonidine P-W | 38 | | | | |
| Asafoetida | 25 | Cannabis Sativa | 70 | Cinchonid'e Germ | 38 | | | | |
| Benzoinum | 50 | Cydonium | 75 | Cocaine | 2 70 | | | | |
| Catechu, 1s | 05 | Chenopodium | 25 | Corks list, less 75% | 45 | | | | |
| Catechu, 1/2s | 05 | Dipterix Odorate | 80 | Creosotum | 05 | | | | |
| Catechu, 1/4s | 05 | Foeniculum | 05 | Creta | 75 | | | | |
| Comphora | 75 | Foenugreek, po. | 70 | Creta, prep. | 05 | | | | |
| Euphorbium | 40 | Lini | 40 | Creta, precip. | 90 | | | | |
| Galbanum | 01 | Lini, gr'd. bbl. 2 1/2 | 30 | Creta, Rubra | 08 | | | | |
| Gamboge | 25 | Lobelia | 75 | Cudbear | 24 | | | | |
| Gaulaium | 25 | Pharlaris Cana'n | 90 | Cupri Sulph | 80 | | | | |
| Kino | 05 | Rapa | 50 | Dextrine | 70 | | | | |
| Mastic | 05 | Sinapis Alba | 8 | Emery, all Nos. | 08 | | | | |
| Myrrh | 05 | Sinapis Nigra | 90 | Emery, po | 06 | | | | |
| Opium | 6 25 | Spiritus | | Ergota | 60 | | | | |
| Shellac | 45 | Frumenti W D. | 2 00 | Ether Sulph | 35 | | | | |
| Shellac, bleached | 60 | Frumenti | 1 25 | Flake White | 12 | | | | |
| Tragacanth | 70 | Juniperis Co O T | 1 65 | Galla | 30 | | | | |
| Herba | | Juniperis Co. | 1 75 | Gambler | 80 | | | | |
| Absinthium | 45 | Saccharum N E | 1 90 | Gelatin, Cooper. | 06 | | | | |
| Eupatorium oz pk | 30 | Spt Vini Galli | 1 75 | Gelatin, French. | 35 | | | | |
| Lobelia oz pk | 25 | Vini Oporto | 1 25 | Glassware, fit boo | 75% | | | | |
| Majorium oz pk | 25 | Vini Alba | 1 25 | Less than box 70% | | | | | |
| Mentha Pip. oz pk | 25 | Sponges | | Glue, brown | 11 | | | | |
| Mentha Ver. oz pk | 25 | Florida sheeps' wool | 00 | Glue white | 15 | | | | |
| Rue oz pk | 25 | carriage | 3 00 | Glycerina | 15 1/2 | | | | |
| Tanacetum V. | 22 | Nassau sheeps' wool | 00 | Grana Paradisi | 25 | | | | |
| Thymus V. oz pk | 25 | carriage | 3 50 | Humulus | 35 | | | | |
| Magnesia | | Velvet extra sheeps' | 02 | Hydrarg Ch...Mt | 09 | | | | |
| Calcined, Pat. | 55 | wool, carriage | 2 00 | Hydrarg Ch Cor. | 09 | | | | |
| Carbonate, Pat. | 15 | Extra yellow sheeps' | 01 | Hydrarg Ox Ru'm | 01 | | | | |
| Carbonate, K-M. | 15 | wool carriage | 25 | Hydrarg Ammo'l | 01 | | | | |
| Carbonate | 15 | Grass sheeps' wool, | 01 | Hydrarg Ungue'm | 50 | | | | |
| Oleum | | carriage | 25 | Hydrargyrum | 80 | | | | |
| Absinthium | 4 90 | Hard, slate use. | 01 | Ichthyobolla, Am. | 90 | | | | |
| Amygdalae Dulc. | 75 | Yellow Reef, for | 40 | Indigo | 75 | | | | |
| Amygdalae, Ama | 00 | slate use | 40 | Iodine, Resubi | 35 | | | | |
| Anisi | 1 60 | Syrup | | Iodoform | 90 | | | | |
| Auranti Cortex | 2 75 | Acacia | 05 | Lupulin | 40 | | | | |
| Bergamili | 3 75 | Auranti Cortex | 05 | Lycopodium | 70 | | | | |
| Cajuputi | 85 | Zingiber | 05 | Macle | 65 | | | | |
| Caryophylli | 1 10 | Ipecac | 05 | | | | | | |
| Cedar | 50 | Ferr'i Iod | 05 | | | | | | |
| Chenopadii | 3 75 | Rhei Arom | 05 | | | | | | |
| Cinnamoni | 1 75 | Smilax Off's | 50 | | | | | | |
| Citronella | 50 | Senega | 05 | | | | | | |
| Conium Mac | 90 | Scilla | 05 | | | | | | |

ELIXIR

CARENZYME

The Potent.
Palatable Digestive

CARRIED IN STOCK BY DRUG JOBBERS GENERALLY

PECK-JOHNSON CO.
MANUFACTURING CHEMISTS,
GRAND RAPIDS, MICHIGAN.

Holiday Goods Season of 1908

Our samples of Holiday Goods, books and toys for the season of 1908 will be on the road very soon. Our line is strictly new and up-to-date and embraces the very best values of all the leading American and foreign manufacturers.

We have added many radical and entirely new features that will greatly improve our already popular line.

We shall as usual have our samples displayed at various points in the State for the convenience of our customers and will notify you later of where and when our goods will be on exhibition.

Yours truly,

Hazeltime & Perkins Drug Co.

Ask our representative about Touraine Candy.

We still have a good stock of Hammocks and will be pleased to receive your orders.

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

Cheese
Oats

DECLINED

Mushrooms
Canned Peas
Pearl Barley
Wheat, Flour and Meal

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| Brooms | | 1 |
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| Butter Color | | 1 |
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| Chocolate | | 3 |
| Clothes Lines | | 3 |
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| Matches | M | 6 |
| Meat Extracts | | 6 |
| Mince Meat | | 6 |
| Molasses | | 6 |
| Mustard | | 6 |
| Nuts | N | 11 |
| Olives | O | 6 |
| Pipes | P | 6 |
| Pickles | | 6 |
| Playing Cards | | 6 |
| Potash | | 6 |
| Provisions | | 6 |
| Rice | R | 7 |
| Salad Dressing | S | 7 |
| Saleratus | | 7 |
| Salt Soda | | 7 |
| Salt | | 7 |
| Salt Fish | | 7 |
| Seeds | | 7 |
| Shoe Blacking | | 7 |
| Snuff | | 8 |
| Soap | | 8 |
| Soda | | 8 |
| Soups | | 8 |
| Spices | | 8 |
| Starch | | 8 |
| Syrups | | 8 |
| Tea | T | 8 |
| Tobacco | | 9 |
| Twine | | 9 |
| Vinegar | V | 9 |
| Wicking | W | 9 |
| Woodenware | | 9 |
| Wrapping Paper | | 10 |
| Yeast Cake | Y | 10 |

| 1 | 2 |
|--|--|
| ARCTIC AMMONIA 12 oz. ovals 2 doz. box...75 AXLE GREASE Frazer's 1lb. wood boxes, 4 dz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 dz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00 BAKED BEANS 1lb. can, per doz. 90 2lb. can, per doz. 1 40 3lb. can, per doz. 1 80 BATH BRICK American 75 English 85 BLUING Arctic 6 oz. ovals 3 doz. box \$ 40 16 oz. round 2 doz. box 75 Sawyer's Pepper Box No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 BROOMS No. 1 Carpet, 4 sew. 2 75 No. 2 Carpet, 4 sew. 2 40 No. 3 Carpet, 3 sew. 2 25 No. 4 Carpet, 3 sew. 2 10 Parlor Gem 2 00 Common Whisk 90 Fancy Whisk 1 25 Warehouse 3 00 BRUSHES Scrub Solid Back 8 in. 75 Solid Back, 11 in. 85 Pointed Ends 85 Stove No. 3 90 No. 2 1 25 No. 1 1 75 Shoe No. 8 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90 BUTTER COLOR W. R. & Co.'s 25c size 2 00 W. R. & Co.'s 50c size 4 00 CANDLES Paraffine, 6s 10 Paraffine, 12s 10 Wicking 20 CANNED GOODS Apples 3lb. Standards 90@1 00 Gallon 2 50@3 00 Blackberries 2lb. 1 25@1 75 Standards gallons @5 75 Beans Baked 85@1 30 Red Kidney 85@95 Excella 70@1 15 String 75@1 25 Wax 75@1 25 Blueberries Standard 1 35 Gallon 6 75 Brook Trout 2lb. cans, spiced 1 90 Clams Little Neck, 1lb. 1 00@1 25 Little Neck, 2lb. @1 50 Clam Bouillon Burnham's 1/2 pt. 1 90 Burnham's pts. 3 60 Burnham's qts. 7 20 Cherries Red Standards @1 40 White @1 40 Corn Fair 75@85 Good 1 00@1 10 Fancy 1 45 French Peas Sur Extra Fine 22 Extra Fine 19 Fine 15 Moyen 11 Gooseberries Standard 1 75 Hominy Standard 85 1/2 lb. 2 25 1 lb. 4 25 Picnic Tails 2 75 Mackerel Mustard, 1lb. 1 80 Mustard, 2lb. 2 80 Soused, 1 1/2 lb. 1 80 Soused, 2lb. 2 75 Tomato, 1lb. 1 50 Tomato, 2lb. 2 80 Mushrooms Hotels @20 Buttons 25@28 Oysters Cove, 1lb. 90@1 00 Cove, 2lb. @1 85 Cove, 1lb. Oval @1 20 | Plums Marrowfat 90@1135 Early June 1 00 Early June Sifted 1 15@1 80 Peaches Pie 1 45@1 60 No. 10 size can pie @4 00 Pineapple Grated @2 50 Sliced @2 40 Pumpkin Fair 85 Good 90 Fancy 1 00 Gallon 2 75 Raspberries Standard @ Russian Caviar 1/4 lb. cans 1/2 lb. cans 1lb. cans Salmon Col'a River, tails 1 95@2 00 Col'a River, flats 2 25@2 75 Red Alaska 1 35@1 45 Pink Alaska 1 00@1 10 Sardines Domestic, 1/2s 3% @4 Domestic, 1/4s @5 Domestic, Must'd 6% @9 California, 1/2s 11 @14 California, 1/4s 17 @24 French, 1/2s 7 @14 French, 1/4s 18 @28 Shrimps Standard 1 20@1 40 Succotash Fair 85 Good 1 00 Fancy 1 25@1 40 Strawberries Standard Fancy Tomatoes Fair 95@1 00 Good @1 10 Fancy @1 40 Gallons @3 60 CARBON OILS Barrels Perfection @10 1/2 Water White @10 D. S. Gasoline @15 Gas Machine @24 Deodor'd Nap'a @13 Cylinder @34 1/2 Engine @16 Black, winter 8 1/4 @10 CEREALS Breakfast Foods Bordeaux Flakes, 36 lb. 2 50 Cream of Wheat 36 lb. 4 50 Egg-O-See, 36 pkgs. 2 85 Excella Flakes, 36 lb. 4 50 Excella, large pkgs. 4 50 Force, 36 2 lb. 4 50 Grape Nuts, 2 doz. 2 70 Malta Ceres, 24 lb. 2 80 Malta Vita, 36 lb. 2 80 Mapl-Flake, 36 lb. 4 05 Pillsbury's Vitos, 3 doz 4 25 Ralston, 36 2lb. 4 50 Sunlight Flakes, 36 lb. 2 85 Sunlight Flakes, 20 lbs 4 00 Vigor, 36 pkgs. 2 75 Voigt Cream Flakes, 4 50 Zest, 20 2lb. 4 10 Zest, 36 small pkgs. 2 75 Rolled Oats Rolled Avena, bbls. 6 50 Steel Cut, 100 lb. sks. 3 35 Monarch, bbl. 6 25 Monarch, 90 lb. sacks 2 90 Quaker, 18-2 1 50 Quaker, 20-5 4 65 Cracked Wheat Bulk 24 2 lb. packages 3 1/2 Catsup Columbia, 25 pts. 4 15 Snider's pints 2 35 Snider's 1/2 pints 1 35 CHEESE Acme @12 Elsie @12 Gem @13 Jersey @12 1/2 Riverside @12 1/2 Warner's @12 1/2 Springdale @12 Brick @15 Leiden @15 Limburger @19 Pineapple 40 @60 Sap Sago @22 Swiss, domestic @16 Swiss, imported @20 CHEWING GUM American Flag Spruce 55 Beaman's Pepsin 55 Adams Pepsin 55 |

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| 3 | | 4 | | 5 | |
| 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 65 | | 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 | | Lemon Gems 10 | | Pearl, 200 lb. sack 4 00 | |
| Red | | Lemon Biscuit Square 8 | | Maccaroni and Vermicelli | |
| Magie | | Lemon Wafer 16 | | Domestic, 10 lb. box 60 | |
| Frank's | | Lemon Cookie 8 | | Imported, 25 lb. box. 2 50 | |
| Schener's | | Mary Ann | | Pearl Barley | |
| CHOCOLATE | | Marshmallow Walnuts 16 | | Common 2 80 | |
| Walter Baker & Co.'s | | Mariner 11 | | Chester 2 85 | |
| German Sweet 26 | | Molasses Cakes 8 | | Empire 3 40 | |
| 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 | |
| Epps 42 | | Pretzellettes, Hand Md. 8 | | Pearl, 130 lb. sacks 5 | |
| Huyler 45 | | Pretzellettes, Mac. Md. 7 1/2 | | Pearl, 24 lb. pkgs. 7 1/2 | |
| Lowney, 1/4s 40 | | Raisin Cookies 8 | | FLAVORING EXTRACTS | |
| Lowney, 1/2s 39 | | Revere, Assorted 14 | | Foote & Jenks | |
| Lowney, 1/4s 38 | | Rube 8 | | Coleman Brand | |
| Lowney, 1s 40 | | Scalloped Gems 10 | | Lemon | |
| Van Houten, 1/4s 12 | | Scotch Cookies 10 | | No. 2 Terpenesless 75 | |
| Van Houten, 1/2s 20 | | Snow Creams 16 | | No. 3 Terpenesless 1 75 | |
| Van Houten, 1/4s 20 | | Spiced Honey Nuts 12 | | No. 8 Terpenesless 3 00 | |
| Van Houten, 1s 72 | | Sugar Fingers 12 | | Vanilla | |
| Webb 30 | | Sugar Gems 8 | | No. 2 High Class 1 20 | |
| Wilbur, 1/4s 39 | | Sultana Fruit Biscuit 16 | | No. 4 High Class 2 00 | |
| Wilbur, 1/2s 40 | | Spiced Gingers 9 | | No. 8 High Class 4 00 | |
| COCOANUT | | Spiced Gingers Iced 10 | | Jaxon Brand | |
| Dunham's 1/4s & 1/2s 26 1/2 | | Sugar Cakes 8 | | Vanilla | |
| Dunham's 1/4s 27 | | Sugar Squares, large or | | 2 oz. Full Measure 2 10 | |
| Dunham's 1/2s 28 | | small 8 | | 4 oz. Full Measure 4 00 | |
| Bulk 12 | | Superba 8 | | 8 oz. Full Measure 8 00 | |
| COFFEE | | Sponge Lady Fingers 25 | | Lemon | |
| Rio | | Sugar Crimp 8 | | 2 oz. Full Measure 1 25 | |
| Common 10@13 1/2 | | Sylvan Cookie 12 | | 4 oz. Full Measure 2 40 | |
| Fair 14 1/2 | | Vanilla Wafers 16 | | 8 oz. Full Measure 4 50 | |
| Choice 16 1/2 | | Waverly 8 | | Jennings D. C. Brand | |
| Fancy 20 | | Zanzibar 9 | | Terpenesless Ext. Lemon | |
| Santos | | In-er Seal Goods | | Doz. | |
| Common 12@13 1/2 | | Albert Biscuit 1 00 | | No. 2 Panel 75 | |
| Fair 14 1/2 | | Animals 1 00 | | No. 4 Panel 1 50 | |
| Choice 16 1/2 | | Butter Thin Biscuit 1 00 | | No. 6 Panel 2 00 | |
| Fancy 19 | | Butter Wafers 1 00 | | Taper Panel 2 00 | |
| Peaberry | | Cheese Sandwich 1 00 | | 2 oz. Full Meas. 1 50 | |
| Maracaibo | | Cocoanut Dainties 1 00 | | 4 oz. Full Meas. 2 25 | |
| Fair 16 | | Faust Oyster 1 00 | | Jennings D. C. Brand | |
| Choice 19 | | Fig Newton 1 00 | | Extract Vanilla | |
| Mexican | | Five O'clock Tea 1 00 | | Doz. | |
| Fair 16 1/2 | | Frotana 1 00 | | No. 2 Panel 1 25 | |
| Fancy 19 | | Ginger Snaps, N. B. C. 1 00 | | No. 4 Panel 2 00 | |
| Guatemala | | Graham Crackers 1 00 | | No. 6 Panel 3 50 | |
| Fair 15 | | Lemon Snap 50 | | Taper Panel 2 00 | |
| Java | | Oatmeal Crackers 1 00 | | 1 oz. Full Meas. 90 | |
| African 12 | | Oysterettes 50 | | 2 oz. Full Meas. 1 80 | |
| Fancy African 17 | | Old Time Sugar Cook. 1 00 | | 4 oz. Full Meas. 3 50 | |
| O. G. 25 | | Pretzellettes, Hd. Md. 1 00 | | No. 2 Assorted Flavors 1 00 | |
| P. G. 31 | | Royal Toast 1 00 | | GRAIN BAGS | |
| Mocha | | Saltine 1 00 | | Amoskeag, 100 in bale 19 | |
| Arabian 21 | | Saratoga Flakes 1 50 | | Amoskeag, less than bl 19 1/2 | |
| Package | | Social Tea Biscuit 1 00 | | GRAIN AND FLOUR | |
| New York Basis | | Soda, N. B. C. 1 00 | | Wheat | |
| Arbuckle 16 00 | | Soda, Select 1 00 | | New No. 1 White 89 | |
| Dilworth 14 75 | | Sultana Fruit Biscuit 1 50 | | New No. 2 Red 89 | |
| Jersey 15 00 | | Unecda Biscuit 50 | | Winter Wheat Flour | |
| Lion 14 50 | | Unecda Jinjer Wayfer 1 00 | | Local Brands | |
| McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. | | Unecda Milk Biscuit 50 | | Patents 5 50 | |
| Extract | | Vanilla Wafers 1 00 | | Second Patents 5 25 | |
| Holland, 1/2 gro boxes 95 | | Water Thin 1 00 | | Straight 5 00 | |
| Felix, 1/2 gross 1 15 | | Zu Zu Ginger Snaps 50 | | Second Straight 4 75 | |
| Hummel's foil, 1/2 gro. 85 | | Zwieback 1 00 | | Clear 4 00 | |
| Hummel's tin, 1/2 gro. 1 43 | | Holland Rusk | | Flour in barrels, 25c per barrel additional. | |
| CRACKERS | | 36 packages 2 90 | | Worden Grocer Co.'s Brand | |
| National Biscuit Company | | 40 packages 3 20 | | Quaker, paper 4 40 | |
| Brand | | 60 packages 4 75 | | Quaker, cloth 4 60 | |
| Butter | | CREAM TARTAR | | Wykes & Co. | |
| Seymour, Round 6 | | Barrels or drums 29 | | Eclipse 4 60 | |
| N. B. C., Square 6 | | Boxes 30 | | Kansas Hard Wheat Flour | |
| Soda | | Square cans 32 | | Fanchon, 1/2s cloth 5 40 | |
| N. B. C. Soda 6 | | Fancy caddies 35 | | Judson Grocer Co. | |
| Select Soda 8 | | DRIED FRUITS | | Grand Rapids Grain & Milling Co. Brands. | |
| Saratoga Flakes 13 | | Apples | | Wizard, assorted 4 40 | |
| Zephyrette 13 | | Sundried | | Graham 4 40 | |
| Oyster | | Evaporated 9 @10 1/2 | | Buckwheat 5 75 | |
| N. B. C., Round 6 | | Apricots | | Rye 4 75 | |
| Gem 6 | | California 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 60 | |
| Boxes and cans | | 90-100 25lb. boxes. @ 4 1/2 | | Golden Horn, baker's 5 50 | |
| Animals 10 | | 80-90 25lb. boxes. @ 5 | | Duluth Imperial 5 85 | |
| 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 6 40 | |
| Cartwheels 8 | | 50-60 25lb. boxes. @ 6 1/2 | | Ceresota, 1/2s 6 30 | |
| Cassia Cookie 9 | | 40-50 25lb. boxes. @ 7 1/2 | | Ceresota, 3/4s 6 20 | |
| 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 00 | |
| Coffee Cake, pl. or iced 10 | | Citron @20 | | Wingold, 1/2s 5 90 | |
| Cocoanut Taffy Bar 12 | | Currants | | Wingold, 3/4s 5 80 | |
| 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 | | Peel | | Best, 1/2s cloth 6 10 | |
| Cocoanut Hon. Fingers 12 | | Lemon American 15 | | Best, 3/4s cloth 6 00 | |
| Cocoanut Macaroons 18 | | Orange American 14 | | Best, 1/4s paper 6 00 | |
| Dandelion 10 | | Raisins | | Best, 1/2s paper 6 00 | |
| Dixie Sugar Cookie 9 | | London Layers, 3 cr. | | Best, wood 6 20 | |
| Frosted Cream 8 | | London Layers, 4 cr. | | Worden Grocer Co.'s Brand | |
| Frosted Honey Cake 12 | | Cluster, 5 crown 2 25 | | Laurel, 1/4s cloth 5 90 | |
| Fluted Cocoanut Bar 10 | | Loose Muscatels, 2 cr. | | Laurel, 1/2s cloth 5 80 | |
| Fruit Tarts 12 | | Loose Muscatels, 3 cr. 7 | | Laurel, 3/4s & 1/2s paper 5 70 | |
| Ginger Gems 8 | | Loose Muscatels, 4 cr. 8 | | Laurel, 1/4s cloth 5 70 | |
| Graham Crackers 8 | | L. M. Seeded 1 lb. 8 1/2 @ 9 1/2 | | Wykes & Co. | |
| Ginger Nuts 10 | | Sultanas, bulk | | Sleepy Eye, 1/4s cloth 5 90 | |
| Ginger Snaps N. B. C. 7 | | Sultanas, package | | Sleepy Eye, 1/2s cloth 5 90 | |
| Hippodrome Bar 10 | | Farinaceous Goods | | Sleepy Eye, 1/4s paper 5 80 | |
| Honey Cake, N. B. C. 12 | | Dried Lima 6 1/2 | | Sleepy Eye, 1/2s paper 5 80 | |
| Honey Fingers, As. Ice 12 | | Med. Hd. Pk'd. 2 75 | | Brown Holland | |
| Honey Jumbles 12 | | Farina | | 24 1 lb. packages 1 50 | |
| Household Cookies 8 | | Bulk, per 100 lbs. 3 50 | | Hominy | |
| Household Cookies Iced 8 | | Flake, 50 lb. sack 1 00 | | Pearl, 100 lb. sack 2 00 | |
| Iced Honey Crumpets 10 | | Pearl, 200 lb. sack 4 00 | | Maccaroni and Vermicelli | |
| Imperial 8 | | Domestic, 10 lb. box 60 | | Imported, 25 lb. box. 2 50 | |
| Iced Honey Flake 12 1/2 | | Pearl Barley | | Common 2 80 | |
| Iced Honey Jumbles 12 | | Chester 2 85 | | Empire 3 40 | |
| Island Picnic 11 | | Peas | | Green, Wisconsin, bu. 2 50 | |
| Jersey Lunch 8 | | Green, Scotch, bu. 2 65 | | Split, lb. 04 | |
| Kream Klips 20 | | Sago | | East India 5 | |
| Lem Yem 11 | | German, sacks 5 | | German, broken pkg. | |
| Lemon Gems 10 | | Tapioca | | Flake, 110 lb. sacks 6 | |
| Lemon Biscuit Square 8 | | Flake, 130 lb. sacks 5 | | Pearl, 24 lb. pkgs. 7 1/2 | |
| Lemon Wafer 16 | | FLAVORING EXTRACTS | | Foote & Jenks | |
| Lemon Cookie 8 | | Coleman Brand | | Lemon | |
| Mary Ann | | No. 2 Terpenesless 75 | | No. 3 Terpenesless 1 75 | |
| Marshmallow Walnuts 16 | | No. 8 Terpenesless 3 00 | | Vanilla | |
| Mariner 11 | | No. 2 High Class 1 20 | | No. 4 High Class 2 00 | |
| Molasses Cakes 8 | | No. 8 High Class 4 00 | | Jaxon Brand | |
| Mohican 11 | | Vanilla | | 2 oz. Full Measure 2 10 | |
| Mixed Picnic 11 1/2 | | 2 oz. Full Measure 4 00 | | 4 oz. Full Measure 8 00 | |
| Nabob Jumble 14 | | Lemon | | 2 oz. Full Measure 1 25 | |
| Newton 12 | | 2 oz. Full Measure 2 40 | | 4 oz. Full Measure 4 50 | |
| Nic Nacs 8 | | Jennings D. C. Brand | | Terpenesless Ext. Lemon | |
| Oatmeal Crackers 8 | | Doz. | | No. 2 Panel 75 | |
| Orange Gems 8 | | No. 4 Panel 1 50 | | No. 6 Panel 2 00 | |
| Oval Sugar Cakes 8 | | Taper Panel 2 00 | | 2 oz. Full Meas. 1 50 | |
| Penny Cakes, Assorted 8 | | 2 oz. Full Meas. 2 25 | | 4 oz. Full Meas. 3 50 | |
| Pretzels, Hand Md. 8 | | Jennings D. C. Brand | | Extract Vanilla | |
| Pretzellettes, Hand Md. 8 | | Doz. | | No. 2 Panel 1 25 | |
| Pretzellettes, Mac. Md. 7 1/2 | | No. 4 Panel 2 00 | | No. 6 Panel 3 50 | |
| Raisin Cookies 8 | | Taper Panel 2 00 | | 1 oz. Full Meas. 90 | |
| Revere, Assorted 14 | | 1 oz. Full Meas. 1 80 | | 2 oz. Full Meas. 3 50 | |
| Rube 8 | | No. 2 Assorted Flavors 1 00 | | GRAIN BAGS | |
| Scalloped Gems 10 | | Amoskeag, 100 in bale 19 | | Amoskeag, less than bl 19 1/2 | |
| Scotch Cookies 10 | | GRAIN AND FLOUR | | Wheat | |
| Snow Creams 16 | | New No. 1 White 89 | | New No. 2 Red 89 | |
| Spiced Honey Nuts 12 | | Winter Wheat Flour | | Local Brands | |
| Sugar Fingers 12 | | Patents 5 50 | | Second Patents 5 25 | |
| Sugar Gems 8 | | Straight 5 00 | | Second Straight 4 75 | |
| Sultana Fruit Biscuit 16 | | Clear 4 00 | | Flour in barrels, 25c per barrel additional. | |
| Spiced Gingers 9 | | Worden Grocer Co.'s Brand | | Quaker, paper 4 40 | |
| Spiced Gingers Iced 10 | | Quaker, cloth 4 60 | | Wykes & Co. | |
| Sugar Cakes 8 | | Eclipse 4 60 | | Kansas Hard Wheat Flour | |
| Sugar Squares, large or | | Fanchon, 1/2s cloth 5 40 | | Judson Grocer Co. | |
| small 8 | | Grand Rapids Grain & Milling Co. Brands. | | Wizard, assorted 4 40 | |
| Superba 8 | | Wizard, assorted 4 40 | | Graham 4 40 | |
| Sponge Lady Fingers 25 | | Buckwheat 5 75 | | Rye 4 75 | |
| Sugar Crimp 8 | | Spring Wheat Flour | | Roy Baker's Brand | |
| Sylvan Cookie 12 | | Golden Horn, family 5 60 | | Golden Horn, baker's 5 50 | |
| Vanilla Wafers 16 | | Golden Horn, baker's 5 50 | | Duluth Imperial 5 85 | |
| Waverly 8 | | Duluth Imperial 5 85 | | Judson Grocer Co.'s Brand | |
| Zanzibar 9 | | Ceresota, 1/4s 6 40 | | Ceresota, 1/2s 6 30 | |
| In-er Seal Goods | | Ceresota, 3/4s 6 20 | | Lemon & Wheeler's Brand | |
| Per doz. | | Lemon & Wheeler's Brand | | Wingold, 1/4s 6 00 | |
| Albert Biscuit 1 00 | | Wingold, 1/2s 5 90 | | Wingold, 3/4s 5 80 | |
| Animals 1 00 | | Pillsbury's Brand | | Best, 1/4s cloth 6 20 | |
| Butter Thin Biscuit 1 00 | | Best, 1/2s cloth 6 10 | | Best, 3/4s cloth 6 00 | |
| Butter Wafers 1 00 | | Best, 1/4s paper 6 00 | | Best, 1/2s paper 6 00 | |
| Cheese Sandwich 1 00 | | Best, 3/4s paper 6 00 | | Best, wood 6 20 | |
| Cocoanut Dainties 1 00 | | Worden Grocer Co.'s Brand | | Laurel, 1/4s cloth 5 90 | |
| Faust Oyster 1 00 | | Laurel, 1/2s cloth 5 80 | | Laurel, 3/4s & 1/2s paper 5 70 | |
| Fig Newton 1 00 | | Laurel, 1/4s cloth 5 70 | | Wykes & Co. | |
| Five O'clock Tea 1 00 | | Sleepy Eye, 1/4s cloth 5 90 | | Sleepy Eye, 1/2s cloth 5 90 | |
| Frotana 1 00 | | Sleepy Eye, 1/4s paper 5 80 | | Sleepy Eye, 1/2s paper 5 80 | |
| Ginger Snaps, N. B. C. 1 00 | | Sleepy Eye, 3/4s paper 5 80 | | Brown Holland | |
| Graham Crackers 1 00 | | Brown Holland | | 24 1 lb. packages 1 50 | |
| Lemon Snap 50 | | | | | |

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| 6 | 7 | 8 | 9 | 10 | 11 |
| Meal Bolted 3 75 Golden Granulated 3 85 St. Car Feed screened 29 50 No. 1 Corn and Oats 29 50 Corn, cracked 28 50 Corn Meal, coarse 28 50 Winter Wheat Bran 25 00 Middlings 26 00 Michigan carlots 58 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 31 00 Cottonseed Meal 29 00 Gluten Feed 29 00 Malt Sprouts 23 00 Brewers Grains 27 00 Molasses Feed 24 00 Hammond Dairy Feed 24 00 Oats Less than carlots 59 Terabin, Canada 85@ 90 Corn Carlots 76 Less than carlots 78 Hay No. 1 timothy carlots 11 00 No. 1 timothy ton lots 12 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail .. 55 30 lb. pails, per pail .. 98 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50@ 75 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 20 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20@ 40 Bulk, 2 gal. kegs 1 10@ 30 Bulk, 5 gal. kegs 1 00@ 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 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count. 8 50 Half bbls., 600 count. 4 75 Small Half bbls., 1,200 count 5 70 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover, enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist 2 25 POTASH 48 cans in case Babbitt's 4 00 Barreled Pork Mess 16 00 Clear Back 17 50 Short Cut 15 50 Short Cut Clear 16 50 Bean 14 75 Brisket, Clear 15 25 Pig 17 50 Clear Family 14 00 Dry Salt Meats S. P. Belies 10 1/2 Belies Extra Shorts 9 1/4 Smoked Meats Hams, 12 lb. average. 12 Hams, 14 lb. average. 12 Hams, 16 lb. average. 12 Hams, 18 lb. average. 12 Skinned Hams 13 Ham, dried beef sets. 18 California Hams 8 Picnic Boiled Hams 14 Boiled Hams 19 1/2 Berlin Ham, pressed .. 9 Minced Ham 9 Bacon 11 1/2@ 16 Lard Compound 8 1/4 Pure in tierces 9 1/4 80 lb. tubs, advance 9 1/4 60 lb. tubs, advance 9 1/4 50 lb. tubs, advance 9 1/4 20 lb. pails, advance 9 1/4 | 10 lb. pails, advance 7/8 5 lb. pails, advance 1 8 lb. pails, advance 1 Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 17 00 Pig's Feet 1/4 bbls. 1 00 1/4 bbls., 40 lbs. 1 80 3/4 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef middles, set 40 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 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 45 Potted tongue, 1/4 s 45 Potted tongue, 1/2 s 45 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 6 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 1/4 s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 00 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole 7 @ 7 Small whole 6 1/2 @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock 4 White Hp. bbls. 7 50@ 9 00 White Hp. 1/2 bbls. 4 00@ 5 00 White Hoop mchs. @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 | SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars. 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz. 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars 2 90 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Rosenle 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's, Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapallo, gross lots 9 00 Sapallo, half gro lots 4 50 Sapallo, single boxes. 2 25 Sapallo, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 18 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lbs. 5 Muzzy, 40 lbs. 4 1/4 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 lb packages 4 1/4 16 5lb. packages 4 1/4 12 6lb. packages 5 1/4 50 lb. boxes 3 1/4 SYRUPS Corn Barrels 29 Half Barrels 31 20lb. cans 1/2 dz. in cs. 2 00 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 05 2 1/2 lb. cans 2 dz. in cs. 2 00 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sndried, medium 24 Sndried, choice 32 Sndried, 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 3 @ 11 Gunpowder Moyunc, medium 30 Moyunc, choice 32 Moyunc, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Colong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 34 Sweet Loma 34 Hiawatha, 5lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 33 Protection 46 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 35 Kilo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 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 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails. 40 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 22 Flow Boy, 1 1/2 oz. 39 Flow 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 TWINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 7 25 Bradley Butter Boxes 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 5lb. size, 12 in case. 63 10lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 | Clothes Pins Round head, 5 gross bx 55 Round head, cartons.. 70 Egg Crates and Fillers. Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring.. 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, air red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 9 25 18-in. Cable No. 2 8 25 16-in. Cable No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 60 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 13 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 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 11 Trout 10 1/2 Halibut 11 Ciscos or Herring 7 Bluefish 16 Live Lobster 25 Boiled Lobster 25 Cod 10 1/2 Haddock 8 Pickrel 10 Pike 8 Perch 8 Smoked, White 12 1/2 Chinook Salmon 16 Mackerel 17 Finnan Haddie 10 Roe Shad 10 Shad Roe, each 10 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 6 Green No. 2 5 Cured No. 1 7 1/2 Cured No. 2 6 1/2 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured No. 2 9 1/2 Pelts Old Wood 20 Lamb's 20 @ 40 Shearlings 10 @ 30 Tallow No. 1 4 1/2 No. 2 3 1/2 Wool Unwashed, med. 17 Unwashed, fine 13 | CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case. 8 1/2 Mixed Candy Grocers 7 Competition 7 1/2 Special 8 1/2 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 8 1/2 Cut Loaf 9 1/2 Leader 9 Kindergarten 10 1/2 Bon Ton Cream 10 French Cream 10 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Paris Cream Bon Bons 11 Fancy-In Pails 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 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horchound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crya. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Jotties 65 WRAPPING PAPER Common straw 13 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 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. 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Special Price Current

AXLE GREASE



Mica, tin boxes....75 00
Paragon55 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 12 90
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



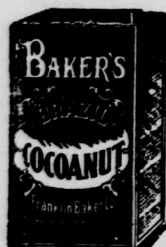
S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection25
Perfection Extras25
Londres25
Londres Grand25
Standard25
Puritans25
Panatellas, Finas25
Panatellas, Book25
Jockey Club25

COCOANUT

Baker's Brazil Shredded



70 1/2 lb. pkg. per case 2 60
85 1/2 lb. pkg. per case 2 60
95 1/2 lb. pkg. per case 2 60
15 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass8 @11
Hindquarters10 @13
Loins11 @16
Rounds8 1/2 @10
Chucks8 @ 9 1/2
Plates8 @ 6 1/2
Livers8 @ 6

Pork

Loins@10
Dressed@ 7
Boston Butts@ 9
Shoulders@ 8 1/2
Leaf Lard@ 9 1/2
Trimnings@ 7

Mutton

Carcass@ 9
Lambs@ 12 1/2
Spring Lambs@ 15
Veal

Carcass6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread extra. 1 00
72ft. 3 thread extra. 1 40
90ft. 3 thread extra. 1 70
60ft. 6 thread extra. 1 29
72ft. 6 thread extra. 1 60

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 25
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinnell-Wright Co.'s B'ds



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
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 90

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 3 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium25
Large34

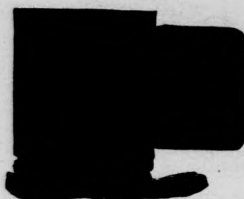
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 65

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gro. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Michigan, Ohio And Indiana Merchants

have money to pay for
what they want. They
have customers with as
great a purchasing power
per capita as any other
state. Are you getting
all the business you want?
The Tradesman can "put
you next" to more pos-
sible buyers than any
other medium published.
The dealers of Michigan,
Ohio and Indiana

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—A new McCaskey No. 420 account register and supplies for \$100, regular price is \$130. Address F. A. C. Iltis, Le Sueur Center, Minn. 835

For Sale—Well-established bakery in thriving Western Michigan town. Trade large and profits good. Reason for selling, owner has other business. John Watkins, 815 Prospect St., Lansing, Mich. 834

Grocery For Sale—In a town of 3,000 population, the best location in the city. Doing the most profitable business on least expense of any store in the town. Sales run from \$18,000 to \$25,000 yearly. Reason for selling, have outside interests that demand my attention. This is a bargain. Write to-day. Address No. 833, care Tradesman. 833

For Sale—General store, located 11 miles N. W. Charlotte and 7 miles S. E. Sunfield. Stock will inventory about \$3,500. Half interest in store building \$425. K. Bosworth & Son, Sunfield, Mich. 832

For Sale—Clothing and furnishing store, first-class city in Michigan. Great bargain. Stock and fixtures almost new. Address W. & G. Manufacturers, care Michigan Tradesman. 831

For Sale—In Idaho, stock of general merchandise. \$7,000 will handle it, fixtures, buildings and living rooms attached. A chance for anyone wanting a good business and healthy climate. Address No. 830, care Tradesman. 830

Administrator's Sale—Retail confectionery business in best location in city, well established; fine business. Price reasonable. Address Mrs. E. C. Brogan, 116 S. Main St., Ann Arbor, Mich. 829

Business Opportunity—Grip has reduced my vitality. Doctors say must rest. Have business worth \$50,000. Will sell all or half interest to right party who will take active interest. Vernon Miller, 150 Nassau St., New York. 841

For Sale—Millinery stock, reduced to \$300, in good business town and farming community. Address L. B. 135, East Jordan, Mich. 839

For Sale—\$8,000 moneymaking undertaking and house furnishing business, established 7 years. Terms. Good location. Reasonable rent. Owner retiring. C. R. Temple, Douglas, Ariz. 838

Farm lands and acres for sale at wholesale prices. L. A. Larsen Co., 215 Providence Bldg., Duluth, Minn. 837

For Sale—One full set stove and range patterns with flasks. Fourteen gas range patterns. Eighteen to twenty coal range patterns. Lot of round stove and open Franklin stove patterns. The complete outfit costing \$15,000 to \$20,000 will be sold cheap. Address "Patterns," 203 German Bank Bldg., Pittsburg, Pa. 836

A well qualified physician and surgeon wishes to hear of good location. Address No. 824, care Tradesman. 824

Best drained cranberry land for sale, from \$50 to \$100 per acre. Write for free information. Room 1211 Chamber of Commerce, Astoria, Oregon. 825

Retailers—We can help you convert a big part of your stock into money quickly and satisfactorily no matter what your local business conditions are. Original and unique ideas make our Special Sales attractive and productive. Write for particulars. State approximate size of stock. References: Bradstreets, Dun and merchants everywhere. Address H. L. Gilmore & Co., Syracuse, N. Y. 826

A first-class cigar and tobacco, pool room and barber shop. Location the best in the city of South Bend, Ind. Reason for selling, too much outside work. Rent reasonable. G. H. Tucker, 110, Main St., South Bend, Ind. 818

For Sale—Stock of hardware, implements, furniture and undertaking; a good paying business; located in a railroad division town of 2,500 population. Address Box 71, Chadron, Neb. 816

For Sale—Store house and lot with barns, stock of groceries and school supplies. Also house and four lots, two barns, etc. Reason for selling, old age. Address L. Box 344, Montague, Mich. 814

For Sale—A bright new hardware stock invoicing about \$3,500, located in one of the best towns in eastern South Dakota, population about 700. State school for the blind located at this point. Address F. H. Greene, Gary, S. D. 813

For Rent—Desirable location for grocery or general store. Address Box 281, Postville, Iowa. 811

For Sale—Stock hardware and implements, invoicing \$10,000; good live town, no opposition; net earnings last year over \$3,000; will sell or rent property. Turpin & Turpin, Crocker, Mo. 810

For Sale Or Exchange—For a stock of goods or cash, 640 acres of unimproved land in Clare Co., Michigan, 3 miles from town on R. R. Price \$5 per acre. Address L. F. Leonard, Farwell, Mich. 823

For Exchange—Fine modern, steam-heated, three-story brick business block, well rented; also other improved property, and some cash, for stocks of merchandise, invoicing \$10,000 to \$50,000. Address Box 56, Marion, Ind. 820

For Sale—Hotel and restaurant at Conde, doing good business. Will sell cheap if taken soon. Address J. O. Decker, Conde, S. D. 809

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

The King is an auto tire that has never yet been punctured, and some of them have been ridden 10,000 miles; with 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—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, Galien, Mich. 808

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

Cash and real estate to exchange for stock of merchandise. Groceries preferred. Address C. T. Daugherty, R. D. 2, Charlotte, Mich. 769

\$25 CASH PAID

to anyone giving me information about a shoe store or shoe stock that can be bought cheap for cash. Will invest from \$1,000 to \$5,000.

P. L. FEYREISEN & CO.
12 and 14 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

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—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

Wanted—Tailor to locate in community of 3,000 to 4,000 people. Address Board of Trade, Montague, Mich. 804

Neat pencil holder, cigar cutter, compass, manicure, (over 20 uses). Dozen 75c. Multiclip, McMechen, W. Va. 790

To Rent—Modern shoe store, 17½x60 feet, steel ceiling, oak shelving, basement. Liebermann & Baird, St. Clair, Mich. 763

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

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

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—Drug clerk, registered or assistant, with plenty of experience. Must be strictly temperate. A steady job for a good man. In reply, give full particulars and references. Address Fox & Tyler, Coldwater, Mich. 844

Wanted—Salesman who has and can make large money successfully placing long-established specialty in various towns and cities amongst small investors seeking legitimate profitable business opening. 425 Putman Ave., Brooklyn, N. Y. 842

Wanted—Competent man about 30, experienced, take charge four men, city route, moderate salary commence. Will increase as he builds up business. 241 Nostrand Ave., Brooklyn, N. Y. 843

Wanted—Young dry goods man, some experience in trimming, card writing. Bright, trustworthy, hustler, preferable if speaking German, Norwegian. Well recommended by former employer. State as to morals, age, if married, experience, when and where. Salary wanted for first year. If can take position at once, address Box 356, Wahpeton, N. D. 840

Wanted—Salesmen with established trade to carry first-class line of brooms on commission. Central Broom Company, Jefferson City, Mo. 819

Wanted—A good salesman competent to buy and sell dry goods, clothing, shoes, etc. Send references from last employers and state wages wanted. J. A. Shattuck & Co., Newberry, Mich. 812

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

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.

IN MEMORIAM.

The Ex-President of the United States has gone to sleep—the sleep that knows no waking—and the nations of the earth encircle in silence the bier, piled high with the lilies and the forget-me-nots which their reverent hands have brought. It is the end to which all powers and potentates must come—the end which laughing youth hears of and forgets, that manhood thinks of and dreads, that old age sees shining before him fair and not far; and here in this mighty presence, with all the world a mourner, it is meet and proper for the comfort of the living and the everlasting honor of the good man gone to speak of the qualities which made him great, of the virtues which won for him a place in the hearts of men and of the characteristics which secured for him and the nation whose President he was a place of distinguished consideration at the council-table of the whole earth.

It is a pleasure to record that he inherited the birthright of the poor, a birthright which includes the heaven-born privilege of meeting and removing the obstacles that met him in climbing the rugged heights. There is no need of saying at this late day that the road was long and rocky and wearisome and that the heights were steep; that he met them as determined youth in America always meets them—with unflinching front and vigorous fists; but it is well to say here, because the same trait appears all along the line of his strenuous life, that once he felt that his duty lay in the path before him, the removal of the impediment followed as a matter of course. Circumstances which he could not control kept him from the college training which he craved; but remembering the torch that lightened Lincoln's law book in the Western log cabin he blazed a way for himself to the law office and put out his sign, a sign that stands to-day for hard work done, for difficulties overcome, for success achieved; every one of them winning the praise, the respect and the gratitude of the home that he had helped to sustain and the admiration also of the community for the boy who had run the race and won the prize with the odds fearfully against him.

It did not take long for the citizens of Western New York to conclude that they had work for this duty-inspired comer among them. Erie county needed a sheriff and Grover Cleveland was chosen for the office. He filled it and filled it full. There are sheriffs and Sheriffs and he proved to be one with a capital letter. The county learned to its delight that duty in office meant trustworthiness in office, an idea which later on crystallized into "a public office is a public trust." They learned, too, that honesty and faithfulness and determination not might be but are virtues which the public has a right to demand of its servants; that, while "to the victor belong the spoils," at the division of these the public is always to be on hand, to be reckoned with, to be in fact the one to claim the lion's share and for the same reason, and that

for the first time in years a man in office could be faithful to his trust. So the city of Buffalo wanted an honest mayor and elected the county sheriff. So the Empire State wanted an honest governor and Grover Cleveland was made Governor of New York. The old homely idea of duty that, a pillar of cloud by day and of fire by night, had guided and guarded the people's champion on his way from obscurity to the shining heights still hovered over him; and not only the county, the city and the State repeated the praises of the Governor, who for the sake of right dared to grapple with wrong, but the Nation began to wonder if she herself should not, ought not, ask this man of men to come up higher. The work done in the cities of the plain made answer, and in 1884 Grover Cleveland was elected President of the United States.

For more than the quarter of a century the Republican rule held sway. It had its friends and its enemies, but friends and enemies alike were surprised to learn that the legend of "the spoils" had another than the old translation. The public was declared to have rights which even the law-givers were bound to respect, and the grand army of office-seekers were duly informed that under the new administration the Civil Service rules held. Anarchy was abroad in the land. From its hiding places in the Old World it crawled into the New and lifted its hateful head in the West, where with fangs and darting tongue it was offering defiance to the law, when the President with a duty to do did it and the snake was scotched. "The Monroe doctrine," said the then President to Europe, whose covetous hand was reaching out after Venezuela, "was intended to apply to every stage of our National life, and can not become obsolete while our Republic endures;" and with that sentence the Western continents were immune from the greed and aggression of the Eastern Hemisphere.

So then, whether the county or the State or the Nation claims him, it is the same tie that binds. The old idea—his idea—of duty, of responsibility, of public trust, of devotion of self to country—these are the qualities which made this man great; these are the virtues that endeared him to men's hearts and minds, and these are the characteristics which secured for him a worthy place among the world's great men.

What Some Other Cities Are Doing.

Written for the Tradesman.

A number of Kalamazoo real estate dealers met with Secretary Clement, of the Commercial Club, recently to discuss plans for the future betterment of the city. The plan that Anderson, Ind., has carried on in co-operation with its realty dealers was discussed and may be adopted in Kalamazoo.

Lake Odessa has followed Benton Harbor in ordering that all dogs running at large shall be muzzled. The ordinance is effective until Oct. 1.

Ann Arbor has elected a committee of fifteen prominent citizens to

have charge of the industrial fund of \$40,000 recently raised in that city. The Board of Commerce will get a line on factories and then refer them to the Committee, which will pass upon the propositions and decide whether or not assessments shall be levied to assist in bringing the industries to the city.

The Thursday half-holiday for the grocery clerks of Battle Creek is now a certainty, the innovation to begin July 2. There are over fifty grocery stores in and around Battle Creek and, with one exception, all have consented to close. About 150 clerks as well as proprietors, their wives and children will be affected.

The Business Men's Association of Benton Harbor has voted in favor of keeping the stores open July 4, since the holiday comes on Saturday. It was also decided to keep the stores open three nights each week, Monday, Wednesday and Friday evenings, this arrangement having been tried for some time with satisfaction.

The newly-formed Business Men's Association at Adrian has been named the Adrian Industrial Association and will be incorporated. Col. P. F. Graves will continue as President, with A. B. Park as Vice-President, W. O. Palmer as Secretary, and E. N. Smith as Treasurer.

Kalamazoo has secured the services of Walter E. Hartley, of Sheldon, Ill., as director of the playground to be established at Lovell and Pine streets. The playground will be opened July 6 and will be made a center for all children seeking clean, joyous, free play.

St. Joseph has come to the aid of the Graham & Morton Transportation Co., which recently opened war on local ticket scalpers by obtaining an injunction restraining certain individuals from further engaging in the ticket brokerage business.

"Bigger, Better, Busier Hillsdale"—that is the motto adopted by the Business Men's Association of that city.

Benton Harbor is to have a milk and food inspector.

The Council of Traverse City has made a start toward giving the young people of the city bath houses.

Morning glories and wild cucumber vines are soon to be planted on the west side of Grand River at Lansing as a result of the efforts of the City Federation of Women's Clubs.

Almond Griffen.

Saginaw Board of Trade To Increase Membership.

Saginaw, June 30—At the last meeting of the Board of Trade the matter of increasing the membership was discussed at some length. It was decided to give an excursion on the Flora to Point Lookout on the afternoon of Friday, July 10. This will be by invitation and will bring together for a social time the main body of Saginaw's business men in all lines of trade, manufactures and professions.

Communications and recommendations regarding "Merchants' Week" were referred to the Committee on

Trade Interests. The matter of a turpentine distilling plant for this city and factory for various chemical products from pine stumps was referred to the Committee on Manufactures.

A communication from the Acting Secretary of the Detroit Board of Commerce to President Linton, regarding the charter membership, dues, etc., of that organization and the annual dues thereafter, was read. This organization was originally started with 200 charter members, who each subscribed \$100. After the formal organization in 1903 the admission fee was fixed at \$25 and the annual dues at \$25.

The subject of trunk line stone roads from this city to the county limits, three roads leading out from each side of the river, was brought up by P. F. H. Morley, discussed and referred to the Committees on Public Improvements and Municipal and Legislative.

Mr. Heavenrich advanced the question of the use of buttons for advertising Saginaw. This, as well as advertising medals and maps, received discussion and the matter was referred to a special committee, composed of Max Heavenrich, P. F. H. Morley and John Popp.

E. C. Mershon advocated a swimming pool on the west side of the river, accompanying his suggestion with a liberal offer as a starter to meet the expense. This matter was referred to the Committee on Public Improvements. The topic was considered of great importance and it is hoped that sufficient interest will be shown to insure a fine, safe river bathing place for the youth of this city.

The question of a Saginaw circular was discussed, and it was decided to secure and send out several thousands of the circular prepared by the Board of Trade. This matter went to the Committee on Statistics and Publications with power to act.

BUSINESS CHANCES.

For Sale—First-class grocery and meat market in Whiting, Ind. Established 25 years; rent \$35 per month; reason for selling, other business to attend to. Price for fixtures and stock, \$2,500. Address Lock Box 166, Whiting, Ind. 849

For Sale—Dry goods stock. Also furniture and fixtures. Enquire of L. Bushnell, Northport, Mich. 852

An up-to-date bakery and ice cream business. Doing \$30,000 business yearly. It will pay to investigate. Ill health reason for selling. Address C, 280 Main St., Oshkosh, Wis. 851

Wanted—Situation as manager or salesman in hardware store, 12 years experience. Can furnish the best of reference. Address No. 850, care Michigan Tradesman. 850

Drug store for sale, exchange or partnership considered. Best business location for any kind of business in Michigan. Population 30,000, rapidly increasing. Established 45 years. Paying. Good stock, etc. Business or business knowledge, with some means that will harmonize, considered. Best of reasons. Address A. C., care Michigan Tradesman. 846

For Sale—Wood working plant, Iron-ton, Mo., with power equipment. Apply W. D. Biggers, 1120 Penobscot Bldg., Detroit, Mich. 847

For Sale—Small stock of drugs and fixtures owned by C. A. Pitcher, Battle Creek, Mich., will be sold at public auction on July 9th at 4:00 p. m. Good opportunity for right party. For particulars write Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 848

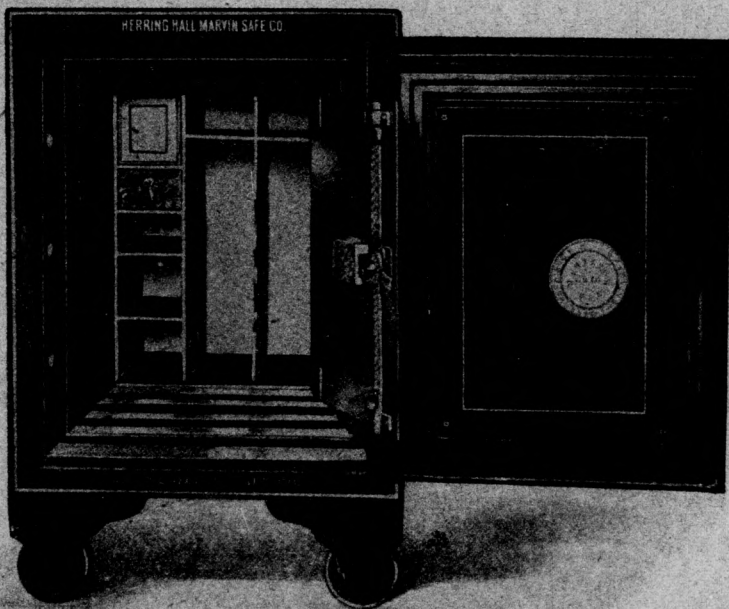
For Sale—Who wants my new modern bakery, mixer, gas engine, freezers, etc.? New stock. Will sell or rent. Weldon Smith, Phone Citiz. 145, Lowell, Mich. 845

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.

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

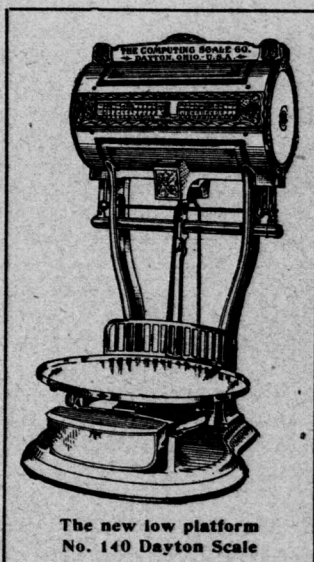
The **best** and **safest** way to secure trade and hold it is to use such methods as will promote **absolute confidence**. Impress upon your customers the fact that you are trying to be **fair** and **square** with them. The **surest** way to show this is to use

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



Do You Realize

That you can make an average profit of 25 per cent. by selling

PAW-NEE OATS

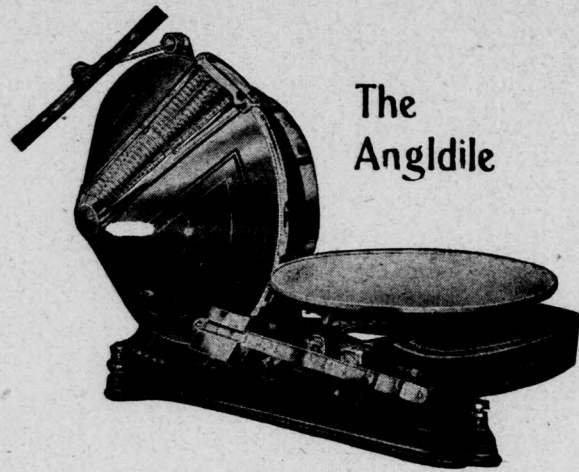
Positively the highest grade rolled oats on the market today that is sold at a popular price.

Made from high grade White Oats and sold to you at a price that is **right**, so that you can sell at "popular prices," and we don't dictate your price to the consumer, we leave that to your judgment.

Better order now.



Quality and Price



Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angldile and the price is of interest to every one who uses a Scale. For the first time you can buy an honest Scale at an honest price.

Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

Let us convince you.

Angldile Computing Scale Company

Elkhart, Indiana



No Night Work Posting Accounts

Are you obliged to spend your time these hot summer evenings posting accounts?

Would you not like to be at liberty to leave the store when your clerks do and know that all the accounts were POSTED RIGHT UP TO THE MINUTE and everything about your store was in a systematic condition?

Would you care to spend these warm evenings Driving, Automobiling, Trolley Riding, Visiting the Parks, or Swinging in a Hammock on your front porch?

If you were using the McCASKEY ACCOUNT REGISTER you would not be obliged to swelter in a hot, stuffy office after supper, but would be free to enjoy some of the pleasures that mankind is entitled to.

The McCASKEY does the WORK, SAVES you MONEY, EARNS MONEY for you and GIVES you leisure time for THOUGHT and RECREATION.

Let us give you further information—FREE for the asking.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

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

Agencies in all Principal Cities.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids