

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

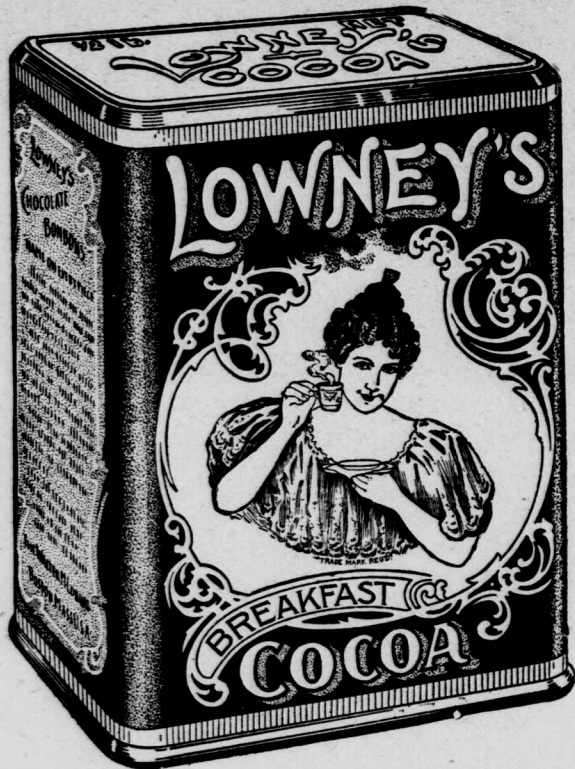
Genuine and Original TOASTED CORN FLAKES

and are looking for this signature on the package

W. K. Kellogg



Toasted Corn Flake Co., Battle Creek, Michigan



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

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

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

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 8, 1908

Number 1294

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 Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids

Majestic Building, Detroit

ELLIOT O. GROSVENOR

[Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

TRACE YOUR DELAYED FREIGHT Easily

and Quickly. We can tell you how. **BARLOW BROS.,**

Grand Rapids, Mich

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

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KALKASKA'S BIG FIRE.

Monday morning's papers told us in outline the story of an experience at Kalkaska which, it seems, must inevitably come to all new towns sooner or later. The major portion of the business section of Kalkaska was destroyed by fire.

This district constituted the west side of the main street, with the tracks and station of the G. R. & I. R. R. on the opposite side. Singularly enough, with many old-time frame buildings in this district—structures which for years have been considered a fire menace by the Kalkaskians—the Sunday conflagration began in a three-story brick building, one of the finest blocks in the city, and with a southerly wind prevailing the fire swept northward, thereby saving from destruction a three-story frame hotel building which has long been a dangerous structure and a disgrace to the town in more ways than one.

Monday morning, besides bringing the news of the fire, brought many of the business men of Kalkaska, who had hurried to Grand Rapids to buy new stocks of goods to replace the merchandise destroyed. And these men left others at home busy making preparations for rebuilding and for improving present quarters that business might be interrupted as little as possible.

And so the inevitable fire coming to a new town works many benefits. It causes merchants and all other citizens to awaken to new and greater appreciation of their town, it inspires local loyalty, courage and determination.

It forbids any crying over spilled milk. It publishes to all neighboring cities and villages the fact that the community assailed by fire is but temporarily shocked and that under the stress lies a community of interest which begets co-operative pride, pluck and decisiveness.

Such is the exhibition just now afforded by Kalkaska. New and better business buildings are already

going up; new and better protection against fire will be provided and meanwhile merchants, professional men, artisans and all are working bravely together, saying, "It might have been worse and we are bound to make our town and its opportunities better than ever."

PERNICIOUS PRACTICE.

The Tradesman has probably had as much criticism to offer over the work of the State Dairy and Food Department as any publication in the country, but in one respect it finds itself in hearty accord with the Department.

This is in relation to the controversy between the Department and Armour & Co. concerning the use of cereal in sausage. No one will contend with sincerity that cereal adds to the wholesomeness or keeping quality of sausage. It does enable the manufacturer to add a larger percentage of moisture, which will, of course, fry out of the meat when it is cooked, thus serving as a fraud on the consumer.

There seems to be hardly any limit as to the amount of moisture which can be worked into sausage under these circumstances, and because of this fact and because unfair competition causes men to do peculiar things sometimes, the use of cereal renders it impossible to establish a standard for sausage and places a premium on the man who can sophisticate it and dope it the most.

The Department is making an energetic fight on this abuse, with a view to absolutely prohibiting the use of cereal in sausage, and in this work the Tradesman desires to accord it all the assistance possible.

THE CHEERFUL LOSER.

Sir Thomas Lipton, the genial Irish Baronet, who has already made three unsuccessful attempts to "lift" the America's cup, proposes to make a fourth attempt if the New York Yacht Club will make certain concessions which he will propose. In order to make sure of success this time Sir Thomas will build two boats and race the one that develops the higher speed.

A decade ago Sir Thomas Lipton came across the Pond towing the first Shamrock, and perfectly confident that he would lift that cup, but he failed. Two years later the plucky Irishman came again with a second Shamrock, and again defeat was his portion. Undaunted by two reverses, the Baronet tried a third time, but that venture was more disastrous than either of the others.

Sir Thomas was such a cheerful loser at all times that everybody felt sorry for him and admired his pluck, hence when he announced a

year ago that he would contest again everybody hailed the announcement with joy. The project for a fourth challenge for the America's cup fell through at this time, however, for the New York Yacht Club declined to agree to sailing the race with 58-foot boats, holding that to return to a smaller type of yacht would lower the standard of importance which the international contests have attained.

This year it is said that the challenger proposes to make no other condition than the application of the New York Yacht Club's universal rule allowing time allowance for vessels of smaller water line length. Just how the new condition to be attached to the challenge will be viewed by the New York Club remains to be seen, but it is safe to expect that the holders of the coveted trophy will not insist upon unreasonable conditions or fail to waive non essential points. At any rate it is to be hoped that Sir Thomas Lipton will have his chance to lift that cup which he and his British friends so fondly covet.

TOO MUCH OVER-RUN.

One of the unfortunate results of the campaign conducted by the State Dairy and Food Department in the interest of a larger over-run among the factory creameries of the State is beginning to be felt wherever Michigan creamery butter is marketed. Both handlers and consumers are complaining that it lacks the grain which was a distinguishing feature under former conditions; that it is salvy in consistency and mussy in appearance; that it is almost impossible to keep the goods, even in cold storage, for any reasonable length of time, without their going off flavor.

These conditions have been brought about largely by the clamor for more over-run. Many of the creameries are working in 15 per cent. of water when they should hold their moisture down to 8 or 9 per cent. They are also working in an excess of salt and, by the use of a butter worker inside of the churn, are incorporating in the butter a considerable percentage of casein, which tends to cause the butter to deteriorate in quality after it has been made a few days, even when kept in cold storage.

Unless the crazy strife to secure more over-run is checked Michigan creamery butter will rapidly lose the superior reputation it has long enjoyed in the markets of the East. It will also lose the confidence reposed in it by the consumers of Michigan.

Social sympathy is the solvent of many theological barriers.



Snappy Exhibits Help Hot-Weather Goods.

Anything that the storekeeper can do on a torrid day—be he druggist, grocer or hardwareman—to make the pedestrian forget for a moment his uninvigorated condition is going to help that dealer's trade.

One merchant—a hardware fellow—conceived the idea of making his exhibit of hot weather goods a matter of profit to himself and pleasure to his customers and this is how he accomplished his intention.

He has three pretty young lady daughters and he called their services into requisition. They were nothing loth to fall in with his proposition. Besides being good looking in face and figure they have good common sense—rare combination in these days of vanity and frivolity. They can cook as well as play the mandolin, guitar and piano and can serve the dainties that come from their shapely hands as deftly as could the trained assistants of the caterer.

So this hardwareman with the trio of charming daughters rigged up his window as an attractive kitchen piazza.

On the three unglazed sides he had real wire-netting panels, with a door in the center of the background. The floor was covered with linoleum, supposedly to make it easier to keep clean than if of exposed wood. A kitchen-cabinet of ash stood against one end of the wire screening and there were two plain straight-backed chairs, a small rocker and a matting-covered couch of the same unpretentious wood. A large table, also of ash, with commodious drawer capacity, occupied the end of the porch opposite the cabinet. Standing at the latter and at the table were the three pretty daughters, engaged in fixing up dainties calculated to tempt a mid-summer appetite. For three hot-weather days the hardwareman sold "sandwiches" (as I saw the word spelled on a lunch counter sign in a depot restaurant the other day), ice-cold lemonade (no picnic variety, either) and also delicate little cup-cakes baked in a big gas stove by a caterer up in the family's real kitchen over the store. The sandwiches were triangular, with the crust removed—crisp lettuce, with a delicious dash of mayonnaise dressing, ham and tongue.

A long counter next the window had been cleared and completely and evenly covered with a strip of white oilcloth, which was kept in a continuously-immaculate condition, and here the sandwiches, cakes and lem-

onade were served at all hours of the day to a hungry crowd.

One sign read:

Step
Inside
and
Buy
a
Bite

Another said:

Ice-Cold
Lemonade
Right here
In the Shade
of
the
Old Apple Tree

Accepting the invitation to step inside one found that the "old apple tree" was no myth for apple tree branches hung from a framework converted the counter and its vicinity into a cool-looking bower. If perchance any leaves dropped on the counter they were immediately removed; no litter was allowed to desecrate the cleanliness.

This hot-weather window was to sell a new kind of tin cutter for making triangular sandwiches and a new sort of wooden lemon squeezer—not wooden lemon but wooden squeezer.

The dutiful daughters donated their time. When Pa Hardwareman counted up the cost of everything the store was \$75 to the good, which he was "good" enough to turn over to the three girls for a little trip to the Falls.

I forgot to say that every tumbler got a clean wash, and a polish besides, at the hands of experienced help, which was one potent reason why so many pails of the "ice-cold" went down dusty throats. The sandwiches were wrapped in squares of paraffined paper. Mustard and salt and red pepper there were in plenty to make them relish—if that were necessary, but it wasn't. The ham was nice and tender, without too much fat left on the slices, and the tough outside had been removed from the tongue—which is a "heap sight more" than can be asserted of those "sandwiches" in that depot restaurant which I was obliged, by a disagreeable exigency of travel, to sample.

Of course, to make any money in a sale of this sort a merchant must sit down and figure out carefully the cost of even the smallest item. The weather, the time and everything else must be right; there must be no conflicting outside interests to draw the people into the outskirts of the town, like a ball game or a circus, etc.; also, the town must be

one of considerable size to make such an effort a success.

Large Sales of Hammocks.

A display that resulted in large sales of hammocks is described as follows:

"This display was put in on Flag Day, but, aside from a draped wax figure in the middle, it might easily have been arranged for any other occasion.

"The size of the window was 15½ x 7½.

"Near its center in the rear was placed a small elm tree, with its branches spreading in all directions. From the tree was hung at its head a white hammock. The other end was attached to a pillar in the diagonally opposite corner. In the hammock lay a large doll holding in her lap a picture book and a small flag was in her right hand. To keep her from getting lonely four or five Teddy Bears and as many dollies were lying around her.

"Standing behind the white hammock was the dummy swathed in the National colors and with a plain white sailor on her head. The silk band was red, white and blue. On the dummy's belt was a big white star representing the State of Oklahoma—Number 46.

"The floor was thickly strewn with green excelsior over green cheesecloth, which gave a grassy semblance and harmonized pleasingly with the greenery above. A 12-inch electric fan was concealed in the window and kept the leaves in motion, producing a most realistic effect and serving to attract the attention of passersby. Ten hammocks were exhibited. These were spread to their greatest width and were hung from a high ledge in the background. The lower ends and ropes trailed on the imitation grass. Every hammock was plainly ticketed with its price, the tag of each having pinned to it a small flag. The hammocks' designs were all handsome and there was no clash in their colors.

"A large display poster pictured a girl of the season sitting in a hammock, with this phrase below:"

Yours
for
a
Comfortable
Summer

Guessed He Got It.

When W. L. Brownell, of Kalamazoo, was in Grand Rapids a few days ago he took a ride to Reed's Lake on a Cherry street car. After the car passed East street the conductor, one of the kind who acts like a stockholder, stood over the Kalamazoo wit and bawled:

"Did I get your fare?"

Brownell was in deep thought, and, without raising his head, quietly replied:

"I guess you did; I didn't see you ring it up for the company."

The conductor found business on the rear platform and the passengers enjoyed a hearty laugh.

Formalities are the substitutes with which the empty heart tries to make up for faith.

Price Cards and Their Value.

People like to know how much a thing is going to cost.

It may be that a regular price is a bargain price; that often occurs, and the only way people are to know about it is to be told in an advertisement.

If there is a sale on hand, or if there exists a condition of affairs which makes an immediate and decided increase in trade desirable, then the quickest, and surest, and cheapest way to do it is to advertise some cut prices.

Even then the prices in the advertisement need not be all cut.

In any well bought stock there are a great many extra values. There are job lots to be bought, and there are frequent bargain sales by jobbers and manufacturers, of which the retailer may take advantage.

Prices are positive, direct, exact information.

If a dry goods man advertised a certain sort of silk, giving a full description without prices, I doubt very much if he would get any direct returns from his advertisement.

You can describe one silk, worth fifty cents per yard, and another worth four dollars per yard, in almost the same words.

It is the price that puts the edge on the description, and tells a woman at once whether she can afford to buy that piece of goods.

She is not going to take the trouble to go down town to the store to find out what the price is.

At least, not one in fifty will do it.

I believe in putting enough "literature" in an advertisement to make it readable, but I believe in cutting it as short as possible.

Take enough room to describe goods fervently and vividly, but do not forget that the most vivid thing you can put in the description is the price.

Also do not forget that it need not be a cut price.

In the advertisement without prices, the thing to be gained is the making of an oft repeated, pleasant expression of certain salient store features.

That is a good thing, but it is not impossible to accomplish this end and, at the same time, bring a direct response to the advertisement.—Hardware Reporter.

His Only Objection.

Mrs. Bricabrac—And what is your objection, Edward, to buying a piano for Muriel?

Bricabrac—I'm afraid she might want to play it.

Who Does Not Know

W. A. RALSTON & CO.

Merchandise Sales Specialists and High Class Auctioneers?

To know US means MONEY to you. Ready Cash is what we guarantee when we apply our Special Sales plan to a stock of merchandise. NO MATTER WHAT THE CONDITION OR WHERE LOCATED. If you wish to raise MONEY by reducing or closing out your stock at a profit, just write us about our never-failing Sales plan. It is a hummer.

Write today and learn more about us, and the greatest modern Sales System of the hour. Do it now. Don't delay. We can help you.

W. A. RALSTON & CO.

Suite 407-409 Exchange Place Bldg.
Rochester, N. Y.

Personal Debts Destroy Good Reputation.

There is one drawback in having established unlimited credit; it is so easy to get into debt. While it would be insanity to advise against the establishment of such credit, it certainly behooves a lot of workers to stop and think twice or three times before going ahead and taking advantage of credit that is established. For it is so that debts are accumulated, and if ever there was anything that plays the part of the millstone around the workers' necks it certainly is debt. And with good credit they are so easy to contract.

This ease is only equaled by the hardships incident to getting out of them. Some never get out. And those who do have a fight that handicaps them in the battle for success, in which a man can not be hampered with incidental fights.

A clerk in one of the railroad offices of the city, by the name of Perkins, had a good reputation and good prospects. His salary was \$75 a month, which was not a lot, but being unmarried and with a big advance just ahead of him, his lot was good enough. He had not saved much money; in fact, when his sister married, Perkins went into debt to the extent of \$60 in buying clothes for the occasion.

Sixty dollars was nothing; he would have that paid off in a few weeks, he thought. But before the weeks were half over one of his friends came to him with a hard luck story and got Perkins to in-

dorse his note for \$100. The loan came from a loan shark, but Perkins knew that the friend was good, and lost no sleep over it. The tailor began to press him a little for his account—he was that kind of a tailor—and in order to stop the duns Perkins went to the loan shark and got \$50 on his own note. He had such a good reputation.

Of course, the friend for whom Perkins had indorsed skipped without paying a cent. The shark came down on Perkins for the money. Perkins at first resolved to fight it, but on the advice of his seniors, who warned him that the company loved not to have its employees get into the hands of money lenders, he bowed to the disagreeable and concluded to pay. Of course he had to borrow elsewhere to make a beginning, and eventually it came about that Perkins was in debt to half a dozen different loan men, including one or two in the office.

At this time the advance was due. But also by this time Perkins' reputation had fallen off until it was common talk around the office that his position hung by a thread. He had been unable to meet his payments on time, and had borrowed more and more. He had got the habit, and the original \$150 had expanded to \$300. Every payday one or more collectors waited upon him and asked him for money. Sometimes they got it, sometimes they didn't. In the latter case they managed somehow to let his employers know about it. And so when Perkins went in to ask

for his advance the boss told him he liked his nerve, but not his habits, and his resignation would be accepted at once.

Said the head: "If a man can't manage his own affairs any better than you have, aside from the question of honesty, he certainly can not manage ours any better."

Which was quite true.

There is nothing dramatic, no story in Perkins' fall, just a plain statement of common facts. It is only one case of a hundred, and merely illumines another of the myriad of pitfalls that beset the way of the worker, and which he must avoid if he is to succeed. But if it could be borne in mind until the next time a debt opens its inviting gates to you, it might save an awful tumble into oblivion.

Adrian Menton.

Use Balloons for Weather Forecasting.

The weather man as a balloonist promises to benefit incalculably his fellows. The main reason for the meteorologist's inability to talk definitely beyond the twenty-four hours limit and the main reason for his failures as a prophet are traced to the fact that the wind is the chief factor in weather, that it goes at different speed and in contrary directions at different altitudes, and that if it is blowing in the form of an exceptionally deep stratum or volume from the direction of a large body of water it would doubtless be laden with moisture, which eventually will

descend in the form of rain unless the course is changed.

If these conditions are not known at a height of three or four miles terra firma observations are often misleading. Capt. A. Hildebrandt and the international commission for scientific aeronautics have followed the example set in 1783 by Montgolfier to use the balloon for weather forecasting.

At more than thirty points in widely separated parts of the globe balloons and kites equipped with self-recording instruments are sent up. Some are captive, some are free to drift whithersoever the wind lists. The captive weather balloon is simple to manage. But the ever increasing weight of the cord puts a limit to the height which they can reach. The free balloons, which sail off at the pleasure of the wind, at first need great care, because from the moment they are liberated the observations depend on automatic arrangements, which readily are put out of gear.

Burning Denaturad Alcohol.

Denatured alcohol smokes when it is burned in an ordinary spirit lamp. To prevent such annoyance proceed as follows: Use an ordinary kerosene burner without the chimney. After lighting the wick turn it up until it nearly touches the cone. The result is a blue flame, and there is no further smoke nuisance.

The world is not lifted to virtue by picturing it as wholly vicious.

Have You Any Customers Who Make Butter?

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



"Size up" your customers and see if you don't find a number who make butter in a little or a big way.

If you have such customers, are you selling them their butter color?

If not—why not?

The sooner you send a trial order for

Dandelion Brand Butter Color

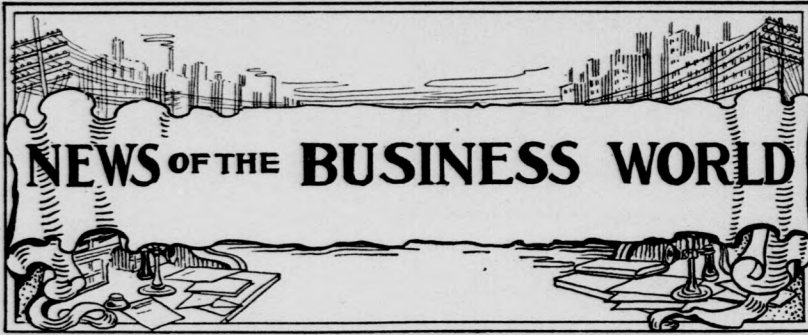
Purely Vegetable

the sooner you will open a new line of steady profit, for Dandelion is the acknowledged standard of the world.

If you sell butter made by your customers, you will have a double profit; one on the color, and one on the improved butter.

Isn't this proposition worth looking into?

WELLS & RICHARDSON CO., Burlington, Vt.



Movements of Merchants.

Wayland—E. G. Smith has engaged in the clothing and men's furnishing goods business.

Alpena—The McAlpine Shoe Co. has leased a new store, to which it will remove on August 1.

Ithaca—The grocery firm of Schaul & Otto has been dissolved, Mr. Schaul continuing same.

Ithaca—Kernen & Sherrick will succeed C. W. Dickens in the bakery and confectionery business.

Three Rivers—Johnathan Reitz is succeeded in the meat business by Grover McAlpine, of Allegan.

Kellogg—J. J. Terry has sold his general stock to Peter A. Berggren, of Elkhart, Ind., and returned to Allegan to reside.

Cheboygan—The grocery stock of J. H. Barrowcliff has been sold to John Ritter and son, Perry Ritter, who will continue the business.

Conklin—Wm. A. Lovelace has purchased the general stock located in the Cazier building and will continue the business at the same location.

Cheboygan—E. S. Taylor has sold his grocery stock to George Frost. Mr. Taylor will return to Pickford and devote his time to the business there.

Lake Linden—Adolph G. Mogk has retired from the drug firm of Deschamps & Mogk, which business will be continued by A. E. Deschamps.

Dowagiac—S. Tobias, who was formerly engaged in general trade here, has opened a shoe store here. The firm name will be the Tobias Shoe Co.

Bloomington—Wm. Whitney has sold his interest in the Bloomington Lumber and Produce Co. to Edgar H. Smith, who will take his place as manager.

Richmond—Baldwin Hasselbach is succeeded in the grocery and meat business by Allington & Weeks, who will abandon their old stand, continuing business in the Hasselbach market.

Lake Odessa—Wm. McCartney has purchased a part of the millinery stock of H. M. Prichard & Co., who suspended business some time ago on account of the illness of Miss Helen M. Prichard.

Kalamazoo—Edward P. Foley has purchased the grocery stock of Jacob Donker, 112 West Water street, and will continue the business at the same location. Mr. Donker will spend the next year in Germany.

Alpena—The Alpena Coal Co. has merged its business into a stock company under the same style with an

authorized capital stock of \$10,000, all of which has been subscribed, \$623 being paid in in cash and \$9,377 in property.

Detroit—Andrew Cunningham, for the past twenty-three years engaged in the drug business in Detroit, has removed from Monroe avenue to a store on Gratiot avenue, where he will conduct business under the name of the Standard Drug Store.

Iron River—A corporation has been formed under the style of the Iron Mercantile Co. to conduct a general merchandise business, with an authorized capital stock of \$15,000, of which amount \$9,000 has been subscribed, \$1,500 being paid in in cash.

Constantine—The Armstrong Drug Co. has purchased the stock of Walker, Lull & Co. and is refitting the store. The new firm comprises J. W. and Ross Armstrong, both of whom have been engaged in the drug business at Middleville. It is the intention of the firm to continue the store in Middleville as well as the one in Constantine.

Cadillac—Murphy & Diggins are laying a mile and a half of railroad from their old headquarters in Boon township into Colfax township. The grading is completed and the road will be ready for use in a short time. The camp headquarters will be established on section 33 in Colfax, where Murphy & Diggins will be engaged in lumbering for the next five or six years. They have in that vicinity nearly 4,000 acres of hardwood and hemlock which they will cut off.

Manufacturing Matters.

Escanaba—The capital stock of the United Logging Co. has been increased from \$100,000 to \$250,000.

Jackson—The O. F. Schmid Chemical Co. has increased its capital stock from \$50,000 to \$75,000.

Albion—The Gale Manufacturing Co., which makes implements, has increased its capital stock from \$500,000 to \$800,000.

Battle Creek—The M. M. Candy Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$4,400 being paid in in cash.

Detroit—The Swivel Trolley Wheel Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$3,000 being paid in in cash and \$2,000 in property.

Detroit—A corporation has been formed under the style of the Wm.

Reid Glass Co. to handle glass, paints, oils and varnishes. The company has an authorized capital stock of \$1,000, of which amount \$500 has been subscribed, \$150 being paid in in cash and \$100 in property.

Grandville—A corporation has been formed under the style of the Grandville Elevator Co., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash. Douglas M. Jenison is the largest stockholder, his holding being \$1,750.

Menominee—Local lumbermen are much pleased with the movement of lumber during the last week. There has been considerable demand for all sorts of lumber and judging by the large number of buyers that are in Menominee and Marinette during the present week a general improvement is noticeable in the market. Local lumbermen hope for a good ending of the present shipping season.

Cadillac—The Cummer-Diggins sawmill is closed down for two weeks for repairs. Practically the entire mill force is at work in the woods, helping move camp and making repairs. The camp is being changed from section 19 to section 27, Boon township, where headquarters will be maintained a year while several sections are being cut over. The camp buildings are sectional and are being moved to the new location on cars.

Manistique—Last week showed an improvement in the lumber market due to the increase in building in this section of the northwest. Building materials are selling lower than for some years and this is serving to stimulate building. Southern pine is at present interfering some with sales of hemlock in the north. It is said that southern manufacturers with limited capital and heavy indebtedness are selling their lumber at a loss rather than risk their entire business by closing down their plants.

Cadillac—The Cadillac Turpentine Co., recently capitalized at \$150,000, has been given a site and bonus by this city valued at \$5,300. The company agrees to maintain a payroll of at least \$4,000 a month. Before the present week has closed work will have been started on the plant, which will be located near the plant of the Cummer Manufacturing Co. It is believed that in about sixty days the buildings will be completed and a new line of business started that will mean much for this city and vicinity. There will be a market for all the pine stumps within hauling distance. Reclaiming all the land from which stumps will be pulled will result in an improvement that will be appreciated only as time goes on and the land becomes a valuable addition to this farming community.

New Crushed Fruit.

Take equal parts of pineapple and strawberry crushed fruits, and, instead of diluting with the plain syrup, use equal parts of orange, lemon and vanilla syrup. Serve like other crushed fruits. This makes a rich flavor and is proving very popular with my trade. I call it "California Fruit Sundae."

Business Changes in the Buckeye State.

Creston—J. W. Turner has sold his grocery stock to Carson & Tyler.

Fostoria—Petter Bros. will discontinue the clothing business.

Columbus—J. A. Sterling has been appointed receiver for Webber & Julian, bakers.

Lima—A corporation has been formed under the style of the Gas Power Producing Co. with a capital stock of \$250,000.

Marysville—O. A. Cranston, who conducts a bakery, has lost his place of business by fire.

New Franklin—E. M. Andrews has purchased the drug stock of A. W. Whitlow.

Youngstown—Ben Leeland is about to start a confectionery store.

Ashland—A meat market has just been opened by Art Sponsler.

Cincinnati—Andrew E. Hagemann has made an assignment of his notion stock to Frank H. Williams.

Columbus—The Franklin Stove Co. has been incorporated with a capital stock of \$35,000.

Mansfield—A corporation has been formed under the style of the McFarland Lumber Co. with a capital stock of \$10,000.

Canton—A corporation has been formed under the style of the Canton Telephone Seal & Lick Co., which has a capital stock of \$10,000.

Ashland—W. S. Fickes has sold his jewelry stock to Chas. Hawk.

Astabula—Anderson & Friedman have engaged in the confectionery business.

Bellaire—James & Lee will retire from the grocery business.

Benton Ridge—The grocery and meat business formerly conducted by Doty Bros. will be discontinued.

Marietta—The Union Hardware Co. has increased to \$100,000.

Lancaster—The Whetsel Grocery Co., of Wellston, will open a branch store here.

Wellsville—Clyde and J. Lyons have made an assignment of their grocery stock.

Nelsonville—The Royal Coal Co. has been incorporated with a capital stock of \$10,000.

Newark—F. Caine has sold his grocery stock to Elmer Horton.

Sandusky—Geo. Spier has purchased the grocery stock of Henry A. Scheuffer.

An Authority.

Bibbs—I understand that you lost money on that chicken-raising experiment of yours?

Boggs—Yes, I did; but I expect to get it all back again. I'm writing a book on how to raise chickens.

Didn't Want It Pulled Out.

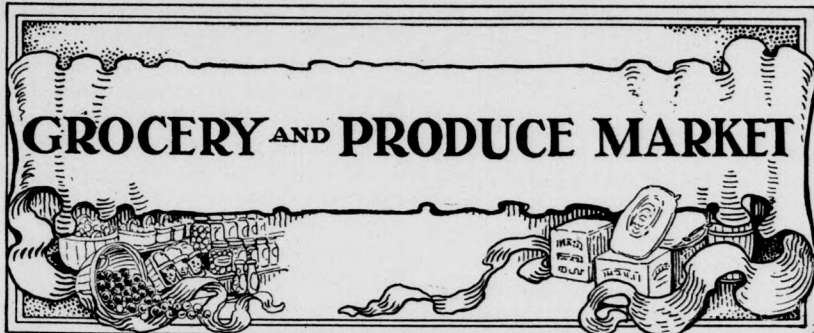
Mrs. Naggs—Don't you know that wearing your hat in the house will cause your hair to fall out?

Mr. Naggs—Yes; but then I prefer to lose it that way.

The Day After the Fourth.

Mrs. Kicker—That pinwheel I bought here yesterday had no powder in it.

The Clerk—I know dot, lady. It vos a safety pinwheel.



GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Harvest fruit commands \$1@1.25 per bu.

Bananas—\$1.50@2.25 per bunch.

Beets—30c per doz. bunches.

Butter—The creamery market shows a decline of 1c on all grades during the week. The bulk of the receipts show heat and have to be shaded from 1@2c under the price of the best. Stocks in storage are about the same as a year ago, and the make is normal. If the present hot spell continues the percentage of extras will likely grow lighter each week. The market, generally speaking, is in a healthy condition, and no important change will likely occur in the near future. Creamery is held at 23c for tubs and 24c for prints; dairy grades command 18@19c for No. 1 and 17c for packing stock.

Cabbage—\$1.50 per crate for Tennessee; \$2 per crate for Louisville.

Cantaloupes—California Rockfords command \$1.50 for 54s and \$2 for 45s. Georgia fetch \$1.25 for either 54s or 45s.

Carrots—20c per doz. bunches.

Celery—25c per bunch for home grown.

Cheese—The make is as large as it will be and the quality is running very fine. The trade believe the market is as low as it will be. The consumptive as well as the speculative demand is very good and absorbs everything on arrival.

Cherries—Sour command \$1.50 per crate of 16 qts. Sweet fetch \$2 per crate. The crop is proving to be larger than was expected.

Cocoanuts—\$4.50 per bag of 90.

Cucumbers—40c per doz. for hot house.

Currants—\$1.25 per 16 qt. case, either red or white.

Eggs—Fresh eggs are scarce and 1c higher than a week ago. The receipts clean up on arrival, and the market is in a healthy condition. If there is any change in the near future it will probably be another advance. Local dealers pay 17c on track, holding case count at 18c and candled at 19c.

Gooseberries—\$1.25 per 16 qt. case.

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.

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

Onions—White Silver Skins (Texas Bermudas) command \$2 per crate. Yellows fetch \$1.75. Louisville Yel-

lows in 70 lb. sacks command \$1.50.

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

Peas—\$1 per bu. for Telephones.

Peaches—Alberts from Georgia in 6 basket crates command \$1.50 for choice and \$1.75 for fancy.

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.

Potatoes—Old are scarce at 85c per bu. New are strong on the basis of \$3.75 per bbl.

Poultry—Local dealers pay 9@10c for fowls and 16@18c for broilers; 10c for ducks and 1c for turkeys.

Radishes—10c for Round and 1c for Long.

Raspberries—\$1.75 per 16 qt. case for red and \$1.50 for black.

Spinach—60c per bu.

Tomatoes—40c per 4 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7½@9c for good white kidney.

Watermelons—\$3 per bbl.

Wax Beans—\$1.50 per bu. for home grown.

case. The crop is large in size and fine in quality.

“Get your commencement present here,” was the flaming announcement of a book and notion store which attracted the attention of the writer a day or two ago. Since the last commencement of the season had taken place some three weeks before it was very evident that the proprietor failed to keep in touch with either his calendar or the timely purchases of customers. The bulletin was in chalk, hence could have been changed to be effective by substituting birthday for commencement.

No one is at this time of the year looking for a graduating present, hence the appeal stands small chance of getting business. Possibly some one may be in quest of a wedding or birthday gift and give the place a trial with the thought that the demands are of a similar nature; but the indirect suggestion will certainly win only by chance, if at all.

Worse, the slackness is so manifest that one can not but be impressed with the feeling that he who has no more interest in the way time is moving is not to be depended upon to furnish up-to-date goods. To stay half the summer in the same rut is a poor indication of progress. While this failure to keep abreast of the calendar may not always assume the position of the ludicrous, it may be and is taken as a good index to the character of the man.

The Grocery Market.

Sugar—The market is strong and active, with more indications of an advance than a decline. Warner and the Federal are holding granulated at 5.40. The other refiners are steady at 5.30. All the refiners are limiting contracts to seven days, so that there is little speculative buying at this time.

Tea—A letter received from Japan yesterday indicates that the market conditions set forth in the Tradesman last week are without change. All advices lead to the belief that the advance in medium and low grade teas will hold. Stocks of nearly all the low grades in this country are depleted, practically nothing being offered for sale under 20c.

Coffee—Rio and Santos grades are without particular change. Mild coffees are steady and unchanged, Java and Mocha unchanged and moderately active. The general demand for coffee is fair.

Canned Goods—Tomatoes are unchanged, both spot and futures, prices ruling firm on account of the unfavorable outlook for the coming crop in Indiana and Maryland. There is no particular change in corn, but the market continues to show a strong tone owing to the poor crop outlook. The demand is good. Peas continue firm. Packers on the Coast are apparently not getting the business on futures that they expected and some of them show a willingness to shade opening prices in order to increase sales. Peaches on the spot are in fairly good supply and prices are gradually lowering to a level with futures. Spot apricots are about cleaned up, the market showing no inclination to decline until the new pack begins to come. Gallon apples show no animation, prices ruling steady. The canning of strawberries is practically over and prices rule high, as this year's pack was materially cut off on account of poor weather conditions in growing districts. Raspberries and blueberries are very strong, with supplies of 1907 pack nearly exhausted. The spot red Alaska salmon market is very firm, and the same is true of all other grades of which there is anything left unsold. Inquiry for spot goods continues good and the small available supplies are being rapidly absorbed. Reports from Columbia River indicate that this year's pack of Chinooks will be about 40 per cent. of a normal output. Domestic sardines are in extremely light supply.

Dried Fruits—Apricots are unchanged as to futures and weak as to spot fruit. The demand for both is light. Currants are unchanged and very dull. Raisins are unchanged in price and in light demand. The packers seem to have decided on 6¾c coast for fancy seeded and 6¼c for choice. Citron, dates and figs are unchanged and in slow demand. Prunes are in very light demand at prices which are unchanged, both spot and future, and both in primary and secondary markets. Peaches are unchanged in price and in light demand.

Provisions—Smoked meats are firm

at the recent advance. The present high price is likely to continue, owing to the fact that hogs are scarce and bringing high prices. Pure and compound lard are firm and unchanged. There will likely be an advance in both grades. Barrel pork, dried beef and canned meats are all firm and unchanged.

Fish—Mackerel is in good demand. New shore fish are wanted at unchanged prices. New Irish are also in good demand, at prices that show no change from last week. The comparatively low prices of new mackerel have knocked the ground from under old Norways, which have declined several dollars per barrel. Salmon is unchanged and in fair demand. No future prices on future sockeye or Alaska salmon have as yet been made. Sockeye prices are expected to open about on a basis of last year. Red Alaska may open a little above last year, as spot salmon is at present selling on a little higher basis. Domestic sardines are unchanged in price and in fair demand. Deliveries are a little delayed. The run of French sardines has been fair of late and prices on the new pack are below last year. This has reduced the market on spot sardines. Norwegian sardines are unchanged in price and in fair demand.

The Drug Market.

Opium—Conflicting reports are still received from the primary market. The price shows wide fluctuations.

Morphine—Has advanced 20c.

Codeine—Has advanced 30c.

Bay Rum—Is in large demand, at reduced prices for Puerto Rico.

Quinine—Is steady.

Citric Acid—Is very firm and tending higher.

Wood Alcohol—Has been advanced 5c per gallon.

Denatured Alcohol—Has also advanced.

Oil Lemon—Seems to have reached bottom and 5c advance is noted.

Oil Peppermint—Has declined and is tending lower.

Quince Seed—Is in better supply and has declined.

The Kalkaska conflagration has thus far resulted in orders for three stocks being placed in the Grand Rapids market. The Hazeltine & Perkins Drug Co. has booked orders for complete drug stocks from H. E. Stover and E. M. Colson. Monday forenoon the Judson Grocer Co. booked an order from Cole Bros. for a grocery stock. The goods were shipped in a car, which was taken to Kalkaska on the through freight Monday night, arriving in Kalkaska before breakfast Tuesday morning. By noon of Tuesday Cole Bros. had enough of the goods unpacked and installed in their temporary quarters to enable them to resume business.

The Lemon & Wheeler Co. have furnished a new stock of groceries to C. L. Forman, of Mancelona.

A monkey has one advantage over man—his clothes never go out of style.

INITIATIVE AND NERVE.

Dominant Traits of Big Successful Americans.

Inertia is the arch foe of success. The man who gives way to passive ambition represented only by dissolving thought pictures stands a poor show of being numbered among the figures that stand head and shoulders above the host that are doing the world's work.

Most of our "big men" in their youth plugged each hole as it came to them in the revolving disk of opportunity lest for them the wheel might cease to revolve and the chances that come in a lifetime be forever lost. These "big" men were steadfast enough and industrious enough to endure self-denial while they wrestled with peculiar occupations that served them as stepping stones to other and greater opportunities. They mapped each road in the labyrinth of life's ways as they came to it, keeping their eyes open for the turnings that lead from the paths of mud to the boulevards of asphalt.

There is an old Scotch speech often repeated to young people unwilling to start at the beginning in the land of heather. It runs:

"Mother and father started life on porridge and are winding it up on chukky (chicken). Son and daughter want to start with chukky and risk ending life on porridge."

With the foregoing as a suggestion, it is interesting to consider the lives of prominent men of Chicago and the United States and note how few of them started out with "chukky" and in what a large proportion of cases their early occupations appear highly incongruous when compared with present positions. It is this element of incongruity which renders the lives of successful men enchanting stories.

John G. Shedd, head of Marshall Field & Co., was one of those who started on "porridge." Forty-one years ago this spring he slipped in the treacherous snow of a New Hampshire sugar grove and pitched to the bottom of a little gully with his "yoke" and two pails of maple sap, the contents of one of the pails being precipitated largely into the gaping top of his right cowhide boot.

"Where are you going?" shrieked an older brother through spasms of laughter at the accident.

"Going to find something better than farming," retorted John G., fuming.

Within a year the 16-year-old boy was "clerking" in the store of Solomon Sanders in Bellows Falls, Vt.—a mean little establishment that to outward appearances did not look like a preparatory school for "merchant princes" of 1908. But it was "better than farming," young Shedd thought. When 22 years old Mr. Shedd was applying to Marshall Field in Chicago for a job in the old firm of Field, Leiter & Co. With some doubts the head of the firm consented. The man who started out

carrying pails of sap might have been a sap carrier yet if he hadn't taken the opportunity offered by the little store in Bellows Falls.

"Marriage to a good wife and a chance table of figures coming to my eye proving that I couldn't afford to smoke on a salary of \$10 a week had more to do with my accumulating wealth than all else in life," says Mr. Shedd in reference to his rise, about which he is retiring. "A good wife is an inspiration always; that I couldn't afford to spend money on cigars as presented by that one table of figures started me to saving portions of my income so that when I had the opportunity to buy into the house of Marshall Field & Co., I had the money to buy."

The late Nelson Morris, founder of the great packing firm of Nelson Morris & Co., began life by being sent out as a peddler on foot in Connecticut. He ran away from the peddling job and for a year worked as a charcoal burner and in other lowly occupations. His trip to Chicago was accomplished by working his way on a canal boat and finally by walking in on foot.

He secured employment in the old Sherman stockyards for \$5 a month and room and board. In the winter time he sold the use of his bed three times a week while he spent the nights driving hogs about to keep them from freezing to death. He was not overlooking any chances to demonstrate that, no matter how unencouraging one's situation may be, energy may raise him above it.

By extra work he managed to save more than his salary. His first venture was the buying of smothered hogs for rendering purposes. The rise from hog driver to packer will stand for generations to come as one of the most remarkable achievements of the self-made men of Chicago.

Joy Morton, capitalist, spent his early life in freighting with his brothers on the Nebraska plains when Nebraska was the "wild and woolly" West. He might have been something vastly less successful than he is if he hadn't entered the Merchants National bank as an errand boy.

Charles F. Gunther, the candy manufacturer, who is well known in the public life of Chicago, was a mail carrier in Pennsylvania in his youth. He made a round trip of forty miles daily for 25 cents a day.

Edward Hines, the wealthy lumberman, started as a "tally boy" with the lumber inspection firm of Peter Fisk & Bros., receiving the salary of \$4 a week.

Gov. Charles S. Deneen was a school teacher in 1882, and for three years thereafter. Then he became a law clerk in the office of Master in Chancery Weller, from which, by successive stages, he ascended to the highest office the state of Illinois affords.

William Lorimer, member of congress from the Second district, is a Chicagoan whose early preparation for legislative halls was acquired

while he was handling papers as a newsboy. Later he worked in a packing house and still later as a street car conductor.

Frederick Bode, who is one of the public spirited citizens of Chicago with substantial wealth and President of Gage Bros. & Co., wholesale millinery, started as errand boy for D. B. Fisk & Co. in 1871.

David R. Forgan, of the Chicago Association of Commerce, at the age of 15 entered the Clydesdale bank in Scotland as a messenger. Now he is an authority on the subject of banking.

John Farson, capitalist, studied law and was admitted to the bar. Instead of following the profession for which he was educated he became a banker.

E. J. Brundage, corporation counsel of Chicago, was employed as a clerk in railroad offices in Detroit and Chicago. He studied law in leisure hours. Mr. Brundage would have made as good a railroad man as he has a lawyer, his friends say.

R. T. Crane, President of the great Crane Company, had little time for study when he started as a machinist in Paterson, N. J. A combination of inventive and commercial genius operated to lead him to Chicago. Martin Ryerson helped him out by giving him a small piece of real estate on which to build a tiny brass foundry. And the machinist became a millionaire manufacturer.

Instead of becoming a great merchant, John V. Farwell might have become a preacher or might have grown up as a clerk in the city hall. He always has been religiously inclined. When he was about 20 years old he was engaged in reporting the meetings of the city council at \$2 per meeting. According to one of his biographers he was so conscientious in reporting the conduct of some of the aldermen of the time that he was deposed from his job. Much to the chagrin of the aldermen he continued for quite a length of time to report the meetings without pay. He was one of the United States Christian Commission during the Civil War.

Former Gov. Richard T. Yates, of Illinois, made his living when he was younger than he is now as a newspaper reporter. Newspaper reporters who stay any considerable length of time in the work are not at all apt to quit it even though sometimes they may be unwillingly fascinated. So really it is a wonder that "Dicky" Yates is not reading "copy" on some downstate paper to-day.

Clarence A. Knight, general counsel for the Chicago and Oak Park and the Northwestern elevated railroads and the Union Loop, was a school teacher in his youth. He came to Chicago to study law in the office of Spafford, McDaid & Wilson. By so doing he spoiled a good teacher to make a good lawyer, those who have known him all his life say.

Chief Justice Harry Olson, of the Municipal court, also was a school teacher before he became a lawyer. He taught a primary class in a school

where all the children knew him and wanted to call him "Harry." If he hadn't had the grit to fight his way through a course of legal study, he might be a teacher yet. As it was, he got along far enough in the educational field to be the youngest principal of a school in Illinois at the time.

Charles H. Hulburd, broker and President of the Elgin Watch Co., was a successful and "rising" young lawyer, when one day he took the notion that the Board of Trade would suit him better than the law. The new occupation has proved to be a good fit.

Fred A. Busse, mayor of Chicago, started out to be a hardware man with his father. He branched out into the coal business and politics. Had he stuck in the hardware store he might be selling lawn mowers instead of sitting in the mayor's chair.

Charles Warren Fairbanks, Vice-President of the United States, used to be a correspondent for the Associated Press. The switch of fate made a lawyer of him and threw him into politics.

George Ade was a newspaper reporter. Some lucky hits in feature writing blazed the way to writing the plays which are bringing the Indian wealth.

Assistant Superintendent of Police Schuettler used to be a gripman in the days when the old cable cars were novelties. If being a policeman hadn't paid a little better, somebody else now would be filling the job of criminal expert extraordinary for the city of Chicago.

Even President Roosevelt comes within the category of successful people who formerly pursued professions vastly different from their present ones. He went West when a young man and became a cowpuncher. Perhaps it isn't entirely correct to say that he ever changed completely from that profession, if the cartoons printed during his vacations convey any degree of truth.

James Hamilton Lewis, the graceful former congressman from Washington, started out rolling barrels as a stevedore on the docks at Seattle, Wash. Could any idea be more incongruous in connection with Chicago's Beau Brummel than the idea of rolling barrels as a stevedore? But "J. Ham" did it, and what's more, he's proud to tell about it. For one who knows "J. Ham" to say bluntly that he still might be rolling barrels and put an "if" after it is frankly impossible. That sad duty must be left to somebody who knows him only at second hand.

If Thomas A. Edison had continued in his first occupation, he might now be a gray whiskered old "train butcher," selling sweets and prize packages instead of becoming the greatest electrical genius in the world. But Edison became a telegraph operator, and the start thus obtained in things electrical opened the way to success.

John D. Rockefeller might now be an old Ohio farmer spending the winter of his life on the back porch

of a frame farm house in Northern Ohio if he hadn't gone to Cleveland when 16 years of age to work as an office boy. He made small opportunities into big successes and became "the richest man."

Charles K. Harris, writer of "After the Ball," before writing the song was a struggling banjo teacher.

If Sir Hiram Maxim hadn't been clever with the jack knife when he was a barefooted boy living in Sanguerville, Me., he might never have invented the gun that bears his name and would not have been knighted by the late Queen Victoria. The chances are that he would have grown up in the coach building business to which he was apprenticed. When he carved out a wooden fore-runner of the famous gun, the boy did not know that the 50-cent jack knife in his hand led on to a fortune.

If Charles M. Schwab hadn't been willing to leave a clerkship in a grocery store in Pittsburg for a job at a dollar a day in the Carnegie works, he might now be weighing out tea and sugar instead of becoming one of the Carnegie group of steel magnates. A little conversation in the store with one of Carnegie's superintendents did it.

The late Charles T. Yerkes might have grown up as a clerk if he hadn't learned a business lesson by buying soap at an auction sale for 6 cents a pound and selling it to a grocer for 9 cents a pound. From that day Yerkes resolved to be a man of affairs.

If E. H. Harriman had been content with his lot as a section hand, he might be carrying a dinner pail to-day.

H. C. Frick probably would be in the flour business to-day if he hadn't utilized his ability to take advantage of Pennsylvania's natural resources and become a coke king. He started business life as a clerk for his grandfather, who was a flour merchant and distiller.

The late Marshall Field slept under a counter and saved his money. Had he "blown it in" he never would have become a great merchant prince. Probably he would have died a clerk.

If Harlow N. Higinbotham hadn't invented ways of collecting bad debts for his employers he might now be a superannuated book-keeper. But luckily, he had wits and was industrious enough to use them.

R. W. Emerson.

Nothing To Be Thankful For.

Elizabeth's mother did not teach her little daughter much that she should have learned about religion; nor did the father.

The other day a guest said to the little girl: "Elizabeth, does your father say grace at the table?"

"What grace?" returned the little girl innocently.

"Why, thanks for what you have to eat."

"Oh," replied Elizabeth, now enlightened, "we don't have to thank any one for what we have—we always pay cash."

You can not have harmony within yourself without conflict without.

REFUSE TO CO-OPERATE.

Volunteers of America Insist on Working Independently.

The city is just now swarming with solicitors of various kinds, most of them representing alleged charitable and philanthropic movements.

Among the questionable projects now being presented to our people is a "picnic for the poor." This project is being exploited by four solicitors who are sent out under the direction of the Volunteers of America and who have probably succeeded in raising several hundred dollars. The picnic is to occur on July 23 at North Park. One of the four solicitors is a woman who has six children, the youngest, an infant about a year old, totally blind and covered with sores. Her home is anything but wholesome from a sanitary and cleanly standpoint. Her husband receives \$2.50 a day as an employe of the Grand Rapids Gas Light Co. She is doing the soliciting for a commission.

In this connection it may be well to give a little history of this organization in this city: The former officer in charge proved to be a defaulter, both to the Volunteers and to the public, and for several months the work here has been looked after by two women who have given their time in unstinted manner to looking after the interests of the poor, nursing the sick and feeding the hungry. No greater self-denial has ever been practiced in this community than by these two women, but, because they would not hold public meetings in the streets and make collections for a Christmas dinner—which, whether conducted by the Salvation Army or the Volunteers or any other organization of similar character is usually largely fraudulent—they have been superseded by a man and his wife from another town. The newcomers propose to conduct a wood yard and lodging house and restaurant and enter extensively on the work of reformation, regeneration and philanthropy. Acting under the direction of Adjutant Barry, of Chicago, they refuse to co-operate with the other charities of the city and propose to ignore the Charity Organization Society. So long as they take this course and insist on working independently of the other established charities of the city and are not in harmony with the Charity Organization Society, they should not be given one penny by any man or woman who believes in the theory of organized charities, individual investigation and painstaking distribution. Grand Rapids is thoroughly committed to the idea of making the Charity Organization Society a clearing house for all the other charities of the city. This plan has been approved by the Protestant and Catholic churches, by the Salvation Army, the Rescue Mission and the City Poor Department, and until the Volunteers of America are willing to work in harmony with the other charities of the city they should not be given any contributions by the charitably inclined people of this city.

The home for erring colored girls, established by Mrs. Goggins on Bates street, is without an inmate. There appears to be no possible excuse for the existence of this institution and any one who is approached to contribute money to this cause would do well to investigate the matter thoroughly.

The home for erring women so long maintained by Mrs. McKee at 1053 Oakdale avenue has been closed for some months and will probably remain closed for a year or more. Mrs. McKee and her husband are making an extensive tour of the Pacific Coast. This has been one of the questionable charities of Grand Rapids and it is to be hoped that the home will never be opened again on account of the peculiar manner in which the money for its maintenance has been secured and the even more peculiar methods pursued in dealing with the inmates.

It is reported that another quasi-religious movement is headed this way in the shape of the American Salvation Army. This is said to be a fraudulent institution, pure and simple, with no visible object except graft and pillage. The people who make a business of acquainting themselves with charitable matters are prepared for this movement when it comes and will see that it is properly exposed and exploited by the daily newspapers.

The Holland Union Benevolent Association, now located on the corner of East Bridge street and College avenue, is considering making an appeal for \$20,000 with which to erect new buildings. This appeal should not be permitted to be made under existing circumstances. The present location is not a proper place for a home of that character. It should be in the country or in the suburbs of the city where a tract of four or five acres can be secured, on which the old people can have a garden and raise their own vegetables, as well as keep cows and chickens. The old people who are inmates of the home are very largely tillers of the soil and most of them would be much better employed if they had a garden so they could delve in the ground. Under present conditions they are kept in idleness and have nothing to do but loiter about the premises. Most of them are said to be very unhappy on account of their enforced idleness and many of them have expressed a desire for some sort of occupation.

Better Alive.

A Washington man tells of a dinner he once had at a farmhouse in Virginia, on which occasion the piece de resistance was a particularly tough chicken.

Among the others at table were the farmer's two young sons. These, as well as the Washingtonian, were struggling unsuccessfully to make some impression on their respective portions of the aged fowl, when the youngest boy turned to his companion and observed, sotto voce:

"Tom, somehow I kinder wish old Dick hadn't a-died; don't you?"

Kalamazoo Picnic a Complete Success.

Kalamazoo, July 1—Nearly 1,000 people attended the big grocers' and butchers' picnic at Gull Lake yesterday. The weather was ideal for an outing such as the Grocers' Association and the butchers of the city had planned. There was no hint of rain in the early part of the day to keep any timid people from attending and the weather was neither too warm nor too cool, but just right for picnicking.

There were nearly 1,000 people gathered at the Traction office yesterday morning to take special cars for the Allendale grounds at Gull Lake and from the time the first happy picnicker boarded the car until the last one was home last night every one had a good time and there was not an accident nor unpleasantness to mar the day.

One of the features of the sports programme at the Lake was the baseball game with teams made up of grocers and butchers opposing each other. It was great baseball. In the ninth inning the game was a tie, 9 to 9, and as the teams seemed to be so evenly matched that there was no chance for either to break the tie, even if they had played a week, it was decided to call the match off. It required two umpires to keep the details of the game in mind and see that no one "slipped anything over" on anyone else. They were Remus Bell and Ed. Linnehan and their work was so excellent and generally free from flaws that characterize the work of the average umpire that it is probable that they will soon receive offers to join the staff of the Southern Michigan League.

The big dinner under the trees at the Allendale grounds was a feature of the day which excited as much interest as anything and everybody brought along their fresh air appetite, so that each person was able to do ample justice to the profusion of viands that had been provided as a very necessary adjunct to the outing.

With an excellent picnic dinner, plenty of opportunity to go boating and a splendid programme of sports and games the outing was one of the most successful, if not the most, ever given by the grocers and butchers of this city.

Better Provender.

At a dinner not long since there was told a Scotch story of a parishioner who had strayed from his own kirk.

"Why weren't you at the kirk on Sunday?" asked the preacher of the culprit on meeting him a day or two later.

"I was at Mr. McClellan's kirk," said the other.

"I don't like you running about to strange kirks like that," continued the minister. "Not that I object to your hearing Mr. McClellan, but I'm sure you widna like your sheep straying into strange pastures."

"I widna car a grain, sir, if it was better grass," responded the parishioner.



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OF BUSINESS MEN.

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TILT OF THE PRESIDENTS.

Unmindful of the maxim President Roosevelt "rushed in where angels fear to tread," and the world is good naturedly chuckling over the result. College discipline has decided a student with a clouded record can take no part in any athletic contest. Two members of the Harvard crew were suspended almost on the eve of the Yale-Harvard boat-race for infringing upon some college rule and President Roosevelt, a Harvard alumnus, deeply interested in the approaching contest and thinking success depended upon the muscle of the debarred men, asked President Eliot if it would not be more fitting and just to substitute another punishment, adding: "It seems to me, and we feel sure to the great body of graduates it is, unfair and unnecessary to make all of us suffer for an offense of this kind for which some other punishment might surely be found."

To this President Eliot makes answer: "A keen and sure sense of honor being the finest result of college life, I think the college and graduates should condemn effectually dishonorable conduct. The college should also teach that one must never do scurvy things in the supposed interest of or for the pleasure of others. Each man did a dishonorable thing: One violated in his private interest and in a crooked way a rule made in the common interest, while the other gave a false name and did not take subsequent opportunity to give his own. The least possible punishment was putting them on probation, but that drops them from the crews."

The affair is common enough and one that is constantly taking place where authority and discipline exist, the amusing feature in this instance being that the man usually represented by the big stick should after all like the rest of men be found pleading, with Bassanio, "To do a great right, do a little wrong," to be met with the unruffled "It can not be."

At bottom, however, there is the same principle—obedience to the law; but here, as elsewhere, the law was made for the other fellow to obey, not for us. No stealing of the public lands, says the decree; but the thieving senator stole notwithstanding and to-day in consequence is arrayed in stripes at the expense of the Government. That is the trouble in San Francisco now. "Men guilty of atrocious crimes succeed in escaping punishment" and "men of wealth, of high business, and in a sense of high social standing" are banded together against the law, just as the college students who are on probation, "socially well connected and members of the crew," hoped to get off and tried to get off, because they were they and not the other fellows for whose benefit the laws were enacted. The fact is the lawlessness of upstartism, winking at the dishonesty and dishonor, if it brings success, plays the same old game and if successful, relying on its social position and its money, coolly asks, as Tweed did some years ago: "What are you going to do about it?"

It does seem as if there might have been a little let-up in the case of the students; but after all President Eliot is right and President Roosevelt is willing to concede as much while rubbing his smarting knuckles. There is to be no difference whose ox has been gored; no wrong is to be done, be it big or little, that right may follow, and if the world is ever going to realize that "a keen and sure sense of honor is the finest result of college life," in college if anywhere should the realization be driven home; and the life out of college, be it that of an alumnus or not, can do nothing better than to give its heartiest support to the college law.

There is no proof that President Eliot's reply followed a reading of President Roosevelt's inspiring letter to Rdolph Spreckels, who is fighting to a finish the San Francisco corruption, but a single paragraph in this connection is worth reading: "It is of small consequence to you, or to any of us who are engaged in this work, whether men think well or ill of us personally; but it is of very great consequence that we should do the work without flinching, on the one hand, and, on the other, without losing our good-humored common sense, without becoming angered and irritated to a degree that will in any way cause us to lose our heads."

It is evident that President Eliot, reading or not reading the advice to Mr. Spreckels, did not lose his head.

When religion means closing the eyes it never means keeping the mouth shut.

People with putty heads usually like to think that they have brittle hearts.

Worms of the dust make poor leaders of men to the Divine.

Nagging people are always praying for peace in glory.

THE NATIONAL DEFICIT.

With the close of the fiscal year, on Tuesday of the present week, the fact was established that the deficit in the National revenues compared with expenditures was \$60,000,000 in round figures. Of course, this does not mean that the public debt has been increased to that amount, as, fortunately, there was a surplus created in previous years that could be drawn upon to wipe out the deficit in current revenues. The significance of the excess of expenditures over revenues is to be found in the certainty that unless the nation economizes or the revenues increase, either from fresh taxation or a great increase in imports or consumption of articles upon which internal taxes are levied, the surplus will rapidly be absorbed and the public debt will have to be added to.

The disbursements for the year have reached the great total of \$659,000,000, which is \$80,000,000 more than in 1907, and more than in any previous year since the Civil War, while the revenues were \$64,000,000 less than last year. The falling off in the receipts from customs duties is readily accounted for by the recent business depression, which greatly reduced the importation of many dutiable articles, while the lessened receipts of internal revenue, derived mainly from liquors and tobacco, may reflect, also, the influence of restrictive legislation.

As the big deficit had been expected for some time, and as it merely uses up some of the accumulation of previous years, it has occasioned no anxiety in financial circles. The disquieting phase of the situation, however, is that the recent session of Congress, which made appropriations for the fiscal year now beginning, took no heed of the condition of the National finances, but actually appropriated more money than ever before, having achieved the unenviable distinction of spending more money in a single session than the first billion-dollar Congress did in its two sessions.

Although everybody is disposed to dodge the subject on the eve of a presidential campaign, it must be evident to every public man that something must be done in the near future in the way of developing new sources of revenue. Some wise men might advocate a reduction in expenditures, which have grown enormously in recent years, but if the advocates of retrenchment were pinned down to a selection of the appropriations that could be cut off it would soon develop that nobody is seriously advocating retrenchment. Nobody, for instance, would seriously attempt to reduce pensions, the cost of the Army and Navy, or the cost of building the Panama Canal. If deficits for the future are to be avoided new sources of revenue must be developed.

It is not an easy matter to provide new taxes. The people already believe they are sufficiently taxed and would resent increased indirect taxes, such as higher tariff duties and increased internal revenue taxes. An income tax would be impracticable,

and a tax on checks, notes, deposits and other items that have been taxed in the past for war purposes would be unpopular. The problem is a serious one and can not long escape the earnest attention of our statesmen. That the imports will improve some with a return of prosperity is probable enough, but the prospect is not bright for an increase in internal revenue receipts, owing to restrictive legislation with respect to the liquor traffic in so many states. It is very plain, however, that unless new sources of revenue can be provided, expenditures will have to be cut, even at the expense of the efficiency of some of the Government services.

THE NEXT CENSUS.

Although the time for taking the next census is still two years off, preparations are already in progress for the immense work. With the growth of the country in population and material resources the task of compiling the census increases with each decade, and naturally the cost increases proportionately, and, like most public enterprises in this country, is much greater than it should be.

The cost of the census is estimated at \$14,000,000. It will require the services of 70,000 people, many of these for a long term. Of the enumerators there will be an army of 65,000. While these will be under civil service rules, it is deemed inexpedient to appoint them according to civil service methods. There will be 330 district supervisors and several thousand clerks.

The statistics to be gathered will cover not only the whole of the continental limits of the United States, but the distant possessions as well, exclusive of the Philippines. The latter country will not be covered because a complete census was taken in 1903, and it is not deemed wise to impose such a great expense on the people of the Islands so soon again. But the census will be as complete in Alaska, Hawaii, Puerto Rico, Guam, Samoa and the Panama Canal Zone as in the United States proper.

An innovation to be attempted is the commencement of the enumeration in April instead of in June. It has been found that so many people are away from home in the summer that the accuracy of the enumeration is affected. Many people are either omitted altogether, or are listed in the wrong places. April being well in advance of the vacation season it is believed that the enumeration at that time will prove more accurate.

While the preparations for taking a census are of necessity vast, the difficulty has been in a large measure minimized by the legislation which perpetuates the Census Bureau, thus keeping its machinery operative at all times. This fact will facilitate the appointment of supervisors, clerks and the army of enumerators that will be required.

If a man has to leave home to find rest, he hasn't the right kind of a home.

NATURE'S OPEN SECRET.

In the parable of the Prodigal Son there is one lesson taught that is perhaps too often overlooked. It will be remembered that when the younger brother returned after having wasted his substance in a far country the elder brother remonstrated with their father for the warmth and generosity of the reception accorded to the wanderer. "Lo, these many years do I serve thee," he said, "neither transgressed I at any time thy commandment; and yet thou never gavest me a kid, that I might make merry with my friends. But as soon as this thy son was come which hath devoured thy living with harlots thou hast killed for him the fattest calf." But the father replied: "Son, thou art ever with me, and all that I have is thine. It was meet that we should make merry, and be glad; for this thy brother was dead, and is alive again; and was lost, and is found." The elder brother is thus reminded that he has suffered no injustice. His property right had not been impaired. The younger brother had spent, wasted, "the portion of goods" that fell to him. He had nothing left, and there was no proposal to give him any part of the remaining estate. "All that I have is thine," said the father to the elder brother, and, in effect, he added: "What thy brother has spent is gone forever. He has no proprietary interest of any sort here; but that is no reason why we should not love him and forgive him."

It is a mistake to suppose that repentance and reformation carry with them a restoration of health, a recovery of fortune or a retrieval of reputation. A wise man said: "You may disregard the principles of ability and be forgiven; you may violate the laws of your country and escape punishment; but if you transgress the laws of nature the penalty will be inexorably exacted." Indeed, the laws of nature are the laws of God, and if they were not inflexibly executed there could be no science, no certainty of result in any undertaking, and the whole cosmos would revert to the reign of "chaos and old night." Therefore, throughout the whole realm of nature a fixed order of cause and effect must prevail. And the same principle applies to a certain extent in the moral world. Forgiveness does not necessarily involve release from all the injurious consequences of evil-doing. The generous father in the parable took the returning prodigal to his bosom, but that display of goodness on his part would hardly suffice to reinstate the erring youth in the confidence of his old friends and neighbors. Society proceeds upon strict rules of judgment, founded deep in the wisdom of experience. Reputation and influence are, for the most part, slowly acquired, but when they have been once lost their recovery is still slower and more difficult.

It is, then, a great mistake to suppose that one may sow wild oats in his youth and reap nothing of serious consequence. "Whatsoever a man soweth that also shall he reap." That is simply a declaration of the reign

of law—the old universal law of cause and effect. If one sows wild oats he will reap wild oats, and not the wholesome domestic sort. Occasionally some young and immature person leaves home, as he expresses it, to see life, and he has in mind a kind of life that is not much in evidence in quiet and respectable neighborhoods. In reality he has a diseased curiosity, a desire to see men and women at their worst, to drain with them their cups of pleasure, and to join them in the sports that kill. The end is disillusion and disgust. Certainly nothing is more interesting than life from its lowest forms to the highest. Science, philosophy, philanthropy, literature and art are all concerned first, last and all the time, with life. Whoever has these higher interests in life need dread no solitude, need never long for those terrific excitements which are the essential food of people who live upon their nerves. On every hand in the wide realm of nature he sees the plying of that mighty loom which, as Goethe puts it, weaves for God the garment that we see him by. And there is no need to travel to a far country to witness that sublime spectacle. It is unfolded every night in the heavens. Its appeal is repeated every morning with the earliest piping of half-awakened birds in the meadows and the groves.

Here are space and occupation for the thinker, the mystic, the poet. The whole scene is not a mere assemblage of beautiful forms and pleasing colors, and not a mere problem set to stimulate and delight the intellect. There is a conviction of a supreme and beneficent power directing all the energies of life, all the potency of nerve and muscle and brain, to higher and ever higher ends. That is nature's open secret.

KING NICKEL.

Between a billion-dollar congress and the nickel-counter commercialism seems to be losing its head. A year ago idiocy was mortgaging its hard-earned home for a motor car; to-day at the risk of life and limb with its grip on the nickel it is trying the old game of quid pro quo. In the meantime the world at large, ashamed of its thoughtless extravagance, has decided upon retrenchment and, without knowing it, is crowning the nickel as king.

That there has been need of retrenchment calls for no assertion. For years the pace has been terrific and, if common sense is again getting control, then so much the better for common sense; but, on the ground that one extreme is as bad as the other, is there no danger that the pendulum may swing too far the other way? If life and living have been too dear, is it not also true that they may be too cheap, and that under the reign of King Nickel as great mischief may be encountered as that which it is the intention to shun? The meal that Coal Oil Johnny pays for and the one that the nickel covers are alike deplored, for both are mischievous; and if the one is much too dear the other is

much too cheap. Evil results are sure to attend both.

The nickel idea has come into the amusement world and it has come to stay. No more show tickets for \$1.50 up, when the tired public for 5 cents can rest and be amused in any one of a dozen or more places of entertainment almost anywhere. Still in the face of \$1.50 for one and 5 cents for the other, it is submitted that the nickel is more than the buyer of the ticket can afford to give. Bad? No. Immoral? No. A perceptible brown taste in the mouth the next morning? No; but, like the colored illustrations of the newspaper Sunday edition, they give too much for the money. They are senseless and silly. They are so much dead-level rot with all the tendency to decay which rot stands for. They are red and yellow and green, the gorgeous colors of the rainbow; but, unlike the rainbow, the thoughts they awaken are not lifted skyward nor is there ever attending them a suggestion of things divine. Worse than that they tend to tolerate the intolerable; to make familiar the crude and the common; to displace the excellent by the indifferent and so lower the standard of living and of good citizenship. It is too cheap, too cheap, and the maturity that tolerates it will find when too late that irreparable mischief has been done.

It has been suggested that laws be passed prohibiting children from attending the 5 cent moving picture shows so common everywhere; but there are too many dead-letter laws already. The objective point is to put a stop to what is too cheap, to put an end to the ragtime, to the vaudeville and the vaudeville and the sideshow, for the simple reason that the worth of the money—even the 5 cents—is not ever realized; and this fact, brought home, applies not only to the children but to the thoughtless parent who needs the called-for restraint far more than the children do.

The same thought in other lines will bear consideration. The cheap shoe and the cheap garment, as well as cheap jewelry, is a thing the poor man can not afford to buy. Cloth "all wool and a yard wide" costs more; but the good article at a corresponding price is alone worth the buying. Your hand-me-down and the trash that goes with it may be bought at a hand-me-down bargain; but the one is not worth carrying home and the other is not worth bragging over. Worse than all is the underlying principle that humanity is harmed morally, mentally and physically by the influence—always debasing—of the too cheap, a fact—and fact it is—that men and women can not contemplate too deeply in the management of themselves and their households.

Many a man who prides himself on being a law abiding person would be surprised to see himself in the light of the law of love.

He who expands his house needs to have a care not to contract his heart.

DELIVERING GOODS.

Regular hours are quite essential in the delivery of goods in order to achieve the highest results with customers. In this strenuous age, when the phone does most of the ordering and the affairs of the household are run quite as much by the clock as those of the commercial world, it is sometimes quite a vexation to find that the deliveryman started an hour earlier than usual and the package of baking powder wanted for a particular purpose must be the means of a special trip up town. Telephone lines were, perhaps, busy when you were called and the surplus time which you allowed yourself is taken up by the earlier time of starting. The dealer whose delivery is without these vacillations wins every time over the go-as-you-please sort of management.

Ask customers as a favor to have their orders in by a certain hour to insure prompt attention. Make it a point to fill these orders just as they are given. If you have not Argo coffee, say so, and give them a chance to get it elsewhere if they do not like the idea of the substitution you have to offer. Be sure that there is no omission. It is vexations to the housewife to find out just as her dinner is ready to serve that you have forgotten to put in the bread. If you find, when filling the order, that an item can not be supplied, try to get it of a neighbor in the business. If you fail in this and there is time to phone, do so, and abide by instructions. Of course, there are instances when one must do the best he can, and make the apology due with the best of grace. Any reasonable person will accept it graciously. Those who make a business of putting in a substitute or forgetting (?) the things they happen not to have in stock will find some one else getting the orders in future.

Pack all goods neatly and safely and see that nothing is in proximity to something else of a damaging nature. It is not pleasing to receive bread with the flavor of oil, or butter which tastes as if it had been exposed in the fish market. Protect all goods from dust and keep them from undue exposure to sun and heat.

If the order includes a sack of flour or a bushel of potatoes, do not be satisfied at setting them on the edge of the porch. The maid may have no one to put them in the right place, and in getting them out of the way of harm be subjected to a strain from which her back will not speedily recover. Have a horse which you can trust hitched or loose and don't consider the delivery made until the goods are safe indoors, even if they are not placed in the flour bin or cellar. Interest in putting them in proper shape for use you owe to your patron.

Accommodate in every way possible. Serve with promptness and care. Strive to give full value and to find out when your customer is pleased—or the reverse.

GRINDING POVERTY.

How Some Keep the Wolf from the Door.

S. E. Forman is a social worker of the District of Columbia who cares so much to learn "how the other half lives" that he has spent five weeks in a detailed study of living conditions among nineteen "visibly, palpably, actually" poor families who were endowed with the intelligence and sobriety necessary to give him the proper help in arriving at accurate expense accounts.

These nineteen families and their nineteen respective conditions, he believes, represent the lives of millions of honest, decent toilers in the United States who contribute a large measure of the work needed to make the world pleasant and comfortable.

They lead a hand to mouth existence. They can not, by any invention of the imagination, contrive to "save." They are keenly embarrassed by the loss of a day's wages; they are given serious suffering by the loss of a week's wages; they are sent to charity by the loss of a month's wages.

Merely to get fed under normal circumstances is oftentimes for them an unhappy problem. It always forms the most vital element in the expense budget. The rent may be in arrears and the clothes may get threadbare, and the house may be left cold in winter, but the table has to be supplied every day with something to eat. In the case of the poor this means that the greater part of the earnings is expended for something to put into the stomach. In two of Mr. Forman's families over two-thirds, in eight more than half, and in seventeen of them more than 40 per cent. of their total spendings went for victuals.

Some of the families that spent less than half their earnings on food purposely stinted themselves at the table in order to get a better house. Even the most lavish, however, had scant fare. Bread, meat, potatoes, coffee and tea were the staples. Nearly a fourth of the income went for bread and meat alone. More than half the families use stale bread, which can be bought for 3 cents a loaf. Home made bread is considered out of the question on account of the extra fuel.

The meats most frequently used are sausage, cheap stew beef and pork. Fish appears often, but oysters only for two families. In five families no eggs were bought. In only seven was milk bought regularly. Butter is used to a greater or less extent by all the families, although in several weeks pass without it, syrup and cheap jellies taking its place.

Most of the families as a rule seemed to have bought foods that were nutritious and cheap, but others were quite reckless. This was true of the families that had least to spend, and it was true even in the weeks when there was the least available for food. One family, with an average expenditure of 98 cents a week for each adult male, spent in five weeks \$1.80 for pies and \$2.21

for cake and candy, about 50 cents more than was spent for meat. This family used no rice, no oatmeal, only 10 cents' worth of cornmeal, and only half a peck of potatoes, but \$7 worth of bread.

During the weeks when money was at the lowest ebb only 37 cents was spent for meat, whereas 25 cents was spent for pies and 55 cents for cake and candy. The head of a family, a widow, explained:

"Don't eat much meat; can not afford it."

Of course, the cheapness of an article as food can not be determined simply by the store price and the nutriment it contains. Oatmeal, for example, must be cooked at least half an hour. That means more time than for the rest of the breakfast, and to that extent more fuel. So that oatmeal, like some other foodstuffs, looks cheaper than it is.

After food comes rent. Indeed, sometimes, in dead of winter when there is nothing to pay to the landlord and he threatens eviction, there is little to choose between freezing and starving. Nevertheless, this difference always remains; in food there is a minimum of expense which Nature does not permit exceeded, whereas in rent there seems to be no limit, no house too cheap or too small to be used as somebody's home. So that in the downward path of poverty the descent in housing conditions endures long after dietaries have reached their nadir.

One of Mr. Forman's families paid \$12 a month rent just before his investigations began. At the beginning of his research they had moved to a \$10 a month place, and at the close were paying \$8.50 a month. In none of the nineteen houses Mr. Forman visited was there a bath tub, and in but one was there running water. In a large number of cases water had to be brought so far as to prevent it from being brought at all in quantities sufficient for cleanliness.

Gas was supplied to but one house, and that by a slot machine instead of a meter. A quarter of a dollar is dropped in the slot, and a certain amount of gas metered out.

When that has been consumed the gas shuts off. Most of the houses were so small as to make privacy impossible, and some were crowded beyond the point of decency.

Many of the families lived in the outskirts of the city to save rent. But the economy is deceptive. Car fare is added to daily expenses and groceries and coal are higher priced. The sanitary conditions were almost uniformly bad, some of them disgracefully so, ten of the houses together having a combined value of but \$1,500. Nevertheless, their rentals mean tremendous drains on the penniless tenants.

The rent is the greatest single item of expenditure in the budgets of the poor and taxes to the utmost the financial resources of the family if it must be ready on a fixed day of the month. Although some landlords allow weekly or fortnightly payments, as a rule they require the

whole month's rent on a certain day. In consequence the whole period surrounding rent day showed a conspicuous fall in expenditures, particularly for the table. In a considerable number of families the dietary change was important and serious.

The rent and food provided for after the necessarily makeshift policy of the poor, there is little, if anything, left for clothes and fuel and furniture. And yet these two are necessities and have to be had in some way. They are not, of course, purchased as clothes are bought for people well to do, as they are needed.

Sometimes the husband receives a castoff suit from a prosperous brother or the wife a frock from a fortunate sister. Sometimes a church sends donations or has a helpful rummage sale. Oftentimes fit clothes are out of the question and the old are patched and repatched year in and year out, all save the shoes, which soon wear out and need replacing.

Four of the families Mr. Forman visited bought clothes on the installment plan. A suit of clothes of any real value costs a goodly sum, which the poor never have on hand. They tax their ingenuity to get the rent together, and another lump sum of any size is out of the question. In one family \$5.50 was accumulated for a suit of clothes. But that feat was a by-word and a wonder. Usually the poor find it well-nigh impossible to get more than \$2 or \$3 ahead at a time for any purpose. And if clothes costing more than this must be bought they use the installment plan. And, of course, they do without clothes which others would count among the barest necessities.

These poor must be known and visited for their discomforts to be appreciated. In some of the families the husband, even when a regular wage earner, has no "best suit" and the wife has no "best dress." Sunday and every day they wear the same garments. In such circumstances they regard church and visiting out of the question and remain at home.

In several cases the children were kept from school for want of clothes. And in five cases the entire family were so ill clad that the investigator wondered how fathers, mothers, or children kept their self-respect.

After clothes the fuel. The widow Mr. Forman visited never bought fuel. She had a good landlord, she explained. When she offered him the rent he told her to buy coal with it. But the remaining eighteen were not so lucky. Five spent nothing whatever for fuel, but got it without buying in the way thousands of the poor get their fuel every year. The father in one of these families was constantly bringing something home for the stove, now a castoff railroad tie, now a pocketful of coal found lying loose on the railway track near the house.

He passed the coal cars coming home from his work every night and was allowed by the trainmen to pick up the coal that fell from the loaded cars. In extremely cold weather, his

wife related, the trainmen "managed to let the coal fall off accidentally." By dint of eternal vigilance for stray sticks of wood and chunks of coal the husband kept an ample supply of both.

The husband of another family spared himself a fuel bill by devoting his Sundays to the exploitation of the ash heaps of the neighborhood. Every Sunday he took one or more of the children to the heaps made by the dumping of the city carts, and he laid in a supply for the week. In another family the husband was employed in construction work, and whenever he happened upon a useless piece of timber brought it home. He did this winter and summer and as a result always had enough wood. Another family lived near a patch of woods which the father visited with his ax and brought home what he needed.

Not one of the nineteen families visited bought outright chairs, tables, stoves, or other important items of furniture. Eighteen of the nineteen families bought furniture on the installment plan, and the nineteenth buys no furniture at all. There was nothing in the house beyond the relics of the furniture the couple had bought when they were married a dozen years ago.

In most of the families, Mr. Forman relates, the installment dues are fixed charges running all the year at 25 cents to \$1 a week. This is the way the poor buy their stoves, bed clothes, rugs, chairs, lamps and sewing machines. There was one case of a clock, one of a picture, and one of a book. The collectors threaten to take the articles out of the house if regular payment is not made, but they are a patient class and rarely do this, even when payments are skipped, except in case of the sewing machine.

Perhaps none of the nineteen families own or ever will own a sewing machine outright, but nearly all have one in their house. The machine is put in the house and allowed to stay as long as the payments are made.

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Elijah's Manna)
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FARE
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Freight Boat Every Night

with a profitable regularity. When the payments are continued until the machine is paid for, which rarely happens, the installment cost is out of all proportion to the cash price, \$75 for a \$25 or \$40 machine.

But to have a machine in the house for a little while at a low rate of payment is as profitable to the family as to the installment man.

Clothes, furniture and insurance are regularly bought on the installment plan. In one family nearly a fifth of the whole income goes to meet installment dues. Courts and alleys and little streets teem with installment men in their rounds collecting, soliciting new business or carrying in or out of the house the articles sold or unpaid. The overcharges in this method of trade bring appalling losses to the buyer who pays a dollar or more than cash rates on his coarse blanket, \$2 or \$3 on a miserably worthless rug, \$5 or \$10 on a stove.

The buyer also loses morally. For he acquires the habit not only of being in debt all the time but also of buying sometimes with little intent to try to pay. By postponement and by making the intervals between payments longer and longer the housewife may worry a collector out and make him end his visits before the installments are all paid. In this way she gets more things into the house but she sacrifices her truthfulness and her honesty and her fair dealing.

But after all the poor regard the installment system as a blessing. They will tell you that they must either buy on the installment plan or be deprived of many of the necessities of life. If you advise them to save their money until they can pay in cash they will tell you that they have tried that plan but have failed.

They contend that on a cash basis they would have nothing, while on the installment plan they do manage to keep a few things in the house. Their theories are borne out by facts. For many of the poor who buy regularly on the installment plan do succeed in surrounding themselves with at least a few comforts, whereas with few exceptions Mr. Forman found that the families who refuse the installment system "live under conditions too bad to be justified by any economic or social theory."

"I know as well as anybody," said a widow who was buying her stove on installments, "that I will pay more for the stove than it is worth, but I would rather do that than freeze, and I am glad that I can get it on the installment plan."

The more intimately one understands the circumstances of existence under poverty the plainer it becomes that although the poor may buy unwisely, even extravagantly at times, they nevertheless are constantly buying at a disadvantage, for a reason that is rationality itself: they lack the money to buy to advantage.

Even insurance is on the installment plan. Of the nineteen families investigated every one carried some insurance. Practically everybody

was insured except the infants under 1 year, who are uninsurable. In several cases more than one policy was carried upon the life of a single person.

Just as soon as a little child arrives at an insurable age a policy on its life is written if another premium of 5 cents can possibly be spared. The sentiments which prompt the poor to invest in insurance Mr. Forman places akin to piety. Insurance protects the household from harsh or profane influences, and gives the departed decent burial.

"I would rather stint them (the children) a little in food," said a mother, "and pay my insurance, for then if anything happens there will be a place to put them. The little weekly premiums are not investments, are not hoardings, but are a pious provision for decency and propriety in the hour and article of death."

But where and how were these eighteen families of Mr. Forman's investigation brought down to the poverty line? In some cases the family became so large that the rate of wages was no longer enough for decent living. One family had suffered reverses through the protracted illness of children.

The reduced condition of another family was due to the hard drinking of the husband, although during the period of Mr. Forman's investigation he was leading a sober life. In nearly every case, however, the family attributed its misfortunes to irregularity of employment. The wage earners of the family were almost unanimous on this point.

The more carefully Mr. Forman studied the experiences of his families the deeper became his impression that poverty is due quite as much to irregularity of employment as it is to low rate of wages. Two dollars a day for four days in the week might mean poverty, while \$1.50 a day for six days in the week might mean prosperity. Add to a small income and irregularity of employment, accidents, sickness and a few similar disasters and there is ample to provide a clean bill of protracted poverty.

Mr. Forman noticed that in the expenditures of some of his families losses were induced by excessive rates of interest on money borrowed. Investigation found that the borrowing was only what others in similar circumstances would have done.

In one case it was on account of a death, in another on account of a birth, in a third protracted illness. In all cases money was needed at once. There was none laid by. Friends could not help. The loan company was the only resort. The amount of loans negotiated among the poor Mr. Forman found impossible to determine even approximately. The companies are not required to make public statements of their business, and the borrowers are equally noncommunicative.

"The loan is the last thing the housewife will tell you about; it is the skeleton in the closet," said Mr.

Forman. But it seems plain that much borrowing must be done.

In about one-fourth of fifty poor families investigated there were loans ranging in amount from \$15 to \$40.

It seems more than likely that the negotiation of many of these loans is due as much to the enterprise of the lender as to the need of the borrower. The loan business is pushed industriously, and advertised extensively. The poor are flooded with circulars setting forth the blessings of credit and the opportunities of borrowing.

Distributed from door to door are leaflets on such themes as "Guide to Prosperity," elaborating a complete philosophy of credit luring on the reader to the conclusion that in borrowing is the secret of wealth.

At Christmas time a picture of Santa Claus personifies the company and is represented distributing Christmas money to the penniless householder who thereby is made richer and enabled to make merry with his family and celebrate with gifts and goodies.

After the Christmas or other loan has been negotiated, however, the lending company proves less genial and merry. It extorts interest at the rate of from 80 odd to over 240 per cent. per annum, and when payments are overdue adds to them fines of from 35 cents to \$3.50 or more for every offense. Little wonder that although the poor have always a good word for the insurance man, breathe always a blessing on the departing figure of the installment men, in speaking of the loan company agents their words and tones always show bitterness and resentment and never good will or pleasure.

At best their lot drains every resource and taxes every ingenuity to secure the barrenest wherewithals to existence. And although they realize that on every hand they buy and rent and insure at a disadvantage fortunes peculiar to their lot are born of their condition, all these misborne with reasoning patience and resignation.

The money lenders are the one exception which comes to them apparently as a superfluous aggregation of their distresses.

Ada May Krecker.

A Lawyer's Luck.

A North Carolina lawyer says that when Judge Buxton, of that State, made his first appearance at the bar as a young lawyer, he was given charge, by the State's solicitor, of the prosecution of a man charged with some misdemeanor.

It soon appeared that there was no evidence against the man, but Buxton did his best, and was astonished when the jury brought in a verdict of "guilty."

After the trial one of the jurors tapped the young attorney on the shoulder. "Buxton," said he, "we didn't think the feller was guilty, but at the same time we didn't like to discourage a young lawyer by acquitting him."

Where Crops Grow With No Rain.

In Syria and Palestine the farmers need rain. From the beginning of April until October there is practically no rain, yet in July the fields teem with a vigorous growth of watermelons, tomatoes, cucumbers, etc., all flourishing without artificial watering, although at that time no rain has fallen for many weeks. In fact, the Syrian peasant, from the moment his seed has been sown, prays that no rain may fall. During the period of growth of a crop the surface of the soil to a depth of six or eight inches is perfectly dry and loose. Below this surface layer will be found moist soil in which the roots extend, and grow vigorously. In this moist subsoil plants continue to grow until late autumn. When the crop is removed in the autumn the rains commence, and the land is plowed after each heavy rain as soon as the soil begins to dry. Two primary objects are kept in view in plowing, to furnish a favorable surface for taking up all the water, and to prevent its upward evaporation from the subsoil. The great point is to keep the upper six inches of soil perfectly loose and friable, so that the moisture from below is not drawn upwards and lost in evaporation, but does not ascend higher than the compact subsoil that is not broken up by the plow. For this reason the plowing is shallow, averaging from four to six inches in depth. When the time for sowing the seed arrives the land is plowed to a depth of about six inches, and the seed is sown from an arrangement attached to the plow, falls on the damp subsoil, and is covered by the soil closing over behind the plowshare. From this time the upper stratum of loose soil prevents the escape of moisture upwards beyond the wet subsoil on which the seeds rest, and into which their roots, after the process of germination, spread.

Always Got the Cheapest.

Cook—Come and dine with me at our new boarding-house to-night, will you?

Hook—What are you going to have?

Cook—Wait until I look at the market report and see what meat is cheapest to-day.



TRADE WINNERS.

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

The Sun Never Sets

where the Brilliant Lamp Burns

And No Other Light HALF SO GOOD OR CHEAP

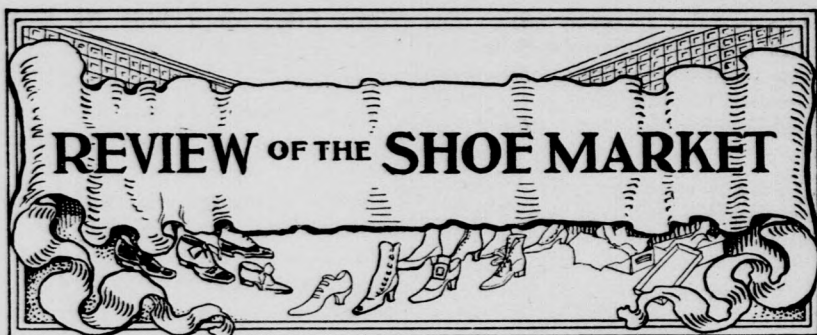
It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.



BRILLIANT GAS LAMP CO.

24 State Street

Chicago, Ill



Necessity of Keeping Ahead of the Procession.

There are two classes of shoe dealers: those who keep ahead of the procession and those who plod along in the ranks or lag ignominiously behind. To which class do you belong, Mr. Retailer?

The successful men in the business are those who keep ahead of the procession. They have the most attractive establishments on the best business thoroughfares; they employ the largest sales force; their advertisements cover the most space in the newspapers. They are the men who are envied by their less successful competitors.

The methods of these merchants who are ahead of the procession deserve study. If all merchants could duplicate them all would have a larger measure of success. This, of course, is impossible, but many individual shoeddealers can increase their business by following in the footsteps of the men ahead. Such men, if they are fortunate, will push steadily forward in the business world until they occupy a place in the front rank themselves.

Originality is one of the surest recipes to keep a man ahead of the procession. The New Haven, Conn., retailer was original who recently put the school children of that city to work to obtain names for his mail list.

He offered three cash prizes to the youngsters who obtained the largest number of names. The first prize was \$5; the second \$3 and the third \$2.

Only customers, or the children of customers, could compete. To these were given blank books, of a size that fitted in the pocket. Printed instructions on the cover stated that each person must write his or her name and address in the book. This was to prevent the insertion of fake names.

The contest looked good to the children because money in these amounts did not come their way every day. Many parents encouraged and helped the little ones in their contest.

The shoe dealer secured a splendid list of names and a free advertisement in the homes of all who competed. It was well worth the ten dollars in prize money and the cost of the newspaper advertisement.

To every child who turned in a list of names was presented a souvenir.

A Good Advertisement for Barefoot Sandals.

The barefoot sandal season is ap-

proaching, which recalls the clever method by which one Baltimore dealer who is "ahead of the procession" advertised these goods last summer.

In the center of his window he had a large photograph showing three children sitting on a sand bank at the seashore. The oldest was 10, the youngest 4. All wore barefoot sandals and their pretty, happy faces led many mothers to come to the conclusion that barefoot sandals were the ideal summer footwear for children.

Thousands of cards, containing a good reproduction of the photograph, were distributed on the street, and the shoe dealer occasionally used the picture in his advertisements. He catered to a large trade in sandals as a result.

Some lines of footwear sell without being advertised, but they are exceptions. A merchant usually finds that the best sellers are the best advertised articles.

One of the Rochester retailers, who is in the "ahead-of-the-procession" class, caters to a handsome trade in infants' footwear. The business he has is no accident, either, but was built up through years of painstaking effort to interest the public.

The average shoe dealer counts himself fortunate if persons who have babies patronize him, but this retailer has quite a clientele who purchase infants' soft soles as gifts for friends. Why? Simply because the goods he shows make desirable presents.

He sells a pair of soft soles—pearl buttoned, hand sewn, sateen lined and with silk tassel to match—in a "gift box" for \$2. The box is lined with silk and has a hinged cover. It is well made and suitable for mailing. The word "Baby" appears in white letters upon a blue ribbon that extends across the inside of the cover.

The soft soles are exhibited in these boxes in the window, and they make such a handsome showing that men and women immediately take notice. In the silk-lined box the little shoes appear a 100 per cent. prettier than they would if shown as retailers generally display them. In other words, the box helps to sell the goods. The Rochester dealer caters to a good class of trade, and he believes that nothing is too good for his patrons.

One of the Brooklyn shoe dealers, who is much interested in sports and something of an athlete on his own account, has acquired a reputation for his sporting shoes. These shoes, by the way, are no different from those carried by other retailers, except in name. The names which this dealer



For All-around Hard Strenuous Wear



Our Hard Pan Shoe has never been excelled. It contains all the foot-comfort there is; and the leather in both uppers and soles is of the proved durability that withstands rough treatment in all sorts of rough weather and where the conditions of wear are unusually severe.

Our Hard Pan, the original and genuine shoe of this name, has given the public this sort of shoe-satisfaction for a quarter of a century.

It has many imitators. But our pentagon trade mark on the sole stamps it as genuine and guarantees your customer the Hard Pan quality and the Hard Pan wear he is paying his money for.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

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.

gives his footwear are rather original.

A handsome bowling shoe which interests all devotees of that sport is known as "The Ten-Strike."

A basket-ball shoe, which has had a good sale during the winter months, is labeled "The Forward."

A shoe for cyclers has been christened "The Speed," and a tennis shoe that has a big sale during the spring, summer and fall months is "The Champion."

There is no denying the fact that the retailer's cleverness in inventing names helps the sale of his sporting shoes.

Another help is furnished by a unique price-ticket that he uses. It is larger than the ordinary ticket and in addition to the price figure contains a small sketch of an athlete. Thus the tennis shoes have a tennis player, the bowling shoes a bowler, etc.

It is needless to say that this retailer does not neglect his sporting footwear when he writes his advertisements.

One of the Cincinnati retailers who has no difficulty in keeping ahead of the procession makes a practice of securing original window exhibits. As a result his windows always interest the public and the goods displayed in them receive twice the attention that is given to shoes that are shown by other stores.

The Cincinnati dealer's latest novelty is the Footograf. The word has a catchy sound and when he first advertised it, without explaining just what the Footograf consisted of, the announcement aroused considerable curiosity.

His Footograf is a miniature stage in the rear of the window, that is divided into three sections. In each is shown a pair of shoes on papier mache leg forms and the shoes, stockings and dress are so characteristic of certain types of men and women that the exhibit is well worthy of study.

Sometimes it is the black-stockinged legs and the bowed and pointed-toed patent leathers of a Dancing Master. Again, it is a soubrette in white stockings, black slippers and high heels who claims attention. The feet of "The Rev. Jonas Wells" would be recognized anywhere by their broad-toed footwear curled slightly heavenwards and the baggy black trousers. A fourth is "Sweet Sixteen," a dainty miss in tan oxfords, with tan hose and an edge of tan skirt showing in the picture.

Mademoiselle Fifi wears red slippers with French heels, bright red stockings and a garter that is a creation; while Miss Debutante has virgin white slippers, hose and a cloud of delicate lingerie. By way of contrast "The Sprinter" shows the hairy shanks of the collegian with his feet encased in cleated shoes. Other models are exhibited, all of which are interesting.

The platform on which the Footograp is shown fits into the rear partition of the window and is raised about 12 inches above the floor. The leg forms are visible from a point

a few inches below the knee. A red curtain, which extends to the top of the window, conceals the knees and to the person standing on the pavement it appears as though the various characters were posing behind this curtain. Concealed incandescents throw a strong illumination upon the exhibits.

The Footograf is something new in the shoe window and it is making a decided hit.

In an age where special sales are numerous, it requires a clever shoe dealer to invent new advertising features that will revive the interest of a jaded public; but there is a Wilmington merchant who has demonstrated that he can keep ahead of the procession in this respect.

Being hard pressed to bring a crowd to his sale, owing to the strong competition in his neighborhood, he tried advertising by circulars.

Hundreds of four-page circulars describing the sale were distributed within a radius of one mile of the store. Each circular contained a number, written in red ink, and no two numbers were alike.

On the first page was a large announcement, calling attention to the sale, the number of the circular and the purpose of the retailer to "give away" 24 valuable presents during the two weeks that the sale continued. The reader was informed that the "presents" would consist of two pairs of shoes which would be given each day to the holders of the two "lucky numbers."

The scheme worked in this manner:

Several tables in the center of the store held a mass of footwear, all at reduced prices, which the public rummaged through at its discretion. The dealer announced that in two of the pairs each day would be marked, in prominent numerals, figures that corresponded to numbers on two of the circulars that were distributed. The patrons were requested to bring the circulars to the store and if they located the shoes bearing a corresponding number in the pile they were presented with the footwear. If that particular pair was not the right size a correct size was furnished.

Only two marked pairs of shoes were placed in the pile each day. Before the doors were opened on the following morning these pairs were taken out (if they had not been claimed), and two others put in. If the lucky person preferred to have a credit slip instead of the shoes it was given him.

In his advertisements the retailer urged the public to come to the store every day, and large numbers accepted his invitation. His sale attracted scores of people.—James L. Barstow in Boot and Shoe Recorder.

Betting in the Nursery.

"Mamma," said her boy, "I just made a bet."

"What was it?" she asked.

"I bet Billy my cap against two shoe buttons that you'd give me a penny to get some apples with. You don't want me to lose my cap, do you?"

He got the penny.



No Scattered, Random Shots



No. 835—Elkskin
Blucher—Leather Sole
Tan or Olive



A business line for the business shoe man—straight to the point.

H. B. Hard Pans

mean good business, daily sales, year round sales, shoes that are wanted by your trade, and the man who doesn't get them won't be fooled again, there'll be plenty of those who do get them to tell him where to go.

The season's business is just beginning on the Elkskin line, that will keep us hustling to hold up our ready-to-ship-at-a-moment's-notice factory stock where it belongs. Let us have your order early—today.

Every boy is interested in the "Natural Chap," and wherever there is a boy there are a family and business. Have we had your application?

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Summer Shoes

Are now in demand

White Canvas Oxfords
Tan Oxfords Black Oxfords
Tennis Shoes

We have them
In Leading Styles and
at Bottom Prices

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

Michigan



Agents

Questionable Methods in the Sale of Shoes.

At this season of the year retail distributors of shoes on an extensive scale are prone to throw large quantities of goods upon the market and advertise prices which, to the uninitiated, seem very great values. Some features of this practice are objectionable, as is well known, yet the disposal of shoes at special prices is not unjustifiable and the dealer who fails to avail himself of the opportunity is lax in regulating his stock and keeping his business on safe and healthy lines, to say the least.

Part of the retail shoe trade seems to be particularly unfortunate in its endeavor to maintain competition through misleading and exaggerated advertisements of shoes bearing the trade-marked names of well-known and presumably responsible houses. Soon there will appear many announcements similar to the following: "Our shoe buyer has just purchased 3,000 pairs of shoes, made by a manufacturer of national reputation, whose named shoe is a household word; under no circumstances does he permit a pair of his shoes to be sold for less than \$3, \$3.50 or \$4 (whichever it may be), but a shrewd deal on the part of our buyer released this large quantity of footwear to us at a very low price, so we may sell this well-known shoe at \$1.65," more or less.

The inference is that any size, style or width may be procured. But after careful investigation we have found on more than one occasion that among the several thousand pairs advertised less than fifty pairs were of the kind specified in the advertisement.

Sized in with the latter were nothing but ordinary cheap shoes, that were either never worth more than their original price, or were very narrow widths and small sizes. Under present conditions in the shoe market it is culpable to encourage such merchandising.

The public has become educated within the past few years. When special sales were first instituted the public, taking in good faith the unqualified statements of reckless advertisers, was gulled into buying goods which were not special values, and the wearing of which proved them to be, indeed, cheap, but not serviceable.

This practice being maintained, a large proportion of consumers became wary of the so-called "bargain sales," and the proprietors of many retail stores admit that it is now much more difficult to attract the public by the words "special sale" than it was seven or eight years ago.

To-day there is strong rivalry among department stores. It is the endeavor of each manager of a shoe department to "get something" on the other fellow, especially if that other happens to represent the agency of a prominent specialty shoe. It is a fact that most makers of advertised shoes use every means possible to prevent the sale of their product

for less than the advertised price, but some shoe buyers are constantly on the outlook for opportunities to pick up the advertised lines that now and then find their way into the market. The determination of these buyers to purchase advertised named shoes and sell them at less than the regular advertised price is not questioned, but when they secure only a comparatively small number of pairs of such shoes as a bait to attract people to their stores and do not have the sizes and widths necessary to do business, then they are breaking faith with the public.

We believe in clearance sales properly and honestly conducted and we emphatically condemn it as poor merchandising and bad business policy to practice questionable methods in conducting a sale, or of wilfully misleading the public by unwarranted and false statements of what is for sale. People thus attracted to a store are quick to perceive the deception. It is not necessary to resort to such methods to stimulate trade during the clearance sale period.—Shoe Retailer.

Will Tans Sell This Fall?

There are considerable discussion and also some prophecies in trade journals that tans will be large sellers during the fall and winter season. It has been demonstrated many times that even trade journals can occasionally be wrong and that the consensus of opinion among shoe retailers does not always materialize as they state. It is in a way a strange condition, but nevertheless one that every retailer must think out for himself.

In the clothing trade advices are that browns will not sell in large quantities for next fall and winter wear. Instead blacks, blues and a peculiar shade of green are being bought by retailers. It is said that clothiers do not seriously think that browns will be very popular this coming fall and winter. However, they state that a great many consumers having bought brown clothes will naturally want colored shoes to match, and that colors as a consequence in footwear will have a limited sale for fall and winter wear.

Shoe retailers also are expecting this as they have bought fair amounts of tan shoes. That younger trade consider the tan a much nobbler and more dressy shoe for outdoor wear than black is assured by the way in which they have been buying goods of this sort during the spring. Another element that has entered into the tan shoe question is this: Many consumers have always considered the tan as undesirable as it soils easily and can not be cleaned so that it will look neat. However, the numerous shoe shining parlors in the large cities are so equipped that they can practically refinish the leather and take out almost any soil. This is done at a nominal price and some consumers have their shoes polished but once a week and wipe them daily, with the result that they look about as well as an ordinary black shoe. These things, of course,

are seemingly insignificant, but taken together they have done much to popularize tan shoes this summer. Another feature is the coming to the front of side leathers. This stock was comparatively unknown among the general consumers a few years ago. Nowadays for outdoor medium priced shoes it has come to the front rapidly. The stock, being very soft, waterproof and able to stand heat, is really a desirable wet weather leather. It can be finished in many shades and in either a golden brown or a dark chocolate looks attractive. Leather of this sort is being used extensively in fall and winter samples and retailers pronounce it as one of the really desirable leathers of the year. Consumers also took to it last fall in high top water proof goods. This year, however, the same leather is being used for street goods and it is expected to be one of the features of the fall season.

Travelers in from their selling trips state that retailers have bought liberally of colors and they expect this season will average better than any other winter as a tan year. It is said that it would be a mistake on the part of the shoe dealer to order too heavily as many consumers have not as yet been converted to the color idea. It will not be a mistake, however, as in the past, because these goods being made on moderately broad toes will sell well during the early spring and even during the summer as an outing shoe. Good authorities claim that it will not be a mistake on the part of the retailer to order colors in limited quantities, but that it would be absolutely foolish for the retailer to stock up heavily on merchandise of this sort.—Shoe Trade Journal.

Frivolity in Footwear.

Every season brings some fresh freak or fad for the summer girl, and this year it is footwear. Never in the history of fashion has she had such frivolities in shoes and slippers, such a variety in shapes, such vividness in tints.

And in this respect footwear is a matter of evolution. It started with white canvas footwear for the summer girl, got around to fancy spats or gaiters for the fall girl, cloth tops to match frocks for the winter girl, and plunged into real frivolities for summer, 1908.

First in the list of frivolous things come the patent leather vamps with uppers to match the gown exactly. You can have this in cloth or leather. That is if your frock is of lavender silk incrustated with lace, your shoes will be high, with patent leather vamps and uppers of lavender cloth or leather, the patent in either the kid glove or suede finish.

Next to the highly tinted uppers come pumps of black patent leather with a band of cloth or vividly tinted leather around the instep. This may match the frock, or, for general wear, it may be of vivid yellow cham- ois. For house wear you will see patent leather pumps finished with bands of tinsel ribbons, silver, gold or copper.

White canvas shoes have given

way. At really smart summer resorts to pumps and ties in natural colored chamois skin or patent leather with chamois skin in combination.

Among the novelties noted for house wear are slippers of brocade, with a rose or other flower at the point of the shoe, outlined with iridescent beads, gold, silver or pearl or rhinestone. Three straps appear on these slippers with buckles to match the beading or jewelry on the toe. Another conceit showed a slipper of softest brown suede, picked out with a pattern in topaz, while an exquisite gray suede slipper was studded with opals and had opals in the buckles.

A great deal of white beading is used to trim both black and brown shoes, and brown suede ties with buckles of copper were worn by a smartly frocked girl at a recent studio tea.

By contrast, hosiery worn with these fancy shoes and pumps is extremely plain. Solid colors in fine lisle and silk come to match all the new shades in costume fabrics, but the open-work stocking and its gayly embroidered cousin have retired in the face of the frivolous shoes.

Twelve leading railroad companies, whose stockholders a year ago numbered 300,000, report that their shares are now divided among 326,000 people. If other transportation companies have increased the number of shareholders in the same proportion, there are now fully 60,000 more people holding railroad shares than a year ago. The savings banks and trust companies have also added to the number of their depositors and shareholders. Financial authorities report that Government and municipal bonds are now owned by a larger number of people than ever before. It is estimated that as one of the results of the panic, and not a bad one, there are 100,000 to 150,000 more owners of corporate shares and bonds in the country than there were last summer.

MAYER Special Merit
School Shoes are Winners

Progress

has many agents, but none more effective than the telephone.

Don't lag behind the time in which you live.

"Use the Bell"

IT PAYS

CALL MAIN 330



Michigan Court Decides Against Bread Weights.

John Endlich, the well known baker of Port Huron, was recently declared not guilty by the court before whom a case was being tried involving the right of the city council to fix certain weights for loaves of bread. It was a test case, in behalf of the bakers of the city which Mr. Endlich suffered arrest in in order to get a decision as to the validity of a law which they declared would not hold. And the bakers won out.

Some time ago the city council passed an ordinance requiring bakers to make bread loaves of uniform weights of one pound, two pounds or four pounds. In January last the bakers appealed to the council to amend the ordinance because of the high price of materials, labor, etc., and the impossibility of making a good loaf to retail at five cents a pound. They asked the council to give them freedom to make different sized loaves, so the weight could be adjusted to the cost of making. The Trades and Labor Council fought the proposed amendment, and the aldermen refused to amend the ordinance.

Feeling that the city had no right to put such restriction on the manufacture of their product, the bakers decided to make a test case of the affair. John Endlich manufactured three loaves, one 14-ounce loaf to be sold at 5 cents, one 8-ounce loaf to be sold at 3 cents and one 4-ounce loaf to be sold at 2 cents, putting a conspicuous label on each one, declaring its weight. The bread was sold and Endlich was arrested.

The case came to trial in due time, was well prosecuted and well defended, and Judge Tappan, of the Circuit Court for the county of St. Clair, gave his decision, freeing Mr. Endlich, and declaring the ordinance unreasonable and void as to the prevention of the sale of loaves of other sizes than those prescribed in it. The full text of the decision is as follows:

The defendant, John A. Endlich, is charged with violating Section 3 of an ordinance of the city of Port Huron duly passed and approved on February 9, 1900. This ordinance provides for the regulation of the manufacture and sale of bread within the city as follows: "All bread of every description manufactured by the bakers of this city for sale shall be made of good wholesome flour or meal into loaves of one pound, two pounds and four pounds, avoirdupois weight, and of no other weight, and no baker or dealer shall make for sale or shall sell or expose for sale any bread that is deficient in weight as prescribed in this section."

There is no act of the Legislature especially authorizing the passage of this ordinance, and the city authorities claim the right to pass and enforce the ordinance by virtue of the general power granted by virtue of Compiler's Section 97 of the Charter of the city of Port Huron, which provides as follows: "The Common Council shall have power to tax, li-

cense and regulate any trade, occupation, profession or business carried on in the city, or any corporation doing business in said city, and may regulate the trade or commerce in said city."

The proofs show that defendant on the 23rd day of March, 1908, made for sale, exposed for sale, and did sell bread of different weight from that provided for by the ordinance in question, as follows: One loaf of the weight of 14 ounces; one loaf of the weight of 8 ounces, and one loaf of the weight of 4 ounces, avoirdupois. Upon these respective loaves were securely pasted labels one and one-fourth by two inches in size, on which was printed in large faced type and figures: "Fractional Loaf, Endlich's $\frac{3}{4}$ Loaf, 14 oz., price 5 cents, Bread—Port Huron, Michigan." "Fractional Loaf, Endlich's $\frac{1}{2}$ Loaf, 8 oz., price 3 cents, Bread—Port Huron, Michigan." "Fractional Loaf, Endlich's $\frac{1}{4}$ Loaf, 4 oz., price 2 cents, Bread—Port Huron, Michigan." Proofs show that at the time Proofs also show that at the time of manufacturing and selling these smaller loaves, so labelled, defendant also manufactured and sold loaves of bread one pound weight, avoirdupois, for six cents.

Proofs are undisputed that the price of flour fluctuated, and that at the time the ordinance in question was approved, Feb. 9, 1900, it sold for \$3.65 per barrel, and in March, 1908, it sold for \$5.40 per barrel.

Defendant also testified that for many years the price of bread to the consumer had remained fixed at 5 cents; that it was impracticable to raise this price and would seriously injure defendant's business to do so; that the prices fixed for the fractional loaves were the nearest in cents that it could be fixed and that these prices were fair and reasonable, the cost of flour and labor and general increase of production being considered. It is also admitted that the fractional loaves in question were made of good wholesome flour.

It is apparent that the object of this ordinance is to prevent fraud upon purchasers of bread by means of selling them a loaf of bread of a certain weight, while it was in fact of less weight.

The principal legal question involved is whether or not the court may pass upon the reasonableness or unreasonableness of the ordinance in question. The ordinance is based upon the charter provisions for the general regulation of trade of manufacturers. There is no expressly granted power to pass this particular ordinance.

Courts almost universally hold that where such authority is expressly granted the court will not consider the reasonableness or unreasonableness of the ordinance.

Where authority is implied because the act in question is necessary for the exercise of some express power granted;

Or, where authority is implied because the act is reasonably necessary and convenient to corporate existence or the performance of corporate duties, then in each of these two

cases the court will and may enquire into the reasonableness or unreasonableness of the ordinance in question.

See Abbott on Municipal Corporations, Vol. 2, page 1358, No. 545.

People vs. Armstrong, 73 Mich., 268.

It is therefore my conclusion and finding of fact and law:

1. That the ordinance in question as applied to the facts of this case is unreasonable in its restrictions and void as to the prevention of the sale of fractional loaves of bread labeled as were the loaves in question in this case.

2. That there was no fraud or deceit attempted by the defendant, and that as to him the provisions in question are void so far as it interferes with his right to sell fractional loaves of bread labeled as were the loaves involved in this case.

3. That the defendant is not guilty as charged.

Therefore an order is entered discharging the defendant from custody.

Harvey Tappan,

Circuit Judge.

The Result of an Accident.

A Toledo lawyer tells of a trial in a court of that city, wherein an Irishman named Casey was obliged to give certain testimony against the defendant, a friend of his.

Casey's ordinarily rich brogue had lately been rendered more than us-

ually unintelligible by reason of an accident to which he feelingly referred in the course of his testimony.

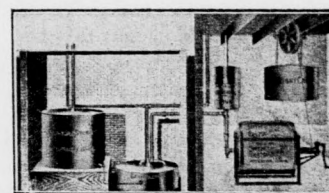
Now, Casey had been frequently called upon to repeat his answers—evidently made under protest—which requests of the Court soon confused the Irishman, and so awakened his anger, which steadily increased as the taking of the testimony proceeded.

"Don't prevaricate," sternly admonished the Judge, as the witness seemingly returned an incoherent answer to one of the questions.

"Prevaricate!" passionately sputtered the Celt. "Sure, I'm thinkin' it's yerself wouldn't be able to hilt prevaricating with three of Yer Honor's front tathe knocked out of Yer Honor's head!"

No preacher ever caught men who was fishing for compliments.

BRIGHT LIGHT



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

SWEM GAS MACHINE CO. Waterloo, Ia.

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TRADESMAN BUILDING

GRAND RAPIDS MICHIGAN

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 3—Some jobbers report a fair trade in coffee, but most of them say that business is very quiet. The holiday this week takes up two or three days practically, and this is given as a reason for the paucity of orders. In a speculative way the article is quite firmly sustained, bulls being chief buyers. At the close Rio No. 7 is steady at $6\frac{1}{4}@6\frac{1}{2}c$. In store and afloat there are 3,412,837 bags, against 3,958,782 bags at the same time last year. Mild coffees are quiet, although a fair jobbing demand is reported. Fair to good Cucuta is worth in an invoice way $8\frac{7}{8}@9\frac{3}{4}c$.

When buyers of teas take any at all they seem to prefer the cheaper grades. The business, upon the whole, is very quiet, although the trade has seen duller times. Prices show absolutely no change. Stocks seem ample for all requirements, although there appears to be no undue accumulation.

With a firmer market in raw sugars the refined grades have also moved up slightly. At the close one refinery had advanced the card rate to 5.40c less 1 per cent. cash, with thirty days allowed on shipments. The other refiners, however, have not yet advanced to this figure, but with increasing demand there may be something doing next week.

Assortments of rice here are and have been for some time very poor and this has tended to increase importations. Prices are very firmly maintained, although not perceptibly higher. Good to prime domestic, $5\frac{1}{4}@6c$.

Molasses is quiet, as may be expected at this season. Buyers take the smallest possible quantities. Prices are steady and, as stocks are light, there may be some slight advance. Nothing worthy of mention is doing in syrups.

In the canned goods market there is an improving interest in tomatoes. Reports from Maryland show that rain is badly needed. Prices are stronger both for spot and futures. While standard threes can still be found at 75c f. o. b., the general impression is that $77\frac{1}{2}c$ will be the figure soon, and futures that have been offered at 75c have been withdrawn. Of course, good soaking rains will change the outlook. It takes a good deal to convince the trade that there will be any scarcity of tomatoes. There is a pretty good demand for spot corn and the supply of really desirable stock is said to be light. Some Southern, Maine style, has been sold at 55c, but this is probably bottom rate. Spot peas are worth 70c. Reports continue of a short crop and holders are firm in the belief that we shall see a very material advance in quotations.

There is a pretty good demand

for butter, as summer resorts are taking large quantities, and for the top grades the market is well held. Creamery specials are quoted at $22\frac{3}{4}c$; extras, $22\frac{1}{4}c$; imitation creamery, firsts, $20@21c$; Western factory, firsts, $19\frac{1}{2}c$; seconds, $18\frac{1}{2}@19c$; process, dull, with specials fetching $21\frac{1}{2}c$.

The hot weather is making itself felt, so far as the quality of cheese arriving is concerned, and the chances are that next week will see still more of this sort. Full cream is held at $11\frac{1}{2}@12\frac{1}{2}c$.

There is no great supply of really desirable eggs. Every buyer seems to want the best, but they usually get next to the best. Hot weather has had its effect and a large part of the arrivals show some deterioration. Choice selected Western, $18\frac{1}{2}@19c$; average best, $17\frac{1}{2}@18c$; fair to good, $16\frac{1}{2}@17c$.

Closer Relations Between America and Australia.

Sydney, Australia, June 10—A letter published by the Michigan Tradesman some time ago from this voluntary organization of citizens, who are actuated by feelings of good will and friendship towards America, has resulted in such a stream of letters expressing great sympathy with this small attempt to make Americans and Australians better known to one another that it will take some time to answer them all; therefore permit me to reply, in the first place, through the columns of your widely-read journal.

Our previous letter was to say how glad we were to hear that our invitation for your fleet to visit us was received by you with such feelings of pleasure.

Now we have the satisfaction of knowing that your great fleet is actually coming and will arrive on our coasts in August.

It will be a great day for Australia.

It will be the first meeting of two peoples sprung, in the main, from the same grand old stock and representing countries where the same language is spoken, where religious toleration and liberty of speech are the right of everyone and where all men are equal.

It seems impossible that people with so much in common, origin, birth, speech, freedom of thought in all matters, can mingle without being drawn to one another.

In addition to all these known interests of years' standing, does not the fact stand out, clear cut and final, that we are both bordering on that Pacific Ocean which only a short time back was a silent lake, but is now liable to be turned at any moment into a sea of carnage and slaughter by the sudden uprising of an Oriental power. Australia has spoken strongly on this Asiatic question. She won't have them in her territory at any price.

The Pacific slopes of Canada have spoken equally strongly; and we know the feelings of the great American Republic. Let the English speaking peoples bordering on the Pacific bear these things in mind and

they will see that, apart from all other considerations, this great question of reserving for themselves the right to say who shall enter their territories and who shall not must tend to draw them closer together.

Your fleet will be the most impressive array of modern fighting that Australia has ever seen.

We trust that, in addition to binding the peoples together, one great result of the visit will be to fill the minds of Australians with a desire to go and do likewise and have a navy of their own.

Finally, we hear that thousands of American farmers are crossing into Canada and we feel that we would like some of them to come to Australia instead. We have the finest climate in the world, where men can work and stock graze in the open all the year round. We have fertile lands awaiting the plough. We have country for dairying and fruit growing that can not be beaten. Australia is also the great mineral country. There are gold, silver, copper, lead and tin everywhere and our mineral wealth has only been scratched. There are abundant opportunities, both for the capitalist and the prospector.

Again, since we have gone in for high tariff, there is plenty of room for the enterprising manufacturer, and American business men should look closely to the chances for starting new industries in this continent.

The Immigration League of Australasia, 14 Moore St., Sydney, will

be always glad to hear from American citizens and supply more detailed information about Australia and New Zealand.

Venour Nathan, Sec'y.

Trade Changes in the Hoosier State.

Elkhart—Walden Bros. have sold their stock of boots and shoes to the Elkhart Department store.

Frankfort—A shoe firm has been incorporated under the style of the Irwin & Goldsberry Co., with a capital stock of \$10,000.

Litchfield—A hardware store has just been opened by Geo. Schutt & Son.

Rochester—Chas. A. Kilmer has sold his grocery stock to Kline W. Shore.

South Bend—The South Bend Baking Co. has been incorporated with a capital stock of \$50,000.

Terre Haute—A corporation has been formed under the style of the Gerhardt Baking Co., which is capitalized at \$25,000.

South Bend—W. E. Brown and Edward Brodbeck have formed a co-partnership under the style of Brown & Brodbeck to engage in the grocery business in a new brick store building now being erected on Michigan street. Mr. Brown, who is in Grand Rapids this week buying stock and fixtures for the new firm, has been a clerk in the grocery store of Brodbeck Bros. for the past twelve years.

The curriculum of character may often involve painful circumstances.

Each Perfectly Kept With Its Own Flavor

There is no dampness or stale air to cause one article to taint another with its odor in a McCray Refrigerator, because there is an active circulation of pure, cold absolutely dry air all the time. The temperature is even in all parts, and you use much less ice than with any other kind of refrigerator.

McCray Grocer's Refrigerators

pay for themselves in the ice they save. They are built right of the proper materials, and have perfect refrigeration.

A McCray Refrigerator will attract much attention in your store by its elegant appointments, fine finish and perfect workmanship.

A McCray Refrigerator brings new customers to you.

McCray Refrigerators are made in regular sizes for immediate shipment, or are built to order, and are guaranteed to suit you in every respect. You cannot make a more profitable investment than to buy a McCray Refrigerator for your store.

Send today for handsome catalog No. 65 for grocers, or No. 58 for meat markets, which will show you the complete line.

McCray Refrigerator Company
5578 Mill Street
Kendallville, Ind.



INKSTORM'S WATERLOO.

How He Finally Met His Neighborhood Match.

Written for the Tradesman.

"Say, but there was a man in our town once, when I was a small boy, who kept everybody in hot water and terrorized the whole community for a long time. I can remember some things he did as though it were no longer ago than yesterday. That old Inkstorm was a character and no mistake."

The schoolmaster sat whittling a stick, eyeing now and then a couple of feminine customers who were sampling some of Larry Woods' new goods just in from the wholesaler. Mrs. Woods was attending to the critical buyers, while her husband bargained with an old farmer for his lot of spring chickens.

Larry dabbled in outside lines whenever the chance for turning an honest penny offered.

"What's that about old Inkstorm?" queried Farmer Bates after he had made his bargain with the storekeeper. Bates was chewing a straw, an eccentricity of his when in good humor.

"You have heard of Black Jack?"

"I should say so, who hasn't? His ghost rides the air even now to frighten naughty children. Old Jack flourished long before I came on the river though. Did you know him, Tom?"

"I knew him as a boy. We were all afraid of him, and sneaked to cover whenever we saw him coming. He always wore a belt with an ugly looking knife dangling at his hip. Jack was a Kentuckian and had slain a dozen men, it was said. Some thought he was a fugitive from justice, yet no one ventured to intimate such a thing to his face."

"Likely not," assented Farmer Bates. "He was a real terror and no mistake. How long did he flourish on the river, Tom?"

"Several years if I remember right."

"How'd he come to leave finally? Died, I suppose?"

"No, he's living yet for aught I know to the contrary, although he would be over 90. I think it was chagrin over an unfortunate affair he had with old Nick Clerdon's boy that sent him from among us at the last. Never heard of the circumstance, eh?"

"The great fighter was not proof against fear after all?"

"That's about the size of it, Mr. Bates," assented the schoolmaster. "We boys looked upon Black Jack Inkstorm as the very incarnation of human might and wickedness. He was a stormer, and once he got started nobody dared cross him. He broke up a good many dancing parties in the woods the winter I remember the most about him."

"After a time he left the woods, bought a forty in a swamp and began clearing up a home. He had no family, although he claimed to be a widower and the father of several children. If this was true, which was always a matter of doubt, the children must have suffered terribly from

the temper of their paternal relative.

"There was nothing too low and mean for old Inkstorm. He frightened small boys with threats that would make your blood run cold. We scarcely dared pass his place in the daytime. At night it would have taken a thousand dollars to have induced a boy or girl to pass his clearing."

"What an old sardine he was!" exclaimed the farmer. "It seems to me the people ought to have gotten together and ordered him out of the community. It would have served such a scamp just right."

"No doubt of it, but the old chap was great on the law. He had a brother who was a judge and his mother came from a long line of men learned in the law. Old Jack insisted that he knew all about legal twists and turns, and often threatened to sue his nearest neighbors for some simple infringement of the law. He was a thorn in more ways than one. He carried things with a high hand until one sad day—sad for him but glad for the community—he encountered Nick Clerdon's boy, Sam. Clerdon was a shingle weaver, an honest man, with a big family, who never molested anybody, and yet toward him Black Jack manifested a savage dislike. Why this was so no one ever knew."

"Inkstorm made some threats and Clerdon had him arrested. That was the time of our lives, for everybody felt sorry for the poor shingle weaver. At the trial Inkstorm defended himself in such a manner as to win his case. Fact was, he cowed justice and jury and had his own way, as usual. After that the shingle weaver was made to suffer."

"His only cow was found dead in the woods with a bullet in her brain. A stack of hay caught fire one night, from an unknown source, and burned to the ground. All sorts of petty annoyances were heaped upon Clerdon. He felt in fear of his life and his wife was afraid to step out of the house after dark."

"And in a civilized community at that," said Bates.

"Well, yes, we were supposed to be civilized," laughed Tanner. "Of course, everybody knew whence came the misfortunes of poor Nick Clerdon, but no one could see any way to help him. There was no proof that old Jack was at the bottom of the villainy, although we all knew he was."

"The old scamp swaggered more than ever after he had worsted Clerdon at law. He made threats of what he would do if anybody interfered with him. Nobody cared to do so after that. Clerdon's children dreaded to go to the little log schoolhouse, since they had to pass Inkstorm's clearing. He often came out and made a show of sharpening his big knife on the grindstone when the children were passing."

"Sam was the oldest boy, 19, tall, awkward, bashful. He was raw-boned and muscular, yet had no apparent command over his strength. One day Black Jack met the boy in the road and forced him into a fence corner. There was no chance for Sam to es-

cape and he trembled in his boots.

"You've been lying about me, boy," said the Kentuckian in a voice of suppressed wrath. In vain the boy protested. Old Jack had heard some stories going about, impugning his honor—he was very careful about the honor of a Southern gentleman—and he traced the stories to Clerdon's son. Stuff all made up for the occasion, of course. In vain did poor Sam protest. Inkstorm advanced threateningly, promising the boy a severe trouncing.

"How it ever came about nobody could tell; even Sam was at a loss to explain it himself. He remembered that big, black-browed Jack came at him with a scowl and a savage grin which showed his big yellow teeth in a most disconcerting way."

"I knew I was cornered," said Sam afterward, "and resolved to die right there for the good of the family." As it turned out the boy did not die. Instead, he gave the terror of the woods the surprise of his life.

"You will remember what a poor stick General Grant was all his days until the Civil War brought out his real qualities and gave him a send-off that goes ringing down the ages. Well, it is my belief that we all have within us a germ of greatness which, if properly developed, makes heroes of common folk."

"It was thus with awkward Sam Clerdon. Never until that memorable morning had he suspected his prowess. Spat—swat—swat! Like flails flew the long arms of man and boy. A trickle of blood from his heavy nose, accompanied by a stinging pain, was the first intimation to Black Jack that he had met a foe man worthy of his steel."

"The fact astounded him. Herto-fore he had won his victories by over-awing the enemy. He expected to do the same in the present instance. His idea was to cuff the boy until he bel- lowed, then send him home to his folks with a wild tale of woe. Is it any wonder then that the sharp bat- tle put up by Sam Clerdon dashed his confidence?"

"The battle was not of long dura- tion. Once his blood was up, stout Sam Clerdon made of his enemy a veritable chopping block. He felled him to earth, pounced upon him, and had beaten the bully's head nearly to a jelly when a passing teamster interfered to save the man's life. Once made aware of his own strength, the shingle weaver's son raged like a lion loosed from his cage."

"That thrashing completely oblit- erated Black Jack. He sneaked out of the neighborhood between two days and was never seen again in that part of the country. Sam Clerdon became the hero of the hour and grew up to become one of the lead- ing business men on the river. It is best, it seems to me, to fight fire with fire sometimes," concluded the schoolmaster. Old Timer.

Wise Tommy.

Druggist—What kind of a hair- brush do you want?

Tommy—Er—have you got any with soft backs to 'em?



The Story of the Pennies

Mr. Merchant, if your **net** profit is 10%, and by careless or incomplete system in the conduct of your business you lose **one penny** out of every dol- lar sale, **YOU HAVE LOST ONE- TENTH OF YOUR NET PROFIT.** Lose one penny out of one hundred pennies.

How easy!

Forget to charge for one watermelon 40c—one penny lost out of every dol- lar for the next \$40.00 worth you sell.

Have a dispute with one of your customers over his account, concede for the sake of peace \$3.00—one penny lost out of every dollar for the next \$300.00 worth of sales you make.

Let the delivery boy fail to turn in 140c on a C. O. D. order sent out to Mrs. Brown's and you have lost one penny out of every dollar for the next \$140.00 worth of goods you sell.

When Sam Johnson comes in to pay his bill of \$20.00 and you say: "Sam, come in later, I am very busy and your account is not all posted up."—Sam moves away—you never get a dollar of that \$20.00. You have lost one penny out of every dollar for the next \$2,000.00 worth of goods that leave your store.

But why continue an unpleasant story? Space does not permit. Our business is to save **for you intact these ten pennies** which you should get out of every one hundred. You shouldn't lose a **single one** out of the bunch. You can't afford to. We can add to these ten out of every hundred, but that is another story, saved for another time.

The American Case and Register Co.

Alliance, Ohio

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

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

Cut off at this line

Send more particulars about the Ameri- can Account Register and System.

Name

Town

State

MERCHANTS' WEEK.

Official Review of the Third Annual Event.

Grand Rapids, July 7—It is my desire to present to you, as fully and concisely as may be, a report upon the recent Merchants' Week enterprise conducted in this city by the Wholesale Dealers' Association under the auspices of the Board of Trade.

It is my purpose that this record may be preserved that the facts set forth and suggestions offered may serve as a guide to be followed in the development of future ventures in the same direction.

At a meeting of your Association, held March 23, 1908, you adopted the following (offered by Mr. Prendergast and supported by Mr. Hutchins):

Whereas—An invitation was extended last year by the wholesale dealers and jobbers of the Grand Rapids Board of Trade to the merchants of Michigan to come to our city to investigate its advantages as a buying center and personally to meet our business men; and

Whereas—The merchants of Michigan accepted our invitation in the same spirit of friendship and good will with which it was offered, laying aside their business cares for that purpose; and

Whereas—They expressed themselves as greatly pleased with the heartiness of our greeting and the generosity of the entertainment we offered; and

Whereas—We told them that we would like to have them come again and that if they would do so we would do our best to give them as good a time as before; and

Whereas—We meant every word of it; therefore be it

Resolved—That the wholesale dealers and jobbers of the Grand Rapids Board of Trade repeat their invitation to the merchants of Michigan to visit this city during a period to be set aside for that purpose and to be known as Merchants' Week.

At your meeting held April 24 you settled upon June 10, 11 and 12 as the dates for holding Merchants' Week, the banquet to be given on Friday, June 12. Other details were also agreed upon. Sub-committees were created upon Finance, Banquet, Programme, Transportation, Amusements, Decorations, Ushering, Publications, Automobile Ride, Ticket Taking and Police.

The Committee on Finance consisted of Messrs. Rouse, Steketee and Snitseler, and that Committee arranged a schedule of assessments to cover the estimated cost of all expenses to be incurred; to meet the cost of the yearly advertising in the Michigan Tradesman, and to provide a fund with which to pay for clerical labor during the current year.

The Banquet Committee, consisting of Messrs. Leonard, Plumb and Hutchins, faced a perplexing problem as to where and how a possible 2,000 or more guests should be feasted. By a happy combination, however, it was easily solved. The use of the Ramona Athletic Field, most cordially and generously tendered by Messrs. Hanchett and Delamarter, made it possible to use a large circus tent, pitched upon that field, as a banquet hall and, as the weather man

avored us to the maximum limit, the combination for comfort and convenience was perfect. Then, too, came the admirable work of the Programme Committee, consisting of President Stowe and Messrs. Rouse and Elgin, which could not have been improved upon. Finally, to cap the climax, in perfect harmony with all preceding excellences, Mr. Jandorf, the caterer, served a splendid menu without stint and in faultless fashion.

Truly such conditions, such a "feast of reason and flow of soul" could not have had a more inspiring setting than that which was furnished by Alvah W. Brown, Chairman of the Committee on Decoration, who performed a very difficult task in an artistic manner, transforming what might have been a spiritless, almost

of these booklets were circulated, with an invitation to attend Merchants' Week at Grand Rapids, among the merchants in Michigan. The Committee also conducted the printing of other literature on the subject and certainly "made good" by their efforts.

The system of ushering and of maintaining surveillance over every portion of the great auditorium at all times during the banquet was arranged and carried out under the direction of Walter K. Plumb, and, by the courtesy and enthusiastic co-operation of the 120 table captains, who contributed their services, this system worked out with absolute perfection. Within twenty-five minutes from the time the doors opened the guests were seated at the tables, the

toward winning a record breaker success for the function.

Nearly 17,000 souvenir booklets and invitations were mailed from our office between June 26 and June 30, and before we had concluded this work we were called upon to answer mail enquiries by the score and mail out tickets in response to acceptances. For four days it was day work and late night work until we had the booklets all mailed, so that we were able to meet the requirement of devoting our entire time to sending out tickets. During the week ending June 13 we received 2,260 acceptances. Each acceptance was scrutinized by me and verified by reference to Bradstreets. When a name was not found in Bradstreets it was referred to some one of your Association for verification.

There were a large number of duplicate acceptances on blank letterheads or postal cards from parties out of business or who were never in business, and these had to be straightened out. All of these duties, coupled with the volume of enquiries by telephone or made in person by members of your Association, combined to make the Board of Trade office an extremely busy place, so that when the visitors began to arrive on Wednesday, June 10, and from that time to the banquet hour, the Board of Trade rooms were truly the chief mercantile headquarters in Michigan.

In closing this review permit me to invite your consideration of a few observations and suggestions which may prove of value in future:

1. In the matter of attendance at the banquet. That there were not more merchants present is accounted for in two ways:

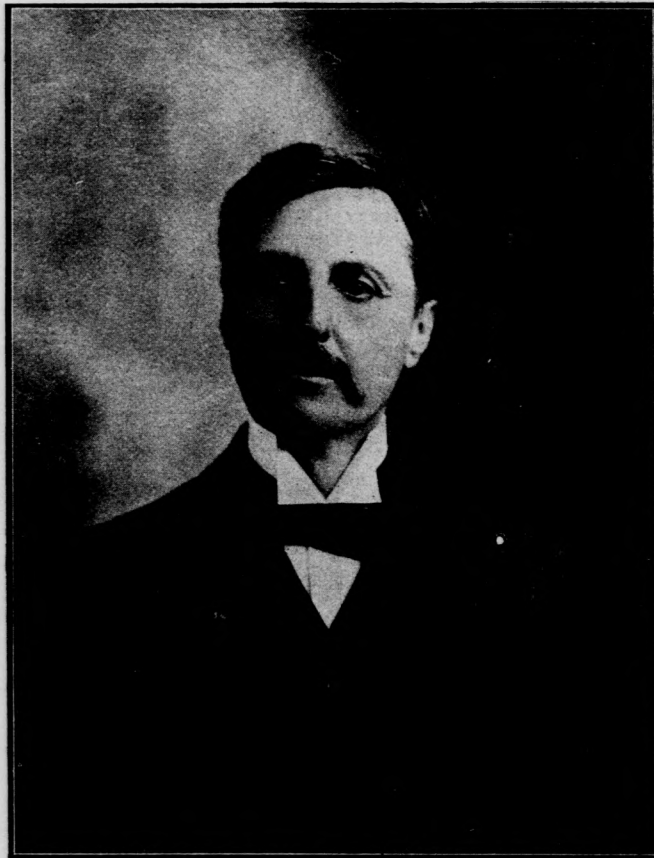
First, because of contradictory reports and uncertainty as to the Friday evening train north over the G. R. & I., nearly 200 of our guests, anxious to be in their respective places of business early Saturday morning, took the regular 6 o'clock evening train.

Next, I have been told by one of our jobbers who visited Powers' Opera House, after attending our banquet, in order to call for his wife, that he saw many people there wearing Merchants' Week badges and enjoying the performance.

2. From numerous unsolicited expressions which I have heard I am impressed that a general opinion prevails that the automobile drive on Thursday was not the success anticipated and that such a form of entertainment for so large a number of people should not be again attempted. In place of this it has been suggested that a game of baseball be played between two clubs of the Central League on the Ramona Athletic Park Grounds.

6. Would it not be wise to have a conference between the heads of the leading wholesale houses in the city at once to consider the matter of holding another Merchants' Week next year? I ask this question for the following reasons:

If it is decided to hold one it may be best to fix the dates thereof when



H. D. C. Van Asmus, Secretary Grand Rapids Board of Trade

depressing environment, into a great bower of light, cordiality and grace.

The Amusement Committee, Marcus Hall, Chairman, received the hearty co-operation of Mr. Delamarter, through whom was secured a reduction of prices to the theater and to nine additional amusement concessions, so that all of our more than 2,000 guests were never at a loss, from noon until the evening hour of the balloon ascension, and, later, the banquet, for attractive means of enjoyment.

The Committee on Printing and Advertising, A. B. Merritt, Chairman, and Messrs. Hall and Krause, evolved a novel and very attractive booklet, which was handsomely illustrated and well printed and served well as a souvenir. Twenty thousand

Ramona Orchestra providing excellent music during the interval.

Perhaps the most exacting and patience testing task of the evening fell to the lot of Messrs. Logie and Loomis and their assistants, who were at the door taking tickets, answering enquiries, giving directions and preserving not only their own good nature but the spirit of good fellowship which marked the demeanor of the great crowd.

On Monday, May 1, we took down the Board of Trade sign and elevated in its place the legend of the Wholesale Dealers' Association of the Grand Rapids Board of Trade and my entire clerical force and myself took the oath of allegiance to Merchants' Week with a determination to assist in every way possible

summer service is in effect on all Michigan railroads.

It may be an improvement to have our banquet on Thursday evening instead of Friday to give everybody ample time to get back to business Saturday morning.

7. As the attendance on Merchants' Week has been increasing annually since it was instituted it is a moral certainty that if such a week is carried out next year we will have at least 3,000 people as our guests.

The most perplexing thing facing us each year is the impossibility of knowing until almost the very last minute exactly how many people we have to prepare for. And as we must know, first of all, that enough money is in sight to meet our obligations, it is very necessary that we should know at the earliest possible time what our expenses will approximate.

For all of these reasons and because it is beyond question that the burden of such expense should be borne by the prominent large wholesale firms, I suggest an early conference between leading jobbers.

9. We found upon making an analysis of the acceptances received that there were 183 which had been signed either by a member of the firm, their buyer or a clerk representing the firm. I would therefore suggest hereafter our acceptance blanks show: 1. Signature. 2. Name of firm. 3. Rank or position of person signing card. 4. Address, city and county. 5. Trade engaged in. 6. Rural free delivery route.

Also permit me to suggest that in sending invitations to their customers each wholesale firm send also with each invitation a blank acceptance card, addressed to themselves, instead of to the Board of Trade. In this way the matter of keeping a record of acceptances to be credited to jobbers will be greatly simplified. These cards should be exactly like the blank acceptance cards sent out from the Board of Trade, except as to the return address, and color, same text and same size.

A classification of our guests according to lines of business followed is given herewith and is, approximately, correct. At the same time it is not likely to give an accurate idea as to all lines carried by each dealer. For example, druggists naturally deal in cigars; furniture dealers are also undertakers; hardware dealers deal in implements; jewelers may deal in musical instruments, stationery or notions; general stores handle all lines; those classed as boot and shoe merchants may and perhaps do deal in hats and caps; dry goods men probably in a large number of cases handle groceries also; confectioners are bakers as well; bakers may keep restaurants, and so it goes until it is practically impossible to give a perfect showing on the subject.

My record shows:
Invitations mailed from our office16,347
Invitations mailed by 26 wholesale houses23,515

Total issued39,862

| | |
|---|-------|
| Acceptances received direct from retail dealers | 1,741 |
| Requests from tickets from wholesale houses | 1,306 |
| Total | 3,047 |
| Registered | 1,648 |
| Banquet tickets issued to male visitors | 1,716 |
| To lady visitors | 373 |
| To wholesale houses | 351 |
| To invited guests | 18 |

| | |
|--|-------|
| Total | 2,458 |
| Tickets taken at the gate from male visitors | 1,049 |
| From lady visitors | 268 |
| From wholesale houses | 316 |
| Engaged in tent | 11 |

Total at banquet table 1,644

Trades Represented. (Acceptances.)

| | |
|-----------------------------|-----|
| Bakeries | 2 |
| Bankers | 2 |
| Barbers | 9 |
| Blacksmiths | 23 |
| Books and stationery | 39 |
| Boots and shoes | 67 |
| Cement | 13 |
| Clothing | 42 |
| Confectionery | 28 |
| Crockery | 31 |
| Drugs | 72 |
| Dry goods | 58 |
| Editors | 27 |
| Furniture | 66 |
| General stores | 303 |
| Grain and fuel | 26 |
| Groceries | 202 |
| Hardware | 98 |
| Horse tailors | 39 |
| Hotels | 9 |
| Implements | 43 |
| Jewelry | 20 |
| Lumber | 21 |
| Meats | 24 |
| Millers | 35 |
| Millinery | 51 |
| Notions | 47 |
| Wall paper and paints | 27 |
| Photographers | 8 |
| Pianos and music | 19 |
| Plumbers | 56 |
| Produce | 39 |
| Restaurants | 24 |
| Saloons | 16 |
| Second hand dealers | 9 |
| Sporting goods | 14 |
| Tobacco and cigars | 47 |
| Undertakers | 32 |
| U. S. Express Co. | 1 |
| Not classified | 27 |

Total 1,716

Our male visitors present during the three days were from counties as follows:

| | |
|----------------------|-----|
| Allegan | 106 |
| Antrim | 9 |
| Barry | 58 |
| Bay | 4 |
| Benzie | 8 |
| Berrien | 18 |
| Calhoun | 8 |
| Cass | 9 |
| Charlevoix | 11 |
| Clare | 6 |
| Clinton | 14 |
| Eaton | 39 |
| Emmet | 16 |
| Genesee | 2 |
| Grand Traverse | 8 |
| Gratiot | 26 |
| Hillsdale | 3 |

| | |
|------------------|-----|
| Huron | 4 |
| Ingham | 10 |
| Ionia | 58 |
| Isabella | 6 |
| Jackson | 5 |
| Kalamazoo | 33 |
| Kalkaska | 9 |
| Kent | 141 |
| Lake | 13 |
| Lenawee | 14 |
| Livingston | 5 |
| Manistee | 4 |
| Mason | 12 |
| Mecosta | 30 |
| Missaukee | 8 |
| Montcalm | 73 |
| Muskegon | 101 |
| Newaygo | 36 |
| Oakland | 5 |
| Oceana | 44 |
| Osceola | 17 |
| Otsego | 4 |
| Ottawa | 224 |
| Saginaw | 4 |
| Sanilac | 5 |
| Shiawassee | 7 |
| St. Clair | 5 |
| St. Joseph | 7 |
| Tuscola | 4 |
| Van Buren | 34 |
| Wexford | 14 |
| Washtenaw | 4 |
| Indiana | 2 |

The exhibit as to the number of male visitors from each county present during the three days shows that we had with us merchants from Saginaw, Bay, Huron, Tuscola, Genesee, St. Clair, Oakland, Livingston, Washtenaw and Lenawee counties, leaving only Monroe, Wayne, Macomb and Lapeer counties, of the counties of Eastern Michigan, not represented. In fact, every county south of Saginaw Bay, except those already named and Branch county, were represented.

Another interesting showing is the fact that while Kent, Ottawa and

Muskegon counties were represented by 466 male guests, the other counties sent us 822 representatives.

Another satisfactory feature is the fact that even although navigation is open with daily boats to Milwaukee and Chicago our neighbors, Ottawa, Oceana, Muskegon, Allegan, Van Buren and Berrien counties sent 405 of their retail merchants to do business with us and have a good time.

Beyond any question the steady increase during the past three years in the popularity of the annual Merchants' Week in Grand Rapids and the pronounced growth each year in the attendance of retail merchants upon these occasions are due primarily to the fact that Grand Rapids jobbers have worked together harmoniously and in good faith for the general success of the enterprise and the pleasure of their guests. So long as this attitude of public spirit and of fairness to each other and to all is maintained, just so long will such efforts on the part of our jobbers be attended with good results. On the other hand, if we permit individual interests to dominate the purpose of any two or more wholesale concerns in their participation in the routine of organizing and carrying out a Merchants' Week, the valuable co-operation will begin to weaken and disintegrate, the pleasure will fall to a minimum degree and the best publicity advertisement in Michigan enjoyed by the city of Grand Rapids will cease its service.

H. D. C. Van Asmus, Sec'y.

Very Appropriate.

"My hair is falling out," admitted the timid man in a drug-store. "Can you recommend something to keep it in?"

"Certainly," replied the obliging clerk. "Get a box."

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.

JENNINGS' TERPENELESS LEMON EXTRACT. The flavor of this Extract is taken from MESSINA LEMONS by our own special mechanical process, producing absolutely a pure Flavoring Extract from the FRUIT.

Our serial number 6588
appears on every package.

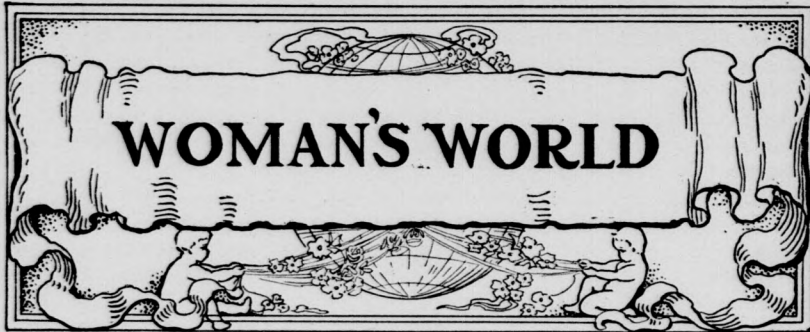
Jennings Flavoring Extract Co.

Grand Rapids, Mich.

C. W. Jennings, Mgr.

Direct or Jobber, see Price Current





Fool Women Who Discredit Their Sex.

If the earnest women in the world who are trying faithfully, bravely, persistently, to raise the status of their sex in public estimation; who are trying to prove that women have brains as well as hearts; that they have sense as well as sentiment; that they have rights as well as privileges; that they are to be respected for their judgment as well as loved for their graces, could put up one prayer more fervent than the rest it would be, "Good Lord, preserve us from our friends who are our enemies." It is not the opposition and prejudice of men that stand in the way of woman's progress. It is the fool women who discredit their sex and bring ridicule on woman and all her works.

For years and years millions of women all over the country have been banded together to promote reforms and suppress vice. They represent what we call the best people, in every sense of the term. They comprise a high degree of intelligence and culture and have a singleness of purpose and purity of aim that no one has ever questioned. They ought to be a power for good that would be simply irresistible, and that these great organizations are comparatively ineffectual is to be attributed alone to the members within their own ranks. At some point of the game they always succeed in making the movement so absurd that nobody thereafter can be induced to take it seriously. Cervantes laughed Spain's chivalry away, and the modern female Don Quixote, out gunning for windmills, has killed many a good cause that would have been impregnable under all the assaults of its foes.

Considerable attention was given, for instance, to the scheme of the woman who gravely proposed to defeat Mr. Taft by uniting all the Democratic women in an endless chain of prayer. It was the most potent argument against woman's suffrage that has been advanced in the last half century. Imagine anyone presenting such a plan of campaign to Mr. Bryan or any other practical politician! The very idea is so wild it can only suggest one thing: If that is all that women know about politics, nobody would be crazy enough to imperil the welfare of the nation by even letting them vote for a town dog catcher. A political campaign is bad enough and hot enough as it is without adding to it the ludicrous, not to say blasphemous, spectacle of the women of

the country engaged in rival praying bees for their respective candidates.

Of course, one may well say such a woman is far enough from representing the intelligent, conservative, newspaper-reading women who are just as well informed on political matters and just as capable of forming an opinion as a man, but she has gotten in her deadly work. She has succeeded in making woman's view of politics a thing for derision and scorn. You can refute an argument, but a cartoon is unanswerable. You can only gnash your teeth over the thing that makes you 'a laughing stock for the whole country and bear it with what patience you can.

Another thing that seems likely to be assassinated in the house of its friends in the mothers' congress. No one will deny that the most important work that ever engages the attention of a woman is the proper rearing of her children, and if there is any more enlightened way of doing it she can not be in better business than finding out what it is. No idea of modern times has seemed more inspiring and hopeful or more practical than that of the mothers meeting together to discuss wiser methods of developing their children physically, morally and mentally, and learning all that science and research have to teach them on the subject: Learning from physiologists how to maintain such hygienic conditions in the home, they may secure to their children the vigorous bodies that must underlie all happiness and success in this world; learning from the specialist what may be done to cherish the feeble flicker of intellect in the poor unfortunate who is born feeble-minded; learning from the moralist how best to guard the little feet and set them in the safe paths of life.

In all good truth it has seemed one of the longest steps yet taken towards a common sense millennium, when a mother would recognize her responsibility for the ways her children turned out, and not try to shove the blame off on Providence when they went wrong. All should have gone well with the mothers' congress, and it would have been a power in the land, if only it could have been protected from the fatal attentions of its indiscreet friends. That, however, seems to be always an impossibility. One of them, an old maid, who has never had to keep the baby quiet while she patched her husband's trousers, addressed the mothers' convention at a certain city not long ago. She took as text the iniquity of the empty feeding bottle,

which she declared to be the root of all evil and the parent of intemperance. With a logic that has never been paralleled outside of a comic opera she argued that it was the bottle with nothing in it that shattered a baby's faith in human nature and was at the bottom of that dark pessimism so characteristic of the present day. Thus early initiated into a life of deceit, with its principles undermined in the very cradle, and a morbid craving for something to drink inculcated by its futile pulling on a rubber mouth-piece, a child was started on its downward way, and the descent into a drunkard's grave was so easy the wonder is that any bottle baby has escaped.

If this were intended for humor it would be delicious. Offered seriously, as reform worthy the consideration of women who have enough sense to keep out of the fire, it is heartbreaking. It covers a noble movement with undeserved ridicule. Nobody can take a convention seriously that wastes its time discussing the moral effect of an empty bottle on a baby or resist the inevitable conclusion that if that is the kind of sterilized nonsense they offer each other they far better had stayed at home, where at least their lack of sense would not have attracted public attention nor reflected on other women.

Equally absurd is the crusade that a body of New York women recently inaugurated against the wax dummies on which gowns are displayed in the shops. These ladies, who are

What a Grocer Should Know

There's satisfaction in selling good goods whether it be sugar or clothes pins.

And in selling flour—good flour—there's more satisfaction than in any other part of your stock, because upon the quality of that flour, Mr. Grocer, rests that woman's reputation, and she's bound to judge you by the flour she gets.

If you wish to keep her respect, her patronage, recommend a brand of flour that has real merit—flour of which you can say, "Yes, ma'am, we can guarantee every sack of Voigt's Crescent to give perfect satisfaction."

Our salesmen or our mail department will put you right.

Voigt Milling Co.
Grand Rapids, Mich.

We are Exclusive Handlers of O. A. B. and Riverside Cheese

The June Make
Are Especially Good

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

too good for anything, discovered that these wax figures are highly immoral, that they are calculated to bring the blush of shame to the cheek of the young person, and that they have a most demoralizing and pernicious influence on the husbands who go shopping with their wives and the men clerks in the stores. A good deal might be said about the prurient prudery of a woman who can be shocked by a store dummy or whose mind can be incited to unclean thoughts by the spectacle of a wax figure with a décolleté dress on. Somewhere Kipling quotes a Hindoo proverb to the effect that neither you nor I knew there was so much evil in the world as the overly-good discover. Thank Heaven such people are always in a hopeless minority. To the rest of us a wax dummy in a store window is a wax dummy and nothing more, and it is utterly certain that if these inconsequent reformers would rake the city over they could not find one single person who would admit to having been demoralized by the corrupting association of a wax figure.

Leaving this view of the subject entirely out of the question, however, think of the absurdity of a band of women devoting their energies and their influence to suppressing wax dummies in stores, when they stand face to face with all the corruption and vice of a great city. All about them are young girls standing on the very brink of temptation and needing a steady hand and a word of hope and cheer. There are real reforms to be wrought, real evils to be suppressed, real wrongs to be righted at their very doors, and they are concerning themselves with the immoral influence of wax dummies! It is a specialized branch of insanity which women monopolize, and nobody need wonder that women's societies are regarded by the world as a choice piece of humor that contributes to the gayety of the nations. It is our own fault. Nobody else could make us so ridiculous as we make ourselves.

If this is true in public affairs in which women seek to engage, it is equally true in the private affairs of life. Every woman who goes into any business or profession has to live down the follies of some goose of a woman who preceded her—some woman who could never be convinced that business was not run on the same principles as a 5 o'clock tea, when you could drop in when you felt like it and go when you pleased; who was always asking favors on account of her sex; who wept when her work was criticised and thought her employer a brute because he did not pay her compliments. She was all that was inefficient and unreliable and uncomfortable and she lost her place, as she deserved, but the evil did not stop there. She had depreciated the value of every other woman's work.

"Hire another woman employe?" her employer is sure to say; "not on your life. I have had one and she nearly ran me crazy with her mistakes." The reason that women have to work for less wages than men is

not because men are so anxious to grind them down. It is because there is so much poor woman's work that it has cheapened all women's work. We have got to establish a good, honest reliable brand of women's labor before we shall ever be able to get the top price in the market for it, and do not forget that, my sisters.

What are we to do toward remedying the evil wrought by the sentimental crank in our clubs and the unreliable goose in our offices and stores? Sit down on her hard in the clubs. Squelch her plans that commit us to Don Quixote issues. Try to educate the working woman into seeing that she is the enemy of her sex when she does poor work and that she is hurting every woman who is fighting her battle for daily bread. It is time to realize that we must take some precautionary measures against our friends who are our enemies. They have made us ridiculous in the eyes of the world long enough.

Dorothy Dix.

The One Thing Needful.

Written for the Tradesman.

A woman was one day sent to a neighboring city on an errand for the farm with the parting instruction, "Go to Smith's; it's the only place in town where they keep it."

She wished to make the next car back, and an hour seemed ample time to do this and one or two other errands. She hurried to the hardware store to find three salesmen each busy with a customer. One or two were in waiting, and others, all men, came in. She waited patiently for the first fifteen minutes, admiring the large and well displayed assortment. It was in early spring and a fine collection of lawn mowers of various sizes and makes stood so near the front door that one could not help seeing them. Even if there had been no thought of purchase, they were a gentle reminder that could scarcely fail to attract one in need of the article.

A large card in the rear, but facing the entrance door, called attention to the line of farm machinery for sale. On all sides were boxes and shelves neatly arranged, each so labeled that the visitor could see at a glance the stock contained. This served as a reminder of one or two little purchases which she herself wanted to make, but which would not have been thought of otherwise.

The proprietor seemed still busy in the rear, and the other attendants also had business in another direction; and she began to wonder if she had not best do her other errands and return. But no, this was an early hour and the rush would be greater soon; besides, she would lose her place, and have to await her turn anew. Finally the junior clerk appeared to be visiting with others, rather than waiting upon any one, yet he passed and re-passed her without any apology. She was about to leave indignantly when the parting instructions, "Go to Smith's; it's the only place they keep it," came back. Surely it was not pleasant for

a woman to be thus forced to wait, while a half dozen laboring men were combining a little business with more visiting!

At last, when it became plainly evident that the young clerk was not waiting on anyone, she interrupted his conversation long enough to ask if he was a clerk. Possibly he detected no irony in the enquiry. On receiving an affirmative answer, she asked if they kept the article desired, and gave her order, and he disappeared to the rear. After another ten minutes the proprietor, who was legitimately though leisurely employed during the entire time, asked, as he passed her if the clerk was not waiting on her yet.

"I guess so," was the dubious reply, though she felt like saying, "I'm waiting on him."

At last the order was filled, and she looked at her watch, finding that just forty minutes of her hour had been spent in the single purchase. Other things had to be hustled or left undone in order to catch the car.

She somewhat indignantly related the shabby treatment at home, only to get the response, "O, yes; that's always the way at Smith's. They keep the best stock in town, but I dread going there if I'm in a hurry."

Bessie L. Putnam.

New Arithmetic.

"If it takes one boy one hour to do two errands, how long will it take two boys to do one errand?"

Answer—"Half a day."

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?

Wingold
THE FINEST FLOUR IN THE WORLD

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.

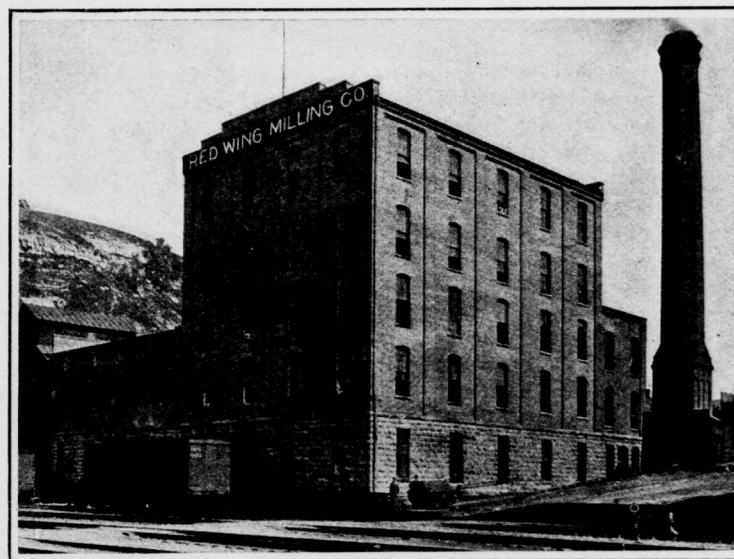
BAY STATE MILLING CO.
Winona, Minnesota

LEMON & WHEELER CO.
Wholesale Distributors
GRAND RAPIDS, MICH. KALAMAZOO, MICH.

The Mill That Mills

BIXOTA FLOUR

In the Heart of the Spring Wheat Belt



The excellent results women are daily obtaining from the use of Bixota Flour is creating confidence in its uniform quality. Grocers handling the line know this—and the result is that all recommend Bixota.

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

Red Wing Milling Co. **Red Wing, Minn.**
S. A. Potter, Michigan Agent, 859 15th St., Detroit, Mich.

LUCK IN ODD DEALS.

Queerest Transactions Sometimes the Most Profitable.

Written for the Tradesman.

"There's Winston," said the man at the end of the counter. "He never made a cent until he went into crazy schemes."

"What do you call crazy schemes?" asked the man leaning over the showcase.

"A crazy scheme," replied the other, "is a proposition that no one but a crazy man will go into. It is a game that will break a thousand men where it will supply a profit to one."

"And Winston makes money with them?"

"He surely does."

"For instance?"

"Well, early in his career, he got a few hundred dollars together and went to New York to buy what he calls a 'drive.' In other words, he wanted something he could sell at a ridiculously low price—something that he could almost give away—and still make 100 per cent. on his investment."

"He didn't want much."

"Winston never does want much. All there is will suit him. Well, he went down to New York and remained away from his store three days. When he came back we all kept our eyes open for his 'drive.' He had it, sure enough, but it wasn't anything that would be likely to cut into our trade. What do you think he bought?"

The shoe man at the door, the dry goods man leaning over the showcase, the hardware man tipped back in his chair guessed and gave it up.

"He brought back buttons," said the book man, sitting at the end of the counter. "He brought back eleven hundred gross of buttons."

"What kind of buttons?"

"Every kind that was ever made. He had buttons made of horn, and wood, and glass, and rubber, and I don't know what else. While in New York he had heard of a button factory up state that was about to fail, and he went up there and bought 'em out—that is, he bought their manufactured goods. What do you think of the idea of bringing a mess of buttons like that to a town of this size?"

"What did he do with them?"

"Sold 'em! Blessed if he did not sell every one of them inside of three weeks. He paid less than three hundred dollars for those buttons and sold 'em for over thirteen hundred! If he had bought anything but buttons he couldn't have made the profit he did. He's a corker."

"Where did he sell 'em?"

"Everywhere. Merchants, tailors, dressmakers. People laid in stocks of 'em. He's a lucky brute."

"Some day he'll get into the discard for running a game like that," observed the shoe man.

"Nothing to it!" said the book man. "One day a freight agent sent word to him that a carload of wall paper had been refused by the consignee because it had soaked up a lake of water in transit. Winston

went to his wall paper man and asked him if the stuff could be sold.

"If I could get the carload for about \$250," said the wall paper man, "I could make some money on it."

"Winston went to the railway man.

"I'll give you \$100 for the carload," he said.

"You've bought something," said the railroad man, who was about to dump the stuff on the company's right of way. Winston sent the paper up to his store and advertised it at ten cents a roll. Said it was fine paper, worth 25 cents a roll, and all that. I guess it was of good grade, but it was a sight when placed on sale."

"Oh, he could fix it up so it would look all right," said the hardware man.

"Fix up nothing! He dumped it on the floor in a back room and told the people to go to it for ten cents a roll. They went. Some of it was glued together so it could never be unrolled, but he sold it.

"If I had tried to clean it up," he said to me, "people wouldn't have believed it had been damaged in transit. They would have thought it was just an advertising dodge, that I was selling cheap paper at the usual price. When they saw the shape it was in they believed all I told them about it."

"I asked Winston what the buyers could do with the damaged paper. He said he didn't know. When I asked him how it was he came out so well in every crazy scheme, he said it was because he was born lucky."

"Besides," he said, "you must understand that the greed of the human animal is merciless. You make the people believe that you or some one else is losing a dollar on every dollar's worth of stuff they buy, and the sales will run day and night, as long as there is any money in the stocking at home. If you want to advertise a fire sale, don't clean up your store. Let the buyers wade in an inch of water. Keep a little wood fire burning on the basement floor, so they will smell the smoke. The more trouble customers have in getting to the goods the quicker they will buy."

"Do you believe all that?" asked the dry goods man.

"I don't know what to think," was the reply. "You see, Winston exhibits the scenery when he puts on a bargain-sale drama, and it seems to work well. If he was to have a sheriff's sale I really think he'd have an officer come in during the rush and put handcuffs on the clerks, just to show that the creditors knew the prices offered would rob them of profit. Whether or not such games pay I can not figure out. Sometimes I think they do. Anyway, Winston is making more money than any man on the street."

"But it may be luck. He says it is."

"Luck nothing! Ever hear of luck played on a system? Not yet. I guess he has a sixth sense. Do you think it was luck that brought Fred Rowland to his store?"

"That was a find!"

"Fred went there because Winston

is just the sort of a man he is. No merchant but Winston would have hired Fred. He was just about the greenest specimen that ever let go of the plow. He went there because there is no style at Winston's. Customers climb up on the counters to look at goods on the shelves. Fred would have been scared to death in any other store, but he developed there into the shrewdest buyer in town. I'll give him an interest if he'll come with me."

"Guess Winston saw something in him."

"Now you've got the answer. Winston saw the makings of a good salesman and a good buyer. He's lucky with his clerks, too."

"I'll tell you what makes them faithful," said the shoe man. "Winston will walk right up in the middle of a deal and fire a clerk. They know what they have to do to hold their positions. There's that pretty little Miss Lucy Nelson. When she came to Winston's she didn't know a soul in town, and now she is away up in 'G,' and brings all the great wads to her counter. Say, but she is a stunner! She gets a salary that makes the yearly income of a lot of retail men look like thirty cents."

"She's a winner!" sighed the dry goods man.

"Pretty, clever and industrious. Great combination for a lady clerk!"

There was silence for a moment.

"So Winston is remarkable for something besides his fool schemes?" asked the hardware man, who was a newcomer in town.



The Case With a Conscience

is precisely what its name indicates.

Honestly made—exactly as described—guaranteed satisfactory. Same thing holds on our **DEPENDABLE FIXTURES.**

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

Lightning Rods



We manufacture for the trade—Section Rods and all sizes of Copper Wire Cables. Send for catalogue and price list.

E. A. Foy Co.,

410 E. Eighth St. Cincinnati, O.

Judson Gro. Co.

Grand Rapids

and



Are a Mighty Good "Pair to Draw to"

"He is remarkable in a good many ways," replied the book man. "He openly declares that a person must know the value of goods in order to get bargains at his store. A friend of mine once went there to buy carpets. He is an old acquaintance of Winston's and the merchant met him at the door.

"I'm going up to the carpet department," said my friend.

"All right," said Winston. "I have two salesmen up there. One is scrupulously honest, while the other will cheat you if he can. See if you can pick out the right one." What do you think of that?"

"Did he pick out the right one?" asked the dry goods man.

"I have never heard him kick on the deal," was the reply.

"This clerk proposition puzzles me," said the hardware man. "How does he get so many good clerks when he is so ready to fire them? I can't always keep good clerks, and I am pretty easy with them. Do you believe that a high-priced man like Fred is an unmixed blessing in the store? Won't he leave some day and take his trade with him?"

"I don't believe it."

"What I'm trying to study out," said the dry goods man, "is whether it pays to do business in the way Winston does it. It seems to me that he will lose all his customers some day."

"It is a guess," said the other, and all agreed that it was.

"But about the clerks," insisted the hardware man. "Is it a good thing for a merchant to make his employees such prominent factors in his business? What if this Miss Lucy Nelson should flare up some day and take all the big wads away from his store? Could she do so?"

"Well," said the book man, "I do not know whether the employment of Miss Lucy Nelson by Winston will turn out to be an unmixed blessing or not. You see—"

"Well?"

"You see, he is going to marry her!"

Alfred B. Tozer.

Courtesy Towards Business Paper.

Of all the discourteous things in business, one of the most aggravating is the neglecting to make any reply to a bank draft. So says the New England Grocer in an article under the above heading. Then the paper goes on to give good advice, as follows: If a man finds that he can not meet a draft made upon him, there are but few too unreasonable to accept an explanation when made promptly and in the right way. But the one who simply ignores such paper, regardless of consequences, does not deserve any of the usual business consideration; and if he ignores it through being unable to pay the amount, he does not even deserve the sympathy which one up against depression in business at any time should receive.

If a merchant, whether wholesaler or retailer, is not prepared to meet a fair demand made by a creditor, it seems an easy matter to write a line or two explaining the circumstances. If he wants more time, or is only

able to pay part, why not drop a line or two and say so? It is really discouraging to be handed a returned draft by a bank, with the notation on the back: "No response." And after waiting patiently for some time, you do not receive even a letter in defense of the said drawee's actions.

One of the effects of such a lack of courtesy is that the credit of the man offending in that manner is injured in the eyes of the one issuing the draft. It is bad enough to fail in making payment and give excuses, but it causes utter lack of confidence to fail to pay and not even make an apology. The only conclusion the drawer can come to is that the drawee is either dishonest or else ignorant of business customs.

Another matter that has been frequently called to our notice, apart from the "No Reply" grievance, is that of returning drafts for the slightest kind of a reason. Frequently drafts are sent back just because there may be a trifling error in the account. Now, men that do business with each other should understand that it does not pay to refuse to correct mistakes, and why should one return bank paper for a little discrepancy in figures? It looks as if the one refusing the draft doubted the honesty of the drawer to put the error right. A wholesaler or manufacturer, for instance, can not afford to sacrifice his customer's good will by refusing to allow for a mistake. Neither can the retailer afford to refuse to make up for mistakes in dealing with his customers. Why, then, should any business man put another, if he is of any consequence at all, to any unnecessary inconvenience for the sake of some little oversight?

The "square deal" in business is often worth thousands of cash in capital, for the man who gives attention to business courtesy can get more credit, and also more time, than the man who annoys his creditors by unnecessary neglect.

He Grasped the Idea.

"Tommy," said his teacher, "the words 'circumstantial evidence' occur in the lesson. Do you know what circumstantial evidence is?" Tommy replied that he did not.

"Well, I will explain it to you by an illustration: You know we have a rule against eating apples in school. Suppose some morning I should see you in your seat with a book held up in front of your face. I say nothing, but presently I go round to where you are sitting. You are busily studying your lesson, but I find that your face is smeared, while under the edge of your slate I see the core of a freshly eaten apple.

"I should know just as well as if I had caught you at it that you had been eating an apple, although, of course, I did not see you do it. That is a case in which circumstantial evidence convicts you. Do you think you know what it is now?"

"Yes, ma'am," said Tommy. "It's eating apples in school."

The eye single to the main chance always misses the great opportunity.



THE MOA CIGAR

is cutting a big figure these days in the field of 5c smokes. It is of impressive shape, strictly hand-made of delightfully natural blended leaf, and gives evidence in its appearance of its good qualities.

"The Moa you have, the Moa you want."

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Grand Rapids, Mich.

Standing Desks For Retail Merchants

Especially Convenient for Bookkeepers' or
Shipping Clerks' Use



No. SA72

We quote herewith four strong numbers that represent the most serviceable and best values selected from large lines made by various reputable manufacturers.

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

No. XC45—Same description as above only 72 inches in length. Price.....\$20 00

No. SB60—Golden quartered oak, satin wax finish, 5-ply built up top, three drawers, 60 inches in width, 32 in depth, weight 190 lbs. Shipped K. D. Price.....\$24 50

No. SA72—Same as above only 72 inches in length and weight 235 lbs. Price.....\$28 00

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.

FORTY YEARS AGO.

Development of Southeastern Grand Rapids.*

Here we are to-day, my friends, indulging in a friendly, neighborly celebration of the beginning of a new era for Southeastern Grand Rapids.

Together we are looking forward with confidence to the further rapid improvement and the populous settlement of this section of the city. And it is good that we do so; good that you have invited your co-workers from other sections of the city to be with you on this occasion; good that those neighbors are here to felicitate you upon your good fortune.

We Americans are too much given to accepting conditions as a matter of course. Of course the new standpipe had to be located out this way; of course the new sewers and paving had to be put down; of course the Fifth avenue car track had to be extended and of course it will soon go out to the lake. That is what we think and feel sure about because we are we and Fifth avenue is Fifth avenue.

But all things gain their value by comparison. And so, to inspire you with ambition, instill a sense of patience and give you new and stronger faith, I am going to ask you to go back with me through the Southeastern Grand Rapids of forty years ago that you may see how you have grown and how you may grow.

Forty years ago Southeast Grand Rapids wandered in a straggling sort of way out as far as Wealthy avenue, with South Division street as its Western boundary.

Farther to the south and east it was an area of wheat fields, corn fields, rail fences, farm houses and barns, with pretty bits of wood lots here and there and a strong sky line to the south and east of dark pine, oaks, elms and maples. The "plank road" to Kalamazoo had as its local distinguishing marks the Ringuet place, the Antoine Campau farm and the farm of John Nevius and L. S. Scranton. Twice each day, early in the morning and late in the afternoon, the big swaying, rocking Concord coaches with their four horses each, their ten or twelve passengers and their boots filled with trunks would pass over this road to and from Kalamazoo.

Madison avenue had as its chief points of interest south of Wealthy avenue the "Glass House"—an octagonal structure, with its eight facades, largely occupied by a big and pompous quadron barber named Highwarden. Because it was eight sided, because it was extravagant in its possession of glass and because it was occupied by colored people and was "just outside of town," this was, to the boys and girls of forty years ago, a House of Mystery, a possible abode of spooks and so a pronounced object of interest.

Then, too, just across Wealthy avenue to the south was the Penny forty, with its broad slope, its many springs and the shedlike reservoirs of the Hydraulic Co., where the unscrupulous, venturesome boys stole their

private baths with never a thought that perhaps their dear parents received their water supplies from that source.

Across Madison avenue both from the Glass House and the Penny springs was the handsome homestead of that kindly, jovial, big hearted lover of children, Warren P. Mills, who helped along with legends(?) as to the Glass House and with advice(?) as to the use of the springs. Farther south was the cemetery, a bit farther the home of Toussaint Campau and still farther the home of Erastus Hall, across from which was the wonderful high board fence of the Kent county fair grounds.

It was a great territory for "coon-ing" melons, corn and fruit in season, for hunting squirrels, partridge, quail and other game and for getting drinks of cider and milk and having bruised fingers, stone bruised heels, sore toes and the like fixed up by Mrs. Campau, Mrs. Hall and all the rest of the great-hearted mothers, whose supplies of arnica, mutton tallow and cotton rags seemed to the boys inexhaustible.

Away off in the country to the south—away out in Paris and so far away that even the edge of the city could not be seen—were the homes and the hospitality of the Burtons, the Guilds, the Barrs, the Ballards, Seymours and Garfields.

And now let us take a new start as boys and girls of forty years ago: At what is now Wealthy avenue and Lagrave street—just inside the city, by the way—we see Deese's Pond, a couple of acres of water, reeds and willows, a famous place for spearing frogs in the summer and for skating in winter. Then we take a long leap out into the country where, nestled among a thick growth of shrub oaks, was Dunham's Pond, another very popular place for skating in winter and good for duck hunting in summer. This pond was several acres in extent and it was said that those who had sounded the depths of the pond had never been able to "touch bottom." That pond was located in the territory at present bounded by Henry, East, Logan and Thomas streets, approximately, and one winter two brothers—small boys named Ross, I believe—were drowned while skating there.

And so we get up to this immediate vicinity where the Dunham farm, the Winsor farm, the Hinsdill farm and the Hastings stage road were the historic points of interest. Then there were the H. B. Childs farm, with the south end of the Kellogg farm, the Young farm and the Reed farm to the east, with no sign or sound to indicate that a mile or so away to the north and west was the great metropolis of Western Michigan with her ten or twelve thousand inhabitants.

It was a great section for pigeon hunting, myriads of those beautiful wild birds, together with thousands of wild ducks, traveling back and forth and feeding at Dunham's Pond, Fisk's Lake, Reed's Lake and Campau Lake. And the winding sandy stage road to Middleville and Hastings was no stranger to the Indians

forty years ago, even although there were then but few of them in this vicinity, for it had served them for years as the regular trail between Gull Lake and Gunn Lake on the south and the Campau, Robinson and Godfroy traders at the Rapids.

When one thinks that forty years ago all territory south of Cherry street and east of Madison avenue was farming country, with fields divided by rail fences, that all territory between Madison avenue and the Grandville road, south of Wealthy avenue, was of the same character, it is then one realizes that the development of Southeast Grand Rapids of to-day has been just natural; not too slow, not too fast, but rational, fair and of a good character.

What will the limits of the Southeast Grand Rapids of 1948 show?

Who can tell?

It is already a moral certainty that interurban railways from Ionia to the east, Battle Creek to the southeast and Kalamazoo to the south will come into our city within the next five years.

And it is quite likely that other interurbans from Lansing and Lake Odessa to the southeast, from Greenville and Belding to the northeast and from Cedar Springs and Newaygo to the north will not be far behind the others in their coming.

New commercial enterprises, new industrial establishments, additional transportation facilities and fair and



\$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.

*Address delivered by E. A. Stowe at celebration Fifth Avenue street car extension July 2, 1908.

honorable treatment at the hands of transportation companies are certain to come and very soon. The wonderful growth of our city during the past forty years will be exceeded during the next four decades, and with these must come new streets, additional public utilities, more schools and churches and, best of all, the present awakening toward civic righteousness will gather strength as it grows so that—let me tell you what it means:

Forty years hence both Reed's Lake and Fisk's Lake and all abutting property will be city property, and as a magnificent municipal park will be the eastern focal point for a beautiful boulevard and park system. This system will include both Plaster Creek and Coldbrook, as exquisite natural embellishments of our boulevard system, which will tie the Garfield Playgrounds, an improved river front and boulevard, John Ball Park, Lincoln Park, Comstock Park, the Soldiers' Home, the Mary E. Waters Playground, the Julius Houseman Field and, possibly, the stately grounds and mansion of Mr. Edward Lowe into such a park and boulevard system as is owned by no other municipality in the country.

A dream?

Yes.

But the southeastern section of Grand Rapids to-day is no dream. Had any person predicted forty years ago what we see to-day he would have been called a dreamer. What has become of Deese's Pond? Where is Dunham's Pond? Where flow the waters of the springs on the Penny forty? Why have the rail fences, the plowed fields, the woodlots, the farm houses and barns given place to paved streets, exquisite lawns, lovely cottages, elegant mansions, electric lights, water and gas pipes, sewers and street railways?

Why? I will tell you:

Because the people of Grand Rapids are law abiding, industrious, thrifty people, strong in loyalty and civic pride; citizens who work together for the common good; citizens who believe in churches and the work they perform; men and women who, proud of their own progress, have as their chief ambition the hope and wish that their children, better educated, better fitted for endeavor, better qualified in every way, may perpetuate the loyalty they hold; may perpetuate the spirit of co-operation they have developed; may perpetuate the harmonious, united effort in behalf of the general welfare which they have so well begun.

Getting Closer Together.

The wife—I don't think we'll be able to use that old hammock this year; it's shrunk awfully.

The husband—Oh, it's all right. You know daughter's engaged, now. She'll never notice it!

Nearer the End.

"If I were younger," said the rich old man, "I believe I might win you for my wife."

"Yes," replied the cold beauty, dreamily considering his sixty-five years; "or, say, fifteen years older."

No Home Can Be Happy Where Jealousy Exists.

Jealousy in great degree is a matter of temperament, for which reason jealous people are to be pitied as well as blamed; they are born so. They, and those with whom they closely are associated, are unfortunate, but this fact in no wise alters the truth that jealousy, like all else, grows by what it feeds on, and increases in direct proportion to its indulgence.

Many alienists define jealousy as a species of insanity, and no one can doubt that, if given free rein, it frequently develops into absolute madness, resulting in murder and suicide; witness the records of the police courts and the local news in the daily newspapers of our great cities.

Whosoever, man or woman, marries a jealous person will have trouble aplenty. The man who takes to wife a jealous woman says good-bye forever to peace and tranquility. Henceforward his whole life will be under surveillance, so far, at least, as is in his wife's power. His letters will be inspected (the jealous wife always insists upon her right to enquire about her husband's correspondence) and every casual civility paid to a pretty woman, or an ugly one, for that matter, will be visited with tenfold severity upon his unlucky head. Even more so with the wife of a jealous husband; it is gall and bitterness to a jealous man to know that other men admire the woman whom he has honored with his choice, and woe to her if she ever so little appear to be conscious of, or at all pleased, by such admiration.

How many engagements have been broken off by such manifestations of jealous rage—fortunately, too, since it is better to suffer much than to be bound by the galling cords of jealous love.

Men and women who truly love, who are not merely possessed by one of the numberless counterfeits which masquerade as genuine and permanent affection, are absolutely confident of the truth of those whom they love: "Perfect love casteth out fear," and so truly are they convinced the first place is their own that they happily are indifferent as to who hold second, third, and so on. If Mary plays tennis better than Angelina, Angelina is quite willing that Edwin should enjoy the pleasure of winning a closely contested game as her partner; if Edwin is prevented from attending a certain dance as Angelina's escort, he is pleased rather than vexed that John takes his place, for well he knows that she would infinitely prefer himself to any other.

The synonyms given by Crabbe for jealousy are envy and suspicion, neither of which is compatible with sincere love. Vanity is the chief cause of this miserable and unhappy passion, and then comes selfishness, a close second. It is self love; the craving for admiration and attention; the desire to be first always; the vanity which induces this meanest of all the viler passions; also the ugliest, since there is no uglier sight than a

man in a jealous rage, excepting a woman in the same state.

It is the fashion to lay at the door of passionate love all the horrid deeds which have been perpetrated by jealousy, spurred on by vanity and selfishness, deeds from which love has turned broken hearted. Jealousy, indeed, is the arch enemy of happy love. No home can be blessed where it exists. It forms a barrier between husband and wife, between sister and sister, and, unlike other barriers, time strengthens instead of weakening it.

A jealous heart never seems to forget what it considers its wrongs and its slights.

Jealousy is responsible for a large proportion of broken engagements, and still worse, of unhappy married lives, yet people continue to encourage and excuse it, insisting that it is caused by love and is the result of the lover's humility. There never was a greater fallacy nor one more disastrous to wedded happiness.

Helen Oldfield.

A Friend in Need.

"Loan me a dollar, old man," said the actor, "I'm hungry."

"I'm broke myself," responded the stage manager, "but I'll put you in the bill to-night. We have an eating scene."

"Man, I'll starve before night."

"In that case I'll call a rehearsal."

It is a difficult thing to lift up the man who is down while you are trying to win a smile from the man who put him there.

Increased Business

follows with better light in your store. The public prefers to buy in well lighted, bright inviting stores.

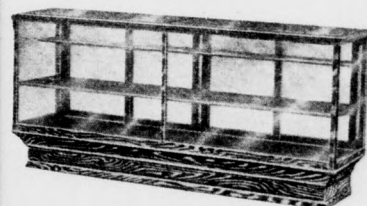
The Hanson Lighting System costs little to install and reduces your light expense 50 per cent. Let us tell you how.

American Gas Machine Co.
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—OUR— MANUFACTURER to MERCHANT PLAN

Saves You Money
on Show Cases



And even at that we build a better case in every particular. Best material used, durable in construction, original in design, beautiful finish. We pay freight both ways if goods are not as represented. Get catalogue and prices.

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

KINGSFORD'S OSWEGO Silver Gloss Starch



For anything starchable—dainty lace, fine linen, plain fabric.

Absolutely pure; contains no harmful elements whatever.

For HOT or COLD Starching

Most economical; goes further, does better work. Popular with discriminating women. Wide publicity; steady demand. A profitable line for you.

SIXTY-SIX YEARS OF SUPERIORITY

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



The Local Jobber and What He Deserves.*

We have met here for the specific purpose of advancing the business interests of the wholesale and of the retail hardware merchants of the South. It behooves us, therefore, to speak sincerely and frankly with each other, and that I shall endeavor to do.

The interests of the jobber and retailer are identical. They are mutually dependent. The success of the one is conditioned upon the success of the other. They are so closely allied that you can not shape the policies of the one without considering their bearings upon the affairs of the other. It was a wise step, therefore, in bringing together these two representative bodies, and I feel sure that both will be greatly benefited.

Were I to ask each member of this or any other retail association what is the greatest evil that threatens the future of his business, I believe the answer would be almost unanimous that it is the encroaching competition of catalogue houses—those pirates on the sea of domestic commerce—and the answer would be the right one. We have only to review the facts to see what an unfair situation confronts the retail business of the country.

The retail merchant helps to maintain the city, county and state government. He contributes to the wealth of the community in the employment of clerks; in the payment of rents, in taxes if owning property; he is a patron of the banks, and without his patronage the town newspapers would suspend. He contributes to the support of every institution and every enterprise that help his town. He gives his means to the building of private roads and bridges and has a financial interest in every country church and schoolhouse in his territory. In times of public calamity his heart is responsive and his hands are opened wide to help the homeless and bereaved.

He carries a stock of goods commensurate with the demands of his trade, and is there on the spot to fulfill every promise and make good every contract. In the spring he supplies the farmer and waits until harvest for his pay; and if, as is often the case, the crops fail him he waits another year—and some are still waiting. He buys at more than the market price the produce of the farmer and enables him to turn into money much that would otherwise be lost. He sells the mechanic goods at a cash price and gets his money

on the installment plan. He pays fifteen cents to deliver to a customer a five-cent box of tacks and sells the hardware for a public building at cost and subscribes fifty dollars to the enterprise. He keeps on hand a chest of tools, a box of assorted nails, a few coils of rope, a wire stretcher, a wheelbarrow and an assortment of stepladders for the free use and accommodation of his neighbors. If there ever was a public benefactor it is the retail hardware dealer in a small town.

How about the catalogue merchant? He contributes nothing to the community from which he draws his trade. His name is not on the local tax rolls; his beneficence is not seen in the local church, schoolhouse, asylum or hospital. His name is not written upon the multiplied subscription lists that are daily circulated in behalf of those whom sorrow and adversity have overtaken. Left to him the corn might rot, and the cotton turn yellow in the fields. He offers no market where the thrifty wife may dispose of her garden truck, her surplus butter, chickens and eggs; neither does he aid the farmer or the merchant by a generous extension of credit, nor does either look to him for help in times of crop failures or financial panics. Whoever heard of him building a private country road or bridge for the convenience of the farmer? Of what value is he to the local banker? Or the local printer or the man seeking employment? And yet the local retail merchant is daily confronted with his prices, with his catalogues, with his goods in the hands of people whom he has aided in many ways. Daily he sees instances where the people of his community have bought at no lower price, and often at a higher price, the same kind of goods that lie on his own shelves and that were purchased to meet their reasonably-expected patronage. It is the most unjust and deplorable condition of business that ever confronted the retail merchant of any country.

I lay down this proposition: Everything being equal, no citizen, whether consumer or merchant, is justified in buying in foreign markets the goods which he can buy at home for the same price; and to the extent that he does patronize foreign institutions, to that extent does he impoverish his own State and community and inflict injustice on his neighbor and compatriot.

But catalogue house competition is not my text—I simply use it as an illustration and will make the application in presenting my subject.

The jobber occupies the same relative position with the retailer that the retailer does with the consumer. Did you ever think of that? Did it ever occur to you that, while making a war upon the catalogue houses, perhaps you are inflicting upon your home jobber the same injustice that you complain of on the part of your customer?

Your home jobber is a citizen of the same great State as yourself. He is contributing his part to the maintenance of the municipal, county and State governments. He is supporting all the public institutions in which you are interested. He stands behind you in times of financial distress. He is your fellow citizen, your neighbor and friend. With you he is working for the advancement of the same people and for the upbuilding, the honor and the glory of the same proud commonwealth. Is he not entitled, therefore, on equal grounds to your liberal patronage? Does he get it? You will observe that I say on equal grounds.

I am aware that no local jobber in the Southwest is prepared to handle the entire account of a large retail hardware dealer, nor does any assume to do so. There are lines which must necessarily be secured in foreign markets. There are special brands of goods which have been widely advertised for a number of years which can not be bought in the home markets; there are some goods for which there is only a local demand which the home jobber can not afford to stock; there are lines in which the home jobber can not offer as large and varied assortments as his foreign competitors, and consequently the retail dealer must go outside his State to supply his wants. But the question which I would emphasize is this: Do you buy

Fly Nets and Lap Dusters

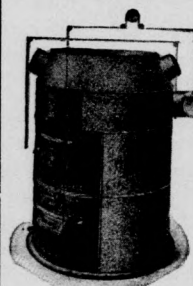
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Very Complete

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Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY



A Dividend
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**The
Holland
Furnace**

Cuts Your Fuel
Bill in Half

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

Write us for catalogue and prices.

Holland Furnace Co.
Holland, Mich.



THE NEW IOWA CREAM SEPARATOR

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

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

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

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

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

Why not sell it to them—THE NEW IOWA?

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

IOWA DAIRY SEPARATOR CO.,

102 Bridge St., WATERLOO, IOWA



Lightning and Blizzard

Freezers

and

Hardware



CLARK-RUTKA-WEAVER CO.

32 to 48 South Ionia St.

Grand Rapids, Mich.

*Paper read by W. T. Sanford before the Arkansas Retail Hardware Association.

from your local jobber everything that you can buy at the same price or cheaper, freight considered, as from his foreign competitors? If not, I ask with the utmost consideration, are you treating him fairly?—or as the President would say: Are you giving him a square deal?

Has it ever occurred to you what a powerful ally you have in your home jobber, or what a tremendous loss of profit you would sustain if he were removed from the field? As you anticipate the wants of your customers, so he anticipates your requirements and frequently ships in an enormous stock of season goods months before the demand begins that he may fill your orders when your own trade opens up. You can gauge your purchases by the condition of the crop at harvest, without incurring a single element of risk, but he has to stock the goods long before the ground is plowed, and if crops fail he must carry over the goods and stand the loss of interest on the investment. Or late in the season you can order from hand to mouth and promptly supply your customers without carrying over any surplus stock. With his stock to draw from and with the terms which he offers, you can sell an article for cash, order it by telephone, get it in a few hours by express, make your profit, have the use of the money for sixty days and never have one cent invested. A retail merchant, if he will patronize his home jobber as freely as the conditions justify, can do the same amount of business on half the capital necessary where he sends to foreign markets for his goods.

As a jobber I have made it a rule never to buy away from Sherman anything that I could buy on equal terms at home. I buy what I can in Texas and I buy everything that I can in Arkansas—and I am pleased to say that I buy a good deal in Arkansas. If I were in the retail business I would buy at the same price every dollar's worth of goods from my home jobber. I will go a little farther and say I would be willing to pay my local jobber a little more, because what I might lose in price I could make up by having him carry the stock, thereby saving time, interest on the investment, freight investment, insurance, taxes and the risk of a decline.

There is another fact which I wish to emphasize in this connection: The home jobber is the greatest protection the retailer has against paying unreasonably high prices for his goods. Remove the home jobber and you would find some enormous and sudden advances.

On nails, wire, horseshoes and similar heavy commodities you would pay from fifteen to seventy-five cents per cwt. more according to the differential between carload and less than carload rates; you wouldn't get a cent more for the goods and your stocks would be broken half the time. Therefore, while you may not fully realize it, the average retailer, situated at a great distance from the large jobbing centers, is in a large measure dependent upon the local

jobber for his success in business.

Please mark this. If it is true, and the fact is not debatable, that it is better for the retailer to buy an article from the local jobber, if he can buy it to an advantage, then it follows that the more items he buys from the local jobber at a favorable price, the more is he benefited; consequently it is to the interest of the retailer not to weaken his home jobber through lack of patronage, but to strengthen him by his patronage and his influence, thereby enabling him to extend his business, increase his stock, buy in larger quantities and cheaper, and therefore become of more benefit to the retailers in his territory.

You will pardon my candor in saying that there is unquestionably a prejudice on the part of many retail merchants against buying from the home jobber. This is true more particularly of the older merchants, who years ago were compelled to look to the Northern markets for their goods. They have bought so long from foreign jobbers that they have grown to look upon the home jobber as an unwelcome innovation if not a presumptuous upstart, forgetting that the years have brought some material changes in business conditions in the South and Southwest and that he is one of the products of the new order of things. The railroads have built up cities in the waste places, and the cities have developed merchants with the enterprise and means to handle the trade of their section, and the leading manufacturers have contributed to this end by placing their goods on a resale plan by which every recognized jobber can handle with profit to himself and advantage to his customers the business of his legitimate territory. They have taken the wise position that they would rather market their product through a hundred small jobbers than through two or three large jobbers and to do this they have placed the small jobbers on exactly the same footing in the way of price as they did the large jobbers, and it is shortsightedness indeed on the part of the retailer if he fails to avail himself of the benefit thus offered by patronizing the home jobber.

A similar condition once characterized the grocery business. We recall the same when St. Louis and New Orleans controlled the grocery business in the Southwest. But the retail grocer soon learned that he could buy his goods just as cheap at home, and to-day we have mammoth grocery jobbers all over the Southwest whose business runs into the millions, and a foreign grocery drummer has become a curiosity. This prejudice against buying from the home jobber is fast disappearing, but not so fast as the conditions justify, and I trust that the members of your Association will pass at least a mental resolution that henceforth they will not buy from foreign jobbers one pound of goods that they can buy, freight considered, as cheap from their local jobbers.

The best way to cure the fear of man is to lose the love of mammon.

Printers' Inklings.

One point about printed advertising often overlooked is its impersonality. You can tell a man things in an advertisement that he would resist if you told him personally.

Motion in the shop window, of any sort, draws a crowd of lookers-on through curiosity merely. But it requires a detective to tell how many who have been amused go in the store to trade.

When you find that you have a salesman who is too good at selling, who overloads his customers or who misrepresents goods to sell them, give him his release forthwith. You can't afford such a luxury.

Many an advertisement of a good article, strong in all other points, fails to hit and persuade the reader because there is not a man or woman in it anywhere. Use the old journalistic trick: Hitch up the man.

Look over the newspapers and pick out the widely-known commodities. In ninety-nine cases out of the hundred the successful specialty is advertised as one. It is not how much you show the prospect that helps him make a decision and a purchase, but how much you can keep out of sight.

Striking an Average.

The children were not allowed in the kitchen, but nobody had ever forbidden their sniffing outside the door the delicious odors which could be obtained by a close application of a small nose to a crack.

"Why, Ethel!" said Mrs. Harwood, who discovered them in the entry just outside the kitchen door one Saturday morning, "why are you twitching 'Tommy' and slapping him?"

"'Cause he isn't playing fair, mother," said Ethel. "He's had five smells and I've only had four, and it's my turn."

"I am, too, playing fair," asserted "Tommy," his utterance smothered as he again applied his nose to the crack. "I've got an awful cold and I can't smell as much as she can!"

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.

Largest Exclusive Furniture Store
in the World

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

Klingman's Sample Furniture Co.

Grand Rapids, Mich.

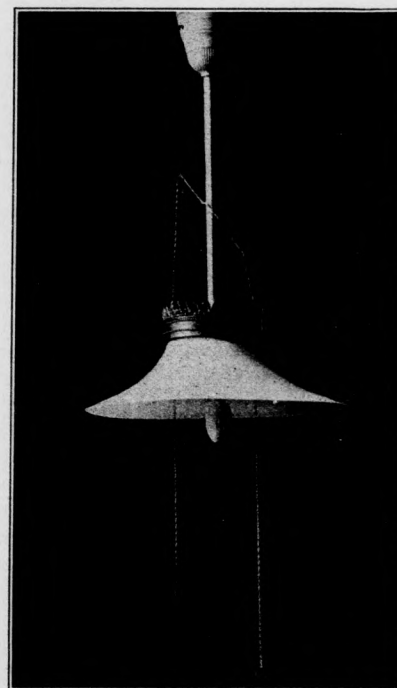
Ionian, Fountain and Division Sts.
Opposite Morton House

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.



THE MAN FROM CHICAGO.

How He Managed a Fourth-of-July Celebration.

Written for the Tradesman.

There are towns on the map where the business men have small respect for the abilities of rival merchants. This is not good for the town, but the condition exists, all the same.

In such places, if one merchant wants to do a thing for the benefit of the town, the others will have nothing to do with it. Let an outsider suggest identically the same thing, and the same marplots are into it up to their ears.

I don't know why this is so. Perhaps it is because the merchants size each other up correctly. Perhaps it is for the same reason that the Cedar Springs girl marries the Grand Rapids young man after rejecting the best local product, and the Grand Rapids bachelor goes to Detroit for a wife when there are plenty of charming girls in the home city. As Lord Dundreary would say, it is one of the things no fellow can find out.

Slowville was a place on the map. It was not a city or a large town. It was just a place. The people were fairly prosperous, and the merchants did a good business, but still the place was slow.

One day a man who said he was from Chicago left the noon train at the depot and looked about for a cab to convey himself and baggage to the hotel. There was no cab in sight, but there was a man with an express wagon at the edge of the platform.

"There ain't no hack here," he said, in answer to the Chicago man's question. "I'll take your keyster to the hotel. You can ride on the seat with me if you ain't too stuck up."

The Chicago man wasn't too stuck up. He rode on the seat with Dodds, the express man, and on the way to the hotel confided to him the important fact that his name was George Washington Ferrell, and that he was from Chicago.

"I'm looking for a suitable town to set up a factory for the manufacture of wooden butter dishes and such like," he added. "I have been told that the sort of timber I need in my business grows about here."

In less than an hour it was all over town. One by one the business men and idle ones passed in front of the hotel to get a glimpse of George Washington Ferrell, sitting at his ease on the front porch. It was the commonly expressed idea that Slowville needed some man from Chicago to set the stagnant blood in its veins to making a noise like real life. The man from Chicago admitted that this might be true, the moment he got on speaking terms with the leading merchants. He said that the place didn't come up to his expectations, and that he was thinking of going back to Chicago on the next train.

"What you need here," he said, "is a spirit of public enterprise. You're losing the trade of your best farmers because there's nothing doing here. Why don't you begin by getting up

a real, old-fashioned Fourth-of-July celebration?"

The banker, and the hardware man, and the dry goods man, and the shoe man, and the man who ran the mill had all suggested the same thing times innumerable, and in each case the others had made faces. None of the merchants would have a thing to do with anything "that old fossil" suggested.

Now, however, it was different. Here was a man from Chicago who wanted to help the town. He was evidently a man of business training. Chicago men were known to be up to snuff. Besides, this Chicago man might make an investment in the town. The foremost men of Slowville almost fell over each other organizing a Fourth-of-July Celebration Committee. George Washington Ferrell seemed to know a lot about fireworks and programs of the day, so he was made chairman of the committee.

"Now," said the chairman, "I'll give two hundred dollars to boost this thing along. I'll put the money in bank tomorrow. How much will you fellows give?"

Give? Of course they would give! Men who wouldn't have contributed a nickel had one of their own number been in charge wrote their name down for a hundred, and fifty, and twenty-five, and ten, until there was more than a thousand dollars in the local bank, deposited to order of the committee. Well, perhaps it may be as well to add that it was deposited subject to the order of the chairman of the committee.

"Now," said George Washington Ferrell, "we'll have fireworks here that will make the battle of Manila Bay look like a torpedo under a pint cup. I know something about these fizz things, and I'll write to Chicago for a catalog so we can meet together some night and pick out our world beaters."

The catalog came and the goods were ordered. Then the members of the committee met at the hotel every evening and waited for the fizz things to arrive. But they did not come.

"Look here," said G. Washington Ferrell, one night, "you just give me a Chicago draft for that money and I'll go over to Chicago and hurry 'em up. You know how it is this time of year. Everybody's rushed. I'll go over and see that the fireworks are all right, and that they are shipped right away. I know a man over there who makes the best brands."

So G. Washington Ferrell went away the next day with the Chicago draft tucked into an inside pocket. This was ten days before the Fourth. The contributors to the fund waited anxiously for the goods to arrive. They did not come. Once or twice the Chicago man telegraphed the banker that everything was all right. The members of the committee, who wouldn't have trusted one of their own number with the money, were certain that it was all right. Of course it was all right, even if the

banker did look wise when he read the dispatches from Ferrell.

One day the fireworks arrived, freight paid, consigned to G. Washington Ferrell. That night the town band paraded in front of the hotel, and there was a bonfire on the green. The fireworks were stored away in the banker's barn. But the man from Chicago did not show up. He sent no more telegrams.

On the third of July the noon train deposited another Chicago product at the pine depot. He registered at the hotel as Sawyer. He was finely dressed, but there was a sneaking look in his eyes. The clerk of the hotel thought he would give a month's pay to be able to put on the style this man Sawyer did. After dinner Sawyer went to the bank and leaned over the counter.

"I've come after the pay for the fireworks," he said. "It was arranged that I was to come to you for the money to-day."

"Mr. George Washington Ferrell took the money over with him," said the banker.

"I don't know any George Washington Ferrell," said Sawyer, "but I do know that if you don't pay this bill I'll yank the fireworks out of your little old town on the night train. That is, unless you'll go good for them."

Then there was commotion in the town. The business men met and talked over the situation. Not one of them was in favor of raising another purse and paying for the fireworks, that is, not at first. Then the dry goods man said:

"See here, gentlemen, if people come in from all parts of the county to see this celebration we've advertised and are obliged to go home and get the laugh from their neighbors, we'll never hear the last of it. It will kill the town as dead as a canned smelt. We've got to work together, for once, and pull this thing off. Who recommended this deadbeat of a G. Washington Ferrell, anyway?"

"Oh," said the banker, "you thought that because he said he was from Chicago he was the goods. You fellows are mighty afraid of each other, but you went up to this man's false front with your hands tied behind you. It serves you good and right to get a black eye. You ought to know enough to pull together, and not be looking for some smooth proposition from a distance to come here and do things for you that you won't do for yourself. Well, we're in for it, and I'll give a hundred to help out."



"Always Our Aim"

To make the best work garments on the market.

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

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

Write us for samples.

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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

"How do you know that this man Sawyer is all he represents himself to be?" demanded the hardware man. "I move that we communicate with the firm by wire."

"I don't know as we've got the name of the firm," said the banker, "though it must be on the freight bill."

It was on the freight bill, and that night the banker received a wire from the shipper of the stuff that Sawyer was all right, and that the goods must be returned if not paid for immediately.

So they talked some more, and quarreled over the share each was to pay, and Sawyer finally got his money. He rolled it up in a large wad and sat out on the porch and talked with the merchants with a cheerful smile on his face. At midnight he took a train for Chicago, but no one saw him drop off at a blind siding a few miles down the line and make for a road running direct to New York.

In the morning the farmers began pouring into Slowville. The one business street was soon crowded. There were a parade and picnic dinner, and the town band played whenever the members couldn't find pretty girls to flirt with. Early in the afternoon the packages of fireworks were taken from the banker's barn. Si Solomon, the village handy man, opened the packages and the barrels.

He was a careful man, but he couldn't find any fireworks in the sawdust with which the bundles were loaded. I haven't the heart to tell what was said and done in the town of Slowville that night.

George Washington Ferrell said to Sawyer when they met on Broadway:

"Say, that was easy. We got two prices for our sawdust. How's that for the double cross? There's a town we've got to keep away from."

"Whenever the business men of a country town get so jealous of each other that they won't work together for the good of the place," said Sawyer, "just give me the name of the place and I'll go there and pull off something good. Suckers who are suspicious of their neighbors are waiting for rank outsiders—waiting with their money in their hands. See? What you goin' to have?"

But, then, it is just possible that he was wrong! What?

Alfred B. Tozer.

Training Your Boy for His Life Work.

Writing always with an idea of offering some practical thought to the young man whose life is all before him and more or less untried, it has occurred to me often that there is a wide field of work among the parents. Something more should be done for the young man in embryo. The influence of two foolish parents upon the first eighteen years of the boy's life may not be overturned in a day by the philosophy of a mere teacher.

What is this ordinary parents' view of the parents' boy? Merely that, from the point of view of the parents, the boy is proving himself

satisfactory or unsatisfactory to these two parents.

What should be these parents' view of this boy? That they are charged with rearing and training that boy in order that he shall prove satisfactory to a world quite outside of the home life and into which that boy may have to go, perhaps alone and with no sympathetic directions as to his course.

The question is, Shall the parent be satisfied with training a boy simply to his own probably narrow idea of things, suddenly to turn him loose upon a strange world that is out of sympathy with the training and fails to understand?

There is no one distracting condition in the world to compare with that which results from misdirected energy and force. Somewhere out of these resulting conditions arises every evil in the calendar. If the great city be congested and overcrowded, or if fertile fields lie fallow for want of tillers while thousands are hungry, some misdirection of community force is the cause. From the problem of the state, on down to the problem of the least conspicuous individual within the state, misdirection may be traced as the primal cause.

We have had a wave of protest against the real or imaginary "race suicide" of continents. But the most earnest of these protestants probably would be shocked if reference were made to the "crop of children" in this year, or last year, or next year. Yet why should they? Liberal crops of this and crops of that must be depended upon to keep life in the population. Why not consider the "crop of children?"

Why not? Simply because, in calling attention to the indubitable fact that mankind should be considered in crop scales, the average parent must recognize his foolish position with regard to his dependent little ones. "The idea of considering children as a crop, as if they were so many cattle!" exclaims the dissenter.

This is the point exactly. The average parent refuses for an instant to regard the fixed condition of time and place and opportunity as having a bearing upon the training of his children. He may decide for himself that his boy, untrained, shall become a laborer, or with as little regard for conditions, he may decide that his boy shall be a physician. He may do this with only the slightest chance that his judgment will be challenged by his fellows. Yet if this parent also were a live stock farmer, long before he might come to decide whether his new farm should produce cattle or sheep or horses, he would have canvassed the possibilities of the several markets, looked to soil and location, studied transportation facilities and in making his final choice would have felt that at least he had made his decision according to his best judgments.

Suppose the farmer, deciding upon a horse farm, should stock that farm with heavy draft horses, determining the stock simply because he was fond of the Percheron, when it was mani-

fest that the only paying market for horses demanded the saddle horse. Would not his neighbors call him foolish? What would his explanation mean were he to say in reply to questionings, "Oh, I don't care what the popular demand is—I'm going to breed the kind of horse I like best."

Yet this is exactly the position of the average parents who are raising the child crops of the world.

I have no sovereign specific to recommend for this condition in which civilization finds itself. There is none, I think. But at the same time it is possible for the individual parents of the annual child crop of the world to awaken to the responsibilities that rest upon the child farmer. That child crop must be marketed one day. What do the parents know of those markets? What of the specific demands? What of the training that shall prepare the child for a top price on a particular market? Where shall the potential forces within the child be released?

To-day there are tens of thousands of business men in their offices in the city with a keener, livelier interest in some small office boy who is rendering more than value received to them than they think of applying in a practical way to their own sons at home.

John A. Howland.

Worth a Trial.

A millionaire lay dying. He had lived a life of which, as he now looked back on it, he felt none too proud. To the minister at his bedside he muttered weakly:

"If I leave £50,000 or so to the church will my salvation be assured?"

The minister replied cautiously: "I wouldn't like to be positive, but it's well worth trying."

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Commercial and Savings
Departments

A Doctor's Ideas of Taking One's Vacation.

Written for the Tradesman.

"There is a science in knowing how to take a vacation," remarked the Doctor. "If one knows how to do it, a jaded body and fagged brain may get a most astonishing reinforcement of strength and vitality in a fortnight, but most people do not know how. They allow themselves only two weeks off in the whole year, and they do not get the full good of even that short time.

"Now I firmly believe in the vacation idea. My patients come in here and they want me to give them digestive tablets for their stomachs and tonics for their blood and want I should treat their hearts and their livers and what not, when what many of them really need is a few weeks' rest and play in the open air. We live artificial lives and the only wonder is that we last as long as we do. Mother Nature is an indulgent soul and will forgive us much if we will just go back once in a while and pay her a good visit.

"If a man wants to get the worth of his money out of a vacation let him choose what really will be a vacation for him, not what some other man may want for an outing. If you do not like to fish do not go on a fishing trip just because your brother-in-law or your cousin or your partner in business asks you to go. Your next door neighbor, with whom you are on very friendly terms, may plan to make a trip to the seashore or the Thousand Islands and think you had better go along. Do not go just because he wants you to. Sometimes we need a vacation from our friends.

"I take my own outing on the water. If I can get on a lake or a river, or, best of all, on the wide salt sea, I forget that there is such a thing in the world as a pill or a powder or a symptom or a patient. If it is smooth I like it; if it is rough I like it—never can get enough of it. It soothes and quiets and tranquilizes me. I lose all my unrest.

"My wife is not so at all. She is scared of water all the time. The philosophy that one might as well be eaten by the fishes as by the worms does not appeal to her. She is quite scholarly in her tastes and so, while I take my vacation on the water, she goes to a Chautauqua assembly or something of the kind, where she can hear some good lectures and breathe an intellectual atmosphere. We have no quarrel about our vacations. I know she would be miserable on a boat, while she recognizes that 'in my present state of development'—that is the way she puts it—I like a water trip more than a summer school.

"I think it is often better for the wife to take her outing in some way she enjoys, and the husband to have similar liberty, than for both to take their vacation together, when the tastes in matters of recreation are not alike.

"Because a woman wants to wear good clothes and put in the time she is away from home at some fashionable resort it does not seem to me

right that her husband should feel compelled to spend the only two weeks he has to himself in the whole year on the piazza of a summer hotel.

"Neither should a woman be dragged through the woods on a camping or shooting expedition contrary to her own inclinations just because that is her man's idea of a good time.

"Of course, it seems to me that any sane woman can find some better way to spend her summer than living at a resort hotel. My point is simply that neither the husband nor the wife should try to 'run' the vacation for the other.

"It is silly for a man to get foolish just because he stops work for a few days. There are a lot of fellows in this town who are pretty steady reliable men when they are at work, and their wives and their employers and their neighbors know how they are conducting themselves, but whose idea of a vacation is a high old time with plenty of booze and all its accompaniments included.

"A week's spree wears a man out more than three months' regular work. Last night I was called to attend a fellow who had just gotten back from a fortnight's outing. His wife was very calm and philosophical about his condition. 'Get him into shape so he can go back to work, Doctor,' she said. 'I think when he gets back into the harness he will be all right again. It is too bad, though! When he went away he was all tired out and he needed a real rest so much! Now when he goes back to work he will be worse worn than when he went away. But he has his own ideas of pleasure!'

"I have some patients who really work all the time when they themselves suppose they are taking a rest. Now there is Jim Hinckley. He is the head of a manufacturing concern that turns out ladies' wrappers and shirt waists. He is a bright fellow and a tireless worker and is recognized as one of our foremost men. He was a poor boy and has made himself what he is by his own efforts, but he never has learned how to let up. He just grinds away every waking moment. He is always talking about taking things easier, but he never gets to it.

"One trouble is that his business has grown faster than his methods of handling it. When it was small he was pretty much the whole thing; now that it is big he occupies the same position. He is a kind of a crank and thinks he can do things better than anybody else. Well, in that concern of his where he understands every twist and turn he can do things better than any one else, but that does not prove that he should try to do as many things as he does himself. He ought to delegate all unimportant matters to subordinates. Instead, he cumburs himself with details.

"He keeps himself tired out all the time, and in consequence is fretful and irritable and the little annoyances that come up every day wear on him.

"About a year ago he came into my office and wanted me to fix up something for his stomach. His dyspepsia was getting to be something dreadful.

"Now, Jim,' I said, 'I could give you some pepsin and one stuff and another and help you out for the time being, but you would soon be just as bad off again. What you need is a rest and a change, and to get out of doors and stay there until you get so hungry you won't think anything about your digestion. You are wearing yourself out and some day you will break down, and it is not much use trying to doctor you up so long as you work like a slave.'

"I was rather surprised myself when Hinckley decided to take my advice and give himself two weeks away. I do not know that he had ever taken a vacation before.

"He worked harder than ever the next three weeks getting things in shape so he could leave. He tries to do so much that he is always balling up with his work, and there were so many things that only he understood that had to be explained to his assistants that it seemed as if he never could get off.

"When he finally did tear himself away, he and his wife joined a party that was camping on the shore of a beautiful little lake. There are woods near by and you would think it an ideal place for taking a rest. Barker and his wife were there, and Barker told me just how Hinckley took his outing.

"He reached the camp, his wife

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An odorless, dustless, healthful heat, every hour of the day and night, throughout the coldest weather, with fuel consumption reduced to a minimum.

No modern home or store building complete without this perfect heating system.

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It's now time to decide on your heating for next Winter. Let us know your heating wants and we will convince you that we have what you want, at the price you ought to pay.

Write for FREE information.

RAPID HEATER COMPANY

81-83 Campau Street
GRAND RAPIDS, MICH.

with him, in the evening. Soon he went to bed and nothing further was heard from him that night. The next morning he was up bright and early, and before breakfast he had gone to the nearest farmer and hired a good horse and buggy. As soon as breakfast was over he and his wife started away.

"He did not tell the remainder of the party where he was going nor what the trip was for, but it leaked out that at a town about twenty miles from the camp lived a man who had been a good customer of Hinckleys. Lately this man had become dissatisfied and stopped buying goods, so Hinckley drove out there to smooth matters over and get him on the string again. He succeeded admirably and secured a large order. Barker said that during his stay at the camp Hinckley drummed every town within thirty miles, calling upon old customers and getting new ones.

"Every evening he would go down to the telephone office, call up his assistant manager, and find out how things had been going during the day. If any special difficulties had come up, he would think them over during the night and call up O'Malley again in the morning and tell him what to do. The first Saturday Hinckley went back to town and spent the day. It was payday and he wanted to sign the checks.

"When he returned to camp Barker said he brought a lot of letters that he wanted to answer himself. This took a day and a half. Then he spent at least two days planning an addition to his factory and figuring out how much it would cost.

"When he was not drumming trade or writing letters or planning the addition he was talking about his business. Hinckley is quite a talker and he always talks upon the subject which interests him, regardless whether his listener cares anything about it or not. Barker said that every man, woman and child at the camp got tired of hearing about wrappers and shirt waists.

"Hinckley met me on the street the next day after he came home.

"I guess, Doc, you will have to fix up something for my stomach," was the first thing he said.

"I enquired about his vacation.

"Oh, it is nice up there at camp and I am not sorry I went, but I lost a lot of time and I can not see that my dyspepsia is much better."

Quillo.

Avoiding the Rush.

A Mormon's wife, coming downstairs one morning, met the physician who was attending her husband.

"Is he very ill?" she asked anxiously.

"He is," replied the physician. "I fear that the end is not far off."

"Do you think," she asked hesitatingly, "do you think it proper that I should be at his bedside during his last moments?"

"Yes. But I advise you to hurry, madam. The best places are already being taken."

Stray Thoughts To Paste in Your Hat.

The man who can not obey orders will never be fit to give them.

Because you made a little money last year, don't rush ahead and increase expenses for the coming year.

Any man can get rid of a store full of goods if he sells them cheap enough. Success is in getting rid of them at a profit.

The man at the front is the man who bears the brunt of the fight. Do not be in a hurry to get there until you are fit for the position.

A good many employers seem to forget that the clerk has the same right to want a desirable boss as they have to want desirable help.

There is more to honesty than good policy. But if you can't be honest because it is right, be honest for what there is in it.

Don't let your plans for the future concern themselves only with your business welfare. Bear in mind that your health is a better asset than money in the bank.

If promotion is slow and chances in your lines are few, learn to "double." The valuable theatrical man is the man who can be counted on to help out by doing double duty in a pinch.

Bad personal habits in the employer or manager lead to bad personal habits in the employees. Don't make yourself an excuse for your clerks' misdeeds.

A good deal of time is wasted in idle visiting. Find out what your visitor knows that you do not know and talk about that subject. Every man knows more about something than you do.

A bore is a bore whether in business or in society. No one will give him preference over any kind of competitor. You will not be a bore if you give the other fellow a chance to do his share of the talking.

Every employer assumes a certain responsibility in connection with his employees. It is his duty to do everything in his power to keep them honest, to keep temptation away from them.

Show your help a proper appreciation of their good work. Plenty of men will work overtime and at extra speed if they think the boss will notice it and give them a word of commendation. You yourself like to have your successes appreciated by some one.

Food Value of White Bread.

The United States Department of Agriculture, through its office of experiment stations, has carried on at the universities of Minnesota and Maine extensive investigations relating to the digestibility and nutritive value of all types of flour, including ordinary white flour, graham or wheat meal which is prepared by grinding the entire wheat kernel without removing the bran, shorts or germ—those portions commonly known as wheat offals—and the so-called entire-wheat flour made by removing a part of the bran and grinding the material finer than for graham flour. The conclusions reached from these experiments are given in one of the reports as follows:

"According to chemical analysis of

the graham, entire-wheat and standard patent flours milled from the same lot of hard Scotch Fife wheat, the graham flour contained the highest and the patent flour the lowest percentage of total protein (glutinous matter). But, according to the results of digestion experiments with these flours, the proportion of digestible protein and available energy to the patent flour was larger than in either the entire-wheat or the graham flour. The lower digestibility of the protein in the graham flour is due to the fact that in both graham and entire-wheat flours a considerable portion of the protein is contained in the coarser particles (bran), and so resists the action of the digestive juices and escapes digestion. Thus while there naturally may be more protein in a given amount of graham or entire-wheat flour than in the same weight of patent flour from the same wheat, the body obtains less of the protein and energy from the coarse flour than it does from the fine, because, although the including of the bran and germ increases the percentage of protein, it decreases the digestibility."

Greatest Menace To the Merchants.

In a recent issue of the Michigan Tradesman appeared letters from merchants from all parts of Michigan in answer to enquiries sent out asking how business is compared with last year. The majority of answers stated that business was as good as last year, many reporting an increase, while a few stated that their business showed a falling off. All of the answers, however, said with an average crop yield they looked for a large fall business. Many of the merchants said that the strongest competition they had was the soap clubs being promoted in most of the villages throughout the State.—Gladwin Record.

The Reason.

Hicks—What makes him so proud and haughty?

Wicks—They thought he was lost at sea, and the papers all printed obituary notices of him. Finally he turned up safe and sound, and since he's read those notices he's all puffed up.

Mica Axle Grease

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

Hand Separator Oil

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

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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.

MAKING A WILL.

Why the Act Is Usually Long Delayed.

Written for the Tradesman.

Duties may be divided into two classes: One class includes all those things which come up in the ordinary routine of work, the things which urgently demand our attention to-day, this week, this month, this year. These things get done.

The other class of duties includes a list of things, longer with some persons, shorter with others, sometimes clear and definite, but oftener a little hazy and obscure—a list of things we intend to do as soon as we can get to it to see to them.

It is not from deliberate forethought and calculation, not with malice prepense, that the busy man of affairs lets the weeks and months slip by and does not write and send the little gifts to the invalid cousin; does not run out home to see the old father and mother; does not visit the school where his children are attending; sometimes even allows his children to grow up without having much more than a speaking acquaintance with them. He is not willfully negligent, but there are a lot of things he never gets to it to do. This explains why so many who intend to make a will never do it. They die first.

There is a delusion to which a great many minds are subject that sometime there will be plenty of time in which to do things. We are rushed now, but next year or the year after leisure will hang heavy on our hands.

Another strange fact in life is that many unimportant and even trivial matters seem to press themselves forward with such insistence that we give them attention, while really important things stand back and suffer themselves to be neglected.

It would seem that there is no lack of stern reminders that if a will should be made at all it ought to be done at once. A frightful accident, a blow or a shot from some villainous assassin, the sudden stroke of some unsuspected yet fatal disease, and the friend who sat at our table, the neighbor with whom we were wont to chat on summer evenings or the business associate who perhaps shared our desk is called into that "undiscovered country from whose bourne no traveler returns." "Death still draws nearer, never seeming near."

And yet how naturally we assure ourselves that the train we are boarding will suffer no collision, the boat we are on will not go down, the sudden fatal attack of disease will not come upon us and long life and fulness of years will be our portion.

How is it to be explained that people are so ready to insure their lives in favor of those dependent upon them, while the making of a will is postponed and neglected? The answer is plain and easy: Persuasive life insurance agents and skillful organizers of fraternal societies are abroad in the land, and every motive to be appealed to, every spring to be touched, is known exactly. It has all been

gotten right down to a science. Every person eligible to take out life insurance has all its advantages presented to him numberless times. This is regarded simply as a matter of business.

But a direct suggestion to any person that he or she ought to make a will would commonly be resented as an impertinence. A lawyer may be ever so skillful in testamentary work, but he can not urge services of this character upon his client. The client must come to him for them. Life insurance is thrust upon a man, but a will must be made by his own initiative.

While it is easy to see why it often happens that a person dies intestate, and the legal division of his property which follows is not just and not as he would have wished it to be, the negligence which makes possible such a result is not lightly to be condoned.

Some cases in particular emphasize the necessity of making a will or otherwise arranging so that the disposal of an estate will be different from what it would be by law.

A very common case is that where a widow is left and the children are all grown. The children can all take care of themselves, the property is small and the widow by right should get the whole of it.

Then there is the case of the childless widow. The law allows her dower rights and the remainder of the estate legally goes to her husband's relatives. If she gets any more than her legal share it is through their courtesy.

Another case is that of the second wife with a family of young children, when there are grown children by the previous marriage, who are heirs. If the estate be small, and it must be remembered that most es-

tates are small, by the legal division the widow is not likely to get enough for her own support and to bring up and educate her children. The older sons and daughters naturally regard the stepmother and her children as interlopers, and unless they are persons of unusual magnanimity, they are not likely to do the fair thing by her.

A husband should always remember that a wife who is sensitive and high-spirited would consider it very humiliating to urge upon him the duty of making a will in her favor. Such a woman will often keep silent upon the subject, even although she foresees that in the event of her husband's death, she would be left in distressing circumstances.

The custom that of late years has become quite common, of making the wife a joint owner of a part or of all of the property, has much to recommend it. If there are sufficient reasons why this can not be done, the honorable man will make as just a disposal of his worldly goods as is possible by will, and will try to have the will drawn so correctly that it can not easily be broken by the machinations of some clever lawyer.

All that has been said as to the obligation the husband is under to make a will may apply with equal force to the cases, fewer in number, where the wife owns the property and her death without a will would leave the husband not properly provided for.

The unmarried person who has property may have those dependent upon him for whom he should provide by will.

It is a comparatively simple matter for the man of small means to make his will. To provide as well and as wisely as possible for those

dependent upon him, this is all the poor man can do.

The rich man has a far more difficult problem in disposing of his property. His sons and daughters may be of the same fiber as the parental stock and well capable of handling whatever fortunes may be left to them. On the other hand, they may have become enervated by ease and luxury, as is so often the case of the children of the rich, so that it would be impossible for them to live without money, and equally impossible for them to make wise and worthy use of it. Whatever he may decide to do for his own family, it would seem that every wealthy man ought to want to do something for people who have no claim upon him from blood relationship, that he should want to contribute something to benefit humanity.

A bequest of one thousand or two thousand dollars may make life look very different to a faithful employe or an old friend who is in needy circumstances, and the giver will be held in grateful memory. Every rich man may well include some such among the beneficiaries named in his will, as well as make substantial provision for one or more benevolences of a more general and public character, unless, indeed, he is still wiser and, so far as is possible, makes these goodly bestowals while he is yet living. Quillo.

His Last Joke.

"You say you would like more exercise," said the death watch to the condemned man. "What sort of exercise would you like?"

"I should like to skip the rope," replied the prisoner with a grin.

A resolution to go to Heaven will not help you much if you get on the wrong train.

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.
You can increase your trade and the
comfort of your customers by stocking
HAND SAPOLIO
at once. It will sell and satisfy.**

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.

BEHIND THE COUNTER

Hints for the Clerk in the Toilet Department.

Written for the Tradesman.

It's a good thing for the girl at the department for toilet articles in the drug or general store to have as a secure possession the important gift of so-called chit-chat. If she be blessed with this present from Nature and withal has an agreeable personality, she may defy old Ill Luck for she holds the winning card.

First of all, when she begins to work in the department under discussion she must classify her goods and arrange them with an eye to artistic effect and to have them handy for instant reference. With such pretty pasteboard and china containers and nice bottles holding perfume, preparations for the teeth and all sorts of complexion beautifiers the clerk at this counter should be able to display her goods in such a way that to see is to want, to want is to buy. Fix everything so that you could almost put your hand on the various articles in the dark, or at least practically so. Don't have your merchandise so slipshod in disposition that you have to waste time in hunting for any special goods called for. This betrays to the patron at once a lamentable lack of system. "Order is Heaven's first law;" see that you obey it to the letter.

Change your counter and shelf bottles often enough to impress regular customers with a sufficient amount of newness, but don't change things so radically as to lose track of your stock. You can vary the general appearance, but always keep the same kind of goods together. Don't combine tooth paste and face powder, nail enamel and hair preparation, etc.

Set different makes of the same sort together, with several sizes of each, so that the patrons may be induced to purchase the larger or largest sizes when seeing the comparison in prices. Try and get them to "trade up," both as to size and as to quality.

Never misrepresent values or qualities. Sell a thing for exactly what it is. Misrepresentation is a boomerang that will hit the seller in the eye who stoops to make use of it to get trade.

Look to it that the interests of your counter are conserved by the store's window trimmer. Your department should receive attention at his hands often enough to ensure the public's not forgetting that you keep such merchandise. Assist him in every way possible. If he is amenable to

suggestions offer those that you think will help dispose of your goods. If he is a cranky specimen of genus homo be careful how you handle him; do it with gloves on, not the least bit roughly. Try by patience and courtesy and good humor to win his approbation. That secured the rest is easy.

Break as few containers as you can. It takes off the profits when continual smashage occurs. Be as cautious as if the stock were your own and it will surprise you how few things will go to galley west.

Don't scrap with your neighboring clerks—nor with any others, for the matter o' that. It hurts you and them and does no one any good. Strive to live in peace with even the meanest of them. You will get your reward sometime, somehow, somewhere. Jeanne.

Anything Worth Having Must Be Paid For.

The law of compensation is—you pay for what you get, or you get what you pay for.

This law says if a horse can run fast it can't pull a good load and vice versa.

This law says a horse can not go fast far.

It says that for every sorrow there is a joy, for every positive there is a negative.

Where evil exists there is some good to offset it, says compensation.

The law of compensation is the measure optimists use.

You can't get away from nor violate the rule of compensation.

It is not new; it is as old as creation itself.

Centuries ago it was expressed this way: "Whatsoever a man soweth that shall he also reap."

Too many try to ignore this great rule; they try to get something for nothing.

You may eat first and pay afterward, or you may pay first and eat afterward.

You may play the butterfly, sip life's sweets and sow your wild oats now, but pay day will come and maybe you will be unable to pay.

You may spend your income now and suffer want later on.

You may work hard now and play as you go along, says Col. William C. Hunter, in "Dollars and Sense," you may have happiness each day you live; you can make life worth living if you work.

Happiness is compensation for work; no work, no happiness.

You may have what you want, but you must pay for it.

Millions cost happiness and often cost health, too.

The dinner is properly balanced when it has sweets as well as substantial. The sensible person finds the dinner is better if the sweets come after the substantial.

To violate the law of compensation is to eat the sweets first and then the substantial, and by this law the substantial do not taste good when they are eaten after the sweets.

The man who procrastinates is violating the law of compensation. When you see your duty attend to it at once.—Merchant and Manufacturer.

Startled the Boss and Got What He Wanted.

The manager of a firm employing over fifty office men was approached by a young man who had been in his employ scarcely two weeks, and who announced that he had a complaint to make. The manager, as is a common custom of superiors—Heaven save the mark!—put on his green-persimmon expression and said:

"More salary wanted, I suppose?"

"No."

"Shorter hours?"

"No."

"Trouble with the head clerk, then?"

"Yes."

"Ah! I thought we would be getting at something presently. Is he over-bearing and malicious? Does he insult you the first thing in the morning and the last thing at night?"

"No. As a matter of fact, he is very pleasant and gentlemanly."

The manager rubbed his chin thoughtfully and then said:

"You've got me guessing, young man. I thought I had all the common ailments committed to memory, but you seem to have a new one. Let us have it!"

"Well," said the complainer, "the truth is that I'm not getting enough work to do. When I came here you assured me that I would be given a chance to rise, and you are not keeping your word."

"What?"

"I mean exactly that. You are paying me for nine hours' work a day and giving me seven. It isn't fair or generous. You gave me employment under false pretenses."

The manager gazed wildly around, with a half-formed idea of calling the police, but checked himself.

"You wish to quit your job, then?" he asked.

"No," said the complainer, "I want more work."

"He got it," said the manager later, discussing the matter. "I gave him enough to wreck the nervous system of a good-sized horse and put Thomas A. Edison to shame as a lazy, shiftless trifle, and he did it like a man. To-day he is running this office when I am gone, and getting more pay than any two men in the establishment."—Business Magazine.

Living a double life is killing each half of life with the other.

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.

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Tradesman Company - - - Grand Rapids, Mich.

TALKED TOO MUCH.

How the Ice Cream Salesman Met His Waterloo.

When Carl Younge offered me a job as drummer for his ice cream factory I told him that I didn't think a drummer could become enthusiastic or get really warmed up over the subject of ice cream. But Carl explained to me the beauties of ice cream, how it could be tinted to match any color, how he had turned out a violet ice cream for a violet bride, how it could be molded into any form from a pumpkin to the Venus of Milo, how it was delicately flavored and carefully compounded.

Carl waxed eloquent over the fact that an ice cream maker must be a chef, a chemist, and have an artist's eye for color. By the time he reached the relative worth of Nesslerized pudding, maple parfait and sultana roll the German began to fly—first in scattered pieces, then in great hunks.

All this was unnecessary, for I had promised myself to take any job that was offered me, and no matter how lowly, no matter what small pay, a job's a job for all that. If the particular job in the business world that exactly fitted me was drumming, why drum I would, at least until I had given the place a thorough trial.

Carl's ice cream factory was surrounded by an army of enemies. Every little town seemed to support a rival factory. And although Carl produced the best goods of the crowd, still you know the old argument, "Stick to your own town," and you know how loyal the country merchant is to his fellow townsmen, that is as long as he can buy an equally good grade of goods from him at a smaller price. Carl already had a number of customers out of town, but with the opening of new interurban roads he felt that he could freeze on to a lot more.

My work was to get the schedules of the interurban roads, their rates on ice cream, Carl's f. o. b. rate, and then go into a little town, explain to the soda fountain man that the interurbans would provide good service and then get busy on a quality talk.

Now ice cream is not an article that can be carried around easily. It would be a difficult job to carry a sample in one's pocket, but, of course, before contracting with a man for his summer supply we would send him a five gallon sample freezer so that he could see for himself what our grade of ice cream was.

I soon learned that everybody would accept a sample freezer. In fact, the druggist's family would enjoy several Sunday desserts at our expense if we would continue to send them samples and many and varied were the excuses that they made use of to get more samples, but making a contract for their business supply was quite another matter.

My plan of battle was to buy an ice cream "sody," then criticize the ice cream and offer to send a sample of our goods. As I went from

place to place in the little towns I consumed many weird drinks. At the end of the first day's work, and it was work, I had consumed as much ice cream as I had eaten previously during the whole course of my mortal existence. I felt as if I had inside of me a large sized iceberg bobbing around in a sea of charged water. This job I ruefully remarked to myself was what a small boy would consider the acme of human bliss. But in the end I became used to it and could stand up to the marble and drink round after round, vanilla, strawberry, chocolate, with now and then a Sundae or a root beer for a change.

As Carl had not made an allowance for such a revelry in "sodys" I soon was spending my next month's salary, or would have been if I had been dependent upon my wages. But all went as merrily as wedding bells, that is as wedding bells that are slightly cracked and a little off the tune, until I reached Burnstown. I had been landing a fair amount of new contracts and holding most of the old customers. But Burnstown was my Waterloo.

Burnstown was a good sized place and its inhabitants seemed to have an especial liking for "frozen dainties," as Carl called them. There are many druggists and confectioners there who would prove paying customers if they could be "sold." In previous years the Purity Ice Cream Co., a local concern, had held the trade of the town, but as the Purity Co. also sold ice and had boasted the price last summer, Younge expected that the druggist would retaliate by buying ice cream of another company.

I arrived in the "thriving little city" about 7 p. m. and registered at the best hotel. "Best" of course in these thriving little cities is a comparative term.

This best hotel was one of the kind where a negro in brass buttons rushes out to the bus to get your grip, ushers you into the hotel with great gusto and many flourishes, hands you a pen with more flourishes, and whirls the register around with exceeding deftness. You are overcome by his grand manner until later you learn that he also shines shoes, mops the floor, acts as bell-boy and keeps a livery stable "round the cohnah."

If you have ever before enjoyed the hospitality of mine host, Jones, the clerk, greets you as Pete, Bill or Jim, and if this is your first visit the clerk is worried for fear you have been there before and he doesn't remember your name. After being led up to cell No. 750, for the bigger the numbers the more important the hotel appears, you find that you must put your grip either on the bed, under the bed, or out in the hall, for there isn't room for it in any other place.

That evening while trying to read the Burnstown Democrat by the light of a consumptive looking incandescent I was greeted by Bob Foley, an old college friend of mine. Bob, it appeared, was a lawyer in Burnstown, with plenty of hope for

the future and one real case. As Bob had to look up some important points of the case he explained that he must leave me, but would return about 10 o'clock to talk over old college days. Before leaving me, however, he introduced me to a benevolent looking old gentleman by the name of Hatton.

In addition to Mr. Hatton's benevolent look he wore chin whiskers and a celluloid collar. As there seemed to be nothing else to do until Bob returned I decided to amuse myself with Mr. Chinwhiskers Hatton.

"Here on business?" he said.

"Yes."

"Oh, a drummer."

"Yes, the drummer boy of Shiloh."

"What line?"

"Ice cream."

The chin whiskers bobbed a couple of times. Mr. Hatton seemed interested.

"You don't expect to get any business here?" he asked.

"You bet."

"Why, I thought that there Purity Co. had 'em all lined up." This caused me exceedingly great mirth.

"Why, they're nothing but a bunch of old fogies." This caused Mr. Hatton exceedingly great mirth.

"Give it to 'em," he said.

"Yes, they're a bunch of old fogies. They don't know what modern business methods are. I'll show them. What they need is some real live competition; some young blood waking them up. Got 'em lined up? Why, I'll go out to-morrow and get about every customer they have."

It is well for a drummer to have confidence, you know. This was the start of an extended conversation. Chinwhiskers didn't say anything about himself, but asked clever leading questions. And I? I, new to the traveling salesman game, told him everything he wanted to know about prices, the grade of our goods, interurban rates and the business generally.

When Bob returned he and I had many old football games to talk over and nights on the campus to remember, so that it was early in the morning before I got to sleep. Tired on account of my unseemly hours of the night before, I did not start out to see my customers until late the next morning.

The first prospect told me that we put glucose in our ice cream. The second one said that we used condensed milk. The third one said we didn't use even condensed milk; what we called cream wasn't as thick as the water in Bubbly Creek. Everywhere I went I found that some one

had been there ahead of me telling a tale that had enough truth in it to be convincing, showing an inside knowledge of our business, but containing a grain of falsehood that prevented any sales.

I was unable to convince any one of the prospective customers that although most of the facts were true, still our goods were all right. After several days of disheartening work, in which time I had not landed a single customer, I learned who my friend of the chinwhiskers was.

I thought it was time to go on to the next town. I guess Carl Younge thought so, too, for a few days later he wrote to me advising me to ask Mr. Hatton for a job, as he thought I had done more good for the Purity Co. than for him.

Mr. Hatton was the owner of the Purity Ice Cream Co.

Horace Zollars.

Red Headed Girls Are Vimmy and Cheerful.

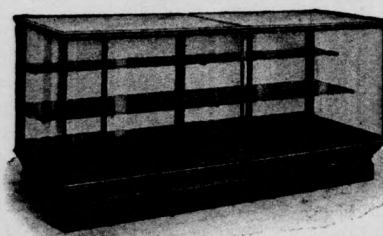
The Liverpool (England) Post has discovered that a new value is being placed upon red-haired girls in the United States, and says in an interesting article sent from New York that many of the larger stores (the word "stores" in quotation marks so that the British mind may recognize it as meaning what they call shops) have advertised for girls with red locks for the unique reason of their surpassing sunny temperament.

This writer has also found out that the managers of some of our stores explain their preference for the red-haired girl on the ground that she is more optimistic, energetic and cheerful than any other kind, and that moreover she is generally gifted with a clear complexion and is usually the pink of neatness.

Before this impartial English investigator, the old slander about fiery hair and a corresponding temper must go the way of other groundless superstitions which are being vanquished by time, and the red-haired girl comes to her own as a paragon of meekness and docility; at least, who will dare to dispute it, especially if an auburn blonde is in the immediate vicinity?—Boston Traveler.

A Testimonial.

A company selling salve sent a quantity to a man, requiring him to write a puff. He wrote that he had a dog that got about two inches of his tail cut off. He applied the salve to the wound and the tail grew out to its natural length. He applied the salve to the piece of tail and a whole new dog grew on.



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Under our own management

The Largest Show Case Plant in the World

Knew the Price of Stocks and Saved \$60,000.

Jerry, while in college, knew every tune in every new comic opera that came out, but he thought a par-allopedon was a prehistoric animal. If asked what literary style was, he probably would have remarked, "Oh, long hair, fluffy tie and a coat that needs pressing," but as business manager of the college literary magazine he helped that frail craft more than all the editors with all their sonorous and snore producing sentences.

Jerry's contribution to the recitations in economics was monotonous, but had the quality of dependability, for it consisted mainly of "I don't know, sir," or "Unprepared today," but one day he suddenly looked up from the game of tit tat toe, which he was playing with Billy Carruthers, and, strange to say, listened to the lecture of the instructor. During this lecture the "prof" had made use of the building and financing of the O. and W. Railroad as an example and his statements about this road were what aroused Jerry.

He listened to a few sentences and then to the surprise of every one in the class he broke out: "I beg your pardon, Mr. Horton, but you made a small mistake in that last statement. The common stock of the O. and W. Railroad never has been below 16. It was down to 16 3/4 a year ago last January, but that is the lowest point."

After the lecture hour was over a laughing crowd gathered around Jerry to ask him where he had accumulated his knowledge of stock, to which questions he naively answered: "I think every educated man ought to have a knowledge of the stock market." There was a general shout: "Yea, Jerry, do you consider yourself an educated man?"

"Oh, well," said Jerry.

When, however, Jerry was graduated from college with more friends than honors, his knowledge of the stock market came in handy, for it helped him in settling up the estate which had been left him by his father. This estate had been in the hands of one of his father's old friends, the President of a bank, and although Jerry had been of a voting age for two years, he had not cared to take charge of his worldly wealth, preferring to have the more experienced man keep the management of it.

Now, however, Jerry decided he could no longer ask the bank President to trouble himself with the management of the money and he sought an accounting. Then it was that Jerry's knowledge of the twists and turns of the stock market taught him something he otherwise would not have found out.

The first thing that struck Jerry was that he had no more money now than when his father died, although the bank President had been in charge of the estate for five years.

When, however, the banker began to show Jerry where his money was invested, Jerry woke up. "I have placed \$13,500 of your money in New

Briton Steel, that is 150 shares at 90."

"Why, that's funny," said Jerry, "New Briton Steel is quoted at only 67."

"Oh, perhaps it is now," replied the bank President. "But when I bought it for you it was up to 90, and, of course, it is unfortunate that it has dropped, but you must stand the loss, as I was doing what I thought best."

"But I don't quite understand," Jerry answered. "That stock never has been above 85 since the company was formed."

This knowledge of the market surprised the banker and he made an excuse, saying he would look over his books again and see if he had made a mistake.

Several times while the banker was giving details of his investments Jerry noted errors in the figures so that by the time the accounting was finished he found the market figures and the banker's figures disagreed to the amount of \$60,000.

These errors were surprising in themselves, but what surprised Jerry more was the fact that in every case the banker had given a higher value to the stock than that quoted by the stock exchange. After thinking the matter over for a few days Jerry came to the conclusion that, in spite of the wealth of the banker, in spite of his father's faith in him, he had been trying to take advantage of the supposed ignorance of the young college graduate.

When he had been forced to this conclusion Jerry hunted up a lawyer and explained the case to him. The lawyer told him he also thought the facts indicated the banker had been playing a crooked game, but he could make him come to time.

And he did. As soon as the banker was confronted by the lawyer he backed down. Charles O. Smith.

Don't Tell Your Hard Luck Stories.

While the "hard luck story" may appeal to a few, it irritates the majority of persons, and those who indulge in it too freely are seldom ever successful in business life.

Dwelling on past and present misfortunes and disappointments is really more fatal than overrating your ability and achievements, and the young man or woman who applies for a position, offering as a recommendation the fact that they "have been walking the streets for weeks in search of employment," and following this up with full details of their personal troubles and trials, is not pursuing a policy which will bring successful returns, and even although the manager informs that there is "no vacancy now," the next applicant who approaches and talks straight from shoulder, denoting willingness and adaptability, and eliminates the painful side of his business history, is likely to hang up his hat and begin immediate service.

The salesman who solicits the order of a business man is sure of defeat if he tells him how bad business is and how few orders he has obtained in the town, for prosperity and

cheerfulness is the only attitude that will impress and influence the business man, and with the salesman of many reverses he is loath to place an order, preferring to reserve it for the salesman who dashes in "between trains" and in spite of the fact that he may have foregone his breakfast to save expense money says his house is "working night and day to fill orders." The salesman who is full of business, looks well, and talks big carries off the order, while the one consumed with woe goes on his way feeling that this is a most "beastly world."

To win success we must forget our troubles, whether mental or physical, at least we must keep them covered in the inner recesses of our heart, for if misfortune is a calamity to those on whom it strikes, what must it seem to others when given a full detailed account of it? A few may sympathize with you on account of your tribulations, but the populace at large will privately think you are a bore, and to have you about for ten hours each day is a thing not to be thought of.

The whiner is not nor ever will be popular in the business world; his personality is depressing and the cheerful shun his society.

Not long ago I met a young woman in State street, Chicago, whom I had previously known slightly in a business way. She appeared dejected, and I learned from her later that she had not been able to obtain a position, although she had been daily seeking one for two weeks. I knew the girl to be a competent stenographer, so I gave her the address of a firm the manager of which was a young woman and a friend of mine. I felt sure she would be successful in obtaining a position there, but was surprised on calling up a few days hence to find that my friend had not employed her.

Further query on my part revealed the reason to be that the girl had plunged into a full account of her personal affairs, stating among some of the other things that "she was in debt for clothes" and that she had for weeks only averaged "one meal a day."

Now, the manager is a big hearted woman, and had this girl been less confidential about her private affairs in the beginning, after a week or so of employment she might have

confided her situation—if confide she must—and she would have received earnest sympathy and kindly advice, but unfortunately she introduced herself through the medium of the whining system, and thereby lost the much coveted advantage of a good position.

The egotist may be accused of drawing too strongly on his imagination, but the censure heaped on his shoulders for too much self-confidence is a mere trifle compared to the comment hurled at the head of the morbid whiner.

"Keep a brave heart," is an adage of merit and the companion maxim should be, "Hide an aching heart."

Roselle M. Dean.

Bargains in Babies.

Among the deacons of a Presbyterian church in an Ohio town was a good old gentleman familiarly known as "Uncle Thomas." Although too deaf to hear, he was always in his accustomed seat at church, and his zeal in religious work was untiring. Owing to a shortage of song books in the Sabbath school, some additional ones were ordered by "Uncle Thomas," who apprised the pastor of their arrival, and the latter agreed to announce the fact from the pulpit on Sunday morning.

The pastor made the promised announcement, among others, concluding with this one:

"Parents wishing their children baptized will please present them at the close of the service."

The good deacon jumped to his feet, and, in the loud voice peculiar to the deaf, bawled out: "Those who haven't one can get them at my house for fifty cents apiece."

As "Uncle Thomas" and his wife had always been childless, this startling information almost broke up the meeting, a wave of merriment sweeping the congregation that threatened to shake the church from its foundation.


Blowing Some.

Alderman Tracy, of Chicago, has a son who was boasting one day of his father's official position.

"My father," he said to a companion, "is an alderman."

"Huh!" snorted the other boy; "that's nothing! My father blows the whistle at the mill!"

That settled it.



Increased Sales means more dollars in the grocers' cash till.

Holland Rusk
(Prize Toast of the World)

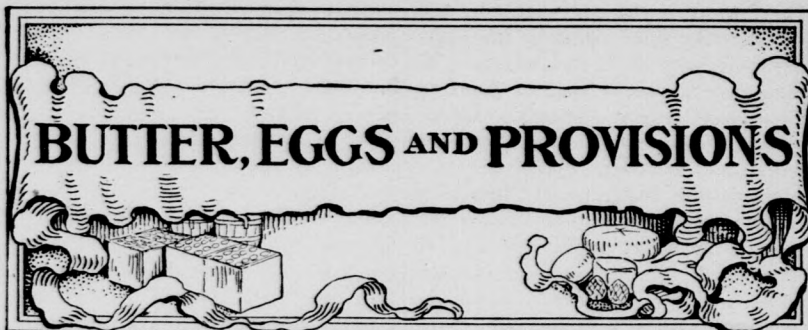
produces that result.

Positively salable, because the goods are palatable, nutritious and popular—knowledge of this inspires the public to buy.

Large Package Retail 10 Cents.

Holland Rusk Co., Holland, Mich.





Effect of Cold Storage on Poultry, Butter and Eggs.

Cold storage warehousemen have been assisting in every way possible the investigations of the Government authorities and seem to be eminently satisfied with what has been done along those lines already. It would seem, however, that the proposed independent investigation would act as an excellent check upon the results obtained by the Government. It would then be possible to get the truth of the matter, for, according to the old maxim, "Two heads are better than one," especially if the two heads are equally versed in the scientific matters under investigation. If at any point the conclusions drawn from the two investigations differed widely, those would be the points which would call for further experimentation and which would eventually be settled for once and all. A complete and universal statement could then be prepared which would be acceptable to all. Both are laudable projects and should receive the financial and moral support necessary for their fulfillment.—Cold Storage.

It is rather singular that a proposition to institute such an investigation as has been described, and which seems to be universally recognized by interested parties as of great value, should attract so little active interest and support as have been extended to this effort. Very few indeed of the large number of cold storage houses and others to whom the recent circular was addressed—in which the willingness of the University of Illinois to take up the work of investigation under certain conditions was expressed—have even acknowledged its receipt. And of those answering it only two or three showed any disposition to "put their shoulders to the wheel." Some are doubtless entirely willing to trust to the investigations carried on at Washington, although to a good many of the trade it is the very fact that these investigations are under way, directed by the present chief chemist of the Department of Agriculture, that makes an independent investigation seem necessary. One writer in response to the recent circular says: "We believe Dr. Wiley to be competent, intelligent and honest," and believes that trade associations had better "work with the Department of Agriculture rather than to work against it."

Now it would seem that as the object of the Department of Agriculture is to arrive at reliable facts, and as the field of research is a most difficult one, the institution of other competent and authoritative investigations could not be considered as working against the department; on the contrary, it would be distinctly

in line with the department effort. Even if Dr. Wiley, who has the Government investigations in charge, is as "competent and intelligent" as the above writer believes, there is room for error in conclusion when we are dealing with an investigation of hygienic qualities, and great harm might be done by a hasty judgment which might be shown to be wrong or at least doubtful by a secondary and parallel investigation.

As to the fact of Dr. Wiley's competence and intelligence in this particular line of work, this can only be judged by his public utterances as commonly reported. At Detroit recently he is related to have declared that it is impossible to get pure butter in a Detroit grocery, and that he could not understand why, when thousands of pounds of fresh butter are made each day, people are forced to eat the product of a year ago. "Why store butter until it is rancid?" Prof. Wiley is reported to have asked. "Why should butter be salted? Salt is cheap and butter is dear; why pay for salt at butter price?"

In an article by James Creelman, printed last winter in Pearson's Magazine, Dr. Wiley is said to have expressed himself to the author, while at the table in a dining car, in the following terms:

"The vile stuff," he said, pushing the butter away. "It is full of aniline dye and is salted. We ought to have the best and purest butter in the world and yet, unless it is made to order, you can't get a pound of butter in the market that is not painted with poisonous aniline dyes. * * * I have to pay forty to fifty cents a pound to have fresh, uncolored butter made for my children. When they paint it, and salt it, and keep it in storage until it is unfit to eat, they sell it for half price."

Now there are some who think that such rantings as these do not indicate either intelligence in regard to trade questions, or competence to conduct a dispassionate and unprejudiced investigation; that they savor rather of the faddist—the "crank"—and indicate that the man who now has charge of the governmental work of investigation is prejudiced by preconceived opinions.

Under all the circumstances it would certainly seem that the cold storage interests and their patrons—to all of whom any material limitation of the permissible periods for storing would be a most serious matter—might well take the precaution of procuring enough scientific testimony to protect themselves against

even the possibility of unfavorable and useless legislation.—N. Y. Produce Review.

The Seller Is King.

It is the man who can sell things that makes the money. Compared with other talents, the talent for selling is one of the highest priced and most valuable commodities on the market.

Almost anybody can learn to make things for market. The mill workers who run a machine from morning until night for a couple of dollars or even less represent the producing power of the community. The man who can take the goods which the mill operative makes and find someone who will buy those goods probably gets ten dollars where the maker gets one.

So it is with the skilled salesman in the store. If he is willing to study his business and learn its fine points, and if he possesses natural ability for the business, he is in line to rise to a high position. From retail salesman he will graduate into wholesale work; he will become a traveling man. Eventually he may drift back into the retail business as the manager or owner of a big retail establishment. So long as he can sell goods better than anybody else his services will always be in demand. The seller never lacks a paying job.

Saturday Evening Post recently discussed the question at some length as to whether the traveling salesman is really an essential element in business, or whether he is a mere parasite on the body of business, sucking out a fat profit without rendering a real equivalent. The author of that article developed clearly the fact that the salesman creates a demand for goods which would not otherwise exist.

So it is with the retail salesman. If he understands his business he can sell a customer more and better goods than the customer intended to purchase, thus adding just that much to the profits of the firm.

There are great opportunities open

to the clerk who can prove that he is a real salesman. He can get almost his own price for his services.—Merchants Journal.

There is only one way to the hearts of men, it is the way of your own heart.

Veneer Box Co.

Manufacturers of
all kinds of

Shipping Boxes and Egg Cases
Grand Rapids, Mich.

M. O. BAKER & CO.

Toledo, Ohio

Jobbers Potatoes and Apples

Correspond with us



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, pine-apples,
South and home grown
vegetables, oranges, lemons,
bananas.

Our Market Letter Free

The Vinkemulder Company
Grand Rapids, Mich.

BAGS

Of every description for every purpose. New and second hand.

ROY BAKER

Wm. Alden Smith Building

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.

13 YEARS' SQUARE DEALING

F. E. STROUP (Successor to Stroup & Carmer) Grand Rapids, Mich.

References: Grand Rapids National Bank, Commercial Agencies, Tradesman Company, any Grand Rapids Wholesale Grocer.

We sell all kinds field seeds

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

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

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS
Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Observations of a Gotham Egg Man.

As this issue falls on the first day of the month we are unable to get together the reports and estimates of egg stocks for the end of June in time to publish this week. We hope to present the figures, together with a review of comparative June receipts, in our next issue.

Present indications are that the June receipts will show a considerable decrease as compared with last year, and that the storage accumulations during June will be found less than in the same month last year, thus increasing to some extent the shortage of storage eggs, compared with 1907, reported earlier in the season. But while we speak of a "shortage" of storage eggs this season it must not be forgotten that we are comparing with a year when holdings were unprecedented and when a large part of the goods put away had to be sold at a loss. The stock this year, although considerably less than last year, is far beyond any previous year's holdings up to this date.

Still, holders of storage eggs are generally looking upon the situation with considerable confidence. Advances from nearly all sections of the West indicate a radical falling off in collections during the last half of June and the very wet weather which prevailed in many sections in May and June, with a normal amount of high temperature, has increased the wastage considerably. We are now getting down to a point where strictly fine eggs, fit for best order trade, are hardly plenty enough for the needs of the market and some dealers are beginning to think about going to the coolers for high grade stock, the moderate cost of which makes it available at a profit on about the present scale of values. In fact, we hear of a few April eggs coming out for current use and some few lots have changed hands in storage at about 20c, charges paid to January 1. We hear of some bids of that price for good sized lines that have not been accepted.

The proportion of heated eggs in the egg receipts has increased so much that the official gradings of extra firsts, firsts, seconds, etc., are now above the quality of such brands as generally sell at the official quotations for those grades and whose values generally give basis for the quotations. The Quotation Committee generally bases the quotation for "extra firsts"—now 18@19c—upon the value of fine to fancy graded goods from the best sections, and the quotation for "firsts"—now 17@17½c—upon the value of average prime regular packings. These quotations do, in fact, represent the value of general receipts, but not of the qualities described by the terms "extra firsts" and "firsts" as judged by technical inspection. There is now scarcely any stock obtainable from the West that will earn the inspectors' stamp of extra first; we hear of inspections made on some of the fine marks lately selling up to 18@19c, which gave the goods no higher rank than "firsts," and it is safe to say that nine-tenths of the

eggs lately selling at 17@17½c would not get a higher brand than "seconds" under official grading. Under these circumstances, even although the minimum requirements for grade naturally govern the disposition to bid on 'Change, the bids there for firsts from Northern sections have lately often exceeded the quotations.

It is certainly a very unsatisfactory state of affairs to have public sales of firsts recorded on 'Change at 18c with further bids at that not accepted, and then to have an official quotation of 17@17½c, as was the case a week ago Monday. It may be true enough that average prime ungraded eggs, such as are usually classed as "firsts," are worth no more than the official quotation; but if it is desired to keep the value of such as the basis for the quotation for firsts, then it would seem to be the plain duty of the Exchange to put the grading down so that these goods will actually pass as firsts, and not hold the requirements up to a point which makes technical firsts sell within the quotation for extra firsts and technical seconds at the quotation for firsts.—N. Y. Produce Review.

Echo of the Merchants' Week Banquet.

At a banquet given in Grand Rapids last Friday night, to the retailers by the wholesalers, 2,000 people were served in a circus tent on a ball ground. When the crowd passed in, two men heading two different files met at one table and sat down. After about fifteen minutes, during which time neither spoke, one noticed a Masonic pin on the other's coat and said:

"I see you have been in the East."
"Yes, I have traveled some there. Where do you belong?"

"In Lowell."
"Do you know Frank Johnson there?"

One was Frank M. Johnson, editor Lowell Ledger, and the other Harry L. Andrus and neither recognized the other. They had lived and grown to manhood in Almont, played in the same band for years, but had not met since Andrus left here 26 years ago. Their wives were with them, but they had a hard time keeping the men still. But for the pin and the opening question there would have been no recognition.—Almont Herald.

Discouraging Bad Eggs.

A Missouri shipper is using posters setting forth the State law which prohibits the sale of bad eggs, and calling attention to the liability of heavy penalties for infraction, as a means of getting better eggs. This is a good move. Most of the states have enacted pure food laws which can be turned to account in this way. There is a still better and more effective way which could be put into practice if egg buyers in any given territory would agree to work together—and that is simply to refuse to buy eggs except on quality, paying for each grade what it is worth. This means

paying nothing for rots and spots, and if that were the rule there would soon be very few of the worthless eggs and a much larger proportion of first quality.

A Dry Joke.

"Will you take something to drink?"

"With pleasure."

The photo was taken, and the sifter said:

"But what about that little invitation?"

"Oh, sir, that is just a trade ruse of mine to give a natural and interested expression to the face."

No doubt it is as easy to manage a woman as a man, but it is easier to manage ten men than two women.

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 Penbody, Mgr.
Grand Rapids, Michigan

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

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

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

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

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

QUESTION OF SUCCESS.

It Depends on Manhood and Not on Inheritance.

Written for the Tradesman.

I never have had any confidence in the assertion that a man, young or old, must sow his wild oats, although I am well satisfied that, if he does sow them, there are going to be abundant returns later on and that the sower is going to do some pretty tough crop-gathering. There is something in the seed that warrants success. Of the weed, weedy, it grows and flourishes where good grain dries up and withers. Cut down by the hoe and pulled up by sorrowing fingers, it still lives and thrives and although the sun scorches and tears—scalding tears—fall upon it, the oats grow and the home-coming wain is piled high with the hateful harvest. There is an idea which many entertain that evil is often inherited and that, therefore, there is an excuse for the oat-sowing, but I guess not. I have no confidence in transmitted blood-poisoning and I see no more reason for a young man being a rascal because his father is one than there is for him to be born with one leg because his sire was so crippled. The fact is the boy has to take the world as he finds it. If it favors him, he may take the favors and with them make the most of the man born in him; if it is against him, then indeed is it incumbent upon him without the favors to take good care of the man inside and in spite of "the world, the flesh and the devil" make all that can be made out of the manhood that Fate has committed to his care.

It was this last idea that Ted Jackwood had been indulging in for—well, for a good while longer than he was willing to admit. The fact is he had been born with the favors and it was also a fact which he was beginning to hate to dwell on that in spite of hoe and scorching sun and scalding tears—not his; they never are!—he was wondering if this sort of thing was going to pay. "Is it just the thing for a young fellow, just old enough to cast his first vote for the President, to be steaming down Sixteenth street with a meerschaum in his mouth and—lots of things that center around a finely colored pipe: this being up all night and lying abed all day and lounging and loafing and the whole dog-gone lot! So much for preparatory school; so much for college, and to show for it a diploma got by the skin of my teeth!"

It was a long silence that followed. Memory had an extensive journey to make and she wasn't making the trip in an auto. There were byways as well as main roads to retrace and a number of places—altogether too many of them—to laugh and to sigh over. Once when the sky was clouded and the road rough he reached for his tobacco sack; but, finding it empty, he opened a cigar box and took the only cigar left. The empty bag and box were evidently not troubling him, and after the

blue began to rise he watched it dreamily.

"All remind us we can—I can. Of course I can—that's what I've said all along. When I get good and ready I'm going to begin. The cigar and the bottle—the nicotine and the alcohol—never'll get a grip on me stronger than now; and I believe I've had all I want of both."

He took up the black, vile-smelling pipe, looked at it longingly, lovingly and laid it tenderly down. "It's got to come, sweetheart. 'We have been friends together, in sunshine and in shade;' but it's 'have been' and it all lies right there. As for you, Winey—nit. Headache and heartache both are yours. You're going out the window!" and suiting the action to the word, the bottle, half-full, went crashing into the back yard. With a, "Now, then," he sank into his easy chair and watched for awhile the curling smoke of his vanishing cigar. When little of it was left he drew to him the evening paper and shunning the game records he turned to the want columns. This is what met his eye:

"To a young man with good habits, competent to take charge of an office, I will sell an interest in an established business; cigarette users and saloon loafers barred; a good thing for a young man who means business. Address M., 65 Times."

The easy chair was a big rocker and it stopped rocking. The advertisement must have been interesting reading for Teddie Jackwood, who read it times enough to commit it to memory and then clung to the paper as if loath to lay it down.

"I believe I'm equal to it. I'm now"—he pronounced the now with great emphasis—"no smoker." "This is my last cigar; I never was a saloon loafer and I know I can take care of an office. So with the 'good habits' and ability to take care of the office settled, if the interest is one I care to buy, I'm ready to start in, the sooner the better."

A little later the lights were out and certain vigorous sounds indicated that the maker thereof was getting ready for the work awaiting him the next day.

The breakfast hour of the Jackwood household has been 7 o'clock ever since there was such a household. Promptly on the tick the little bell tinkled and just as promptly the door of the dining room opened and Mrs. Jackwood came in, closely followed by the morning paper and Mr. R. H. Jackwood. The paper is mentioned first, because according to the good lady's story she has played second fiddle to the paper so long at the breakfast table that she enjoys it! An instant after the paper is propped up at the right angle, the shining urn fills the cups with the delicious beverage and the room with its delightful aroma and then a silence begins, broken only by the ambitious clock on the mantel, which has bet a dollar that it can break the record of minutes given up to the meal and is determined to win.

Hardly, however, had the race begun when the dining room door

again opened and Mr. Theodore came in, clothed and in his right mind and a mighty handsome young man to look at he was.

"Ted!" ejaculated the mother, her face proclaiming her delight.

"Not a word, mother, not a word. Get him a plate and pour him a cup of coffee. It won't happen again!" came from behind the paper.

"Right you are, dad, and it isn't a happen now," a remark that was met by a boisterous laugh from one end of the table and a "No matter what it is, Teddie, if you're only here," from the other end.

"Honk! Honk!" called the motor and, paper and breakfast finished together, the men rose from the table to go.

"Would you mind stopping at the Times office, dad? I've an errand that'll keep me a few minutes, if you can wait; and after that, if you can spare it, I'd like to use the machine a little while this morning."

"I shall want it at 11:15. Until then go where you like."

Getting the address was the work of a moment, but, as the young fellow glanced at it, his face turned white. Then with a—an exclamation, the Jackwood teeth came sharply together, the Jackwood chin assumed its business angle and the owner of those articles took his seat in the motor, remarking, "I'll go with you to the office if you do not mind. I shan't need the machine this morning."

The office of R. H. Jackwood is devoted exclusively to business and business with him excludes all sentiment. When, then, with desk-lid up the man in the chair faced the youth before him with, "Well, sir, what can I do for you?" he was a little surprised to see that same youth standing before him with head uncovered and holding the address he had just received.

"I have noticed your advertisement in the Times, sir, and I have come to apply for the position."

Judging from the face of the elder, one would have supposed the two had never met. There was the comprehensive, scrutinizing glance, which in such instances always means much, because it is always fateful, and so far there was manifest no disapproval. There could be none. Physically the six feet of muscle and bone made a goodly sight

to look at. The full chest and the broad shoulders; the columnar neck and the shapely head it supported, as if proud of its well borne burden; the manly face, oval except the not quite which the almost square chin prevented; the expression of good humor, which the eye and the mouth strengthened and the look of forceful determination, not aggressive but ready for emergencies—these made up an agreeable whole which in spite of the commercialism at the desk was exerting a powerful influence over the head of the house in want of a man to buy "an interest in an established business."

"I presume that you note that cigarette users and saloon loafers are barred. What have you to say to that requirement?"

"They do not and they never have had reference to me. I do not mind saying to you that I have smoked a pipe. I shall not deny that I have had an occasional glass of wine; but I have got through with both. My pipe to-day is a 'has been' and alcohol—I have cut it out. So far as I know I am a young man who means business, who knows a good thing when he sees it, who is willing to work to keep it when he gets it, who believes he has found it and who does not want to waste any more of your time or his own in securing the 'good thing' in sight."

"You have references, I suppose?"

"Only my college record, which, while it might have been better, might also have been a great deal worse; and my father, Mr. R. H. Jackwood, of this city."

"Worthless, both of them."

"The college record, yes; but you will be obliged to pardon my father's son if he does not listen with composure to the estimate you have expressed in regard to that father's opinion. I bid you good morning, sir," and "my father's son," rising as he spoke, started for the door.

"Oh! Ted, don't make a fool of yourself! Come back here and sit down."

"I prefer to stand."

"For some reason or other you have been thinking for a long time that I don't amount to anything. You think because I have been through college—where you insisted on my going—and because I came back with a pipe in my mouth and because, when you asked me if I

Boss of Michigan

The brand of our shirts, and means just what the name implies. We have them in all grades—drills, percales, madras, etc. All styles—negligees, dress shirts and work shirts. Don't fail to see our line before placing orders.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

We close at 1 p. m. Saturdays

knew the taste of alcohol, I said yes—question and answer equally untimely and abrupt—that, therefore, I'm a low-down; that, therefore, I'm an idle, lazy, ambitionless do-nothing; that I don't appreciate you and what you have done for me; that I have taken from my mouth the silver spoon I was born with and thrown it into the alley and with it all the advantages that that sort of spoon implies.

"To a certain extent that's true. The intrinsic value of the spoon will keep it from the ashheap; but for the rest there is nothing for me. It is to be my feet, not yours, I am to stand on; my hands and my brains I'm going to rely upon, and if it's in me to win my way, all right. I stand or fall by my own exertions.

"Now for the business end of the matter. I'll buy whatever interest you have to sell. Grandfather's legacy will cover the amount; and I want to carry out to the letter your ideals from the business point of view. I ask for and will receive no favors. Blood and sentiment have no place in a business office. If after a fair trial I am found lacking you are to let me know and I'm out.

"One point more and I'm done: I am going in every way to do my level best; but in case my best is bad don't treat me as if I were a kid—your kid. Don't let's have any 'fond parent' or 'devoted son' nonsense about our business relations, for I couldn't stand that and you oughtn't to. What next?"

"When do you want to begin?"

"Now."

"Good. This is my desk and that's yours. For a good many years now I've hung my hat on the big nail there by the door and except on that you can hang yours where you please. If you don't mind we'll have the firm sign changed to 'R. H. Jackwood & Son' and we'll sign the articles of agreement to-morrow."

All that remains to be said is that the sign was put up and the agreement received the proper signatures; and the members of the house of Jackwood & Son are strong in the belief that it depends upon the man himself whether he is to amount to anything and not upon the accidents of birth and fortune.

Richard Malcolm Strong.

Juror By No Means Uncommon.

A lawyer once asked a man who had at various times sat on several juries, "Who influenced you most—the lawyers, the witnesses or the judge?" He expected to get some useful and interesting information from so inexperienced a juror. This was the man's reply:

"I'll tell yer, sir, 'ow I makes up my mind. I'm a plain man, and a reasonin' man, and I ain't influenced by anything the lawyers say, nor by what the witnesses say, no nor by what the judge says. I just looks at the man in the docks and I says, 'If he ain't done nothing, why's he there?' And I brings 'em all in guilty."

Prayer is measured by its aspiration rather than by the information it sends to Heaven.

Shop Shots.

The man who is ashamed to work with his hands will never do any valuable work with his brains.

A stream of opportunities is constantly going by. Pick out the ones that you can use and nab them.

He who would be a judge of men must be able to withhold judgment until certainty takes the place of assumption.

All work and no play makes Jack a dull boy, and a dull boy will sell very few goods and make no satisfied customers.

To be happy one must keep busy. There is no joy in idleness which goes farther than rest and becomes one's profession.

Your best salesmen will lose some sales. Don't expect a man to be a successful hypnotist for ten or twelve dollars per.

Slipshod management begets slipshod help; and carelessness, even in the smallest details, is never unnoticed by the employer.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

No engagement is so unimportant as not to be worth punctuality. Be on hand when you agree to be and you can demand punctuality in others.

The successful man to-day is the practical man. If you are not already familiar with the working side of your business, begin the study of it now.

An oversold or an overcharged customer is a customer lost nine times in ten. Look at every sale from the customer's point of view before you call it closed.

It will pay any man, no matter how big his store, to see as many customers personally as his time will allow. People like to do business with the head of the concern.

Taxicab Idea in Use in Caesar's Day.

To-day's taxicab, it appears, is merely a reincarnation of the same article as used by the grave and revered senators of old Rome. In a book bearing the title Nuova Krichitettura, which was published at Bologna in 1678, M. George Servan found illustrations which proved to be drawings showing the mileage recorder of Vitruvius, military engineer under Caesar and Augustus, as Capra imagined it to have been.

"Fix on the wheel of the car," says the Roman architect, "a disk bearing on its circumference a single cog-wheel working into another disk having 400 cogs. On the side of this second disk a cog larger than the others will set in motion a horizontal disk which also bears 400 cogs and is furnished besides on its flat part with a certain number of holes in which there are little balls; these will fall one by one into a tube when the rotation of the disk will lead them to its orifice; they will then reunite in a brass vase. One ball falling after each mile traversed, the number of miles done in a day will be known by counting the balls.

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.

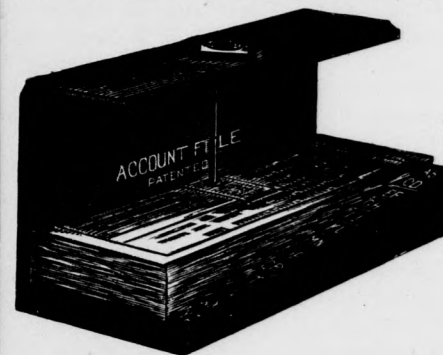
GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

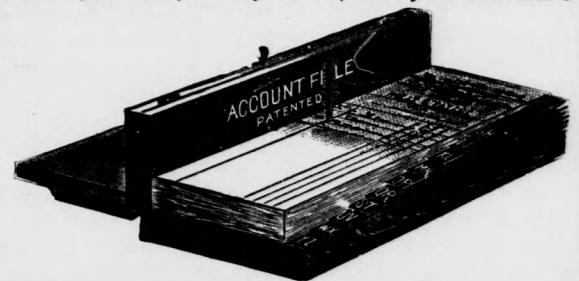
Beginning June 20 and until further notice we will close Saturday afternoons at 1 o'clock.

Simple Account File

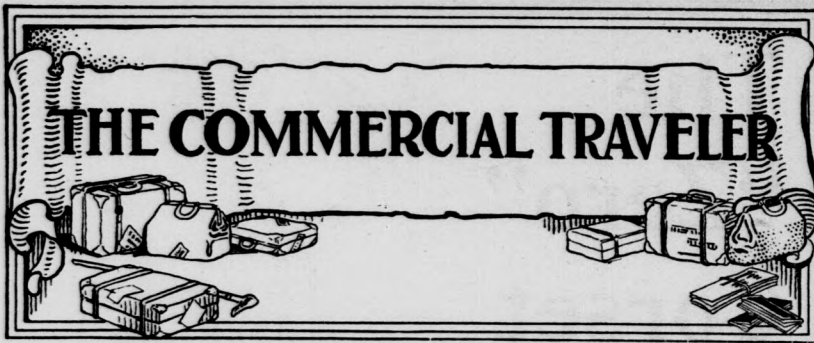


A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping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



How To Deal With Arrogant Prospects.

Thousands of salesmen allow themselves to be put off by prospects who imply that their time is much too valuable to devote to listening to the salesman. Others permit themselves to be overborne by the attitude of overweening self-importance assumed by myriads of possible buyers. Some salesmen never manage to acquire the art of talking effectively to a man who is apparently possessed of great wealth and who is often somewhat overbearing in consequence.

A very large number of objections to granting a salesman a hearing are founded on nothing more nor less than simple arrogance, or assumption of rights which rest on no just claims. Of course, the salesman must never allow himself to suggest by word, act, or innuendo that this is so; but it helps salesmen in general to study the wrong attitude of mind of many prospects. When you know what is the trouble you are usually able to apply the right remedy.

Webster defines arrogance as "The act or quality of taking much upon one's self; that species of pride which consists in exorbitant claim of rank, dignity, estimation or power, or which exalts the worth or importance of the person to an undue degree; proud contempt of others; conceitedness; presumption."

Men of the type mentioned are often decidedly tyrannical in dealing with salesmen. They make all manner of objections to buying, and when they place an order it is with an air of having conferred a favor of great magnitude. For this reason, many weak-kneed salesmen shun these prospects. They foolishly dislike to go near them because the buyers often have the nasty trick of making them feel "cheap." The prospects do this, however, only when it is evident to them that the salesman does not know what is due him.

How shall a salesman manage to most successfully handle such difficult buyers?

In the first place—and this point is of tremendous importance in salesmanship—he must get the right mental attitude toward them. He must not—as thousands of salesmen do—weakly permit himself to think that perhaps the haughty buyer has a vague kind of a right to arrogate to himself the right to treat salesmen with high disdain and lordly contempt. He must not allow himself to think that a business man is doing himself justice when he shuts himself in from every caller. In brief,

he must realize that he has a perfect right to interview every possible prospect he can reach.

Just as much as a salesman allows himself to be handicapped by weakening suggestions that perhaps he is a bore taking up business men's valuable time without excuse, or as much as he allows himself to be knocked from pillar to post without a manly struggle for his rights—just so much will he be defrauded of sales that he might have made.

This point brings up the indisputable fact that a man selling good merchandise is as great a benefactor to the community as the man who buys to sell again or to keep for his personal use. "There is as much favor in selling as there is in buying, and the seller who can tactfully secure recognition of equality does much to advance his interest."

A merchant who could buy no goods would be unable to stay in business any longer. A millionaire cast on a desert island, remote from civilization, finds that his wealth—if he had it with him in gold and notes—would avail him little. He would simply be cut off from all markets or sources of supply and be unable to procure what he needed.

As a matter of fact, no man's wealth would avail him anything if he could not buy things. The rich man buys automobiles, excellent dinners, tickets for boxes at theaters, etc., simply because there are people who will sell what he wants. The people who sell him are under no obligation to feel grateful simply because he comes to them for what he wants. He must buy from somebody.

On the other hand, every man who starts in any kind of business implies that he expects people to buy something from him. A lawyer, a dentist, a civil engineer, a physician—all of these men must sell their services. A manufacturer must market his product or go into bankruptcy.

All reasoning to the effect that merely because a man buys something from another the seller is under a great obligation to the buyer is false.

Frequently it is the other way about. The buyer is often under a debt to the seller which he does not altogether cancel because he merely buys from him. The luxuries and comforts of to-day did not spring full-fledged into being. They have been won at the expense of much hardship, of prolonged toil, and often through great suffering.

A business house, either retail or wholesale, or a manufacturing concern, is not built up in a day. The

founder of a reputable enterprise usually has to take the risk of losing all that he has when he embarks in business. He puts in months and years of laborious effort; perhaps he makes possible the sale of some article at a price which will enable the masses to use the device. Anyway, he is usually not altogether repaid merely because eventually he makes a profit on what he sells.

If a man is selling some article of merit newly invented, he can profitably say to himself, "I am selling something which redounds to my credit. The inventor of this appliance spent years and years of toil to make it what it is to-day. It will save people much drudgery; it will save the business man worry, time and money. If he does not at first see the benefit of buying the appliance it is no good reason why I should become discouraged."

"In introducing this appliance on the market I am engaged in work of no mean order."

The salesman who goes in to see a man with this spirit is much more likely to sell than the man who goes in thinking only of the commission he will make on the merchant's purchase.

A salesman must never allow himself to feel as though he were an unwarranted intruder upon a business man's valuable time.

The great truth which the salesman should realize is that all society is very much correlated and interdependent. Every man owes much to other men. No human being can ever discharge his debt to men who have made possible life as it is to-day. Each individual lives under perpetual obligations to others, and these obligations he can never hope to repay in full.

The business man who sends salesmen out on the road and then refuses common civility to a salesman for another firm is guilty of a violation of the laws of common sense and ordinary decency. He has no more right to turn away the salesman of another house without a hearing than a prospect in a town 500 miles away has to spurn the business man's own proposition contemptuously and without a hearing.

This argument applies to every man in business. As already suggested, every man has to sell something before he can engage in mercantile life. If he does not sell goods he sells his services—his time; and in ninety-nine cases out of a hundred he has to seek a buyer before he can earn his living.

When the salesman has the right mental attitude toward his profession he will be in a much better mood to make sales than if he thinks poorly of his profession.

This will apply to whatever class of buyers he sees—whether they are courteous or brutally uncivil—but especially to the latter class of men.

This brings up another point well worthy of the salesman's consideration. Usually an arrogant, pompous man is not to be cajoled with undue condescension or the display of humility. Living on a plane that is really false and thinking a great deal

too much of himself, he is far more apt to be impressed by the salesman who is dignified and who has what is termed a good opinion of himself.

It does not pay a salesman to deprecate himself, his proposition or his profession. He should walk into a place as though he were the owner of a substantial bank account, and had a perfect right—as he has—to be where he is. He must appear prosperous; he must be well groomed. Appearances count heavily in getting interviews. The boy or man at the door will be much less likely to oppose the entrance of a well-dressed salesman than one who is shabby in his attire, or one who has not a good opinion of himself.

The salesman should realize his importance in the business world. Just as water can not rise higher than its source, so a salesman can not look of more importance than he feels.

A salesman should never allow himself to be overawed by the sumptuously furnished surroundings of a prospect. If the prospect is a business man who has made a fortune the salesman should say to himself, "Now this man, no matter how haughty or lordly he may try to be to me, won his wealth through marketing some commodity. I am only expecting a favor from him which must be accorded to himself, his salesmen or his advertising matter. He is but a man the same as I. He eats, drinks, sleeps and suffers pain when he stubs his toe the same as I do. No matter how much he may appear to know, there is a vast volume of information he can never hope to acquire. In brief, the man before me is only human and has all the ordinary human being's limitations and defects."

If salesmen will get the proper mental attitude toward their work of selling they will not be easily awed by the pomposity of the arrogant buyer nor allow themselves to think that they are intruding when they step over a prospect's threshold.—Salesmanship.

He is never worth thinking much about who thinks most of himself.

The Handshake

If you have ever noticed any difference between one handshake and another you'll understand the reason so many travelers prefer the

Hotel Livingston

Grand Rapids

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.

Movements of Michigan Gideons.

Detroit, July 7—D. W. Johns was in Adelaide, Ont., last week, where his wife has been for the past month regaining her strength and health from an operation performed some weeks ago.

J. Parker, of Richmond, spent last Sunday with his wife at Port Austin. Brother Parker is prompt about all that he undertakes. He was the first to be a 1909 Gideon.

Camps have been formed by National Field Secretary Bowers at Hagerstown, Md., with ten members, and at Cumberland with six, and the good work goes on.

Geo. S. Webb conducted the Volunteer meeting last Saturday and led the Griswold House meeting last Sunday evening, aided by fifteen others. Among these was Barker Northrup, of San Antonio, Texas, who is a wholesale dealer in Bibles and books. He started in with "I am a stranger here, and in a foreign land," but before he had passed the first mile post we felt that he knew his country well and was familiar with his subject. Brother D. S. Ullrick, of Indianapolis, who represents the Osborne Co., gave testimony full of earnestness. It had the right ring to it.

A. Powell, of the firm of Powell, Sawyer & Co., Union Stock yards, Indianapolis, also delivered an address.

Next Saturday it is expected that Gideons will have their rally and camp fire with Brother and Sister Aaron B. Gates, 387 Harrison avenue, this city. The sisters will meet in the afternoon about 3 o'clock and the brothers will join them about 6. This is a basket gathering and it is expected that all will have basketfuls of good time.

Charles Root is a new Gideon and has located at 60 Warren avenue, Detroit. We expect this Root to grow to a tree and then blossom and bear fruit. Aaron B. Gates.

Grand Rapids, June 7—Grand Rapids, Camp No. 2, has been called to mourn the death of Brother B. W. Chase, who died at his home, 245 Broadway, on Tuesday, June 30, after an illness of about a year and a half. Brother Chase had for years been an active worker in the Second Street Methodist church, where he will be greatly missed. His influence as a Christian salesman on the road was felt everywhere, for wherever he went he was first and conspicuously an earnest, devoted Christian. He had the advancement of God's kingdom ever on his mind. It was his first and chief concern. He was greatly beloved by his brother Gideons and it was a great joy to them and to him to meet at his home during his illness and sing and praise the Lord together. We will greatly miss him from our ranks.

D. W. Johns, Sec'y.

Trade Changes in the Hoosier State.

Frankfort—A corporation has been formed under the style of the Irwin & Goldberry Shoe Co., which has an authorized capital stock of \$10,000.

Huntington—A clothing firm is

about to engage in business under the name of Newby & Craig.

Shirley—A grocery store has been opened by Harry Bowman.

Elkhart—A men's clothing and tailoring store has been opened by Fred and Edward Keene and Hugh Miller.

Cambridge City—The drug stock of Geo. Galaway has been sold to Bert Carpenter.

Decatur—A drug store will be opened by Otto Peters.

Linden—C. C. Manns is succeeded in the harness business by F. E. Leonard.

New Richmond—J. A. Bell will continue the meat business formerly conducted by Moses R. Binns.

Seymour—Hopewell & Brandt are about to open a grocery store.

Fort Wayne—A corporation has been incorporated to manufacture chemicals under the style of the Dermotone Co., which has an authorized capital stock of \$10,000.

Indianapolis—L. Strauss & Co. have merged their clothing business into a stock company under the same style with an authorized capital stock of \$100,000.

Kokomo—A petition to have Adolph Powell, shoe dealer, adjudged a bankrupt has been filed.

LaGrange—J. O. Ball has sold his notion stock to Geo. Steel.

LaFayette—Mike Messingschlager is about to engage in the meat business.

Logansport—Byron C. Neher is embarking in the confectionery business.

Plymouth—Jacob W. Rinard has sold his drug stock to Andrew Richard.

Rensselaer—The grocery business formerly carried on by J. A. McFarland is now conducted by J. A. McFarland & Son.

Shelbyville—The flour mill business of Geo. W. Kennedy & Son has been merged into a stock company under the style of the Kennedy Milling Co.

Austin—A meat market will be opened by Henry Toppie.

Evansville—A petition has been filed to have M. W. Hess, grocer, adjudged a bankrupt, his assets being estimated at \$1,429.02 and his liabilities \$1,586.46.

Eby—The general merchandise stock of Rice & Langford has been damaged by fire to the extent of \$4,000.

Goshen—The Goshen Auto Supply Co. has suffered a loss by fire.

Huntington—C. A. Tolan, merchant tailor, is succeeded in business by H. L. Bert.

Attica—E. L. Bidwell, is succeeded in the confectionery business by Byron Hathorn.

Bloomington—Chas. Wylie has purchased the furniture stock of Henry Baker.

Cambridge City—Elizabeth Kothe is succeeded in the grocery business by F. Freeman.

Greencastle—The Jones, Stevens Co. has been incorporated to conduct the drug business.

Indianapolis—A corporation has been formed under the style of the

Anglo American Tar Products Co., which has a capital stock of \$100,000.

Logansport—Louis Luick has succeeded Adolph Eckerle in the meat business.

Lipton—A petition has been made to have a receiver appointed for Geo. W. Daniels, dealer in hardware and implements.

Worthington—Lowe & Milan have merged their general merchandise business into a stock company under the same style.

Richest Gold in Colombia, Say Experts.

Colombia gold and many other minerals are richer, say English engineers, than those of the Transvaal. The only thing lacking is transport facilities. A French company has been formed to operate mines in the department of Santanden. The machinery is being received and engineers have arrived to set up the plants.

Through all the coast region of Colombia, the coast of the Pacific as well as the Atlantic, exist immense mines of coal, iron, copper, lead, cinnabar, etc., and there are inexhaustible founts of riches which it is necessary only to treat with labor. In the valley of the Cauca abound gold and silver, coal, copper, cinnabar. When the new routes of transportation are opened and cart roads and trails now in contemplation or under construction are finished, new and rich territories will be open to agriculture, which also finds a rich field in this fertile republic.

The Hoi Polloi.

A pleasant tale is now being told of the British King and his tactful grace in administering a rebuke. Not long ago he attended a garden fete at a house more remarkable for its lavish hospitality than for its observance of British social traditions; and among the guests, to his surprise, he encountered Poole, the famous tailor. This latter gentleman appeared to be both disturbed and disgruntled.

"Oh, Your Majesty," groaned he, "what a mixed company! I look about me, and I see tea magnates, and American millionaires, and upstart politicians, and nobodies without number. What is society coming to when a house of this kind invites such a mixture!"

The King smiled, and puffed thoughtfully at his cigar. "Well, Mr. Poole," said he blandly, after a pause, "at least we must be thankful that they have included you and me!"

Huntington, L. I., has long had the reputation of being a town where class distinctions were unknown. Rich and poor were neighbors and friends and no respectable person of good morals was barred from the social functions of the town. That happy situation has been shattered and the community is excited over the old race problem. Booker T. Washington leased a summer residence there last season, and although he got a cool reception from some of his wealthy neighbors, he

renewed his lease and will be there again for the next three months. The question of recognizing a negro has split the town into hostile factions. The feeling of resentment between the Bookerites and the anti-Bookerites is such that families that formally were the best of friends are bitter enemies now. The man who shows the least interest in the matter is Booker. He goes over to visit neighbor Roosevelt at Sagamore Hill, and it does not worry him in the least that some of the upper crust nearer home do not speak as they pass by.

All members of the Michigan Knights of the Grip residing in Grand Rapids are invited to attend a meeting to be held at the Morton House Saturday evening, July 18, for the purpose of making arrangements to send a representative delegation to the annual meeting of the organization to be held at Manistee in August. There are about 150 members of the Knights of the Grip in Grand Rapids and it is believed that if proper interest can be stimulated, fully fifty members can be induced to attend. The Grand Rapids members have a handsome banner which they propose to take with them, and it has been suggested that a band be arranged for also. It is to be hoped that there will be a full attendance at the meeting.

The profound truth that to-morrow never comes, and yesterday, although it is always passing, has never been with us, has led a correspondent to throw off this effort:

"Although yesterday to-day was to-morrow, and to-morrow to-day will be yesterday, nevertheless yesterday to-morrow would be day after to-morrow, because to-day would be to-morrow yesterday, and to-morrow will be to-day to-morrow, or would have been the day after to-morrow yesterday."

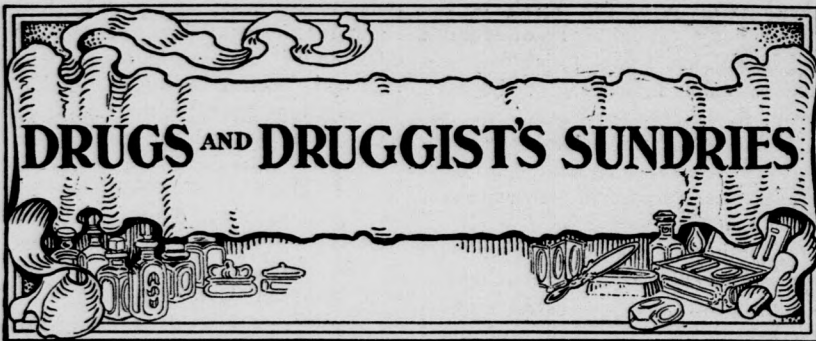
A lot of faith in eternal damnation has come out of present bad digestion.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

| | |
|--|--------|
| File and 1,000 printed blank bill heads..... | \$2 75 |
| File and 1,000 specially printed bill heads..... | 3 00 |
| Printed blank bill heads, per thousand..... | 1 25 |
| Specially printed bill heads, per thousand..... | 1 50 |

Tradesman Company,
Grand Rapids.



Michigan Board of Pharmacy.
 President—Henry H. Helm, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Mulr, Grand Rapids, and Sid A. Erwin, Battle Creek.

Michigan State Pharmaceutical Association.

President—J. E. Bogart, Detroit.
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 Second Vice-President—J. E. Way, Jackson.
 Third Vice-President—W. R. Hall, Manistee.
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 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.

How To Dispense a Prescription.

When a prescription is brought in, read it over and be sure that you understand what the physician wants, and if it is necessary to ask the customer any questions about the prescription, do it then. Explain to your customers how long they will have to wait, and ask them to be seated until the prescription is ready. Sometimes if you are in doubt about a prescription, you can get some light upon it by asking the customer about how old a person the medicine was intended for, and what verbal directions the physician gave, etc., without in any way disparaging the physician.

If possible, prevent all talking behind the prescription counter, but if you are unavoidably interrupted, stop all work until you have answered the questions and then take up your work again. Before compounding a prescription, examine it carefully to see if the doses are correct and if any incompatibles occur. Decide upon the proper method of compounding the prescription.

To facilitate this work I keep hanging over the prescription scales a book of doses and incompatibles, for convenience in looking up such things quickly if I am in doubt about any point. If the dose is unusual, find out from the physician if any peculiar condition is to be met.

For instance, I have a prescription for an unusually large dose of morphine, and in ordinary cases it would have killed the patient, but upon enquiring of the physician he said the patient was addicted to the use of the drug and required the large dose.

Having satisfied yourself upon these points, take down from the shelves the articles needed for compounding the prescription and place them before you. Upon weighing or measuring each ingredient, check it off on the prescription, just as you would check an item on an invoice. Then, before putting the package back in its place on the shelf, look at the label again and thus be cer-

tain that you have used the proper medicine.

A habit well fixed upon us is a great help, if it is a good habit. So this habit of looking at the label the second time I have found to be of very great benefit to me. After compounding your recipe read it over again carefully to be sure that you have it right. If you have given the proper attention to reading the prescription you should be able to repeat from memory each ingredient it contains and the amount of each prescribed.

The labeling of the package is the next step, and this should have the same care that you have bestowed upon compounding the prescription.

The label should have upon it the name of the patient, and if the physician has failed to put the name on the prescription find it out if possible and put it on your label. The label also should have the number of the recipe, the date upon which it was filled and the physician's name, as well as the full directions for taking the medicine. The prescription should have the corresponding number and date upon it and the price marked in your private system. The prescription should have marked upon it also anything of special note, like some particular manufacture of a pharmaceutical used, etc. This will greatly aid in accuracy in refilling the prescription if it is brought back.

Another thing that will aid greatly in the proper understanding of your prescriptions is to make yourself familiar with the handwriting of your local physicians. For these doctors are the ones whose prescriptions you will have to compound oftenest. Also familiarize yourself with the abbreviations they use and the particular preparations they prefer. For instance, we have a physician that uses the normal tinctures exclusively, and although he does not specify them in his prescriptions, we understand that he wants them used.

Another writes simply "c. s. and p. tablets" for tablets of calomel, soda and podophyllin. Perhaps some one will say the physician should specify more particularly what he wants. True, but I am writing of conditions as they are and the best way to meet the difficulties that exist.

H. W. McDonald.

Explained at Last.

Bill—Why is it the under dog in a fight should get most of the attention?

Jill—Because he's doing all the yelping.

Is the Soda Business Profitable?

A druggist who hides behind the nom de plume of "Minnesota" sends us an account of his soda business during the last summer season. From May to October his total receipts were \$1,330.30. His expenses were \$933.57, leaving a profit of \$396.73. He asks us whether we consider the season's business to have been sufficiently profitable. He is at a loss to know whether his fountain pays him or not.

We assume that these expenses of \$933.57 do not include the pro rata share of the expenses of the store as a whole—that is, the general expenses for heat, light, insurance, clerk hire, proprietor's salary, etc., etc. If they did, profits of \$396.73 would be a pretty fair showing, since they would then be net profits. Considering them to be gross profits, which they doubtless are, they represent an average of 30 per cent.

Our observation of soda profits has not been great enough to warrant us in saying whether or not this is a very satisfactory figure. It strikes us, however, that the druggist ought to make more money than on his fountain. Experts write off 10 per cent. every year for depreciation on the soda fountain, and this amount alone plays havoc with a small business. Our advice to "Minnesota" would be: See if you can not sell more ten-cent drinks, and strive in this and in other ways to increase your percentage of profits, while preserving the quality of your output and banking on that chiefly for your business.

This case suggests the statement that most druggists do not make as much money from their soda business as they think they do. It is richly worth while to keep track of the figures as "Minnesota" has done, and then if one finds that he is doing less than he expected he is in position either to improve the situation or throw out the department entirely. Before he abandons his soda business, however, the druggist should decide whether some other

side-line can be put in its place which will yield larger returns. For when a given line is thrown out, the total sales of the store as a whole are accordingly reduced, and the general percentage expense is proportionately increased. Thus it sometimes pays to continue a department even if it doesn't seem to yield a very large profit—sometimes, but not always.—Bulletin of Pharmacy.

Local Option

Liquor Records

**For Use in
Local Option
Counties**

We manufacture complete Liquor Records for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

Announcement

We are now settled in our New Location, 134-136 E. Fulton St., where we will be pleased to meet our old friends and customers.

Grand Rapids Stationery Co.

WHOLESALE DRUG PRICE CURRENT

| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|
| Aceticum | 60 | 8 | 70 | 75 | 70 | 12 | 26 | 29 | 50 | 55 | 30 | 5 | 80 | 10 | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | |
| Benzoicum, Ger. | 70 | 75 | 70 | 12 | 26 | 29 | 50 | 55 | 30 | 5 | 80 | 10 | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | |
| Boracie | 70 | 75 | 70 | 12 | 26 | 29 | 50 | 55 | 30 | 5 | 80 | 10 | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | |
| Carbolicum | 26 | 29 | 50 | 55 | 30 | 5 | 80 | 10 | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | | | | | |
| Citricum | 50 | 55 | 30 | 5 | 80 | 10 | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | | | | | | | |
| Hydrochlor | 30 | 5 | 80 | 10 | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | | | | | | | | | |
| Nitrosum | 80 | 10 | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | | | | | | | | | | | |
| Oxalicum | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | | | | | | | | | | | | | |
| Phosphoricum, dil. | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | | | | | | | | | | | | | | | |
| Sulphuricum | 14 | 15 | 44 | 47 | 14 | 15 | 75 | 85 | 38 | 40 | | | | | | | | | | | | | | | | | |
| Tannicum | 75 | 85 | 38 | 40 | | | | | | | | | | | | | | | | | | | | | | | |
| Tartaricum | 38 | 40 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ammonia | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aqua, 18 deg. | 40 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aqua, 20 deg. | 40 | 8 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Carbonas | 12 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chloridum | 12 | 14 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aniline | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Black | 2 | 00 | 25 | | | | | | | | | | | | | | | | | | | | | | | | |
| Brown | 30 | 1 | 00 | | | | | | | | | | | | | | | | | | | | | | | | |
| Red | 45 | 5 | 00 | | | | | | | | | | | | | | | | | | | | | | | | |
| Yellow | 2 | 50 | 3 | 00 | | | | | | | | | | | | | | | | | | | | | | | |
| Baccae | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cubebae | 24 | 28 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Juniperus | 8 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Xanthoxylium | 30 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Balsamum | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Copaiba | 70 | 80 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Peru | 2 | 75 | 2 | 85 | | | | | | | | | | | | | | | | | | | | | | | |
| Terabin, Canada | 75 | 80 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tolutan | 40 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cortex | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Abies, Canadian | 18 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cassiae | 20 | 25 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cinchona Flava | 18 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Buonymus atro. | 18 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Myrica Cerifera | 20 | 25 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Prunus Virgin. | 15 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Quillaia, gr'd. | 15 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sassafras, po 25 | 24 | 28 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ulmus | 20 | 25 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Extractum | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Glycyrrhiza Gla. | 24 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Glycyrrhiza, po. | 28 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Haematox. | 11 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Haematox, is. | 13 | 14 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Haematox, 1/2s | 14 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Haematox, 1/4s | 14 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Haematox, 1/8s | 14 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ferru | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Carbonate Precip. | 15 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Citrate and Quina | 1 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Citrate Soluble | 5 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ferrocyanidum S | 40 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Solut. Chloride | 15 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sulphate, com'l | 2 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sulphate, com'l, by | 70 | 80 | | | | | | | | | | | | | | | | | | | | | | | | | |
| bbl. per cwt. | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sulphate, pure | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Flora | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Arnica | 30 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Anthemis | 50 | 60 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Matricaria | 30 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Folia | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Barosma | 40 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cassia Acutifol. | 15 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tinnevelly | 25 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cassia, Acutifol. | 25 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Salvia officinalis | 18 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1/2s and 1/4s | 8 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Uva Ursi | 8 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gummi | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Acacia, 1st pkd. | 0 | 65 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Acacia, 2nd pkd. | 0 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Acacia, 3rd pkd. | 0 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Acacia, sifted sta. | 0 | 18 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Acacia, po. | 45 | 65 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aloe Barb | 22 | 25 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aloe, Cape | 0 | 25 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aloe, Socotri | 0 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ammoniac | 55 | 60 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Asafoetida | 35 | 40 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Benzoinum | 50 | 55 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Catechu, 1s | 0 | 13 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Catechu, 1/2s | 0 | 13 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Catechu, 1/4s | 0 | 13 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Comphorae | 75 | 80 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Euphorbium | 0 | 40 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Galbanum | 0 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gamboge, po. 1 | 25 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gaulacum, po 35 | 0 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kino, po 45 | 0 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mastic | 0 | 75 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Myrrh, po 50 | 0 | 45 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Opium | 6 | 50 | 6 | 75 | | | | | | | | | | | | | | | | | | | | | | | |
| Shellac | 45 | 55 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Shellac, bleached | 60 | 65 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tragacanth | 70 | 1 | 00 | | | | | | | | | | | | | | | | | | | | | | | | |
| Herba | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Absinthium | 45 | 60 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eupatorium os pk | 0 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lobelia, os pk | 0 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Majorium, os pk | 0 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mentha Pip. os pk | 0 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mentha Ver. os pk | 0 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rue, os pk | 0 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tanacetum, V. os pk | 0 | 35 | | | | | | | | | | | | | | | | | | | | | | | | | |

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,

Hazeltine & 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.

ELIXIR

CARENZYME

The Potent.
Palatable Digestive

CARRIED IN STOCK BY DRUG JOBBERS GENERALLY

PECK-JOHNSON CO.
MANUFACTURING CHEMISTS,
GRAND RAPIDS, MICHIGAN.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

| Col | 1 | 2 |
|-----|-------------------|-------------------|
| A | Ammonia | Ammonia |
| B | Baked Beans | Baked Beans |
| C | Candies | Candies |
| D | Dried Fruits | Dried Fruits |
| E | Farinaceous Goods | Farinaceous Goods |
| F | Fish and Oysters | Fish and Oysters |
| G | Gelatine | Gelatine |
| H | Herbs | Herbs |
| I | Hides and Pelts | Hides and Pelts |
| J | Jelly | Jelly |
| K | Licorice | Licorice |
| L | Meat Extracts | Meat Extracts |
| M | Mince Meat | Mince Meat |
| N | Molasses | Molasses |
| O | Mustard | Mustard |
| P | Nuts | Nuts |
| Q | Olives | Olives |
| R | Pipes | Pipes |
| S | Pickles | Pickles |
| T | Playing Cards | Playing Cards |
| U | Potash | Potash |
| V | Provisions | Provisions |
| W | Rice | Rice |
| X | Salad Dressing | Salad Dressing |
| Y | Saleratus | Saleratus |
| Z | Sal Soda | Sal Soda |
| 1 | Salt | Salt |
| 2 | Salt Fish | Salt Fish |
| 3 | Seeds | Seeds |
| 4 | Shoe Blacking | Shoe Blacking |
| 5 | Snuff | Snuff |
| 6 | Soap | Soap |
| 7 | Soda | Soda |
| 8 | Soups | Soups |
| 9 | Spices | Spices |
| 10 | Starch | Starch |
| 11 | Syrups | Syrups |
| 12 | Tea | Tea |
| 13 | Tobacco | Tobacco |
| 14 | Twine | Twine |
| 15 | Vinegar | Vinegar |
| 16 | Wicking | Wicking |
| 17 | Woodenware | Woodenware |
| 18 | Wrapping Paper | Wrapping Paper |
| 19 | Yeast Cake | Yeast Cake |

| 1 | 2 |
|------------------------------|-----------------------|
| ARCTIC AMMONIA | Oysters |
| 12 oz. ovals 2 doz. box. 75 | Cove, 1lb. 90@1 00 |
| AXLE GREASE | Cove, 2lb. 90@1 85 |
| 1lb. wood boxes, 4 doz. 3 00 | Cove, 1lb. Oval 91 20 |
| 1lb. tin boxes, 3 doz. 2 35 | Plums |
| 10lb. tin boxes, 2 doz. 4 25 | Plums |
| 10lb. pails, per doz. 6 00 | Plums |
| 10lb. pails, per doz. 7 20 | Plums |
| 10lb. pails, per doz. 12 00 | Plums |
| BAKED BEANS | Peas |
| 1lb. can, per doz. 90 | Peas |
| 2lb. can, per doz. 1 40 | Peas |
| 5lb. can, per doz. 1 80 | Peas |
| BATH BRICK | Pineapple |
| American 75 | Pineapple |
| English 85 | Pineapple |
| BLUING | Pumpkin |
| Arctic 40 | Pumpkin |
| Sawyer's Pepper Box | Pumpkin |
| No. 3, 3 doz. wood bxs 4 00 | Pumpkin |
| No. 3, 3 doz. wood bxs 7 00 | Pumpkin |
| BROOMS | Raspberries |
| No. 1 Carpet, 4 sew. 2 75 | Raspberries |
| No. 2 Carpet, 4 sew. 2 40 | Raspberries |
| No. 3 Carpet, 3 sew. 2 25 | Raspberries |
| No. 4 Carpet, 3 sew. 2 10 | Raspberries |
| Carroll Gem 2 40 | Raspberries |
| Common Whisk 90 | Raspberries |
| Rancy Whisk 1 25 | Raspberries |
| Warehouse 3 00 | Raspberries |
| BRUSHES | Salmon |
| Scrub | Salmon |
| Solid Back 8 in. 75 | Salmon |
| Solid Back, 11 in. 95 | Salmon |
| Pointed Ends 85 | Salmon |
| Stove | Salmon |
| No. 3 90 | Salmon |
| No. 2 1 25 | Salmon |
| No. 1 1 75 | Salmon |
| Shoe | Salmon |
| No. 8 1 00 | Salmon |
| No. 7 1 30 | Salmon |
| No. 4 1 70 | Salmon |
| No. 3 1 90 | Salmon |
| BUTTER COLOR | Shrimps |
| W. R. & Co. 25c size 2 00 | Shrimps |
| W. R. & Co. 50c size 4 00 | Shrimps |
| CANDLES | Succotash |
| Paraffine, 6s 10 | Succotash |
| Paraffine, 12s 10 | Succotash |
| Wicking 20 | Succotash |
| CANNED GOODS | Strawberries |
| Apples | Strawberries |
| 3lb. Standards 90@1 00 | Strawberries |
| Gallon 2 50@3 00 | Strawberries |
| Blackberries | Tomatoes |
| 2lb. 1 25@1 75 | Tomatoes |
| Standards gallons 5 75 | Tomatoes |
| Beans | Tomatoes |
| Baked 85@1 30 | Tomatoes |
| Red Kidney 85@ 95 | Tomatoes |
| String 70@1 15 | Tomatoes |
| Wax 75@1 25 | Tomatoes |
| Blueberries | WATER |
| Standard 1 35 | WATER |
| Gallon 6 75 | WATER |
| Brook Trout | WATER |
| 2lb. cans, spiced 1 90 | WATER |
| Clams | WATER |
| Little Neck, 1lb. 1 00@1 25 | WATER |
| Little Neck, 2lb. 1 50 | WATER |
| Clam Bouillon | WATER |
| Burnham's 1/2 pt. 1 90 | WATER |
| Burnham's pts. 3 60 | WATER |
| Burnham's qts. 7 20 | WATER |
| Cherries | WATER |
| Red Standards 1 40 | WATER |
| White 1 40 | WATER |
| Corn | WATER |
| Fair 75@ 85 | WATER |
| Good 1 00@1 10 | WATER |
| Fancy 1 45 | WATER |
| French Peas | WATER |
| Sur Extra Fine 22 | WATER |
| Extra Fine 19 | WATER |
| Soap 15 | WATER |
| Moyen 11 | WATER |
| Gooseberries | WATER |
| Standard 1 75 | WATER |
| Hominy | WATER |
| Standard 85 | WATER |
| Lobster | WATER |
| 1/2 lb. 2 25 | WATER |
| 1 lb. 4 25 | WATER |
| Picnic Tails 2 75 | WATER |
| Mackerel | WATER |
| Mustard, 1lb. 1 80 | WATER |
| Mustard, 2lb. 2 80 | WATER |
| Soused, 1 1/2 lb. 1 80 | WATER |
| Soused, 2lb. 2 75 | WATER |
| Tomato, 1lb. 1 50 | WATER |
| Tomato, 2lb. 2 80 | WATER |
| Mushrooms | WATER |
| Hotels 24 | WATER |
| Buttons 28 | WATER |

| 3 | 4 | 5 |
|--|---------------------------------|--|
| CHEWING GUM | Family Cookie | DRIED FRUITS |
| American Flag Spruce 55 | Fancy Ginger Wafer 12 | Sundried Apples |
| Beeman's Pepsin 55 | Fig Cake Assorted 12 | Evaporated 9 @10 1/2 |
| Adams Pepsin 55 | Fruit Nut Mixed 16 | California Apricots 20@24 |
| Best Pepsin 45 | Frosted Cream 8 | Corsican Citron @20 |
| Best Pepsin, 5 boxes. 2 00 | Frosted Honey Cake 12 | Imp'd 1 lb. pkg. 8 1/2 @ 9 |
| Black Jack 55 | Fluted Coconut Bar 10 | Imported bulk 8 1/2 @ 8 1/2 |
| Largest Gum Made 55 | Ginger Gems 8 | Peel |
| Sen Sen 55 | Ginger Gems, Iced 9 | Lemon American 15 |
| Sen Sen Breath Perf 1 00 | Graham Crackers 8 | Orange American 14 |
| Long Tom 55 | Ginger Nuts 10 | Raisins |
| Yucatan 55 | Ginger Snaps N. B. C. 7 | London Layers, 3 cr. |
| Hop to it 65 | Ginger Snaps Square 8 | London Layers, 4 cr. |
| Spearmint 55 | Hippodrome Bar 10 | Cluster, 5 crown 2 25 |
| CHICORY | Honey Cake, N. B. C. 12 | Loose Muscatels, 2 cr. |
| Bulk 5 | Honey Fingers As Ice 12 | Loose Muscatels, 3 cr. 7 |
| Red 7 | Honey Jumbles 12 | Loose Muscatels, 4 cr. 8 |
| Eagle 7 | Honey Jumbles, Iced 12 1/2 | L. M. Seeded 1 lb. 8 1/2 @ 9 1/2 |
| Frank 7 | Honey Flake 12 1/2 | California Prunes |
| Schener's 6 | Household Cookies 8 | 90-100 25lb. boxes @ 4 1/2 |
| CHOCOLATE | Household Cookies Iced 8 | 80-90 25lb. boxes @ 5 |
| Walter Baker & Co.'s | Iced Honey Crumpets 10 | 70-80 25lb. boxes @ 5 1/2 |
| German Sweet 26 | Imperial 8 | 60-70 25lb. boxes @ 6 |
| Premium 38 | Jersey Lunch 8 | 50-60 25lb. boxes @ 6 1/2 |
| Caracas 31 | Kream Klips 20 | 40-50 25lb. boxes @ 7 1/2 |
| Walter M. Lowney Co. | Lem Yem 11 | 30-40 25lb. boxes @ 8 1/2 |
| Premium 1/4s 36 | Lemon Gems 10 | 1/4c less in 50lb. cases |
| Premium 1/4s 36 | Lemon Biscuit Square 8 | FARINACEOUS GOODS |
| COCOA | Lemon Wafer 16 | Beans |
| Baker's 39 | Lemona 8 | Dried Lima 6 1/2 |
| Cleveland 41 | Log Cabin Cake 10 | Med. Hd. Pk'd 2 75 |
| Colonial 1/4s 35 | Lusitania Mixed 11 | Brown Holland |
| Colonial 1/4s 33 | Mary Ann 11 | 24 1 lb. packages 1 50 |
| Epps 42 | Marshmallow Walnuts 16 | Bulk, per 100 lbs. 3 50 |
| Huyler 45 | Mariner 11 | Hominy |
| Lowney 1/4s 40 | Molasses Cakes 8 | Flake, 50 lb. sack 1 00 |
| Lowney 1/4s 39 | Molasses Cakes, Iced 9 | Pearl, 100 lb. sack 2 00 |
| Lowney 1/4s 38 | Mohican 11 | Pearl, 200 lb. sack 4 00 |
| Lowney, 1s 40 | Nabob Jumble 14 | Maccaroni and Vermicelli |
| Van Houten, 1/4s 12 | Newton 12 | Domestic, 10 lb. box 60 |
| Van Houten, 1/4s 20 | Oatmeal Crackers 8 | Imported, 25 lb. box 2 50 |
| Van Houten, 1/4s 40 | Orange Gems 8 | Pearl Barley |
| Van Houten, 1s 72 | Oval Sugar Cakes 8 | Common 2 80 |
| Webb 35 | Oval Sugar Cakes Ast. 9 | Chester 2 85 |
| Wilbur, 1/4s 39 | Penny Cakes, Assorted 8 | Empire 3 40 |
| Wilbur, 1/4s 40 | Picnic Mixed 11 1/2 | Peas |
| COCOANUT | Pretzels, Hand Md. 8 | Green, Wisconsin, bu. 2 50 |
| Dunham's 1/4s & 1/2s 26 1/2 | Pretzellettes, Hand Md. 8 | Green, Scotch, bu. 2 65 |
| Dunham's 1/4s 27 | Pretzellettes, Mac. Md. 7 1/2 | Split, lb. 04 |
| Dunham's 1/4s 28 | Raisin Cookies 8 | Sago |
| Bulk 12 | Ravena Jumbles 12 | East India 5 |
| COFFEE | Revere, Assorted 14 | German, sacks 5 |
| Rio | Rube 8 | German, broken pkg. 5 |
| Common 10@13 1/2 | Scalloped Gems 10 | Tapoca |
| Fair 14 1/2 | Scotch Cookies 10 | Flake, 110 lb. sacks 6 |
| Choice 16 1/2 | Snow Creams 16 | Pearl, 130 lb. sacks 5 |
| Fancy 20 | Spiced Honey Nuts 12 | Pearl, 24 lb. pkgs. 7 1/2 |
| Santos | Sugar Fingers 12 | FLAVORING EXTRACTS |
| Common 12@13 1/2 | Sugar Gems 8 | Foot & Jenks |
| Fair 14 1/2 | Sultana Fruit Biscuit 16 | Coleman Brand |
| Choice 16 1/2 | Sunyside Jumbles 10 | Lemon |
| Fancy 19 | Spiced Gingers 9 | No. 2 Terpeneless 75 |
| Peaberry 19 | Spiced Gingers Iced 10 | No. 3 Terpeneless 1 75 |
| Maracalibo | Sugar Cakes 8 | No. 8 Terpeneless 3 00 |
| Choice 16 | Sugar Cakes, Iced 9 | Vanilla |
| Mexican | Sugar Squares, large or small 8 | No. 2 High Class 1 20 |
| Choice 16 1/2 | Superba 8 | No. 4 High Class 2 00 |
| Fancy 19 | Sponge Lady Fingers 25 | No. 8 High Class 4 00 |
| Guatemala | Sugar Crimp 8 | Jaxon Brand |
| Choice 15 | Sylvan Cookie 12 | Vanilla |
| Java | Vanilla Wafers 16 | 2 oz. Full Measure 2 10 |
| African 12 | Victors 12 | 4 oz. Full Measure 4 00 |
| Fancy African 17 | Waverly 8 | 8 oz. Full Measure 8 00 |
| O. G. 25 | Zanzibar 10 | Lemon |
| P. G. 31 | In-er Seal Goods | 2 oz. Full Measure 1 25 |
| Arabian | Per doz. | 4 oz. Full Measure 2 40 |
| Package | Albert Biscuit 1 00 | 8 oz. Full Measure 4 50 |
| New York Basis | Animals 1 00 | Jennings D. C. Brand |
| Arbuckle 16 00 | Arrowroot Biscuit 1 00 | Terpeneless Ext. Lemon |
| Dilworth 14 75 | Butter Thin Biscuit 1 00 | No. 2 Panel 1 25 |
| Jersey 15 00 | Butter Wafers 1 00 | No. 4 Panel 2 00 |
| Lion 14 50 | Cheese Sandwich 1 00 | No. 6 Panel 3 50 |
| McLaughlin's XXXX | Cocoanut Dainties 1 00 | Taper Panel 2 00 |
| McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. | Faust Oyster 1 00 | 1 oz. Full Meas. 90 |
| Extract | Fig Newton 1 00 | 2 oz. Full Meas. 1 80 |
| Holland, 1/2 gro boxes 95 | Five O'clock Tea 1 00 | 4 oz. Full Meas. 3 50 |
| Felix, 1/2 gross 1 15 | Frutana 1 00 | No. 2 Assorted Flavors 1 00 |
| Hummel's foil, 1/2 gro. 85 | Ginger Snaps, N. B. C. 1 00 | GRAIN BAGS |
| Hummel's tin, 1/2 gro. 1 43 | Graham Crackers 1 00 | Amoskeag, 100 in bale 19 |
| CRACKERS | Lemon Snap 50 | Amoskeag, less than bl 19 1/2 |
| National Biscuit Company | London Cream Biscuit 1 00 | GRAIN AND FLOUR |
| Brand | Marshmallow Dainties 1 00 | Wheat |
| Butter | Oatmeal Crackers 1 00 | New No. 1 White 89 |
| Seymour, Round 6 | Oysterettes 50 | New No. 2 Red 89 |
| N. B. C., Square 6 | Old Time Sugar Cook 1 00 | Winter Wheat Flour |
| Soda | Pretzellettes, Hd. Md. 1 00 | Local Brands |
| Select Soda 8 | Royal Toast 1 00 | Patents 5 50 |
| Saratoga Flakes 13 | Saltine 1 00 | Second Patents 5 25 |
| Zephyrette 13 | Saratoga Flakes 1 50 | Straight 5 06 |
| Oyster | Social Tea Biscuit 1 00 | Second Straight 4 75 |
| N. B. C., Round 6 | Soda, N. B. C. 1 00 | Clear 4 00 |
| Gem 6 | Soda, Select 1 00 | Flour in barrels, 25c per barrel additional. |
| Faust, Shell 7 1/2 | Sugar Clusters 1 00 | Worden Grocer Co.'s Brand |
| Sweet Goods | Sultana Fruit Biscuit 1 50 | Quaker, paper 4 40 |
| Animals 10 | Unedda Biscuit 50 | Quaker, cloth 4 60 |
| Atlantic, Assorted 10 | Unedda Jinjer Wayfer 1 00 | Wykes & Co. |
| Brittle 11 | Unedda Milk Biscuit 50 | Eclipse 4 60 |
| Cadet 8 | Vanilla Wafers 1 00 | Kansas Hard Wheat Flour |
| Campaign Cake 10 | Water Thin 1 00 | Fanchon, 1/2 cloth 5 40 |
| Cartwheels 8 | Zu Zu Ginger Snaps 50 | Judson Grocer Co. |
| Cassia Cookie 9 | Zwieback 1 00 | Grand Rapids Grain & Milling Co. Brands. |
| Cavalier Cake 14 | In Special Tin Packages. | Wizard, assorted 4 40 |
| Current Fruit Biscuit 10 | Per doz. | Graham 4 40 |
| Cracknels 16 | Festino 2 50 | Buckwheat 6 75 |
| Coffee Cake, pl. or iced 10 | Nabisco 2 56 | Rye 4 75 |
| Cocoanut Taffy Bar 12 | Nabisco 1 00 | |
| Cocoanut Bar 10 | Champagne Wafer 2 50 | |
| Cocoanut Drops 12 | Per tin in bulk. | |
| Cocoanut Honey Cake 12 | Sorbetto 1 00 | |
| Cocoanut Hon. Fingers 12 | Nabisco 1 75 | |
| Cocoanut Hon. Jumbles 12 | Festino 1 50 | |
| Cocoanut Macaroons 18 | Bent's Water Crackers 1 40 | |
| Dandelion 10 | Holland Rusk | |
| Dinner Biscuit 20 | 36 packages 2 90 | |
| Dinner Pail Cake 10 | 40 packages 3 20 | |
| Dixie Sugar Cookie 9 | 60 packages 4 75 | |
| Family Snaps 8 | CREAM TARTAR | |
| | Barrels or drums 29 | |
| | Biscuits 30 | |
| | Square cans 32 | |
| | Fancy caddies 35 | |

| 6 | 7 | 8 | 9 | 10 | 11 |
|---|--|---|---|----|----|
| Spring Wheat Flour Roy Baker's Brand Golden Horn, family..50 Golden Horn, baker's..50 Duluth Imperial.....50 Judson Grocer Co.'s Brand Ceresota, 1/4s.....60 Ceresota, 1/2s.....60 Ceresota, 3/4s.....60 Lemon & Wheeler's Brand Wingold, 1/4s.....60 Wingold, 1/2s.....60 Wingold, 3/4s.....60 Worden Grocer Co.'s Brand Laurel, 1/4s cloth.....50 Laurel, 1/2s cloth.....50 Laurel, 3/4s cloth.....50 Laurel, 1/4s paper.....50 Laurel, 1/2s paper.....50 Laurel, 3/4s paper.....50 Wykes & Co. Sleepy Eye, 1/4s cloth.....50 Sleepy Eye, 1/2s cloth.....50 Sleepy Eye, 3/4s cloth.....50 Sleepy Eye, 1/4s paper.....50 Sleepy Eye, 1/2s paper.....50 Sleepy Eye, 3/4s paper.....50 Meal Bolted.....35 Golden Granulated.....35 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 Linsed 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 lot 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 @ 4 75 MOLASSES New Orleans Fancy Open Kettle.....40 Choice.....35 Fair.....20 Good.....22 Half barrels 2c extra MINCE MEAT Per case.....2 90 MUSTARD 1/4 lb., 6 lb. box.....18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 00 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz.....75 Queen, pints.....2 50 Queen, 19 oz.....4 50 Queen, 28 oz.....7 00 Stuffed, 5 oz.....1 00 Stuffed, 3 oz.....1 45 Stuffed, 10 oz.....2 40 PIES 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 Tour'n't whist 2 25 POTASH 48 cans in case Babbitt's.....4 00 Barreled Pork Mess.....16 00 Clear Back.....17 50 Short Cut.....17 00 Short Cut Clear.....16 50 Bean.....14 75 Brisket, Clear.....15 25 Fig.....17 50 Clear Family.....14 00 Dry Salt Meats S. P. Belies.....10 1/2 Belies.....9 1/2 Extra Shorts.....9 1/2 Lard Compound.....8 1/2 Pure in tierces.....10 1/2 80 lb. tubs.....advance 1/2 60 lb. tubs.....advance 1/2 | 50 lb. tins.....advance 1/2 20 lb. pails.....advance 1/2 Smoked Meats Hams, 12 lb. average.....13 Hams, 14 lb. average.....13 Hams, 16 lb. average.....13 Hams, 18 lb. average.....13 Skinned Hams.....14 Ham, dried beef sets.....20 California Hams.....8 1/2 Picnic Boiled Hams.....14 Boiled Hams.....21 Berlin Ham, pressed.....9 Minced Ham.....9 Bacon.....11 1/2 @ 16 10 lb. pails.....advance 1/2 5 lb. pails.....advance 1/2 8 lb. pails.....advance 1/2 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 1/2 bbls., 40 lbs.....1 80 1/2 bbls.....3 80 1 bbl.....8 00 Tripe Kits, 15 lbs.....70 1/4 bbls., 40 lbs.....1 50 1/2 bbls., 80 lbs.....3 00 Casings Hogs, per lb.....30 Beef, rounds, set.....16 Beef middles, set.....40 Sheep, per bundle.....90 Uncolored Butterine Solid dairy.....10 @ 12 Country Rolls.....10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb.....2 50 Corned beef, 1 lb.....1 50 Roast beef, 2 lb.....2 50 Roast beef, 1 lb.....1 50 Potted ham, 1/4s.....45 Potted ham, 1/2s.....45 Potted ham, 3/4s.....45 Deviled ham, 1/4s.....45 Deviled ham, 1/2s.....45 Potted tongue, 1/4s.....45 Potted tongue, 1/2s.....45 RICE Fancy.....7 @ 7 1/2 Japan.....5 @ 6 1/2 Broken.....5 @ 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 1/4s.....3 00 SAL SODA Granulated, bbls.....85 Granulated, 100 lbs. cs. 1 00 Lump, bbls.....80 Lump, 145 lb. kegs.....95 SALT Common Grades 100 3 lb. sacks.....2 25 60 5 lb. sacks.....2 15 28 10 1/2 lb. sacks.....2 00 56 lb. sacks.....32 28 lb. sacks.....17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks.....24 Common Granulated, fine.....80 Medium, fine.....85 SALT FISH Cod Large whole.....@ 7 Small whole.....@ 6 1/2 Strips or bricks.....7 1/2 @ 10 1/2 Pollock.....@ 5 Halibut Strips.....13 Chunks.....13 Holland Herring Pollock.....@ 4 White Hp. bbls. 7 50 @ 9 00 White Hp. 1/2s. 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 8 lbs.....92 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.....9 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 ozz 20 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, 1/2x toilet 2 10 A. B. Wrisley Good Cheer.....4 00 Old Country.....3 40 Soap Powders Lautz Bros. & Co. Snow Boy.....4 00 Gold Dust, 2 large.....4 50 Gold Dust, 100-5c.....4 00 Kirkoline, 24 4lb.....3 80 Pearline.....3 75 Soapine.....4 10 Babbitt's 1776.....3 75 Roseine.....3 50 Armour's.....3 70 Wisdom.....3 80 Soap Compounds Johnson's Fine.....5 10 Johnson's XXX.....4 25 Nine O'clock.....3 35 Rub-No-More.....3 75 Scouring Enoch Morgan & Sons. Sapolio, gross lots.....9 00 Sapolio, half gr lots 4 50 Sapolio, single boxes.....2 25 Sapolio, hand.....2 25 Scourine Manufacturing Co Scourine, 50 cakes.....1 80 Scourine, 100 cakes.....3 50 SODA Boxes.....5 1/2 Kegs, English.....4 1/2 SPICES Whole Spices Allspice.....12 Cassia, China in mats. 12 Cassia, Canton.....16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyna.....22 Cloves, Zanzibar.....17 Mace.....55 Nutmegs, 75-80.....35 Nutmegs, 105-10.....25 Nutmegs, 115-20.....25 Pepper, Singapore, blk. 15 Pepper, Singap. white.. 25 Pepper, shot.....17 Pure Ground in Bulk Allspice.....16 Cassia, Batavia.....28 Cassia, Saigon.....25 Cloves, Zanzibar.....24 Ginger, African.....15 Ginger, Cochon.....18 Ginger, Jamaica.....25 Mace.....65 Mustard.....18 Pepper, Singapore, blk. 17 Pepper, Singap. white.. 28 Pepper, Cayenne.....20 Sage.....20 STARCH Corn Kingsford, 40 lbs.....7 1/2 Muzzy, 20 lbs.....5 Muzzy, 40 lbs.....5 Gloss Kingsford.....7 1/2 Silver Gloss, 40 lbs.....7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb packages.....4 1/2 16 lb. packages.....4 1/2 12 lb. packages.....5 1/2 50 lb. boxes.....3 1/2 SYRUPS Corn Barrels.....29 Half Barrels.....31 20lb. cans 1/2 dz. in cs 2 00 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 05 2 1/2lb. cans 2 dz. in cs. 2 00 Fair Pure Cane.....16 Good.....20 Choice.....25 TEA Japan Sndried, medium.....24 Sundried, choice.....32 Sundried, fancy.....30 Regular, medium.....24 Regular, choice.....32 Regular, fancy.....36 Basket-fired, choice.....38 Basket-fired, fancy.....43 Nibs.....22 @ 24 Siftings.....90 1/2 Gunpowder Moyune, medium.....30 Moyune, choice.....32 Moyune, fancy.....40 Pingsuey, medium.....30 Pingsuey, choice.....30 Pingsuey, fancy.....40 Young Hyson Choice.....30 Fancy.....36 Oolong 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.....54 Sweet Loma.....34 Hiawatha, 5lb. pails.. 55 Telegram.....30 Pay Car.....33 Prairie Rose.....49 Protection.....40 Sweet Burley.....44 Tiger.....40 Plug Red Cross.....31 Palo.....35 Hiawatha.....41 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 Heidsick.....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, 1 1/2 oz.....22 Plover Boy, 1 1/2 oz.....39 Plover Boy, 3 1/2 oz.....39 Peerless, 3 1/2 oz.....35 Peerless, 1 1/2 oz.....38 Air Brake.....36 Cant Hook.....30 Country Club.....32-34 Forex-XXXX.....30 Good Indian.....25 Self Binder, 16oz. 8oz. 20-22 Silver Foam.....24 Sweet Marie.....32 Royal Smoke.....42 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.....1 00 Bushels, wide band 1 25 Market.....40 Splint, large.....3 50 Splint, medium.....3 00 Splint, small.....2 75 Willow, Clothes, large 8 25 Willow, Clothes, m'm 7 25 Willow, Clothes, small 6 25 | Bradley Butter Boxes 2lb. size, 24 in case.. 72 3lb. size, 16 in case.. 65 4lb. size, 12 in case.. 60 10lb. size, 6 in case.. 60 Butter Plates No. 1 Oval, 250 in crate 50 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 40 No. 5 Oval, 250 in crate 60 Cheese Barrel, 6 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/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, an red, brass 1 25 Paper, Eureka.....2 25 Fibre.....2 70 Toothpicks Hardwood.....2 50 Softwood.....2 50 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.....60 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.....2 75 Double Acme.....2 75 Single Acme.....2 75 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 65 14 in.....1 35 16 in.....2 30 Wood Bowls 13 in. Butter.....1 25 15 in. Butter.....2 25 17 in. Butter.....3 75 19 in. Butter.....5 00 Assorted, 13-15-17.....2 30 Assorted, 15-17-19.....3 25 WRAPPING PAPER Common straw.....1 1/2 Flora Manila, white.....2 1/2 Flora Manila, colored.. 4 No. 1 Manila.....4 Cream Manila.....3 Butcher's Manila.....2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls.....15 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 15 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 Pickled.....10 Pike.....8 Perch.....8 Smoked, White.....12 1/2 Chinook Salmon.....16 Mackerel.....17 Finnan Haddie..... Roe Shad..... Shad Roe, each.....8 1/2 Speckled Bass.....8 1/2 HIDES AND PELTS Hides Green No. 1.....6 1/2 Green No. 2.....5 1/2 Cured No. 1.....8 Cured No. 2.....7 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.. Shearings.....10 @ 30 Wool No. 1.....@ 4 1/2 No. 2.....@ 3 1/2 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 1/2 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.....13 Sugared Peanuts.....13 Salted Peanuts.....13 Starlight Kisses.....13 San Blas Goodies.....13 Lozenges, plain.....11 Lozenges, printed.....12 Champion Chocolate.....13 Eclipse Chocolates.....13 Eureka Chocolates.....13 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 Molass- es Kisses, 10lb. box 1 30 Orange Jellies.....50 Lemon Sours.....60 Old Fashioned Hore- hound drops.....60 Peppermint Drops.....60 Champion Choc. Drops 70 H. M. Choc. Drops.....1 10 H. M. Choc. Lt. and.....1 10 Dark No. 12.....1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crya. 60 A. A. Licorice Drops.....90 Lozenges, plain.....60 Lozenges, printed.....65 Imperial.....60 Mottos.....65 Cream Bar.....60 G. M. Peanut Bar.....60 Hand Made Crms.....80 @ 90 Cream Wafers.....65 String Rock.....60 Wintergreen Berries.....60 Old Time Assorted.....2 75 Buster Brown Goodies 3 50 Up-to-date Asstmt.....3 75 Ten Strike No. 1.....6 50 Ten Strike No. 2.....6 00 Ten Strike, Summer as- sortment.....6 75 Scientific Asst.....18 00 Pop Corn Cracker Jack.....3 25 Checkers, 5c pkg case 8 50 Pop Corn Balls, 200s 1 25 Azulikit 100s.....3 00 Oh My 100s.....3 50 Cough Drops Putnam Menthol.....1 00 Smith Bros.....1 25 NUTS-Whole Almonds, Tarragona.....17 Almonds, Avica..... Almonds, California sft. shell..... Brazil.....11 @ 13 Filberts.....@ 13 Cal. No. 1..... Walnuts, soft shelled @ 18 Walnuts, Marbot.....@ 14 Table nuts, fancy.....13 @ 16 Pecans, Med.....@ 10 Pecans, ex. large.....@ 12 Pecans, Jumbos.....@ 13 Hickory Nuts per bu. Ohio new..... Cocoanuts..... Chestnuts, New York State, per bu..... Shelled Spanish Peanuts.....7 @ 7 1/2 Pecan Halves.....@ 45 Walnut Halves.....32 @ 35 Filbert Meats.....@ 27 Alicante Almonds.....@ 42 Jordan Almonds.....@ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 1/2 Roasted.....8 @ 8 1/2 Choice, H. P. Jum- bo.....@ 8 1/2 Choice, H. P. Jumbo Roasted.....9 @ 9 1/2 | | |

Special Price Current

AXLE GREASE



Mica, tin boxes... 75 ¢ 00
Paragon... 55 ¢ 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



S. P. Bluing

Small size, 1 doz. box... 40
Large size, 1 doz. box... 75

CIGARS

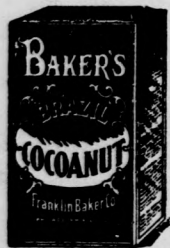
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots... 31
El Portana... 33
Evening Press... 32
Exemplar... 32
Worden Grocer Co. brand
Ben Hur... 35
Perfection... 35
Perfection Extras... 35
Londres... 35
Londres Grand... 35
Standard... 35
Puritans... 35
Panatellas, Finas... 35
Panatellas, Book... 35
Jockey Club... 35

COCOANUT

Baker's Brazil Shredded



70 1/2 lb. pkg. per case 2 60
85 1/2 lb. pkg. per case 2 60
85 1/2 lb. pkg. per case 2 60
15 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass... 8 @ 11
Hindquarters... 10 @ 13
Loins... 11 @ 16
Rounds... 8 1/2 @ 10
Chucks... 8 @ 9 1/2
Plates... 8 @ 6 1/2
Livers... 8 @ 6

Pork

Loins... @ 13
Dressed... @ 8
Boston Butts... @ 10
Shoulders... @ 8 1/2
Leaf Lard... @ 9 1/2
Trimnings... @ 7

Mutton

Carcass... @ 9
Lambs... @ 12 1/2
Spring Lambs... @ 14

Veal
Carcass... 6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra... 1 00
72ft. 3 thread, extra... 1 40
90ft. 3 thread, extra... 1 70
60ft. 6 thread, extra... 1 29
72ft. 6 thread, extra...

Jute

60ft. ... 75
72ft. ... 90
90ft. ... 1 05
120ft. ... 1 50

Cotton Victor

50ft. ... 1 10
60ft. ... 1 35
70ft. ... 1 60

Cotton Windsor

50ft. ... 1 30
60ft. ... 1 44
70ft. ... 1 60
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

Dwinell-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 00

FISHING TACKLE

1/4 to 1 in. ... 6
1 1/4 to 2 in. ... 7
1 1/4 to 3 in. ... 9
1 1/4 to 4 in. ... 11
2 in. ... 15
3 in. ... 20

Cotton Lines

No. 1, 10 feet ... 5
No. 2, 15 feet ... 7
No. 3, 15 feet ... 9
No. 4, 15 feet ... 10
No. 5, 15 feet ... 11
No. 6, 15 feet ... 12
No. 7, 15 feet ... 15
No. 8, 15 feet ... 18
No. 9, 15 feet ... 20

Linen Lines

Small ... 20
Medium ... 25
Large ... 34

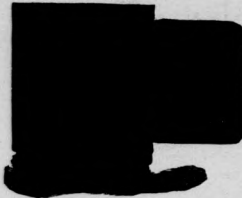
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 60

GELATINE

Cox's, 1 doz. Large ... 1 80
Cox's, 1 doz. Small ... 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gro. 14 00
Nelson's ... 1 50
Knox's Acidu'd. doz. ... 1 25
Oxford ... 1 75
Plymouth Rock ... 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size... 6 50
50 cakes, large size... 3 25
100 cakes, small size... 3 85
50 cakes, small size... 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large ... 3 75
Halford, small ... 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Michigan, Ohio And Indiana Merchants

have money to pay for
what they want. They
have customers with as
great a purchasing power
per capita as any other
state. Are you getting
all the business you want?
The Tradesman can "put
you next" to more pos-
sible buyers than any
other medium published.
The dealers of Michigan,
Ohio and Indiana

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Are you a retailer? If so, let me tell you how to sell at competitive prices and make larger profits than your competitor, or sell below his prices and still make his profits. R. Randolph, 927 Century Bldg., St. Louis, Mo. 861

For Sale—Furniture and china business, the only furniture business in busy town of 5,000 inhabitants. Good factories, good farming country. Good reasons for selling. Address P. O. Box 86, Greenville, Mich. 853

For Sale—Furniture, carpet and wall paper stock in a growing city of 10,000 population in Eastern Oregon. The only first-class furniture store and the only one carrying carpets. Business established ten years. Sales about \$40,000 per annum. Will net 30 per cent. above all expenses. Large business with the neighboring towns. Stock will invoice about \$16,000, which can be reduced. Queen City Furniture Co., Baker City, Ore. 860

For Sale—Country drug store, good farming country. No opposition. No rent. Will sell cheap. Address C., care Michigan Tradesman. 859

Good location for suburban drug store. For particulars address Chas. A. Gar-side, 940 S. 6th St., Atchison, Kans. 856

For Sale—Cheap, or trade for any kind of merchandise, a beautiful 400 acre farm. Address Farmer, care Michigan Tradesman. 855

I have two stores, one hardware and one general merchandise, one block apart, in best town in Michigan. Doing good business. Been at it 22 years. Long enough for me. Address Best Town, care Michigan Tradesman. 854

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

For Sale—Wood working plant, Iron-ton, Mo., with power equipment. Apply W. D. Biggers, 1120 Penobscot Bldg., Detroit, Mich. 847

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

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—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—\$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

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 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; will outwear two rubber tires and then some. Liberal commission to good salesmen. King Leather Tire Co., Racine, Wis. 800

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

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

For Sale—One Dayton computing scale, almost new. Cheap. Judson Grocer Co., Grand Rapids, Mich. 617

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 store and furnishing goods business in good hustling town of 500 people. Business established 1871. Stock inventories \$3,700, annual sales \$10,000 to \$12,000, 90% cash. Own building and will sell or lease same. It will pay you to investigate this. No trades considered, cash only. Reason for selling, other business. Address Lock Box 27, Gallien, Mich. 808

For Sale—Trap drummers outfit, almost new. Complete with bells, only \$45. A bargain. Address H. T. Alumbaugh, Carlisle, Ind. 796

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

G. B. JOHNS & CO. Merchandise, Real Estate, Jewelry AUCTIONEERS GRAND LEDGE, MICH.

Just closed a very successful ten day reduction sale for T. D. Hobbs, Kalkaska, Mich. Write them about it if you are interested.

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

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—A young married man capable of taking charge of a dry goods department. Only hustler need apply. State experience, wages and reference in first letter. Lee Mercantile Co., Alma, Mich. 857

Wanted—Experienced clothing salesman, good reference required. Apply to Krohn & Netzorg, Carson City, Mich. 858

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.

Gives a New Theory on Telepathy.

Telepathy takes a new turn when investigated by a master mind like that of Sir Oliver Lodge. He says intercommunication between mind and mind occurs as if one mind operated directly either on another brain or on another mind across a distance, if distance has any meaning in such a case; or as if one mind exerted its influence on another through the conscious intervention of a third mind acting as messenger, or as if mental intercourse were effected unconsciously through a general nexus of communication, a universal world mind. All these hypotheses have been suggested at different times by the phenomenon of telepathy; and which of them is nearest the truth is difficult to say.

There are some who think all are true and different means are employed at different times. What the famous scientist thinks can be asserted is this: that the facts of telepathy, and in less degree of what is called clairvoyance, must be regarded as practically established in the minds of those who have studied them. There may be, indeed there is, still much doubt about the explanation to be attached to those facts; there is uncertainty as to their real meaning, and as to whether the idea half suggested by the word telepathy is completely correct. But the facts themselves are too numerous to be doubted, even if from the survey are excepted the directly experimental cases designed to test and bring to book this strange human faculty.

Thus for Sir Oliver Lodge telepathy opens up a new chapter in science, and is of an importance that can not be exaggerated. Even alone it tends mightily to strengthen the argument for transcendence of mind over body, so that we may reasonably expect the one to be capable of existing independently and of surviving the other, although by itself or in a discarnate condition it is presumably unable to achieve anything directly on the physical plane. The field of spiritualism this renowned investigator names an elusive and disappointing field of inquiry, but nevertheless offering facts that can not be ignored and additional contributions to the demonstration of immortality.

Spain Hopes to Restore Its Forests.

Spain needs trees and purposes, if suggestions are executed, to grow forests of pulpwood and other quick growing specimens of forest timber. Spain is as large as Pennsylvania, Maryland, Delaware, West Virginia, Virginia, and North Carolina. But its forests have but one-fourth the extent of West Virginia alone, and much of these are only scrub thickets of poor kind. The country's population is thought not to exceed one-third what it once was and could be again. Much of the denuded land is absolutely barren, with a red rock laid bare where agriculture once flourished. Hills, whose rounded forms indicate they once supported forests, are bald and dry now and without inhabitants.

In some localities peasants with hammers pulverize rocks and make little patches of soil for gardens. At present the most valuable forest product is cork, the annual output being 30,000 tons. The cork forests are going the way of all the other Spanish forests and for the same reason, want of care. Foresters declare there is no reason for Spain not being able to do what her next door neighbor, France, has done, cover her barren places with groves and thus restore the soil, abate floods, mitigate droughts, provide employment for many and furnish raw materials for factories.

Enterprising Spaniards have attempted to manufacture paper, but the total home cut of pulpwood throughout Spain is about 2,500 tons, or about what an American manufactory would use in three days.

Harnessing the Winds.

Denmark, a low country lying between two seas, has plenty of wind, and it is utilizing it on a scale that

The United States has abundant wind-swept territory. The seashores, prairies and highlands everywhere have an unlimited supply of this force. It can be converted into electric power and combined and stored for use as readily here as in Denmark. The utilization of this wind power would lessen the drain on our diminishing wood and coal supplies, and supplement the water power as a means of furnishing the land with electric energy for commercial purposes.—Philadelphia Press.

Free Book on the International Language.

Chicago, July 7—Notwithstanding the immense amount of publicity which has been given to Esperanto, the international language, I find that at this time not more than one-tenth of the people of the United States have even a vague idea of its purpose and scope, and perhaps not one in a hundred has a reasonably definite conception of it. As a sort of counter-irritant to the irresponsible

ROBERT ADAMSON
GENERAL MERCHANDISE

NORTH ADAMS, MICH. April 24 1908

Michigan Tradesman
Grand Rapids, Mich.

Dear Sir: Enclosed find 200 for sub. This should have been paid a few days ago but was busy and it escaped my memory. I consider yours the best all around Journal for a General Mch. store that I have yet had the opportunity of reading.
Respectfully
R.H. Adamson

has never been equaled before. Windmills have been used for time out of mind to pump water and to grind grain. Their appropriation of the unlimited power rushing by them has been restricted, as it has not been possible to store the power or to combine effectively the force of several windmills or make the hurricane's surplus energy do duty in days of calm.

These defects are cured by converting the wind power into electricity and equalizing its use through the storage battery. Denmark is taking advantage of this to convert its wind power into electric power for commercial purposes. It is stated that a wind of fifteen miles an hour will produce eight horse power, and that a twenty-mile gale will develop eighteen horse power. As the power of many windmills can be concentrated and made to serve a single plant, there is infinite possibility in this resource in any section blessed with frequent winds of considerable force.

criticism which is occasionally circulated by the uninformed, I have printed for free distribution a second edition of 100,000 copies of a small primer, Elements of Esperanto, setting forth the grammar, word-construction and purpose of the language, and will mail a copy to any person who requests it, sending stamp for postage. While you may not be personally interested, there are thousands of your readers to whom this movement for an international auxiliary language, which now covers every country on earth, will appeal as something more than a fad, and they would appreciate your giving publicity to this letter.

Arthur Baker,
1239 Michigan Ave.

Take a Chance.

"Could you give a starving woman work?"

"Yes; but I must tell you that we have five children."

"Thanks. I'll keep on starving."

No Desire To Catch Her.

Lawyer - Congressman Diekema is noted for the brightness and aptness of his retorts. Recently in a case a woman was very refractory under cross-examination, and although the lawyer used all politeness and mildness, sharp and unsatisfactory replies were received. Her meek and humble husband was present in court. Mr. Diekema tried another innocent question, when the lady responded with vindictive fire flashing from her eyes: "Mr. Lawyer, you needn't think you can catch me; no, sir, you can't catch me." With his most pleasing smile Mr. Diekema responded: "Madam, I have not the slightest desire to catch you, and your husband looks to me as if he was sorry he had succeeded." A ripple of laughter went round the court room, the judge stroked his mustache to hide a smile, and the crier rapped for order.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, July 8—Creamery, fresh, 21@23c; dairy, fresh, 16@20c; poor to common, 14@16c.

Eggs—Strictly fresh candled, 19@20c.

Live Poultry—Fowls, 11@12c; ducks, 10@12c; geese, 9@10c; old cox, 8@9c; broilers, 18@20c.

Dressed Poultry—Fowls, 12@13c; old cox, 9@10c.

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 per bbl.

Rea & Witzig.

Luther Burbank, the California wizard of vegetation, has a rival in Yankeeland, who has already accomplished some things that will give him a wide reputation. Alfred Soderman, who is connected with the Massachusetts Experiment Station at Worcester, has produced what he calls a potatomato vine. He is now showing at the station vines with potatoes growing at the roots and tomatoes above ground. This is the culmination of experiments that he has been making for years. Last February Mr. Soderman grafted Lorillard tomato plants to potato vines, and now has a number of double plants. Above ground are found tomato plants loaded with tomatoes, while in the ground are potatoes the size of an egg.

Our hunger for immortality may be the best evidence that we shall inherit it.

BUSINESS CHANCES.

For Sale—Ice cream parlor and soda fountain. Fine stock of confectionery, fruits, cigars and tobacco. Lunch counter in connection. Rent \$15 a month, including living rooms. A good chance to make money. Reason for selling, sickness. Address H. J. Bonebright, Constantine, Mich. 862

Wanted—By married man, position as clerk in hardware store. Have had fourteen years' experience. Best of references. Address E. E. Wonsler, Hennespin, Ill. 863

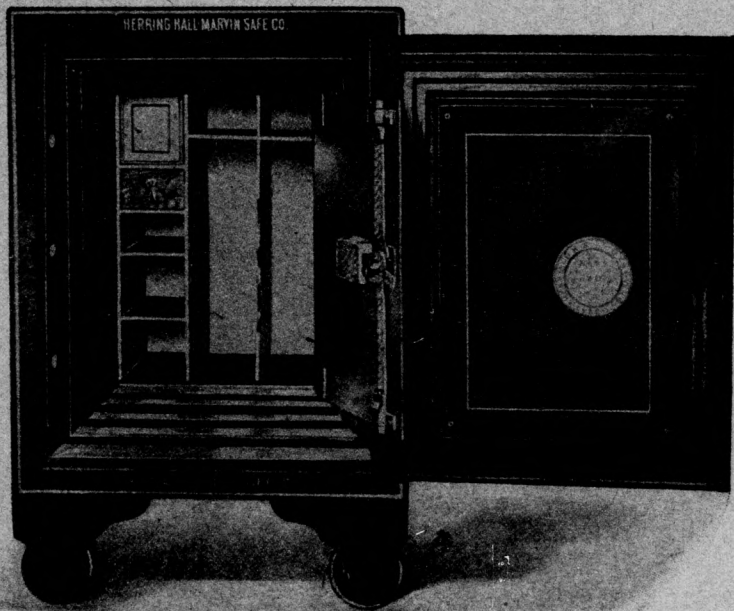
For Sale Cheap—Corner drug store, invoices \$3,200. Expense \$4 per day. Fresh stock. Will take \$1,000 down, balance good security. Reason, ill health. Address C. H. DeGowin & Co., Cheboygan, Mich. 864

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

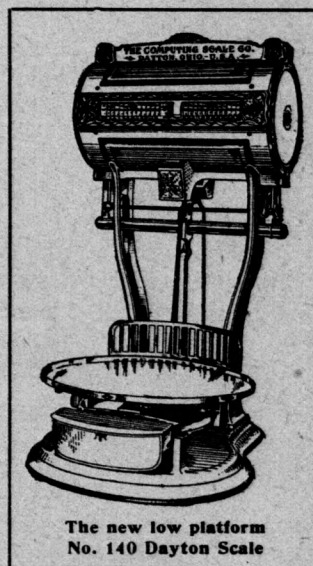
The **best** and **safest** way to secure trade and hold it is to use such methods as will promote **absolute confidence**. Impress upon your customers the fact that you are trying to be **fair** and **square** with them. The **surest** way to show this is to use

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.



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



**The Cash?
Certainly!**

**Present
Your Bill.**

Is it not a fact, when you hand your customers a monthly statement, that many of them will tell you that they will look it over and come in the first time they are down street?

Is it not a fact that they forget to look it over?

You know that lots of people put off from day to day adding up the bills that you have given them through the month and when they get at it they find there is a bill or two missing. Then they demand an itemized statement, which causes further delay before you get your money.

If your bills were all totaled with the previous balance brought forward showing their full indebtedness right down to the minute they would examine every bill at the time it was received; they would compare it with the previous bill to see that the balance brought forward was correct and they would PAY PROMPTLY because they could not give you the old excuse.

THEY know THAT you know THAT they KNOW.

The COLLECTION of accounts is only one of the many MONEY MAKING, MONEY SAVING features of the McCASKEY SYSTEM.

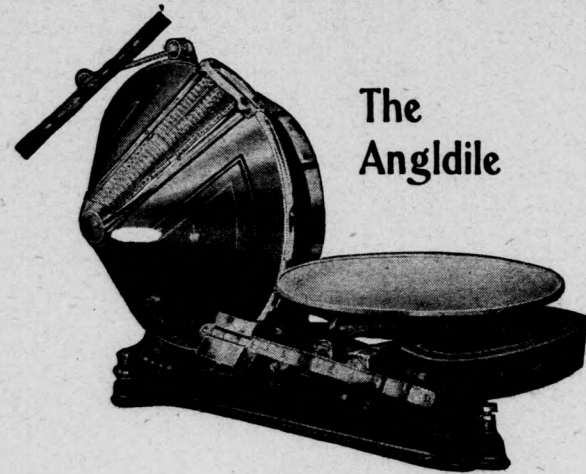
Let us give you more information.

Our 64-page illustrated Catalogue is FREE.

THE McCASKEY REGISTER CO.
27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex Carbon Back Order Pads; also
the different styles of Single Carbon Pads.
Agencies in all Principal Cities.

Quality and Price



**The
Angldile**

Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angldile and the price is of interest to every one who uses a Scale. For the first time you can buy an honest Scale at an honest price.

Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

Let us convince you.

Angldile Computing Scale Company
Elkhart, Indiana

The Grocer's Ear-

We want it for a few moments to tell him how much easier it is to sell

Shredded Wheat Biscuit

than it is to sell any other breakfast cereal. Here are a few of the "selling arguments" for Shredded Wheat:

1. Shredded Wheat is the whole wheat—nothing added, nothing taken away—cleaned, steam-cooked, shredded and baked.
2. The porous shreds are quickly penetrated by the digestive juices, making it more easily digested than mushy porridges or other breakfast foods.
3. Pound for pound, it contains more muscle-making, brain-building material than beefsteak or eggs, and costs much less.
4. Being in biscuit form, it has many more culinary uses than the ordinary breakfast cereal, forming delicious combinations with fruits, creamed vegetables or creamed meats.
5. It is the cleanest, purest cereal food in the world, and is made in the cleanest, finest, most hygienic food factory in this country or in any other country.

Cut this out, commit it to memory, and be "ready" for the next customer who asks you anything about breakfast cereals.

Shredded Wheat Makes Satisfied Customers

THE SHREDDED WHEAT COMPANY
Niagara Falls, N. Y.

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