



Why the Demand Keeps Up

A Good Product
A Square Deal

He passed his plate
And winked his eye,
That's how he got
A fresh supply.
And they were glad
He loved it so,
Because it gave
Him strength to grow.

There's something more than fad or fancy back of the growing demand for Kellogg's Toasted Corn Flakes.

No other breakfast food ever had such a continuous call.

What's the reason?

It's the flavor—the through-and-through goodness of the flakes. People can't forget it—children never get enough of it—nobody ever tires of it.

Isn't it a pleasure to handle such a food—to recommend it to a customer—to encourage its sale wherever and whenever possible?

And especially so when you consider the ideal policy under which it is marketed. We put every retailer, great and small, on the same basis. Chain and department stores must buy through the jobbers. It is distributed to ALL retailers in this way. It is sold strictly on its merits without premiums or deals.

And it is backed by a generous and continuous advertising campaign. Do you know of another concern that gives YOU a squarer deal—that gives you a more popular food—that does more to help you help yourself than

Kellogg's

TOASTED CORN FLAKES

W. K. Kellogg

Toasted Corn Flake Co., Battle Creek, Mich.



Policyholders Service & Adjustment Co., Detroit, Michigan

A Michigan Corporation organized and conducted by merchants and manufacturers located throughout the State for the purpose of giving expert aid to holders of Fire Insurance policies.

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

We issue a contract, charges based upon amount of insurance carried, to do all of this expert work.

We adjust losses for property owners whether holders of contracts or not, for reasonable fee.

Our business is to save you Time, Worry and Money.

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598



Americans Who Love A Good Smoke Know The BEN-HUR

Over forty years of practical tobacco experience is behind every one rolled. It has taken the most selective buying and the most careful supervision in order to maintain the high quality that has always made this 5-cent brand so conspicuous. It is a cigar that is always "made on honor and sold on merit" and the dealer who once stocks them is never without them — unless he puts off reordering too long.

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

Worden Grocer Co., Distributors
Grand Rapids, Mich.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.



Our Package

"As You Like It" HORSE-RADISH

Put up in self sealing earthenware
jars so it will keep. Sells at sight.
Packed in corrugated paper boxes,
1 dozen to the case, and sells to
the trade at \$1.40 per case. Retailers
at 15 cents per jar.

Manufactured only by

U. S. Horse-Radish Company

Saginaw, Mich., U. S. A.



OUR LABEL

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-Sixth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 24, 1909

Number 1327



YOU CAN DO YOUR
BANKING BUSINESS
WITH US EASILY BY
MAIL.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

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OUR CIVIC CENTER.

Already, and even although the details of the recommendations made by our Comprehensive Civic Plan Commission have not yet been made known, organized opposition to the key-note of those recommendations is evident.

This key-note is the selection of Fulton Street Park as the civic center of the future.

The key-note of all opposition thereto is To-day or Next Month or Two Years Hence, all of which are embodied in the term, The Present.

If the people of Grand Rapids caused the creation of a Civic Plan Commission for the purpose of evolving a project to be realized within the next five or ten or twenty years they have done a foolish thing.

If that Commission has taken a look ahead embodying any view of less than fifty years into the future they have done a very foolish thing.

Natural lines of traffic having their origin in Plainfield avenue, Knapp avenue, East and West Leonard streets, Alpine avenue, the river roads to the north and West Bridge street will continue to find their entrance to the city via Canal street. The Robinson road, Cascade road, Lake avenue, Kalamazoo avenue and the Ada road (via Fulton street) must always discharge their traffic into State street or Monroe street as extended, as will be forever the case with South Division street, Grandville avenue, Godfrey avenue and Butterworth avenue; and the river roads south may divert at will and equally their traffic to either Canal or Monroe streets, as they do at present.

Twenty-five years hence Grand Rapids will have a population of over 150,000 and fifty years hence it will be over 200,000. And any man who can not see that fifty years hence Canal street and Monroe street will not only be better streets than they are to-day, but that Commerce street, North Division street, South Division street, Sheldon street, State street, Jefferson avenue and Lagrave

street, to say nothing of West Fulton street, will be better business streets than they are to-day, is short of vision.

The intersection of Canal, Pearl and Monroe streets will forever remain a very important business center, but Ottawa street and Crescent avenue, Lyon street between Ottawa and Ionia streets and Ionia street between Lyon and Pearl streets will not constitute the civic center of fifty years hence. This civic-scattering will be wiped out.

The present ungainly effort to "do something American" as is typified by our county building, the inadequate and disproportionate structure now used as our city hall, and even the dignified and imposing Federal building now being erected will not be sufficient or properly located for the city of 200,000 people which Grand Rapids will be in 1959.

So that, if the people of this city hope to utilize the natural advantages fifty years hence which are at present available and the chief of which is the natural center for all trends of traffic in the city, they must begin now when values are comparatively moderate.

And, besides, if they begin now the city as a whole will be able to realize, through enhanced values, sufficient to cover the cost of the proposed improvement.

Therefore look ahead fifty years for the benefit of your descendants as well as to your own credit or else drop the project. Don't fool around with any ten or fifteen year idea, because it would not be worthy the city or her people.

LITTLE RED SCHOOL HOUSE.

The little red school house is popularly believed to have been a great factor in the education of the American people. Affectionate references have been made by many eminent men to the influence exerted upon them in these humble temples of learning that used to dot the country landscape. Now comes no less an authority than President Eliot, of Harvard University, declaring that the fame of these institutions, celebrated in song and story, is for the most part undeserved. He asserts that the little red school houses did not really accomplish much. "There was no system," he says. "Each pupil took what he could get out of the curriculum. Those who in after years succeeded in life because they had native force naturally spoke well of the school, and those who failed hadn't much to say about it, and thus the unearned praise has accrued to the inadequate institution."

As an example of the inferiority of the simple training of earlier times, President Eliot cited the discovery of

a set of examination papers and the answers used forty years ago in Springfield, Mass. This examination was given to a class of pupils of the present day, and their answers were in every way superior to those who had been trained in the little red school house. It is regrettable, he said, that there are so few opportunities of testing the fallacy in the same manner elsewhere, because there is still a prevalent belief in the delusion that the old time teaching was superior.

With the general improvement in the system of public education we should undoubtedly develop men and women of far greater ability than those who were trained in the little red school houses, but no amount of disparagement will entirely dispel the idea that in them the boys and girls got something that was worth while. Even the best schools to-day can not be guaranteed to make geniuses out of dullards.

THE WANT INVENTORY.

In every community there are certain persons who, owing to local conditions, will be in the market for articles not purchased every year. If a farmer is preparing to build, just anticipate some of his needs, bid for his patronage and make a liberal discount for the large purchase, at the same time retaining for yourself a good commission. He will want cement, lime and various other building materials, all of which you may be able to secure at an advantage, both to him and to yourself. If it is provisions wholly in which you deal, his table will require many extras; so here is another chance.

Mr. A. expects to entertain city relatives through the summer. House furnishings early in the season and choice meats and fruits later on will prove in good demand.

Note the usual lines of breakage and repairs needed and be ready for them. One who is handy in fixing up lawn mowers may find plenty of employment for idle hours. Take occasion to remind the owners before the actual season for their use is at hand, and they will be glad to have the necessary repairs made and all in trim for easy and neat work.

Keep posted on what is going on around you. That Farmer B. bought five swarms of bees at auction the other day may not seem specially interesting, but when a city customer calls next summer for choice white clover honey it will be very convenient to run over your mental inventory and know where to look to fill the bill. Make it a point to collect such items in plenty and to use them for a purpose. It helps others as well as yourself; and they are not slow to appreciate the fact.

ANTIQUE OAK.

Early Struggle It Had For Recognition.

To what country will the furniture manufacturers go next for ideas to adopt or adapt? In recent years so freely have the designers drawn upon England and France for inspirations that the furniture public has become familiar with the different schools or types created by the great masters of these countries. Almost anybody can tell the difference between a Chipendale and an Empire, a Sheraton and a Louis XV. Even the Colonial types which are English and French ideas transplanted to the American colonies and modified in their new environment, have become familiar. When furniture styles have reached this pass it is the furniture manufacturers' turn to move. Not everybody wants his furniture just like the furniture that everybody else has. Something different and distinctive is demanded, and to satisfy this demand the manufacturers must hustle. While England and France and the colonies have furnished most of the inspirations in recent years, the designers have more or less freely drawn upon Italy, Holland and Spain for ideas. There is one country, however, where art in furniture has not yet been touched, at least not to any extent. This is Germany. In the art world Germany ranks high. Her painters, architects, sculptors, poets and musicians have won fame. As artisans in wood and the metals no country produces better than those found in the fatherland. And yet we never hear of German furniture and the German types have never been exploited. It is possible the manufacturers have been so engrossed with French and English patterns that they have not thought to go over the border. There are signs, however, of an awakening to the merits of German art, and it is quite possible that German ideas will be the next to be introduced. The German exhibit at the St. Louis Exposition served to call some attention to what that country is doing and what it has done in the past, and there have been indications of a drift in that direction since. The German styles are characterized by simplicity and solidity. They more resemble our own arts and crafts or mission than either the French or English, and much reliance is placed in the fine quality of the wood used in the construction. An idea can be gained of one type of German art in the furnishings of Jandorf's new store in this city.

Germany has many old castles and mansions, quaint old villages and queer old homes, and it is possible the furniture designer who goes to that as yet unworked field may find much to interest him and to keep his mind working.

The Stickley Bros. Chair Co. is adding a line of the highest type of morocco and leather upholstered goods to its product. The samples are now being gotten out for the July opening. The line will include big easy chairs, both arm and rockers,

settees, couches and davenport. The upholstering will be in imported English morocco and the so-called Spanish morocco made at the Stickley tannery, over the finest springs, hair and down. E. F. Follnor, who received his training in one of the most famous English factories, is superintendent of this new department. He has half a dozen skilled workmen under him now and this force will be increased to forty or fifty when the new season opens. This line will still further strengthen Grand Rapids as a furniture center as it will be the finest of its kind produced in this country.

There are tricks in all trades. There is a popular impression that all the carving on the furniture of to-day is hand work. Neither the manufacturer nor the retail dealer see the use of impairing an impression of this kind. As a matter of fact, while on fine grade goods there is much hand work, a large proportion of the furniture carving is done by machinery. The spindle carver resembles somewhat an exaggerated borer such as the dentists use in boring out a cavity in the tooth. It is in assorted sizes to meet different requirements, and when in operation revolves at a speed of 4,000 a minute, or thereabout. With the buzzer or borer the skillful spindle carver can turn out work that rivals the best that can be done by the hand carver and in a fraction of the time. Fine work is often rough cut on the spindles and hand finished.

Furniture of the Elizabeth type is sometimes seen so finished as to be rough as though the tooth of Time had eaten away the softer fibre of the wood. This effect can be produced by hand tooling, but an easier and more effective method is to subject the wood to a sand blast. Under the blast the grains of sand driven against the wood cut out the soft fibre and leaves the surface rough, with all the appearances of great age. If the buyer also wants worm holes the manufacturers will accommodatingly shoot a few holes into the furniture, but this is usually left to the ingenious and strictly honest dealer in genuine antiques.

Speaking of tricks, the manufacturers of high grade hair brushes have one. Brushes used to be hand made. The method was to bore holes lengthwise of the block or back, and then to bore from the surface to this hole. A thread was run through lengthwise and then the operator fished this thread out through the surface holes, one at a time, beginning at the handle end, attached the tuft of bristles and pulled it into place. The process was laborious and slow and when completed the brush was several rows of bristles, each row threaded through the surface holes on the lengthwise string. It was necessary, of course, to fasten these strings, and this was accomplished by little plugs of wood driven into the holes and neatly cut to a smooth surface. The modern

brush is tufted by machinery, but those little end plugs are still to be seen, especially in the high grade goods. They serve no useful purpose, not even of adornment, but it is easier to put them in than to tell why they are no longer necessary. The new machine made brushes are infinitely better in every way than the old hand made. The bristles are safely anchored by wire and while they may wear out they will never pull or drop out. In the old hand made brushes it is but a matter of time when the thread decays and breaks and then the brush molts, not one tuft at a time, but by entire rows, and that ends its usefulness.

The once popular century finish on oak had a peculiar origin, or rather the idea came from an unusual source. Before the Old National Bank was remodeled and refitted its furniture was in walnut and the outer doors corresponded with the interior finish, being of heavy solid walnut. The bank had an industrious colored janitor whose pride it was to keep the front doors and furniture well cleaned. He was naturally more industrious within easy reach than in the far corners which required a step ladder to get at. In the course of years the furniture and more especially the doors became beautifully shaded, with the lighter tones where the cleaning and rubbing had been more frequent, and the darker in the remote corners. These effects attracted the attention of David W. Kendall and after long study he imitated them in what was known as the XV. century finish. This style was at first derided by the furniture manufacturers and laughed at by the buyers, but the public took kindly to the idea and soon it became the rage.

This recalls the struggle that antique oak had for early recognition. Oak in its natural color is light and not as pleasing as it might be. With it a room could not be attractively furnished. In the natural color also the beautiful grain and figure of the wood was not seen to the best advantage. How to give it a better color and at the same time not to conceal the grain was the problem, and after many experiments and long study. Mr. Kendall solved it. He brought out the antique. The manufacturers derisively referred to it as mud oak. The trade scoffed at it. After a season or two the merits of the antique were recognized and great was the rush for the band wagon. Other finishes have succeeded the original antique, but it was Mr. Kendall who discovered the way to make oak attractive and gave it its vogue. Mr. Kendall himself never tells of this triumph, but it is one of the traditions of the trade.

Oak, when it was brought out as a successor to walnut, was not well understood and the furniture manufacturers had much trouble in handling it. This does not refer to its color, but to its texture, its liability

to warp, swell or shrink and the difficulties in giving it a finish. With experience the manufacturers acquired the know how and to-day oak properly handled is next to mahogany in the esteem of the trade. This suggests that ways may be found to control the eccentricities of gum and make that wood available for furniture when oak becomes scarcer and too high priced for ordinary goods. Gum is not entirely new to the furniture world. It has been used to some extent for twenty years or more in England under the name of satin walnut. The quarter sawed is fairly tractable, but plain sawed has capacities for warping and twisting little short of the marvelous. The furniture men are putting their best thought on how to overcome this defect, and as they succeeded with oak so will they succeed with gum.

House Fly a Real Gymnast.

The gymnastic and athletic possibilities of the house fly have been delightfully developed by one Frank P. Smith, of the Queket Microscopical Club, who has demonstrated the wonderful organism and the physical energy of this minute animal. Flies and their kinsfolk are furnished with a highly developed breathing apparatus. Instead of depending on a single tracheal tube, as do human beings and animals for the inhalation of air, these insects are provided with complex networks of passages extending to all parts of the body. The outcome of this arrangement is a rapid oxygenation of the blood fluid with an attendant enormous development of physical power.

Mr. Smith used especially bred and reared flies, which consequently were large, clean and newly merged. A blue bottle fly balanced a cork ball on which another fly simultaneously preserved its balance. Another fly lay on its back and supported and turned or juggled a ball three or four times its bulk on the upper side of which is another fly, which also maintains its balance upon the moving spherical surface.

This action as well as that of another fly turning a wheel, Mr. Smith attributes to the insect's illusion that it really is walking upon a fixed surface. In another case the fly lay on its back or was seated in a diminutive chair, being held in position by a thin band of silk passed around its waist. It held and played or juggled with a number of articles of relatively large size like dumb-bells and weights or it nursed a smaller fly without seeming effort.

What Woman Wants.

What woman wants
Is scrubless floors,
Endless incomes,
Bakeless loaves,
Smokeless husbands,
Slamless doors,
Peekless curtains,
Scorchless stoves,
Washless dishes,
Poundless steaks,
Tuneless rockers,
Darnless socks,
Spankless children,
Spotless frocks,
And may be
Ere we cease to fret
We'll want a bathless
Baby yet.

YOUR SIGNATURE.

Things To Remember When Writing Your Name.

Written for the Tradesman.

No doubt many of us who had parents to instruct, advise and caution us sometimes thought those parents took unnecessary pains in the matter of advice on our behalf. Usually it is not long after one goes out into the world for himself or herself before they realize that no more advice was proffered them than was actually needed, and some have reason to wonder why father or mother, or both, did not instruct them in regard to other things beside what they did.

It is one thing to give advice and another thing to give it in such a way as to make the desired impression. Once heard and followed is far better than continually offering suggestions to unheeding ears. Where fruit is desired there must be preparation for sowing the seed. This is as true in the mental realm as in the physical or vegetable world.

The mind of the child is naturally receptive, but there are varying moods, and some parents are so unfortunate in their appreciation, or rather lack of appreciation, of the proper mood in the child for accepting and profiting by their advice that their efforts are worse than useless—their advice is thrown away. The proper mood in the parent also has a great influence upon the child. Kindly, sympathetic treatment might avail where a fault-finding, nagging, authoritative method would only engender rebellion.

First teach children the value or importance of a thing. Show them how hard it is to obtain and how easily it may be lost or destroyed, and then caution and instruct how to care for and preserve it.

If the reader has had the benefit of a thorough business training the suggestions herein may not be needed. Few there are, however, who do not at least need reminders of things which they very well know. Many seem never to have learned the importance of a signature. In former times, when many people never wrote their names at all or only upon the occasion of signing some important document, there were much more ceremony attached to the matter and greater carefulness than are usual at the present time.

In the transaction of ordinary business now there is so much signing of orders, receipts, and the like, which are never again referred to by any one, that much of it is looked upon as simply a form of no real moment, and people have become more and more careless in the matter of placing their signatures upon paper. It is not carelessness in penmanship of which we speak. That sometimes is so serious a matter that no one can read a signature unless he knows the name of the person whose business it was to sign it. It is carelessness as to what they sign and as to importance of the act of signing. If a petition they do not read it; simply accept someone's word that it is in

behalf of a certain matter. If asked to sign as a witness they write their name in a designated space without knowing anything about the matter or the person whose signature they attest.

If such carelessness were confined to the ignorant or those who seldom transact business it would not be so serious. But the man who can only make his mark or the one who is ashamed of his handwriting is quite apt to be cautious about signing his name. He must read every word

parties have no witnesses of their acquaintance with them. They step into an adjoining office or building and find people to sign their names. It is so little to ask, and for one adept at writing so little trouble to comply with the request that it is often done without any question as to legal requirements or consideration of the importance of the transaction.

How difficult it would be in some cases to find the witnesses if they were needed! How easy it would be to commit a forgery and still have

and so it should be with all. And yet people who could not be induced to testify falsely will sign a paper on some other person's assurance that it is all right, merely a form, knowing nothing of the facts in the case and thereby taking the risk of testifying falsely and recording evidence against themselves.

Be careful also to whom you give authority to sign your name. When necessary to delegate such power to another let there be a definite understanding as to the extent and limits to which it may be used.

If we have met with trouble because our parents or instructors failed to impress upon us the need of great carefulness in signing our names, let us be the more careful to advise those under our care in this very important matter.

E. E. Whitney.

Find Uses for Waste Wood.

Uncle Sam is concerned about the willful waste of wood which seems predestined to create woeful want. Millions of cords of wood are wasted every year in the forest and on the farm because this wood is not suitable for the various mechanical uses for which wood is employed. There are, however, numerous means of disposing of this waste. Aside from tanning and papermaking, which are chemical industries that have been established for hundreds of years, there are other industrial uses of more recent origin which are of agricultural importance.

Important among these are destructive distillation, recovery of turpentine, resin, paper pulp, preparation of alcohols and manufacture of acids. These are growing industries because of a steadily increasing demand for wood alcohol, acetates, acetone, turpentine, charcoal, etc., which are utilized in other industries.

The crude products from distillation are chiefly four: gases, tar and oils, charcoal, and acids. Methyl alcohol, acetates, acetone, charcoal, turpentine, wood, oil and oxalic acid are directly or indirectly obtained on a commercial scale from woods and the yield is governed largely by specific gravity, weight and kind of wood, as well as by the way in which the manufacturing process is carried on.

The Government believes that in the turpentine manufacture of the South the distillation industry can not be profitable as a whole until basic changes in equipment and in technical and business management are inaugurated. There is waste in labor and method and there will be until the changes come which will bring about material increase in products and profits.

A Request.

A parent who evidently disapproved of corporal punishment wrote the teacher:

"Dear Miss—Don't hit our Johnnie. We never do it at home except in self-defense."

A bag of wind is a poor thing with which to lift the world.

The empty head always does a lot of verbal advertising.

GOING OUT AND COMING IN

Going out to fame and triumph,
Going out to love and light;
Coming in to pain and sorrow,
Coming in to gloom and night.
Going out with joy and gladness,
Coming in with woe and sin;
Ceaseless stream of restless pilgrims
Going out and coming in!

Through the portals of the homestead,
From beneath the blooming vine
To the trumpet-tones of glory
Where the bays and laurels twine,
From the loving home-caresses
To the chill voice of the world—
Going out with gallant canvas
To the summer breeze unfurled.

Through the gateway, down the footpath,
Through the lilacs by the way,
Through the clover by the meadow
Where the gentle home-lights stray,
To the wide world of ambition,
Up the toilsome hill of fame,
Winning oft a mighty triumph,
Winning oft a noble name.

Coming back all worn and weary—
Weary with the world's cold breath;
Coming to the dear old homestead,
Coming in to age and death;
Weary of its empty flattery,
Weary of its ceaseless din,
Weary of its heartless sneering—
Coming from the bleak world in.

Going out with hopes of glory,
Coming in with sorrows dark;
Going out with sails all flying,
Coming in with mastless bark;
Restless stream of pilgrims striving
Wreaths of fame and love to win
From the doorways of the homestead—
Going out and coming in!

himself and know that he is doing just what he says by his signature he is doing, or he must be assured by those in whom he has confidence that he is not signing that which will cause him loss of money, rights or privileges.

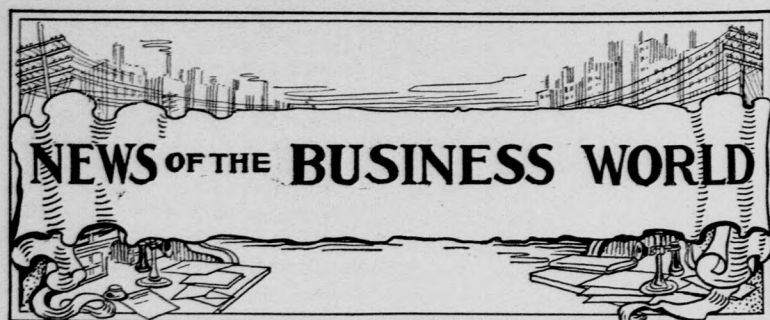
Then again, to save the expense of a magistrate or attorney people attempt to make out their own papers, and by failing to have them correctly signed cause the business correspondents or friends much annoyance, delay and sometimes loss.

And business men who do know or should know the importance of having documents carefully executed are sometimes in too much hurry to follow legal technicalities. "It is only a form," they say. "It will never be called in question." The interested

the matter attested by honorable witnesses!

No one can be too careful in attaching his signature to any paper at the request of another. It may not result in loss of money, but it may sometimes cause one much anxiety and self reproach. In your willingness to do a favor to a friend you may really cause him much loss. If you refuse to sign a matter until you understand it thoroughly and then believe that it is not in legal form and compel your friend to make it so before you will sign it you may do him a great service thereby.

To speak of the sacredness of a promise is not quite in line with this subject, and yet it may be used as an illustration. Many there are who declare their word as good as their bond;



Movements of Merchants.

Boyne City—Levi Brown has opened a harness store.

Lake Linden—Gustave Joyal will open a flour and feed store.

Charlotte—J. D. Birney & Co. succeed Weaver & Gage in the drug business.

Petoskey—A millinery store will be opened by Bessie Gilmore and Ava Hill.

Eckford—Wm. R. Hoffman has purchased the grocery stock of Wm. C. Willitts.

Augusta—Chas. F. Koster succeeds C. C. Wood in the agricultural implement business.

Jackson—Norris H. Branch is refitting the Stone bakery, which he recently acquired.

Springport—A. C. Banister has purchased of O. J. Perry his stock of groceries and dry goods.

Coldwater—J. A. Harris, grocer, is making preparations to remove to his new store on Railroad street.

Thompsonville—Geo. J. Menold is succeeded in the drug and grocery business by M. T. Karcher.

Owosso—W. J. Boyce has sold to Bert Schuler the Frozer cigar stock which he recently purchased.

Alma—J. Cohen & Bro., of Tioga, Pennsylvania, who recently purchased the Messenger clothing stock, are taking inventory.

Kalamazoo—The grocery and shoe store of C. E. Brakeman has been robbed to the extent of about \$25 in cash and merchandise.

Manistee—J. W. Jensen, who has been in the wall paper store of J. E. Somerville for eight years, is now Mr. Somerville's partner.

New Era—Peter Westing will be succeeded in the meat business by John Meeuwsen, of Holland, who will soon take possession.

Ishpeming—H. F. Heyn, who is succeeded in the leather and harness business by the Northern Leather Co., will spend some time in the South.

Adrian—A new store has been opened by J. W. Bartley, who will carry baked goods, confectionery, peanut butter and cigars and tobacco.

Vermontville—Geo. A. Loucks is succeeded in the harness business by Herbert M. Hammond, of Sunfield, who will remove the stock to the Imes building.

Rosebush—The Johnson-Coyne Co. has been incorporated to conduct an elevator and mercantile business, with an authorized capital stock of \$20,000, of which \$13,400 has been subscribed and paid in in cash.

Albion—The Patterson - Noyes Grain Co. has been incorporated, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Lansing—Calvin Wolverton, of Linesville, Pa., has purchased the confectionery stock of his late brother, Hiram Wolverton, and will move here and conduct the business.

Battle Creek—Dunn, Strickland & Carney is the new name under which the men's and boys' furnishing business formerly conducted by Dunn, Strickland & Raynor will be continued.

Detroit—The Policyholders Service and Adjustment Co. has recently adjusted a loss on the wholesale dry goods stock of Crowley Brothers. It is now adjusting the loss on the Reed City Veneer Works.

Alma—The drug stock of the estate of Smith Stanard has been purchased by Grover Bros., which co-partnership is composed of Fred and John Grover, both of whom have had experience in the drug business.

Boyne City—E. M. Kennedy succeeds C. W. Kibby in the confectionery, stationery and yeast business and will remove his stock of racket goods to the Kibby store as soon as some changes are made in the building.

Orion—Guy W. Lyon has retired from the copartnership composed of Bert F. Griffin, L. M. Carleton and himself, which succeeded J. C. Predmore in general trade. Mr. Lyon is now engaged in the grocery business for himself.

Cedar Springs—The shoe and clothing business conducted by Levi Bearss and his son-in-law, Herbert W. Wheeler, under the style of L. Bearss & Co., will be discontinued, Messrs. Bearss and Wheeler intending to remove to Tacoma, Washington.

Adrian—Earle Bros., who have been in business for twenty-three years, are succeeded in the bakery business by Lee Shumway. The former retire from trade on account of the failing health of Mr. Frank Earle, who intends to go to another climate.

Hamilton—Wm. Borgman has sold his harness stock to Bulhuis Bros., of this place, and will merge his shoe stock with the dry goods, grocery and crockery stock which he recently purchased of Kronemeyer & Schutsma, and hopes to be ready for business about March 1. Krone-meyer & Schutsma succeed Hellen-thal Bros. in general trade, having purchased their stock.

Muskegon—J. George Dratz, who conducts a dry goods store, has merged his business into a stock company under the style of the J. George Dratz Co., which has an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—Chas. Klein, hardware dealer, has merged his business into a stock company under the style of the Charles Klein Co., with an authorized capital stock of \$20,000, of which \$15,000 has been subscribed, \$160 being paid in in cash and \$14,840 in property.

Grand Ledge—L. E. Trimble, who was formerly engaged in the bakery business at Traverse City and is succeeded by L. L. Clapp & Son there, has leased the bakery of Mrs. C. A. Bennett and is conducting the restaurant formerly operated by Chas. H. Parkes as well.

Mt. Pleasant—Richard C. Dammon, formerly identified with the bazaar business of Charles Rowland at Ithaca and who after the latter's death remained in the store, which has been conducted by Mrs. Nellie Rowland, has purchased the bazaar stock of Loucks & Hunter.

Eaton Rapids—Thomas E. Smith has purchased the interest of Peter Beasore in the coal and wood firm of Beasore & Smith. Thomas E. Smith is a partner of William Smith and the business will be conducted in connection with the agricultural implement business of Smith & Smith.

Decatur—Frank Squires will erect a building 30x40 feet, which will be used in connection with the 20x30 foot building which he has just erected for a cider mill, the larger building to be used by Mr. Squires and Frank Flagg, who will conduct business under the style of the Decatur Canning Co.

Ithaca—Harvey B. Thompson, who started to learn the jewelry and watch-making business with E. R. Van Duser, the local jeweler, some years ago, and who has since been employed as a watchmaker in Toledo and Fremont, Ohio, has returned here and will be associated with Mr. Van Duser, having charge of the watchmaking and optical work, while Mr. Van Duser will attend to the jewelry work and engraving.

Manufacturing Matters.

Detroit—The H. W. Harding Lumber Co. has increased its capital stock from \$45,000 to \$75,000.

Pigeon—The Huron County Creamery Co. has increased its capital stock from \$1,500 to \$2,500.

Detroit—The Patterson-Gregor Manufacturing Co. has been incorporated to make jewelry, with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,700 being paid in in cash.

Newberry—Clausen Bros. have bought the Craig sawmill and have contracted with the St. James Cedar Co. to saw its logs. The mill of the St. James Cedar Co. was destroyed by fire three weeks ago; hence the change in plans. The company will rebuild its shingle and tie mill.

Vermontville—The local creamery will now be managed by Will Moore, who has been connected with same for some time past.

Ypsilanti—The Ferguson, Clancy & Reule Co. has been incorporated to manufacture carriages, wagons and sleighs, with an authorized capital stock of \$16,000, of which \$9,000 has been subscribed and paid in in property.

Albion—The Universal Machine Co. has been incorporated to manufacture typesetting machines and other machinery and tools, with an authorized capital stock of \$1,000,000, of which \$700,000 has been subscribed and paid in in property.

Detroit—The Willutz Manufacturing Co. has been incorporated to make and deal in automobile accessories, also to handle automobiles, with an authorized capital stock of \$1,000, of which \$500 has been subscribed and paid in in cash.

Sturgis—A corporation has been formed under the style of the Michigan Wheel Co. to make go-carts and carriages, with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which \$75,000 has been subscribed and paid in in property.

Detroit—A corporation has been formed under the style of the Rush Engine Co. to operate a foundry and machine shop, with an authorized capital stock of \$30,000 common and \$10,000 preferred, of which \$30,000 has been subscribed and paid in in property.

Grand Haven—George Benedict, who with his father is engaged in the manufacture of baseballs in New York City, has leased the William Kieft factory, formerly occupied by the Maurer Glove factory, with a view to conducting a similar line of business here.

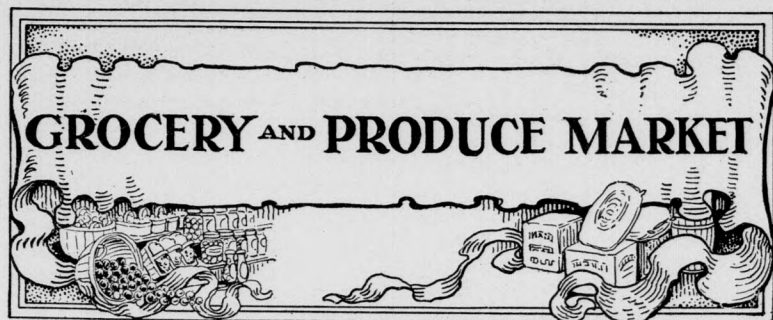
Au Sable—The H. M. Loud's Sons Co. expects to start its double band mill March 1, cutting hardwood until the hemlock begins to peel. This company operates a logging railroad and lumbers the year through. Last year the company manufactured 1,180,090 feet of pine, 1,598,040 feet of hemlock, 3,574,370 feet of hardwood lumber, 2,305,000 lath and 3,628,000 shingles. Besides the company saws timber for Government pier and harbor work, and timber for bridges.

Crivitz—The Peninsula Box & Lumber Co., of Menominee, has purchased the large general store of Theodore Kersten & Co., at this place, and it is to be used as a supply station for the company's numerous camps in Wisconsin and Michigan. Besides using the store as a supply house for its camps the purchaser will continue the retail business of Kersten & Co. The Peninsula Box & Lumber Co. is operating a number of stores and warehouses in this district.

There is a lot of difference between having faith in your works and working your faith.

Greatness is measured by our response to high appeals.

A hot head makes no warm friendships.



The Produce Market.

Apples—Oregon fruit is now in market and is meeting with fair demand from the fruit stands and fancy grocers on the basis of \$2.50@2.75 per box. This is the second time Hood River fruit has been introduced at this market. The first time was a failure, owing to the high price. New York fruit has advanced during the past week as follows: Spys, \$6@6.50; Baldwins, \$5.50; Greenings, \$5.75@6. Bananas—\$1.25 for small bunches, \$1.75 for Jumbos and \$2 for Extra Jumbos.

Beets—\$1.50 per bbl.

Butter—Receipts of fresh have been a little larger during the past week than the average for the season. The demand has been only fair, and the market is uncertain. Stocks of storage butter are about the same as a year ago; the future price depends on the consumptive demand. The market seems likely to remain steady for some little time. Fancy creamery is held at 30c for tubs and 31c for prints; dairy grades command 24@25c for No. 1 and 17@18c for packing stock.

Cabbage—\$3 per 100 lbs.

Carrots—\$1.50 per bbl.

Celery—Home grown, \$2.50 per box of 4 doz.; California, 75c per bunch; Florida, \$3 per crate.

Cocoanuts—\$5 per bag of 90.

Cranberries—\$15 per bbl. for Bell and Bugle from Wisconsin.

Eggs—The market has been very active during the past week. The receipts have been light for the season and meet with ready sale the day of arrival. The market to-day is about 25 per cent. above a year ago, due wholly to light receipts, which, in turn, are due to the cold and stormy weather which has lately been so much in evidence. The present condition is likely to change any day and it seems reasonable to expect further declines, unless the weather should become bad, when there would probably be an advance. Storage eggs are gone and fresh receipts constitute the entire supply. Local dealers are paying 20c f. o. b. Grand Rapids, holding candled at 23c.

Grape Fruit—\$3.25 for 36s and 46s and \$3.50 for 54s, 64s and 80s. The demand is greater this year than ever before, showing unmistakably that the demand is greatly increasing.

Grapes—Malaga command \$8@9 per keg, according to weight.

Honey—15c per lb. for white clover, and 12c for dark.

Lemons—Are holding steady at low prices, with demand only moderate. Local dealers ask \$3 for Messinas and \$3.25 for Californias.

Lettuce—Leaf, 15c per lb.; head, \$1 per doz. and \$2 per hamper. Onions—Yellow Danvers and Red and Yellow Globes are in ample supply at 75c per bu.

Oranges—California arrivals show a marked increase and the demand during the past week has also been materially heavier, while prices are steadily held at an attractive basis. Navels, \$2.85@3; Floridas, \$3.

Potatoes—The market is strong and active. Local dealers obtain 80c in a small way.

Parsley—35c per doz. bunches.

Poultry—Paying prices: Fowls, 11½@12½c for live and 13½@14½c for dressed; springs, 12½@13½c for live and 14½@15½c for dressed; ducks, 9@10c for live and 11@12c for dressed; geese, 11c for live and 14c for dressed; turkeys, 13@14c for live and 17@18c for dressed.

Squash—2c per lb. for Hubbard.

Sweet Potatoes—A gradual easing off is noticeable, the call not being very satisfactory at the present time. Dealers are quoting \$4 per bbl. for kiln dried Jerseys or \$1.75 per hamper.

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

The Drug Market.

Opium—Is steady.

Morphine—Is unchanged.

Quinine—Is dull and weak.

Citric Acid—Has declined.

Cod Liver Oil—Is very firm and tending higher.

Ergot—Has advanced and is tending higher.

Balsam Fir, Canadian—Has advanced and is tending higher.

Balsam Copaiba—Is very firm and tending higher.

Cubeb Berries—Are very firm and advancing.

Oils Lemon, Orange and Bergamot—Are in better supply and tending lower.

W. W. Bailey, druggist, Boyne City: "I think the Tradesman is just as essential to the welfare of the store as the child is to the happiness of the home."

George Goshorn, who will open a grocery and dry goods store at Saugatuck, purchased his grocery stock of the Judson Grocer Co.

The warmhearted are never content so long as any hearts are left out in the cold.

The grouchy gospel soon brings its preacher to grief.

He who gives for gain always gains disappointment.

The Grocery Market.

Sugar—The refiners played ball with the market during the past week, reducing the price 10 points and advancing it again within a few hours. The market is now very strong on the basis of 4.55c for New York granulated and 4.50c for Michigan granulated. Raw sugars are unchanged, Cuba raws not being particularly strong.

Tea—The general tone of the market is good and prices are well maintained, large lines of Japans, Ping Sueys and Formosas having changed hands recently. The demand is principally for medium and low grades, although the higher priced teas are strong as well. The prospect of a duty of 5c a pound is creating a strong protest from all over the country, but as it is possible that the Government needs the money the Ways and Means Committee may recommend its imposition notwithstanding.

Coffee—Talk over the proposed duty is still indulged in, but the trade have not materially responded, as there are more signs of a stiff fight now against the duty than there have been. Advices have been received that large shipments of Brazil coffee are coming to the United States in order to take advantage of a possible duty. The consumptive demand for Rio and Santos coffee is moderate. Milds are steady to firm, Maracaibos especially. Java and Mocha are steady and unchanged.

Canned Goods—As the market on tomatoes is said to be below the cost of packing it is almost certain that prices will go no lower, but, on the other hand, will advance as soon as the spring demand sets in. Corn continues in the same notch as last week, showing weak tendencies. Peas are unchanged and steady. Canned asparagus holds steady. Gallon apples is the only item in the canned fruit list that shows any prospect of advancing. Packers say that present prices are below the cost of packing, and every indication points to high prices as soon as the demand for canned fruits shows an increase. California peaches and apricots are easy and in large supply. Salmon prices are very firmly held. Supplies of the better grades are almost exhausted, causing a better feeling in pinks. Sardines show an advance of 20c per case over the low point reached last week.

Dried Fruits—Raisins are a shade softer than last week, and the situation seems—to the first hands holder—without hope. Apricots, by reason of light supplies, are firm and in fair demand. Currants are in fair demand at unchanged prices. Other dried fruits are dull at unchanged prices. Prunes are very much demoralized. Sales of old fruit have been made on a 2c basis, 40s at that, during the week. New 40 fruit is quoted at 3¼c, although it is reported that sales have been made at 3c. The situation seems very weak and unsettled. Peaches are also much demoralized. To show the condition of the market buyers are bidding as much as 2¼c below the

seller's asking price and brokers think enough of them to wire the bids out.

Cheese—Stocks are gradually decreasing and the market is firm on the present basis. The demand is normal and reasonable and the general situation continues healthy. There will likely be slight advances as the carrying charges go on.

Syrups and Molasses—There are no changes to record. Compound syrup shows a moderate demand at unchanged prices. Sugar syrup is still scarce and rules firm; the demand is good. Molasses is steady and in fair demand.

Rice—Firmly held and prospects are that the present basis will be well maintained, with probably higher prices later in the season.

Rolled Oats—The market is strong and, in view of the scarcity of good raw oats, it is the opinion of many that bulk goods will advance in a short time.

Provisions—Stocks are normal and the consumptive demand is lighter than usual for the season. The market, however, is healthy, owing to the light receipts of hogs. No important change is looked for. Both pure and compound lard are firm and unchanged, and there is a normal consumptive demand. Barrel pork, canned meats and dried beef are unchanged and in fair demand.

Fish—Cod, hake and haddock are quiet, owing to the warm weather. Salmon is in fair demand at unchanged prices. Mackerel show no change whatever. Norway mackerel are steady and in light demand. Together with the Lenten demand and the strong statistical position, it would seem as if mackerel ought to be extremely good property at present prices. The supply is 40 per cent. below last year's and the prices, instead of being higher, are actually lower. Irish mackerel are not in large supply and are held at comparatively high prices. The domestic sardine situation is unchanged and much activity or fluctuation would seem unlikely between this and the new packing season. In spite of the recent sharp cut, the combine is supposed to have a large stock on hand. Imported sardines are unchanged and in light request.

The Present Pastor.

On leaving his study, which is in the rear of the church, the pastor of a church in Kalamazoo saw a little boy, a friend of his, talking to a stranger.

"What was he saying to you, Dick?" asked the divine as he came up to the youngster.

"He just wanted to know whether Dr. Blank was the preacher of this church."

"And what did you tell him?"

"I told him," responded the lad with dignity, "that you were the present encumbrance."

The most eloquent prayers for the needy are the ones we carry to them in baskets.

Happiness never comes to any who can enjoy it alone.



Horse Medicine Exhibit That Caught Attention.

Everybody and all their relation know that pharmacies never are without a goodly supply of remedies for the physical amelioration of the race designated animal; but there are a lot of people who are owners of fine equines who understand what is efficacious to alleviate their common ailments, who naturally know that it is the part of wisdom to keep a sufficiency of these medicines on hand for emergency's sake, and who yet, for some occult reason, fail to provide their stables with a closet of simple known specifics.

Bottles of drugs in a pharmacy often fall short in attracting attention that shall win any extra calls for special medicaments from the fact that there is nothing extraneous to the containers to stop pedestrians long enough to read their labels and ascertain what the stuff is for, whereas if there were a placard with the bottles—a placard that was catchy—people could not help but look at it and by it their notice would be drawn to the article it was advertising.

An enterprising local druggist a while ago, besides having an interesting placard with horse remedies, hit upon something else to help matters along. Back of the arrangement of bottles, taking in a distance to six feet above the floor, was a paper surface with black, yellow and white vertical stripes about an inch and a half wide—regular jockey colors. Above this was a border of wall paper showing jockeys running an exciting hurdle race.

The placard mentioned read as follows:

If
Your Fast Horse
Gets
Hurt
In a Race
Nothing
So Good As
Some
Of
Our
Horse Remedies

The proprietor of this particular drug store said he had lots of trade as a result of this exhibit, and he attributed his increased business to the out-of-the-ordinary background and the card more than to anything else.

* * *

A pharmacy can not do better than to have, now and then, a display of crude drugs. The public are always curious about the mysterious, and few persons know so much about crude pharmacals as to be able to name them at sight. If it is possi-

ble to exhibit their original containers so much the better. The way in which the manufacturer puts them up is also often a sealed book to hundreds. In getting up a window of this description the utmost care must be exercised as to cleanliness. A drug store is supposed to be as neat and as clean all over as the bottles and other containers which are sent out therefrom. You never see a mussy-looking package issuing from a drug store. The bottles and boxes look as slick as a whistle and the strings are all tied with mathematical precision. And where drugs are exposed in the window their surroundings should be free from any contamination whatsoever. It is a fine thing if the drug store windows can be finished in white enamel. Then they may present just as nice an appearance as a lighthouse interior. But, no matter how spotless the floor, don't commit the error of omitting to lay down clean paper under the drugs—preferably white paper, as this is the most inviting. A woman won't buy at a pharmacy where drugs and horehound candy and cough drops are placed directly on the floor of the window. It savors too much of the store floor, although, of course, really there is no comparison between the two surfaces. But the average feminine does not stop long enough to reason this out. She just jumps at the geometrical conclusion that "if two things are equal to a third they are equal to each other." Q. E. D.

The Safety Place.

"Yes, sir, I'm giving you straight goods," remarked the automobile manufacturer to a man who was looking over his latest models with a view to purchasing. "We are putting on the market the very best motor car that brains and money can produce, and we are not afraid to stand right back of every machine we send out."

"Well," drawled the prospective customer, thoughtfully, as he walked slowly around the car, "I shouldn't wonder a mite if that was safer than standing in front of the plaguey things."

Here's to the man that you can't persuade
That the world has moved in the last decade,
Who dwells in the province of "long ago"

With makeshifts and crotchets and methods slow,
Forgetting the things that he abuses
Are those his successful competitor uses;
He rails at progress with narrow mind
And marvels much that he falls behind.

New thought is like new coin, the
brass seems as good as the gold.

ALCOHOL AND CORSET.

Why They Are a Ravage To the Race.

The two great afflictions of the present day humanity are alcohol and the corset. The first of these plagues claims most of its victims among men. The second among women. Combined, the two are largely responsible for various nervous disorders, mental diseases, and degeneracy with which the human being is afflicted.

Both of these afflictions have one characteristic in common. They are not necessary nor indispensable. Their charm is purely artificial and acquired. Greed is inherent to a larger or smaller extent in men. All children show signs of greediness. But all children show an aversion for alcohol. The taste for strong drinks is not inherent, not innate in them. Let the lips of a child touch alcohol and they will perform all kinds of distortions and grimaces. Even after one sweetens it the child is not eager to take the liquid.

Remove alcohol, take it out of the reach of people, and humanity will not have lost a single pleasure. Civilized man will not miss it any more than he misses opium. The moments of enjoyment which alcoholic drinks apparently bring to man are short. The consequences which they leave behind them, on the other hand, are long and not infrequently lasting.

By treating a young man to a glass of this "fire water," one is giving him a ticket, a pass, as it were, to tuberculosis, paralysis, and numerous other sicknesses and afflictions which are induced by alcoholic drinks.

As for the state, in spite of the high revenues which it receives from the sale of alcoholic drinks, it is a loser rather than a gainer. Millions of human beings are made unhappy by it annually. Millions of their children suffer and thousands upon thousands of criminals and maniacs are made. A German statistician has figured out that one alcoholic costs the state 900,000 francs in a period of 100 years—that is: by the misery, sickness, and crime which this alcoholic and his offspring bring into the world.

The second of the two greatest afflictions, the corset, leaves equally grave and unfortunate results. In fact, the consequences which this unnatural lacing, pressing, and tightening up of one's body brings about are sometimes even more severe and more hurtful to humanity than the consequences of alcoholism. For woman is the mother of the race. And the frailness of woman is the ruin of the race. The victim of tight lacing and extremely close fitting corsets not only ruins her own health but that of her future children as well. Any physician will testify to that.

In fact, many physicians are already apprehensive of the grave dangers to which the corset is leading and have been warning our women by word and pen. They have not been slow in pointing out that women are suffering from respiratory troubles more and more, and all on account of the corset.

They point out also that woman, in spite of the fact that she works less than man, is subjected to fewer hardships, leads a more sober and chaste life, uses far less alcoholic drinks—in spite of all these things, the modern woman is a weak, fragile creature, and is comparatively far weaker than man. She suffers more and more from intestinal troubles, is harder to please, is more nervous, and, finally, is becoming more and more unfit for motherhood.

What is to be done, then, to remedy these evils, to combat these afflictions? The answer is simple. The law must take a hand in it. Alcoholism is already being attacked from different directions. The corset must be next on the list for extermination. In some of the countries of Europe a beginning already has been made in that direction. The minister of education in Roumania has prohibited the wearing of corsets among school-girls because he does not consider it "an article of dress, but an obstacle to the normal development of the body and organs." Bulgaria has taken similar action. In Germany the corset must not be worn while the pupils are taking their lesson in gymnastics.

If the governments of all other countries would begin and keep up such a fight against alcoholism and the corset these afflictions soon would cease to ravage the human race.

Marcel Prevost.

Value of the Air Method in Cleaning the Store.

The air method of cleaning is one which appeals to the store-keeper, and the advance which has been recently made in this process places the system within the reach of every one. Heretofore the vacuum and other air methods of cleansing have been available only where there were large undertakings and where the size of the contract warranted the bringing of the necessary power plant to the scene of operations. This fact placed it without the range of the store-keeper for his daily or even weekly operations. The system has been so modified that the air sweeper is as accessible in cities as the ordinary broom. Further the task can be done by the ordinary help of the establishment without any skilled assistance. An apparatus has been recently introduced in England which is ideal for the purpose of a store-keeper. It consists of a cabinet about two feet square and containing an electric motor, air pump and a water receptacle. This is connected by means of a flexible wire to the electric lamp socket which supplies the necessary power. The sweeping is done by the aid of a fan-shaped nozzle attached to the pump by means of a long hose. The dust is drawn out of the carpet or sucked up from the floor and carried into the water receptacle in the cabinet, where it is caught. The apparatus may be easily transported over the establishment by one man, and after being located is capable of a wide range of operation limited only by the length of the hose.

HOW FISHER WON OUT.

An Expert Advertiser's Method Wins a Position.

Written for the Tradesman.

Dapper as to toilet, self contained in manner and fluently using excellent English, he came into the store and, presented to Malcom Waters, he frankly announced that he was an advertising expert and was seeking employment.

"Where have you been employed?" asked Waters as he wheeled in his chair and motioned to his visitor to take a seat. "Sit down if you are not pressed for time. I would like to talk with you—steal some ideas, perhaps."

The young man, not over 30 years old, smiled as he took the seat and replied: "That's all right, you're welcome to anything I can tell you."

"Thank you," said Waters. "I have done considerable advertising myself for my business, but even now I can not satisfy myself positively as to results."

"That's because you have no system," quickly responded the visitor.

"Yes, I s'pose that's so," mused the merchant as he folded the newspaper he had in his hands. "I just kinder keep watch of things and buy and sell and find out at the end of the year that I have made a profit or a loss—"

"Not at all. That's not what I mean," broke in the expert. "You know your trade accurately, you are thoroughly up at all times on market values, you're a good buyer, understand the handling and sale of goods—and you are making money," he concluded with a broad grin as he finished his estimate.

"How do you happen to know all these pleasant things?" observed Waters as he pulled open a desk drawer and taking therefrom two cigars handed one of them to the visitor, saying, "Smoke?"

"Thank you, not during business hours," responded the young man as he accepted the cigar and placed it in his vest pocket.

"Pardon me," said Waters with interest, "but I didn't quite catch your name."

"My name," said the advertising man, "is Maxwell Fisher." And as he arose and began taking off his overcoat he added: "Pretty hot in here. Do you mind?"

"No, just lay your coat on that chair," answered Waters in a cordial tone; "you are interesting."

"That's my stock in trade. I have to be interesting," said Fisher. "And it is because I know how to be interesting that I called to see you."

"Ah, that reminds me," Waters remarked, "where were you last employed, did you say?"

"I have not as yet answered that question," politely replied the caller, "for the reason that I am not yet sure that it would be of any service to you to know. I assure you, however, that I have first class evidences as to my character and my ability."

"You're an odd one," commented Waters as he eyed the stranger quizzically. "You come in here seeming to know a lot about myself and a little

diffident about letting me know much about yourself. What's your game?"

"I'm a high grade salesman," proudly replied Fisher as he took a freshly laundered handkerchief from his pocket and wiped his brow, "and I'm trying to—"

"I thought you said you were an advertising expert," Waters remarked.

"And so I am," answered Fisher, "and I assure you, Mr. Waters, that an expert advertiser is always a high grade salesman. For example, I have knowledge in a certain direction, gained by study and experience, and I want to sell that knowledge."

"Ah, I see," observed Waters as he thoughtfully puffed rings of smoke out into the air. "And you have picked me out as a possible customer?"

"Yes, and I've about made up my mind you'll do," said Fisher.

"Thank you," replied Waters with mock graciousness as he tapped the ash from his cigar into a bronze tray at his elbow.

"You see," continued Fisher, "I came into your city last evening, a perfect stranger, and at the hotel I bought copies of all the papers published in the city. Then I went through the advertising columns of each paper carefully and formed estimates as to the advertisers."

"And what did you conclude?" asked Waters.

"Well, as I figured it out," was the reply, "there are seven advertisers, two near advertisers and one real advertiser in town."

"And I am—"

"Not the real advertiser," frankly answered Fisher. "Concluding that there were three possibilities in town I visited the office of the hotel and asked to see the manager. He invited me into his private office and then explaining plainly the purpose of my visit, letting him know that I understand the advertising game, I asked him to tell me his opinion from my standpoint of two of the four possibilities."

"Why didn't you pump him as to all four?" asked Waters, now thoroughly interested.

"Because I knew he would tell me of every one of the ten leading advertisers in town before I got through with him."

"And he did?"

"Assuredly, and I want to tell you he is a good hotel man, spoke most favorably of every one of them and boosted the town from the time he began talking until about 9 o'clock, when we separated good friends."

"And so you next called on me?"

"Not next. This forenoon I visited each one of the four possibilities—bought this very handkerchief in one store, spent ten minutes or so in each place walking around observing stocks, fittings, clerks and methods, so that I can give a clear description of any one of the establishments from the advertising basis."

"Well, that's a pretty thorough, systematic sort of investigation. Is that all?" asked Waters.

"No," said Fisher emphatically, "I want you to tell me, if you please,

your annual appropriation for advertising purposes."

"Annual appropriation?" gasped Waters. "Why, man, I have no set amount. Some years I spend \$2,000 and sometimes less. One year my advertising cost me \$2,500."

"About what does your average trade amount to?"

"Oh, it varies from fifty thousand to sixty thousand dollars."

"And you should be doing, with your stand—one of the best in town—and your equipment, at least a hundred thousand a year."

"Not in this town. It won't stand for any such business," replied Waters in full confidence that he knew the town better than the advertising man.

And the advertising man came back with: "You're right. The town won't stand for such a business for any merchant who, on a basis of doing fifty thousand dollars' worth of business a year, spends only five or six dollars a day for advertising."

"But I don't want to put all my profit into the newspapers?" protested Waters.

"You don't," answered Fisher. "You get 50 per cent. of your profit through the newspapers. Let me tell you something you don't seem to know: Of the two thousand or twenty-five hundred dollars put each year into advertising fully 25 per cent. goes for naught—programmes, special editions, booklets of one kind and another and a dozen and one useless schemes gotten up in the name of charity, fraternal organizations, churches, and so on."

"How do you happen to know?"

"Because you confessed when we met that you couldn't satisfy yourself as to results. I know the type," replied Fisher.

"Well, what would you suggest?" asked Waters, off his guard for the moment.

"There!" exclaimed Fisher as he began feeling in his inside coat pocket, "it was a long time coming," and handing an unsealed envelope to Waters he added: "Now I am ready to show you my credentials. Look at them, please." Thus delivering himself the advertising man turned his back on the merchant and busied himself looking through the glass door down into the store while his credentials were being carefully examined.

"Say, young man," said Waters after he had read the letter, "I know this house well. Am in there often and have often noted and admired their advertising and wished I might know their method. And here you are."

"Yes, I have been their method for three years and—"

"How did you happen to leave them?"

"Oh, I had words with the son and quit, and the old man gave me the letter you have just read."

"And the old man gave this to you, eh? Well, I'd take his judgment fifty times before I would act on the son's judgment once."

"Good, you're everlastingly sound. The old man knows the business from

A to Z and, up-to-date in every respect, he's a whirlwind to work and a prince as an employer."

"Can you take hold at once?" asked Waters.

"Not just yet. Let me tell you what I must stipulate first: This stand, your position among local merchants and the territory from which you may naturally expect to draw trade warrants the belief that, properly advertised, you can turn over at least \$200,000 worth of business each year."

As Fisher delivered this analysis he kept his eyes strictly upon Waters, who said: "For the sake of the argument we'll admit that to be a fact. What then?"

"What then?" repeated Fisher. "To do this, and I guarantee to do it within two years, I want a salary of \$1,500 and a fund of \$8,500, or a total of \$10,000 to advertise this business the first year. And the second year I want \$11,000—\$1,800 for my salary and \$9,200 to work with. That means about 11 per cent. a year for two years on an average annual business amounting to \$100,000. And if inside of six months I don't demonstrate that you have made a good bargain I'll go to tossing hay and hollering 'whoa' in a livery stable."

"Young man," said Waters as he grasped Fisher by the hand, "you've proved yourself a salesman. You've sold your goods. You may take hold of things at your terms to-morrow morning."

"The old man told me I'd win out," said Fisher smiling.

"The old man?" exclaimed Waters. "Did he know you were coming to see me?"

"Yes. He sent me. Said he knew you wanted a man; wanted to double your trade."

"Why didn't you say so at first?"

"Because I wanted to win on my merits," was the rejoinder.

C. W. H.

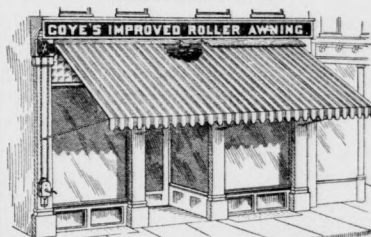
You never know how much patience a man has until he has power over others.

Never is truth more eloquent than when it is sure it can afford to be silent.

Marriage is a gamble when there is money back of it.

Chas. A. Coye

Manufacturer of

Awnings, Tents
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Send for Samples and Prices

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, February 24, 1909

INTERNATIONAL FINANCES.

As everybody knows, our National Treasury is confronted by a big deficit, and within comparatively few months it will become necessary to issue bonds or certificates of indebtedness to secure ready money to meet the Treasury's needs. As the appropriations made by the present session of Congress are fully as large as those made by the preceding session, there is no prospect whatever that the expenditures during the next fiscal year can be brought within the revenues unless some means of expanding the revenues is provided by the special session of Congress soon to meet. While returning prosperity will, in all probability, add somewhat to the revenues from imports and internal taxes, there is no probability that the increase will be anything like sufficient to prevent a deficit.

As there is no means provided in our administrative or legislative system for apportioning expenditures to the extent of the revenue, or, in other words, no means is provided of formulating a budget, there is no alternative but for Congress to cut down appropriations or provide a way of raising additional revenue. As there is no chance whatever of reducing appropriations, it will obviously be necessary to find additional means of providing revenue with as little delay as possible.

Financial embarrassment is not confined to this country, however. Nearly all the principal nations are at the present time struggling with the problem of how to make ends meet. Great Britain is confronted with the necessity of finding about \$100,000,000 additional revenue during the coming year to meet the demands of old-age pensions and naval expansion. There will be no escaping this necessity. Hence the Chancellor of the Exchequer will shortly have to announce the means by which he expects to provide the needed additional revenues. Should his proposals not meet with popular favor he will have to resign, and possibly the balance of the Liberal Ministry will have to resign with him, permitting of an appeal to the electors on this subject

of finances, as well as other burning issues.

Germany is also in the throes of a scheme for greatly expanding revenues by increased taxation. For years a big annual deficit has been met by bond issues, but this method of meeting deficits has piled up such a huge debt that the limit of safety has been about reached. France is also engaged in devising schemes for overcoming a considerable deficit, while Russia has but recently issued a big international loan to make good an excess in expenditures over revenues. Japan's finances have compelled the government of that country to greatly modify its military and naval programmes as well as inaugurate economies in all directions.

We, therefore, have an abundance of company in our national financial embarrassment. Our foreign friends have one advantage over us, however, in having a budget system, whereby expenditures are in some sort regulated according to probable revenues. They also have the advantage of possessing finance ministers responsible to Parliament and the government, which makes their removal prompt and certain if they adopt or propose measures that do not meet popular or administrative approval. A budget system and a responsible Finance Minister are impossible under our system of Government, but there certainly should be some way of balancing expenditures and receipts and avoiding huge deficits that can only be overcome by adding to the national debt.

THE WIRELESS TELEGRAPH.

The bill introduced some days ago in the House of Representatives providing that all vessels carrying passengers and traversing a route 200 miles or more in length must within a year be equipped with a proper telegraph outfit, with necessary operators, has passed the House of Representatives and is now in the Senate.

The demonstration of the value of the wireless telegraph in the recent disaster in which the steamer Republic was lost indicates the importance of compelling all passenger vessels to equip themselves with this important adjunct to safety. It is not, of course, claimed that the safety of the passengers on the Republic was entirely due to the use of the wireless telegraph, but there is no doubt that the ability to notify the nearest shore stations and vessels within a radius of some hundred miles of what occurred, and the necessity for prompt succor, greatly improved the chances of safety and insured beyond doubt the saving of the people on the disabled ship.

It is more than probable that legitimate competition among the steamship lines carrying passengers would have insured the general adoption of the wireless apparatus even without compulsory legislation, as other things being equal it is more than likely that passengers would patronize those ships equipped with the telegraph in preference to others not so equipped. At the same time a mandatory law will hasten the general

adoption of this additional safeguard to life at sea.

There has been no opposition to the law except from a few steamship companies that desired to escape the added expense. The actual expense involved will not be great, but, even if it were, the importance of adding to the safety of travel at sea should outweigh all considerations of expense, even should a large outlay of money be involved.

Next to the forcing of the general installation of wireless apparatus on all passenger ships is the proposed plan to prevent the interference of amateurs and rival telegraph companies. Owing to this interference wireless telegraphy is rendered more unreliable than it should be, and the Government is frequently hampered by this interference in the transaction of public business. When ships at sea are being communicated with the interference of outsiders frequently cuts off communication or so interferes with the transmission of messages that only a very imperfect service is possible. This state of things has become so intolerable that the Government desires the passage of a law which will give it complete control of all wireless communication and fix penalties for such unwarranted interference as is now so frequently encountered.

The main objection heretofore to the passage of a law giving the Government control of all wireless telegraphy has been the impropriety of creating a Government monopoly or of depriving commerce of the advantages of the wireless system of communication. This can be overcome by the Government assuming the duty of transmitting commercial messages for a reasonable compensation. Owing to the very nature of the system the free operation of rival companies and independent operators makes it impossible to properly transmit messages, hence Government control is practically imperative to insure reliable service and the unimpeded use of the wireless telegraph system as a safeguard to life and property at sea.

A notable victory for woman suffrage has just been achieved in Sweden, where a bill has just passed both branches of the Diet extending the suffrage to all citizens without distinction of sex. This means universal suffrage and establishes the political equality of women with men. Sweden is not to-day one of the great nations of the world, but it is an independent power and an important one. Its people are intelligent, there being very few illiterates among them. They have been classed as conservative and as inclined to adopt few radical departures. The decision of their Diet to give women the ballot is thus all the more impressive. In the United States the progress of the woman's suffrage movement has been very slow. Only four states have granted women the right to vote. The agitation on the subject, however, continues active and there is no doubt that when it appears that a majority of American women desire to have political powers bestowed upon them they will not be denied.

HYDRO-ELECTRIC SITUATION.

There are abundant evidences now visible in this country that the electrification of through main lines of railway may be accomplished at an early day, and not only that, but that such equipment will give larger results in the way of net earnings not due to economies of management but to receipts. This idea, practically unthought of until within the past twelve months, is being very clearly and forcibly impressed upon the minds of railway magnates by revelations made in the electrification of the New York & New Haven Railroad.

In 1902, it will be recalled, the Legislature of New York passed a bill and the Governor of the State signed the same, compelling the operation by electricity of all trains passing through that part of Manhattan south of the Harlem River occupied by the tracks of the New York Central, the Harlem and the New Haven roads. Some years before this the city of Baltimore had acquired the operation by electricity of all railway trains utilizing the tunnel through that city. And so the electrification of the approaches to the Grand Central station in New York was begun. About the same time, too, there was well under way the marvelous problem of submarine and subterranean tunnel entrances into and through Manhattan Island to Brooklyn and Long Island, which has been practically solved by the Pennsylvania Railroad. Meanwhile, also, sixty miles of railway in the State of Washington had been electrified and over it by the use of electricity alone heavy freight and passenger trains were being regularly operated.

It is now practically assured that electricity applied to the operation of heavy trains on through main lines of railway will render uniform and reliable service at less cost relatively than steam service.

And one of the most impressive near-at-home evidences that this assurance is being accepted at par is the indefinite, intangible but constantly appearing claim that the Michigan Central and the Lake Shore roads—of the New York Central lines—are already largely represented in the ownership of various water power facilities in Michigan. Hydro-electric power is now classed as one of the most valuable assets obtainable and, this being admitted, it is beyond question that with the successful operation of long main lines of railway by such power the railways have not lost sight of the relation between the two essentials.

The Canadian government has established in the Yukon country a rule by which water powers may be leased for twenty years, at the end of which term the property returns to the people to be again leased at whatever terms they may dictate. Some such permanent control by the Government of available hydro-electric power possibilities is contemplated as one of the recommendations to be made by the National Conservation Commission.

MODERN REPUBLICANISM.

It is not too much to say in these later times that the monarch and the monarchy behind him are seeing strange sights and learning unexpected lessons from the long despised republic that contrary to all hope and beyond all expectation is living and thriving and, without making any fuss about it, is teaching the kingdoms of the earth how to do the same. It is hardly necessary to say that the teaching or the lesson has been attended with pleasure on either side of the teacher's desk. It is all very well in the nature of things that the parent should instruct the child, it is also all very well, although contrary to the nature of things, for the child to "turn to" and instruct the parent; and it is painful to state that this last condition of things is never looked upon with composure when the child finds it necessary so to instruct the authors of his being; and when lately the child was compelled by necessity—the first law of Nature—to assume the role of instructor, the class on the benches has shown little inclination to hear and especially to heed the wisdom of the babe and suckling which the old home has reared.

One of the first lessons and, it seems, the hardest for the Old World to learn is that a neighbor has rights which his fellows in his immediate vicinity are bound to respect. For nobody knows how many years Spain set up a pesthouse in Cuba and supplied the home market with the yellow fever. There was no doubt as to the quality or the quantity furnished, and so long as Spain appropriated the whole of the supply it was meet and right for the Spanish nation to live and die with the yellow fever if it so desired. It was found, however, that that part of the ocean fence separating the island from the territory of the United States was not sufficient to shut back the dreadful disease, and with the entire Gulf coast exposed to the fever's ravages it became incumbent upon this Government to protest against the Old World's tolerance of the death-dealing pestilence, when it was calmly informed that Cuba's disease was incurable and that the United States with the rest of mortality would have to submit to the unsuitable. So Cuba lived and fed its graveyards and Yellow Jack, as certain as the certainty of the coming summer, proceeded to go into business in the Gulf States, bordering the coast. Then the Maine was blown up, then San Juan was scaled, then the be-draggled remnant of the once leading power of Europe was driven from a continent it had abused and disgraced, and the Spanish Possessions of America passed under the control of the American "pigs."

Here the lesson of the republic began. "Cleanliness is next to godliness" was its text and Cuba for the first time in its history not only washed its face, but treated the rest of its organism to a bath. Sanitation became a compulsory object lesson. The mystery of the sink-drain was explained. Filth, the parentage of

pestilence, was exposed. The death-dealing germ was brought to light and the death-carrying insect was hunted down and destroyed. So Cuba, the Queen of the Antilles, purified, came again into her own. The yellow fever, a terror no longer, has left the Island the "Paradise" it used to be before European monarchism cursed it, and to-day, cleansed and cured, she is telling Spain and her sister kingdoms what a republic—The Republic—has done for her and that the lesson thus learned is a lesson which no nation can afford to neglect.

The other day London was treated to a sample of Russian revolutionary methods. Born and brought up in an atmosphere as full of political malaria as Cuba was of yellow fever, two Russian bandits broke loose in London, killing three and wounding twenty-one before they were finally overpowered. The United States is full to overflowing with undesirable men and women, wholly unfit for citizenship. They can neither read nor write. The only law they know or care to know is the law of violence, which they intend to carry out according to their own sweet will. Unsanitary to the very verge of pollution, they live only as animals live and die as they have lived, breeding pestilence. The result of centuries of this kind of existence, they know no better; and the question finally comes, Where is the end of all this? Judging from what has been done so far, the only answer seems to be, that it never will end until republicanism, our Republic, if it is proper to say so, shall assume the task which seems to belong to it: to teach these peoples what life is and how to live it. If, as is evident, the Old World civilization is unequal to it, it is just as plainly evident that ours is, and that here in America is the only place to do it. The leading drawback will be found in the unwillingness of the Old World to come to school to learn in the New; but it is safe to say that until that unwillingness is overcome the task of republicanism will remain undone. In the meanwhile it is a matter of much concern whether monarchy shall be allowed to consider the United States as its back alley and so make it the dumping ground for its riffraff, moral and mental and physical.

It may be well enough to remark that this country has not been over anxious to take its place behind the teacher's desk, and not until the assuming of that task became compulsory did the duty of it dawn upon its mind. That it had to fight for its existence counted for nothing; national life comes into the world that way. That its fists must sustain a wholesome respect for that life was a matter of course; but when, this point attained, the little Western-wafted Anglo-Saxon began to show a better way for doing everything, there was a difference, and the old folks took to the recitation benches from mere curiosity and amusement. "Might doesn't make right and victory isn't always with the army that carries the most guns. Look up 1776

and 1812," was the first lesson. "In the midst of a 'mile' attend strictly to business and, as strictly, take care afterwards of any insults offered by other individuals looking on. Vide the affair of the Trent and the shooting of Maximilian in Mexico," was the second lesson. "It is simple meanness for one nation to kick another when it is down. 'Kindness is better than violence.' Reread the account of the 'Open Door' and the remitting of the unpaid Boxer indemnity. Finally, class, commit to memory the Golden Rule as the basis of all international relations and make yourselves familiar with Mr. Secretary Root's policy in Latin America. You are excused."

Let us hope that, the task done, the lesson will not be lost.

A PLAIN FAIR DUTY.

Twenty-two years ago the Grand Rapids Board of Trade was organized, having for its chief purpose the promotion and conducting of propaganda in behalf of the improvement of Grand River from Grand Rapids to Grand Haven. Ever since the organization has been in existence it has preserved its River Improvement Committee and, as a result, appropriations aggregating about \$300,000 have been awarded to the project in question.

Transportation conditions in 1887, both as to water transportation and transportation by rail, were very different from such conditions to-day, and industrial, commercial and agricultural conditions then and now differ materially. The population of Michigan has increased over 60 per cent. in twenty-two years.

Therefore, it required twenty-two years of experience to demonstrate the fallacy of shallow draft steamboat navigation; to prove that it is impossible for any boat capable of carrying less than 500 tons of freight at a single load to successfully compete with steam railways in freight carrying.

Now comes the River Improvement Committee of the Board of Trade with a purpose in harmony with present day conditions; an object perfectly in accord with not only a national but an international policy; a policy which already has the approval of our own Government and of the governments of Canada and Mexico.

For these reasons the Board of Trade should place itself in a body behind the purpose in question—a purpose born of twenty-two years' experience and brought into life by the Board of Trade. Authentic authority has declared to the Grand Rapids Board of Trade that a deep waterway from Grand Haven to Saginaw Bay is not only feasible but that it would follow the most practicable inland route available between Lake Michigan and the Lower Lakes.

Let this advice be confirmed as soon as possible and beyond all question, that the recommendation may be ignored if it is proven incorrect; or, on the other hand, if it is found to be correct, that the proposition may speedily be carried to full realization. Now is the time to get very busy, and the originator of the idea, the Grand

Rapids Board of Trade, is the organization that should prove its rectitude in the matter.

AN INSURGENT INDEED.

Michigan's junior United States Senator, William Alden Smith, is credited with being a member of the insurgents' portion of the Senate.

The idea that any number of United States Senators are entitled to arrogate to themselves the right of supreme control of that body is un-American, basing the claim as they may. True, length of service, mental qualifications, forensic ability, legal skill and judicial temperament are valuable resources. Age deserves and receives adequate and courteous distinction, and experience, purely on its merits, counts for much.

But when a United States Senator notable chiefly for his lineal connection with the culture of Boston, his always perfect grooming and his square jawed, bull-dog shaped head attempts to lord it over an equally able United States Senator, no matter what constituency he may represent, then, naturally, there is "something doing."

And this, too, even although the Back Bay Senator was a classmate of President Roosevelt and is a close personal friend thereof.

To become an insurgent, as is understood by Michigan people a man must rebel, become a traitor to his country, his home state or his home town.

And basing their opinion upon Senator Smith's record in Congress, both in the House and in the Senate, he has done none of these things. That Senator Smith does not like the manner, the voice or the hair cut of Senator Lodge is merely amusing. That Senator Smith does not consent to a financial scheme proposed by Dictator Aldrich, and that, by his able and dignified opposition, the scheme was killed by Senator Smith, are both amusing and intensely satisfactory. Such an achievement surely does not constitute mutiny.

That Senator Smith sees fit to protect the rights of citizens of Michigan to water power holdings at Sault Ste. Marie, just as the rights of citizens of New York State to the waters of Niagara River are protected, appears to the people of Michigan and to all fair-minded men exactly the thing to do, and to do in spite of United States Senator Henry Cabot Lodge, the eminent.

When a man's faith makes him superior to moral obligations it is well to keep his works under legal limitations.

There are many who can not bear to see a mouse killed who are experts at stabbing one another in the back.

It's often our failings that hold our friends, but we do not need to multiply such anchors.

Many a pleasant flow of language is interrupted by an idea.

Conscience is simply our sense of moral social responsibility.

MEN OF MARK.

Dr. John R. Bailey, Veteran Merchant of Mackinac Island.

John Read Bailey descended from American stock and was born in New York City, July 23, 1833, being the oldest son of the late Captain Joseph H. Bailey, of the medical corps of the United States Army. The period intervening between 1834 and 1850, except that portion marking the Florida and Mexican wars, was spent by the father at military posts in Arkansas and the Indian Territory, but the family lived on a plantation near Fort Smith, Arkansas, where the subject of this sketch attended the public schools and Saint Andrew's Catholic College. During 1850 and 1851 the home of the family was at Madison Barracks, Sacketts Harbor, New York, and from 1852 to 1854 residence was enjoyed at Mackinac Island, Michigan, where the Captain had been assigned to duty.

At an early age John R. elected the career of medicine, and was graduated from the medical department of the University of Michigan March 30, 1854, about four months prior to attaining his twenty-first birthday. He was immediately appointed Acting Assistant Surgeon in the United States Army at Fort Mackinac, and Indian Physician to the Chippewa and Ottawa Indians at the Michilimackinac Agency. Since 1854 he has served as Post Surgeon at Fort Mackinac no less than twenty times. He was also stationed at Fort Hamilton, New York, in 1856, and at Fort Snelling, Minnesota, during the Indian War in 1857. He subsequently entered private practice on Mackinac Island, but at the outbreak of the Civil War formed a company of Infantry, and in June, 1861, offered his services to Governor Blair, expressing willingness to wield musket, sword or scalpel. His proffer was accepted, but the trend of events changed his plans and rendered necessary a sojourn in Saint Louis, Missouri, to afford a beloved mother assistance in influencing his father and brothers to espouse the cause of the United States Government. As a result, father, four sons, and two sons-in-law served, with commissions, in the Union army, Dr. Bailey entering the conflict as Assistant Surgeon of the Eighth Missouri Infantry Volunteers, but his rank was soon raised to Major and Surgeon, and later he received promotion to the Brevet Lieutenant-Colonelcy of United States Volunteers for meritorious and distinguished services in the field, the honor being conferred by act of Congress. During the first year of the war he organized the New House of Refuge General Hospital and commanded the post bearing the same name, in Saint Louis, Missouri. As the contest progressed he became the recipient of many titles, the most noteworthy being Surgeon-in-Chief and Chief of the Operating Corps of the Second Division of the Fifteenth Army Corps; Chief Medical Officer on the Staff of General Morgan L. Smith, General Lewis Wallace, General Giles A. Smith, General Joseph A. J. Lightburn, General David Stewart, General

William T. Sherman, and General Frank P. Blair, Junior; Surgeon in charge of Special Field and General Field Hospitals at Fort Donelson, Shiloh, Russell's House, Corinth, Memphis, and Vicksburg; besides Special Medical Purveyor to the Army of the Tennessee in the Field at Chattanooga.

In civil life he has likewise served his fellow-citizens in official capacity. He has twice been President of the village (now city) of Mackinac Island, once by appointment and once by election. For years, until recently, he was a member of the Board of School Examiners of Mackinac county, besides holding various other minor offices, and is at present a member of the Mackinac Island State Park Commission.

He had sole charge of a bill relating to the fisheries of the Great Lakes from Duluth and Chicago to the Saint Lawrence River, which was eventually merged into a treaty with Great Britain.

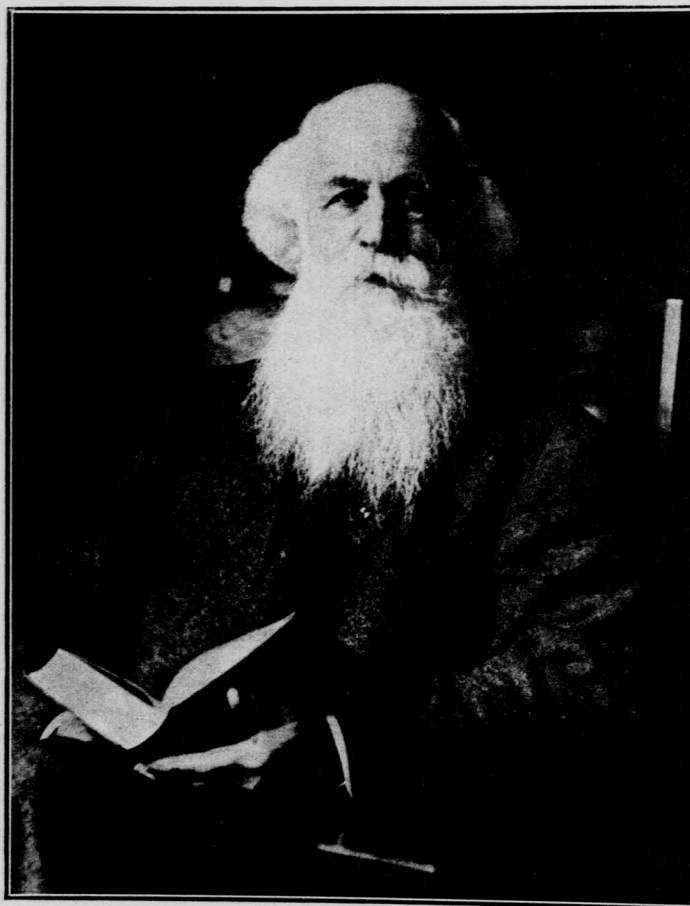
While the doctor has not been a prolific writer, but rather a worker, he has nevertheless prepared a number of important medical and historical papers which have attracted considerable attention, notably "Beaumont—Army Surgeon;" "A Memoir of Pere James Marquette;" "The Legend of Michilimackinac," which was prepared at the request of General Winfield Scott Hancock, Commander of the Military Division of the Atlantic, and "The Province of Michilimackinac," an illustrated article contributed to the thirty-second vol-

G. A. R. He is a member of Loyal Legion of the U. S. and was the first President of Chippewa County Medical Society, comprising the physicians of Mackinac and Luce counties. Dr. Bailey is an honorary member of the Michigan State Medical Society and the Upper Peninsular Medical Society, a life member of the Loyal Guard and a member of the American Medical Association and Rol lof Honor of the University of Michigan.

Notwithstanding a very strenuous career, Doctor Bailey has found time to devote to the religious side of life. He was blessed by the birthright of Christian parentage and is a believer of the Episcopal persuasion. Most of his relatives are members of this church, and a nephew, Right Reverend G. Mort Williams, is Bishop of Marquette, a diocese named in compliment to the missionary explorer. The doctor has been identified with church progress from early life, and has received some of the honors bestowed upon the elect, having for years served in the capacity of senior warden, and is now lay reader, an honor conferred upon him over forty years ago by Bishop McCoskry and continued by Bishops Harris and Davies.

Although presenting a serious expression of countenance the doctor has a humorous vein coursing through his anatomy, and his faculty of provoking mirth is a happy characteristic. He is charitable, liberal in his views and pays homage to merit. He does not believe in extracting fame and glory from ancestral skeletons to offer as bounty for recognition in the social realm, but judges personal worth by the kind of noise an individual is making in the world. He is not satisfied with merely being good, but strives to be good for something. The world has been enriched by his presence, and the influence he is exerting for good will surely be accorded par value at the goal of human destiny.

No man's quarrel is good enough to make your own.



Dr. John R. Bailey

The doctor has been twice married and is the father of four children by his first wife, three of whom are living—Matthew G., pharmacist; Guy G., physician; and Jennie B. (Mrs. Clow), physician. His first helpmate was Miss Sarah Gray, of Mackinac Island, who became his bride in 1858 and died in 1876. Five years afterward he married Miss Mary Ette Marshall, of Jefferson county, New York, who is still living.

As physician, soldier, and citizen, Doctor Bailey has lived an active life. The major portion of his energy has been expended in alleviating suffering humanity, but a goodly amount has been invested in projects aiming for the betterment of municipal and commercial conditions. He was the originator of five bills contemplating the improvement and embellishment of Mackinac Island and vicinity, all of which were passed by Congress.

ume of "Michigan Pioneer and Historical Collections."

Dr. Bailey opened a drug store, in which he also carried a general stock, on Mackinac Island in 1854. When the war broke out he turned the key in the door and went to the front, taking up the work when he returned from the South. The general merchandise business was afterwards discontinued, but the drug business has either been continued by Dr. Bailey alone or by his son, Matthew G. Bailey, who now conducts the business. It is claimed to be the oldest drug house in the Northwest. It is also one of the drug houses that has never failed.

Dr. Bailey has been an active man all his life, socially, politically and fraternally, and has had many honors thrust upon him. He is a third degree Mason and Past Commander of Wm. M. Fenton Post, St. Ignace,

Grand Rapids Floral Co.

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ILLUSTRATIONS OF ALL KINDS
STATUETTE & CATALOGUE PRINTING
GRAND RAPIDS, MICHIGAN.

BEATING DOWN.

Dealers Don't Enjoy Customers Who Practice It.

Written for the Tradesman.

I am a clerk in a local store and my department is ladies' knit shoulder shawls and so-called fascinators and "throws" or scarfs for the head.

I have some customers who are very nice indeed. They are always polite. When they come to me they tell me just what they want and I find what coincides, as near as I have it, with their expressed desire. Sometimes what I carry in stock does not seem to be quite as elaborate as a patron would like. In that case I offer to try and secure something that I know will satisfy her, and state that if the article is not what she requires she will be under no obligation whatever to take it. Almost any lady is willing to have me order merchandise for her under these conditions. Generally she is pleased with the goods when they arrive. Of course, if she can't wait for a shawl or what-not to arrive the sale is all off and I must see the customer march out of the store on a "still hunt" elsewhere.

Nobody in the clerking occupation enjoys waiting on anybody who possesses the disagreeable habit of "beating down"—for it is a habit in most instances. If a lady—most of the buying is done by women—can not afford to pay the price at which an article is marked to be sold, or for any other reason does not wish to pay so much, that is her own business, and in this premise she has a perfect right to state to the clerk that she will not pay so much and will look elsewhere in an endeavor to find what meets her necessity. If the clerk then "comes down on the price" that is his lookout, and fortunate for the one on the other side of the counter. But there is another sort of party—the one who, no matter how cheap an article may be held at, and no matter if it does come within her means, invariably, as soon as she hears the cost-to-her, begins to cry down the quality of the goods at which she is looking and haggle over the price. If this happened once in a great while with her it would not be so very reprehensible, but when all the clerks who wait on her experience the same difficulty in every transaction in which the woman is concerned it gets to be an "old story" and altogether "too much of a good thing."

Often this state of affairs happens in regard to the wife of a reputedly wealthy man; a man who stands high in the community—an exponent of the strictest probity. But here appearances are not to be judged by, they are deceitful, for many a man who has a reputation among his fellows for absolute honesty of purpose is stingier'n the Devil—pardon my French!—with the woman whom he "endowed with all his worldly goods" when he led her to the altar. But since that more-or-less auspicious occasion he has acquired a thousand times the amount of the "worldly goods" with which he "endowed" the "woman in the case," and

in his own mind he does not intend that she shall "get her paws" on any of that accumulation, and so holds his wife down to a mere pittance. Like Edmund Russell told about, such a husband should be compelled by law to toss whole handfuls of silver out of his window every day where the street urchins would gobble up the shining pieces, so that there would be no income accruing from the enforced broadcasting.

So I repeat: It may not always be a woman's fault that she is the picture of closeness to trades-people.

But the woman I had reference to is not situated so deplorably as the consort of the rich but penurious man I mentioned. She is the one who, able to pay the price asked, always attempts to get it lowered.

One time I thought I would—just for the fun of the thing, and to find out the true status of a certain customer's apparent indigency—set a trap for her unwary feet. I had it arranged with the proprietor and the cashier—I was working in a country town then—that the next three times that the woman came in the store I should ask a ridiculously low price for everything for which she enquired. So on the succeeding trio of visits I charged her exactly cost price for every blessed dud she bought! She whined over the money to be paid out for every item she purchased, just as I expected her to do. I showed up matters to the proprietor and the one presiding over the destinies of the cash register, and after that the woman was never favored a particle in her trading. We had found her out for an old fraud. And she was well-to-do at that. There was not the ghost of a reason that she should not pay the prices at which we sold goods. It had merely become a habit with her to try to "beat down the storekeeper."

Such people are very disagreeable to do business with and the average merchant had "just as soon" not have them on his list of regular patrons.

T. I. S.

"Easy Going" Trait Often Cowardice.

There is a type of man, old and young, who temperamentally is of the "easy going" disposition. He may show the characteristic through laziness, mentally and physically, or because of an inherent good nature. He may yawn to himself and ask, "Oh, what's the use?" or he may, out of his sunny disposition and dislike of trouble, shoulder responsibilities and blame that are not his and try to preserve his innate good nature in the face of his unjust loads of censure.

But how much of this "easy going disposition" in either type of man is a virtue? How much of it, in reality, represents a form of cowardice? How much of it in the aggregate of life and living is a bald, flagrant vice?

In the boy at school who is disposed to run with complaints and tale telling to his teacher, this "snitching" calls for the loudest condemnation of his fellows. Whether his complaint be just or unjust, the practice is vicious in the school boy's ethics. But in the evolution of these ethics, what

was the basis for them? Simply in the retaliatory, "You tell on me and I'll tell on you!" And, further along in the evolution the threatening, "You tell on us and we'll all punch your face."

Tattling to the detriment of another person is indefensible. But for one to withhold the truth which clamors for the telling, even if that truth be in protection of the one who tells it, is it justifiable?

"What have I done? What have I left undone?"

Here are two introspective questions which, if answered honestly and without favor to himself, must be the gauge of all that the worker is accomplishing for himself and for society at large. These questions, answered truthfully to himself, must measure the young man's chances for a successful life.

But the silence of lethargy or misplaced sentiment is the man of mere "easy going disposition" at the best can stay only for awhile the inevitable end of those dishonest ones who would shift the burden of responsibility upon him. In the meantime that ledger account of the faithful, honest worker may be out of balance beyond the power of readjustment.

In my observations the only true course for the man of honest work and purpose is to keep clear tracks behind him. Walking in the open, he can have no cause for devious, tangled footprints marking his progress. There is no selfish reason within him prompting him to threaten against "snitching." Why should he enter into the offensive and defensive alliance out of which these false ethics, discounting truth, have sprung? To do so is to compromise with all that wars upon the right. As a man may be better for concession to the weakling, calling for his sympathy, so he is the worse for compounding with the dishonest one who would shoulder shortcomings anywhere that they might be unloaded safely to himself.

That individual, or that opinion to which the shirking one would put up the false front of virtue at the expense of another, must be an individual or an opinion vested with a certain right of enquiry. "Why did you do this? Why didn't you do this?" These are the questions which the dishonest one would shift to an-

other for answer. To the one who assumes the obligation of an answer, directly or indirectly, the charge of false posturing must apply. And of greater significance is the fact that with this false assumption of false obligations on the part of another, the disposition of the dishonest one is to presume more upon his victim's weakness. The conscientious, easy going one becomes the tool of the designing man.

"That was not Jones' fault," volunteered the honest Smith in the face of enquiry! "the blame of it rests on me."

Shall one wonder that both Smith and Jones are the better for the situation which calls for such a speech?

Or that Jones and Smith mutually would be the worse if out of such a situation Smith had retained a coward silence? John A. Howland.

Helping Him Out.

"Let me see now," mused the absent-minded man, as he stood at the counter in the candy store with a faraway look in his eyes. "What was it I came in here for?"

"Was it a tack hammer?" asked the young woman, who had come forward to take his order, with a sly wink at the other clerks.

"No, it wasn't that," he said.

"Or a pumpkin pie?" she suggested.

"No."

"Maybe it was a pound of tea, or a ton of coal?"

"No, I'm sure it wasn't those. You see, I had a list of things my wife wanted me to get, but I have carelessly lost it. What was it now that I came in here for?"

"How about a lawn mower?"

"No, I bought one yesterday."

"Or a mustard plaster?"

"No."

"Or a bottle of ink?"

"No."

"Could it be possible that you came in here for some candy?"

"Ah! that's it—that's it!" he gleefully exclaimed. "Yes, I want two pounds of chocolate creams, and I thank you very much for helping me out."

And the absent-minded heaved a sigh of relief as he went on his way with the purchase.

Sin has no power over the life when it has no partners in the heart.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

WASHINGTON'S FAME

Really Rests on Keen Sense of Business Values.

Written for the Tradesman.

"George Washington," observed Herndon, standing before a lithograph of the Father of his Country, "would have made a pretty good druggist."

"What's the answer?" asked the rattle-headed clerk.

"Well," replied the druggist, "he wasn't a quitter. That's a sure thing."

"N-o-o-o," said the clerk, reflectively, "but do you think any human being could ever be as wise as Washington looks in that picture?"

"Another thing," continued the druggist, "he knew enough to keep his mouth shut most of the time."

"He swore at General Lee once," ventured the clerk with the new brass ring.

"And," continued the druggist, "he knew humanity well enough to keep it off at arm's length. No one ever knew what was going on under that front of his. He wasn't a mixer."

"N-o-o-o," admitted the rattle-headed clerk, "but do you believe that yarn about the cherry tree? If that is true, he surely let his talker get away with him for once."

"Now, here are three qualities," resumed the druggist, "which you young fellows who want to direct the affairs of the solar system may well imitate. Get a life of Washington and read it."

"What three?" asked the clerk with the new brass ring.

"Bunch 'em," said the rattle-headed clerk.

"Truth."

"Got it!"

"Silence."

"All right!"

"Dignity."

"Three," counted the rattle-headed clerk, "count 'em, three!"

"Dignity," said the clerk with the new brass jewelry, "I should say so. If he had held silent converse with the Sphinx for six thousand years he couldn't have got on a better front than that."

"The business value of the three qualities," resumed the druggist, ignoring the trifling remarks of the clerk, "is incalculable. These three things, truth, silence, dignity, constitute a capital greater than that controlled by the Steel Trust or the Standard Oil Company."

"I'll take the scads," observed the rattle-headed clerk, "and let John D. take the qualities."

"Tith!" said the clerk with the new brass ring, "he has the qualities and the scads also. You can't fool John D."

"If a merchant always tells the truth," the druggist went on, "he'll have the confidence of the people of his town. If he has the confidence and respect, he'll get the trade."

"If he always tells the truth," put in the rattle-headed clerk, "he'll keep a lot of goods on his shelves all his life—the same old goods, I mean."

"Oh, he doesn't have to say that the goods are sure-cures, or absolute-

ly pure," said the clerk with the new brass ring. "He can just say they are the best he can get."

"And that ought to be true," said the druggist. "He ought to get the best in the market."

"What's all this got to do with the Father of his Country?" demanded the rattle-headed clerk.

"If a dealer has the gift of silence," resumed the druggist, "he won't be saying things for a lot of rubber-necks to repeat, not exactly as he said it, but enough like to make trouble."

"Gift of silence is good," exclaimed the rattle-headed clerk, "I'll remember that. It seems to be natural for some people to be as careful of their words as they are of their dimes. I wish it was me! If I can't find a person to talk to, I'll go out in the store room and talk to the patent medicine cases."

"That's no dream!" shouted the clerk with the new brass ring. "He's about talked the face off Lydia Pinkham!"

"And dignity," continued the druggist, "dignity shuts a man up in a case, so the people won't wipe their shoes on him."

"A dignified fellow," cut in the rattle-headed one, "makes me think of a life of Sir John Franklin I used to own. That book was so cold that it used to be kept in the refrigerator whenever the ice gave out. I know a fellow so dignified that he'll freeze ice cream on a hot roof in August."

"If you pass it to me," said the other clerk, "about all the dignity of the human family is centered in fellows who take pride in their whiskers and get a stipend of about nine dollars a week. Some of the real dignified ones I have known got only seven, but most of them get as much as eight."

"And he had dignity," continued the druggist. "He held every one off at a distance. Now, boys, it isn't the natural inclination of a fellow to tell the truth when a lie will boost him in the world, or remain shut up like a clam when his brain is swarming with ideas seeking an airing, or to wrap himself in a mantle of dignity that shuts him out of the breasts of those he associates with."

"It is natural for a man to shade things so as to get gain where he can, to laugh and chin with the boys when they sit around on soap boxes at the corner grocery, to slap a friend on the back and call him Old Sox when he meets him. It isn't the instinct of a human being to be a clam."

"Then what's the use?" enquired the clerk with the brass jewelry. "Why not play the cards as they come?"

"Because," explained the druggist, "all these things, truth, silence, dignity, have a mighty business value, and Washington knew it. I don't believe there was a person in America who knew Washington, unless it was his wife. He saw what he had to do to become the Father of his Country, and he did it. And it is a mighty good thing that he had the nerve and the power of repression to do it."

"I guess he wasn't the only one," said the rattle-headed clerk.

"Washington had his troubles, just as Lincoln had," said the druggist. "The Continental Congress nagged at him, and wanted to know why he didn't go on to Richmond, or something like that, and the other generals knocked him, and knocked him good and hard. He was shy on money, and clothing, and grub, and popular appreciation. Now, if he had trained himself to a love of popularity, got where he'd have died at kicks and cuffs, he would have weakened under all this."

"But his knowledge of the business value of truth, silence and dignity taught him what to do. I don't think George would really say the words, but he knew in his own mind where these critics and knockers might go. He didn't ask Providence to protect him from the stings of the snakes about him. He just asked Providence to teach him not to care, and that's the way it came out of the box."

"And you think that our George was playing a part all that time?" asked the clerk with the new brass ring.

"I think he forced himself into the line of conduct which he believed would win," replied the druggist. "He saw the business value of the things we are talking about and adopted them as rules of action."

"And you think it was his real inclination to tell little white lies to Martha when he had been out late to the lodge, or to the man he traded horses with when his own nag balked?"

The druggist laughed and remained silent.

"And you think he'd rather have been sitting on a nail keg in the corner store, swapping fish stories with Sile Coons than standing up in a boat with his arms crossed, having his picture taken as he crossed the Delaware?"

"I don't know what his inclinations were, or what form his dissipations would have taken," replied the druggist, "but I am satisfied that Washington had a perfectly disciplined mind, and that he was next to his job of self-repression every minute of the time. Man is a crude animal. He isn't fit to live in groups until he is trained and disciplined. The difference between a man and an animal is discipline. Washington represents the highest type because he was disciplined and knew the business values of truth, silence and dignity. Go and get a life of the man and study it."

"You may be right," said the clerk with the brass ring, "but you can't make me think a man with that elevation would rather hide behind a fence and trip up the delivery boy when he comes along with a basket of eggs than to pose as a Sphinx and be the Father of his Country."

"If the fellows who think of Washington only in connection with the cherry tree would imitate the three qualities which he possessed, truth, silence and dignity, and add to them a determination to be a trained and disciplined person instead of a wild

animal with two legs, they would advance faster in society and on the payroll," said the druggist.

Alfred B. Tozer.

Show Him How.

When you find a clerk in your store who has badly mixed things up for you, either in making a sale or handling a complaint, don't fly off and get mad and bluster about. Keep your temper and ask the clerk into your private office or take him out to lunch and talk it all over with him. Show or tell him how it ought to have been handled and then give him a chance to do it right the next time. If, however, he continues to show lack of judgment, he is hopeless, and you may as well let someone else train him. You will find, in the majority of cases, your man will improve and develop if given the right chance. There are, of course, some clerks who will not be shown, but the majority are among those who would appreciate and profit by a kindly word of advice. Many clerks who have been developed in this manner eventually become your most trusted and best men, and this method will help wonderfully in building up your organization. After all, a clerk is not supposed to know everything about selling or store management, and because he claims to be a clerk he should not be held responsible for all the details of your store policy. Be patient at the start and show him how. An employer who can command both the esteem and respect of his clerks can always get better service, more of it, and at less cost than one who fails in this respect.—Hardware.

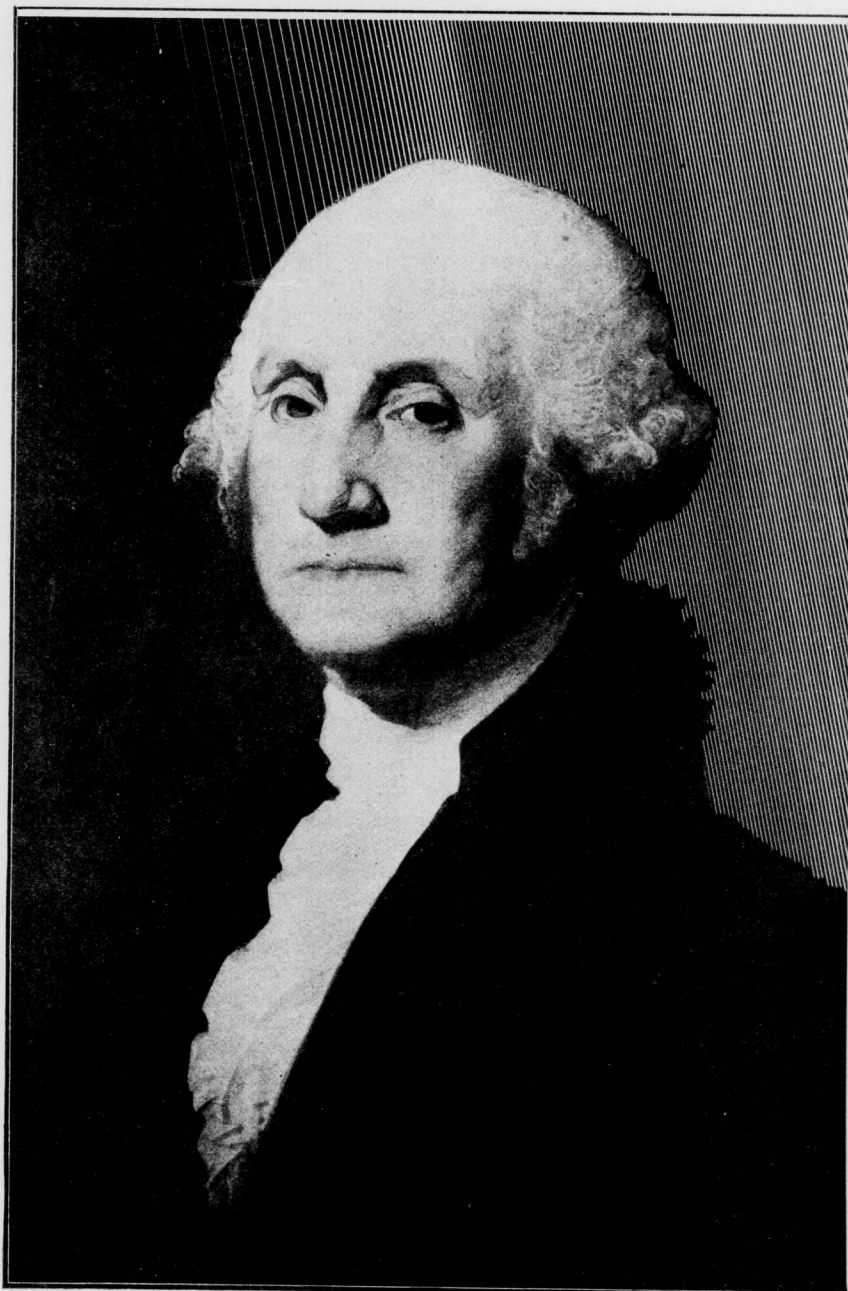
France Makes Unbreakable Glass.

Unbreakable glass is appearing in Baccarat, France, which has produced glass chimneys of remarkable properties for lamps used in coal mines containing much fire-damp. Ten of these chimneys were placed in water, slowly heated to the boiling point, and then plunged into water at 59 degrees Fahrenheit. None of the chimneys cracked. In another test a chimney was applied to a burner, the flame of which completely filled it. The fire was made exceedingly hot by using gas at a pressure of two inches of water and by placing other chimneys above and below the one on trial, and separated from it by rings of asbestos, thus making a tall compound chimney and a powerful draft.

Of twenty chimneys tested not one broke during five minutes of this heating, or during or after cooling. The Jena glass which is used for similar chimneys and has given less satisfactory results is slightly alkaline. The Baccarat glassmakers tried to increase the elasticity of the glass. They accomplished this by adding magnesia and oxide of zinc to the ordinary crystal glass.

Nothing indicates the wise man better than the smart things he does not say.

Bearing hatred is a good deal like carrying vitriol in a mighty thin flask.



George Washington 1732-1799

THE FAILURE OF SUCCESS.**Popular Conception Not the Proper Standard.**

I am a strong admirer of success, but not in the popular conception, which estimates it merely from a monetary standard. Emerson says: "Talleyrand's question is ever the main one: not—Is he rich? Has he this or that faculty? Is he of the establishment?—but, 'Is he anybody? Does he stand for something?'"

This is the question which is the comprehensive enquiry of a man's life—Does he stand for something? Does he represent honor, truth, manhood, is his name synonymous with integrity and square dealing, and is he entitled to the respect and confidence of his fellow men?

The man who has no money may be poor, but the man who has nothing, or, rather, the man whom the money has, is the poorest thing in the world.

The man who has nothing but money to leave behind him should be ashamed of his life and afraid to die. Better be a man rich than merely a rich man.

Character is the standard of a man, not gold and silver. Nor can the attainment of an end or aim, the fulfillment of a desire, or the realization of ambition be termed success. Would you call a horse jockey a success because he can get his horse a length ahead in a three mile course, keep his advantage, and come under the ribbon a winner? No doubt he gets big money for his skill in steering the animal to victory; but it is really the horse that wins. Would you call the promoter of some gigantic scheme to fleece the public a success, who clears out with millions, while the poor dupes he had inveigled into it were ruined? Surely such success can not be the goal of a self-respecting man; decency despises it and honesty shuns it.

Success lies not in getting what you desire, but in achieving that which will elevate and ennoble yourself and at the same time confer some benefit on your kind—a success which will be measured by the contribution to the world's welfare and happiness. The personal worth of any one consists in the good he is able to do to others; if he lives only for himself he had better be dead, as far as the world is concerned, for he contributes nothing to its progress, only takes from it by a selfish existence.

There are many who by self-denial, compassion, patience, benignity, charity and love enrich the world silently, unostentatiously, and pass on to an eternal reward without any temporal acknowledgment, forgotten in death, while the millions are fawning in servile sycophancy on some captain of industry whose wealth is not enriching the world, but rather making it poorer by depriving those who would use the money to good advantage.

Money is often squandered on frivolous pursuits. Plutocrats are lavishing millions on women of society whose fads are to give monkey dinners and drive goose tandems to

fritter away their time and draw the attention of the crowd for the passing moment. Such women have wealth heaped upon them, but who would be rash enough or foolish enough to call them successes?

Contrast them with the Salvation Army lasses and the Sisters of Charity—good women whose lives are a litany of love and service, who go down to the depths and try to rescue fallen humanity and bring it up to the sunny heights of hope and usefulness. Such women are making the world brighter and better and they are respected everywhere they go, for all know their mission of self-denial for the lifting up of the unfortunate. Their success is not measured by money but by the amount of good they can accomplish in the world.

What the multitude is pleased to call success the individual may regard in a different light. Oh, if you could only follow our "successful" speculators and depredators into their secret chambers, where their hearts weep alone and their eyes look into the mirror of truth reflected from their own guilty souls, you would shudder at their self-abasement and instead of envying them their wealth you would pity their wretchedness and thank God you had escaped the burden of their millions.

We have nowhere deprecated enterprise and energy by which the wealth of the community is enlarged, its knowledge extended, and its practical conveniences increased, but, on the contrary, we have always encouraged these qualities. The wheels of industry must revolve if the nation would go round. Up and doing must be the motto adopted if the front rank would be reached; doing with a fixed, immovable purpose, and, while keeping in mind the materialistic idea, the question, What effect has successful labor on the soul? must also be considered. A soul in amassing wealth or even extending the boundaries of knowledge is ill employed, essentially a failure, if in the process it is destroyed.

There are men who have the alchemic power to turn whatever they touch into gold; it is the alpha and omega of their action. They think it, they dream it, they talk of nothing else. To them the columns of the money market are more interesting than the Bible; they work like slaves, and slaves, indeed, they are to their own lust for gain. If reminded of "Lay up for yourselves treasures in Heaven" they take refuge under the precept, "Be not slothful in business." As merchant princes they are successes, as solid foundations for commercial prosperity they are successes, but as souls they are failures—they have gradually dried up until all the juices are gone, and nothing remains but the thin fierce lust of accumulation.

Take one of these men and analyze his character—you will find that all the better instincts have been crushed, that he has become hard and dry, impervious to the sufferings and sorrows of others, cold, cruel, calculating, the milk of human kindness

pressed out of his system and in its place vinegar; instead of warm red blood in his veins flows ice water.

He is a busy man; you can not describe how busy he is. He calls to mind the question addressed to the poet, Southey, by the Quaker woman. The eccentric poet had been relating, in his own enthusiastic way, how he had studied Portuguese grammar while shaving, read Spanish for an hour before breakfast, after breakfast wrote and studied until dinner, after dinner filled the remainder of the day with reading, writing, talking and taking exercise. "And, friend, when dost thee think?" enquired the quiet voice.

Sweden has never recovered from the audaciously successful career of Charles XII. Fired with the glory of one victory, that monarch went on to another, and while many were brilliant, all were ineffectual, bringing no good to Europe in general, but lasting harm to Sweden in particular. His victory over the Russians at Narva was his ruin. Had he been defeated there he would have gone home to govern well his own country and develop her resources, but ambition lured him on to plunge his people into difficulties and danger. Many a life has staked its all on a delusive Narva and gone down to defeat and ruin.

Success in public life, especially in politics, is often purchased at a dear cost—the loss of manhood, utter subservience to venality and corruption. It is purchased even in church life, too, by a compromise with evil! It is written: "Go to now, ye rich, weep and howl, the hire of laborers which is of you kept back by fraud, crieth out."

On such a foundation too often is reared the power of wealth—the great corporations, the vast businesses, the prosperous firms, the large estates, and the palatial mansions, and the jugglers of the immense fortunes grown sleek and fat are respected by the people and pass on to honored graves; panegyrics are preached, eulogiums written, and on their tombstones is carved "Success," but behind the gates of death flashes a vindictive sword which will avenge the wrongs of earth. "The abundance that he has gathered has perished."

Success can flourish only on a good soil; what appears to thrive on barren

ground is only a spurious plant, a counterfeit of the real, like a weed that may be mistaken for a wholesome vegetable in the garden. A toadstool and a mushroom appear alike;

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the one is a deadly poison, the other is a succulent edible.

The author sometimes depends for his success on the poison of literature; he drenches every line with moral filth, making the whole a seething cesspool, the odors of which contaminate all who approach, yet the man who writes such a poisonous novel is called a success.

Success in society—how is it gained? Often by the loss of all that makes life really worth living, but in most cases it is solely measured by the gold standard, and virtue, honor, and truth, and all that adorn character are left out of the consideration.

If a woman has the means to wear an extra string of pearls or a tiara of diamonds she is voted a queen of society; thousands fawn upon her and her doings are chronicled in the fashionable journals; if a man has just sense enough to make a fool of himself by fads and fancies, by putting on airs and aping the dress and manners of an effete royalty, he is hailed as a king of society; but are such a vain queen and such a foolish king a success?

What is this so-called society? Compared with the whole, it is made up of a few silly headed individuals who have been born with golden spoons in their mouths, or to whom fate or chance has given some windfall in the shape of money. Neither brains nor merit, only a golden key, can open its portals. Its members, however, are merely the parasites of humanity—they suck the blood and give nothing in return.

Thank God society is exclusive, that there are only "400" drones to waste the money made by the working bees; if there were more they would destroy all the honey and the world would die of starvation, yet it is into this "society" that many of our millionaires are trying to enter in order to attract attention to themselves and squander their money, or rather other people's money, on foolishness and frivolity, and often sin. If money can not be made to serve a more useful end, can the life that has been spent in accumulating it be called a success?

As there is success which is failure, so there is a failure which is success. Was Columbus a failure because he was neglected and starved? Did Cromwell fail, although his bleached bones were buried among the outcasts? Was Mozart a failure because he died penniless and sleeps in an unknown grave?

There is no failure for the good and wise. No man fails who lives for the glory of God and the betterment of man. No man can call his life a success who has not felt, and acted accordingly, that his life belongs to the race, and that which God has given him he gave for the good of all.

Madison C. Peters.

A man's riches on earth are in inverse ratio to his retrenchments toward humanity.

No matter what his titles he is a slave who lets his belly run away with his head.

FREE HIDES.

Why We Should Enjoy This Privilege.

Written for the Tradesman.

The needs of the people of the United States in the leather line is in excess of the hides produced and the tanners and shoe manufacturers contend that the present 15 per cent. duty on hides does not foster nor stimulate the production, the hide being simply a by-product of the animal. The one dollar per hide, which is approximately what the tariff amounts to, is no inducement to a farmer to raise his calves, as all he would realize out of this sum, provided he got it all (and we contend he does not), would be fifty cents per year. We, as tanners and shoe manufacturers, claim that very little, if any, of the dollar that the tariff adds to the hide goes into the pocket of the farmer. Who, then, is the gainer? No one but the packer. He buys the cattle at arbitrary prices fixed by himself regardless of the hide, and as out of the 13,000,000 cattle slaughtered in the United States he slaughters about 10,000,000, he is therefore in a position to add one dollar to every hide he takes off and pocket the same.

The history of the packer shows very conclusively that he is ever ready to invade any industry which it is possible for him to monopolize. Some time ago he was a strong factor in the United States Leather Company, but has withdrawn from this organization and is now operating independently thirty-odd tanneries. They are now tanning about 30 per cent. of all the heavy leather tanned in the United States. As the packer is practically the only source of supply of heavy hides, the independent tanner is forced to buy them from him with the one dollar per hide added owing to the present tariff. In view of this fact the independent tanner will soon be driven from his legitimate field of operation by the packer having the advantage of one dollar per hide.

The packer, having once gained the monopoly of the tanning industry, will fix arbitrary prices on leather which the shoe manufacturer will be compelled to pay.

Is it reasonable to assume that, having successfully gained control of the tanning industry, his ambition will be satisfied? Indeed not. With the vast profit he can obtain by controlling the leather markets he will soon be in a position to dominate the shoe manufacturing industry by getting control of the United Shoe Machinery Company, who through patents own and control a majority of the shoe machinery, so that every independent shoe manufacturer would be obliged to pay him tribute in the shape of royalties. How long do you think the independent shoe manufacturer, except he be running his own retail stores and catering directly to the consumer, can stand such competition?

A monopoly whose strength lies in being able to control the raw material has a position absolutely impregnable. With a tariff on hides this

is the position of the packer and the basis of the final domination by him of the tanning and shoe industry of the whole country.

The time to strike is when the chains are being forged, not after the manacles have been placed upon you, and the way to strike is to write your Congressman and Senator to use his influence to put hides upon the free list, so that we may have the world's markets to draw from for raw material.

Adolph G. Krause.

Hardware Trade in Mexico.

Consul William W. Canada calls attention to the fact that within a radius of about 180 miles from the Mexican port of Veracruz there are about thirty business houses that in the aggregate handle enormous stocks of hardware. Several of these in the city itself carry immense stocks. Many smaller stores deal in these goods, but not one of all mentioned dedicates itself to hardware only. The assortment of stock carried by all of these concerns differs from that commonly considered as belonging exclusively to the hardware trade. It consists of bar iron, iron pipe, fittings, nails, sheet iron, copper and brass in sheets, zinc bolts and rivets, hinges, locks, axes, machetes, screws, cutlery, tableware, house-furnishing goods, glassware of all kinds. By far the greater part of all the lines mentioned are of German manufacture. German merchants have had almost a monopoly of the hardware business in Mexico, and as a result even the comparatively small number of native concerns handling hardware have fallen into the habit of handling more goods of German manufacture than of any other nationality. There are two reasons why this has been true in the past and why it is true to so large an extent to-day. The first reason is that the German manufacturer went after the trade with the determination of getting it, and he got it; not only this, but he holds it. He deserves his success, for he worked hard and persistently with this object in view. If no one enters the lists to compete in this trade there can be no good cause to complain. The second reason is that Germany sends cheap goods to this market. Saws, files and all kinds of edge tools for carpenters' use are usually of the cheapest grades. American tools, at prices of those from other countries, would soon supplant them. German wire nails command a price at which American nails could be sold advantageously.

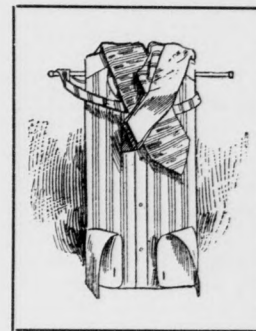
Plea of the Hungry Man.

O come with me and be my cook
And you may have my pocket-book!
For you the parlor door's ajar
And you may use my motor car!

Your friends may come to dine or dance
And I will pay you in advance;
And if these things should suit your book
Then come with me and be my cook!

For you the gladdest gowns to don
And yours the couch to rest upon,
And if to study you aspire
My books shall wait on your desire!

My wife has gems that you may wear
And you may use her Sunday hair.
And if these things enticing look
Then come with me and be my cook!



We Show an Attractive Line Of Shirts

Soft shirts with attached collars promise to be big sellers this season. We have them at \$4.50, \$8.50, \$9.00, \$12.00 and \$16.50 per dozen.

There will also be a good demand for those without the attached collar. These we have at \$4.50, \$6 and \$9 per dozen.

Our Prices Are Low

If it's work shirts you are in need of then look over our assortment of men's and boys' goods at \$2.25, \$3.50, \$3.75, \$4.00 and \$4.50 per dozen.

Let Us Figure With
You

Grand Rapids Dry
Goods Co.

Wholesale Dry Goods

Grand Rapids, Mich.

THE HOPTON FRANCHISE.

Uncle Lemuel Mourns the Passing of the Gaffer.

Written for the Tradesman.

"I don't know what the country is coming to," complained Uncle Lemuel, from the top of a barrel of potatoes, at the grocery, the other afternoon.

"What's the matter now, Uncle Lem?" asked the grocer. "I thought the time had gone by when any man in his right mind would do anything to a man with such a mess of whiskers as you carry."

"The times is bad," grumbled the Ancient. "Here's our village board getting real money out of this here Interurban Company."

"Well," observed the grocer, "why shouldn't the Interurban Company pay for their franchise? They use our streets, and scare our horses, and run over our cats. Why shouldn't they pay real money for the privilege?"

"Down to Hopton," said Uncle Lemuel, reaching after a piece of cheese, "they give the leading citizens an opportunity to get their bit before they went to stuffing franchise money in the city treasury. I was a leading citizen down to Hopton."

"Sure," said the grocer.

"Down to Hopton," continued Uncle Lemuel, "the soil is a leetle bit light, and I don't know what us leading and representative citizens would have done for change if Providence hadn't got a habit of sending us a fresh crop of promoters every year. We used to look pretty slick after these here millionaire companies had been corrupting us. Pretty slick."

Uncle Lemuel stroked his whiskers and looked meditatively at the pail of chewing tobacco back of the counter.

"There was the Benevolent Traction Company. It wasn't really called the Benevolent in the articles of incorporation. We called it that because it was willing to listen to the call of the needy. There was a lot of needy leading citizens in Hopton when a company comes along looking to see if a franchise hadn't been carelessly left lying on a fire plug or an office desk.

"I was sitting in the Hopton Hotel one day when the Benevolent agent comes in. He was a diamond rack, that feller. He had 'em all down his shirt front. So I says to myself, 'Here's Providence making amends for not bestowing more rain last summer.'

"So I winks at the hotel clerk and he wig-wags back to me. Just as soon as the clerk gets done telling him what a power in the town I be, he comes and sits down by my side in the big front window. Then he begins telling me what air is made of, and how many tons of coal it takes to pull fifty horse power through a wire an eighth of an inch thick.

"I'll tell you right here," he says, 'that you're one of my kind of people. I like you, and it is easy to see that you've had your eye teeth cut in the big cities. I want to retain you right now, and put you on the payroll for last week's envelope.'

"I says, 'I don't know much about electric roads,' and he says, 'That's all right.'

"Wind pressure is one of the things we have to figger on," says he, 'in coming around corners and tooting through cuts, and I'll just put you on the list as an expert on wind pressure.'

"That's all right," I says to him, 'but I don't know anything about wind pressure, and I don't want to be on your payroll as a dead one. You've got to show me that your company is the suds before I recommend it to our town board.'

"Is there nothing I can do," says he, 'to change your mind?'

"I'll tell you," I says, 'I'll have to think it over. I don't know as I can do you any good, anyway. I wouldn't take your money unless I could deliver the goods. I can find out whether I can help you by taking a trip to New York and Charleston, South Carolina. When I come back I can let you know for sure.'

"Can you get out to-night?" demands this diamond rack. 'Because, if you can, I'll try and rake up some money for your expenses. We can't expect you to pay carfare while working in our interests.'

"I couldn't think of taking your money," says I. 'I'll go home and take the cash my wife got for her butter and eggs. It wouldn't be right to accept money from you and then come back and say there's nothing doing, now, would it?'

"No, it wouldn't," says he, 'not if you look at it in that way. But I'll tell you what I'll do. I'll give you \$200 to make the trip with, and you can pay it back if you want to.'

"Say, that promoter hadn't been out of the sound of a elevator bell in ten years, and he had been reading about the honest villager until he thought he could lay a roll of yellow-backs in the postoffice window and see it advertised in the morning paper. He was sure that he was in conjunction with the original honest hayseed that it was a shame to see him peeling twenties and fifties off his roll. It seemed like taking gum away from grade four—a."

"So I goes out to see the boys, just to find out what they'd like out of this Jasper I'd discovered. I was surprised at the greed manifested by them men."

"And then," said the grocer, "you set out for New York and Charleston, South Carolina? Must have been a nice trip."

"Say, there's something funny about that," said Uncle Lemuel, "but just as soon as I got away from the compelling influence of that promoter I recollected that I wouldn't have to go to New York or Charleston, South Carolina. Queer, wasn't it?"

"Remarkable," said the grocer. "What did the man say when you gave him back the money?"

"When I what?" asked Uncle Lemuel.

"When you gave him back his \$200."

"As I was saying," continued the Ancient, "I meets up with this Jasper next day, and I says to him: 'Now,

I've got back, and I'll tell you one thing: There's just one man in this town that can get that franchise through the Council. He's a foxy chap, but I think I can reach him. Shall I arrange for a meeting?'

"Say, that promoter was so pleased he went up in the air. So I goes out and puts this man wise, and on the way back I meets Silas Beers. He looks at me reproachfully. 'I've heard about it,' he says. 'What do I reap?'

"Why," says I, 'this ain't no picnic, but I guess I can give you a slice of the watermelon.'

"I feel," says Silas Beers, 'just like writing an opinion on that franchise matter. I don't see how they can get it through without an opinion from me.'

"What do you know about it?" "Oh," says he, 'I can copy an opinion out of a book.'

"And this good thing he retains, this man who can get it through, and about ten more. We pulled his leg until he walked lame. You see the crops had been bad the year before, and Providence never sent that promoter there as a joke. It would have been flying in the face of that same Providence not to have milked him. Now, if that man should come here to-day he'd walk right up to the Mayor and say, 'We'll give your town so many thousand for a franchise.' Which ain't fair, and is taking the bread out of the mouths of honest men."

"What did the aldermen say when you used your influence with them?"

asked the merchant. "I suppose you got the franchise for him?"

"What did who say? What did you say about getting a franchise? As I was saying," continued the Ancient, "a man of influence don't never stand no show, the world is getting that corrupt. I'd like to know what this country is coming to. It ain't no good to be a leading citizen no more."

"You ought to be ashamed to pass a promoter along like that," said the grocer. "Did he get the franchise?"

"It seems now as if he didn't," replied Uncle Lemuel. "But he had two votes in the Council. But that ain't what I'm saying. When a man comes in here and goes right up to the Council and pulls out a roll that would fill a barrel and says, 'How is franchises quoted to-day?' it shows that the world is going backwards. It's a shame."

"How many like that did you snare?" asked the grocer.

"They used to come in droves," mourned the Ancient. "Say, but them city chaps was so easy it looked like pie with ice cream on it to us honest villagers. If the town wasn't so grasping now, I'd show you how to peel 'em."

Uncle Lemuel got off the barrel and limped toward the door.

"Why don't you get into the Council?" asked the grocer.

"Then," replied the Ancient, with a grunt, "I'd have to turn the money over to the city. Say, them was good days, eh? I wonder if they are as easy now?"

Alfred B. Tozer.

Kinney & Levan

Cleveland, Ohio

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W. N. Burgess, Michigan Representative

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Pantlind Hotel, Grand Rapids, Mich.

March 2 to 15, 1909

For the convenience of merchants of Michigan, complete lines of FANCY CHINA in French, German and English for Fall delivery, also Dinnerware and staple lines will be shown for Spring delivery.

Do not miss this opportunity to buy your stock at a great saving to you.

A MAN'S VIEW.

Will Man's Knowledge of Cooking Promote Domestic Felicity?

Written for the Tradesman.

It looks reasonable to state that whatever man can learn to do to help himself or to render him more useful to others is an advantage to him. To impart to boys or young men instruction in the art of cooking should make them more independent and helpful and must therefore be an advance in education.

The advantage of a man's knowing how to cook will become apparent in many situations in life, and in cases of emergency may be of incalculable value. To enumerate all the benefits which might result from men in general becoming competent cooks would be a lengthy task. No one could foretell all the effects which this knowledge would have upon the various relations of life. Let us therefore consider only one phase of the subject, as suggested in the title: Will man's proficiency in the art of cooking promote domestic happiness?

The duties and responsibilities of a home are shared between husband and wife. Each has his or her particular portion, and should have almost entire charge of that portion. One may frequently ask advice of the other or offer suggestions, but to depend too much upon the other for help or advice is to shirk responsibility, which surely lessens domestic peace and tranquility. To infringe upon that other's domain, to constantly suggest or command, is sure to result disastrously. A husband's ignorance of cookery keeps many a wife from imposing upon his willingness and unselfishness, and compels her to learn and to do for herself, to become self-directing, independent. And, again, many a husband, if he knew how to cook, would indulge in fault-finding to a greater extent than he otherwise would dare to do. Knowing that she gets better meals than he himself could prepare forces him to submit in silence when not well pleased with her cookery.

It is pre-eminently the duty of the wife or mother to superintend the culinary department. The health of the family depends to a large extent on her selection of food, regularity and punctuality of meals and proficiency as a cook. Health is the first requisite to domestic happiness. It may be the duty of every one to be patient and cheerful in spite of ill health, but few there are who will not complain if they know or believe that some other member of the family is to blame for their bad feelings.

The husband must be free to a large extent from the cares of the household that he may give his best thought to his work or business. It is his duty to furnish provisions or the means to buy the same. No doubt there is much waste of food and food material in many households which if the husband knew and knew how to cook he would endeavor to put a stop to. And that would quite likely make trouble.

It is better for every one to have frequent changes in diet and agreeable surprises in dishes at the table

rather than an invariable order of succession. It is one of the joys of domestic life for the husband to realize that the wife not only aims to be a good cook but that she gives thought to provide agreeable changes in diet and to please the particular taste of each one.

It is a good thing in case of sickness or emergency if a man can cook the meals. But then, unless a man is very stupid or clumsy, it does not take him long to learn to cook some of the plainest and most necessary dishes.

If a man takes pride in his accomplishments as a cook it naturally excites rivalry between himself and wife. Woman wants no rival in her kitchen or in her home. In her own sphere she desires to reign supreme. No one, not even her husband, has a right to use her dishes or cooking utensils as he pleases. No matter how competent as a cook a man could not go into the kitchen and have full right of way unless his wife were absent from home or too ill to give him instructions. For a woman to know that her husband equaled or excelled her in her own domain would rob her of much pleasure.

It would hardly be fair to state that man can equal woman as a cook. Because he displaces her in such important places as restaurants and hotels is not evidence that he is a better cook in the strictest sense of the term. He has greater executive ability; he can superintend a greater amount of work without becoming worried, excited, frustrated. He has greater physical strength and can endure more. He has more nerve. He concentrates his whole attention on the work in hand. He does not divide his thought between essentials and non-essentials. He knows when a thing is right and does not fret himself about whether it will please or displease those who partake of it. When a person does not like his cooking he allows for differences in tastes and does not take it as a personal affront.

Woman should never if she can help it let man think that he can get along without her. When he comes to believe that he can cook as well as she, she has lost one important point of vantage ground.

If a man were a competent cook or believed himself to be one and learned that his wife was not, he would always want to give her instructions, would want to take hold and show her how to cook. With a woman of spirit this would lead to strife. One who sought first of all to please her husband, to anticipate his every wish, would be embarrassed by every slight mistake or failure on her part; would be continually in fear and trepidation lest her cooking should not meet his approval.

If a man enjoyed the work of cooking he would want to try his hand when he had leisure to do so. This would very likely be when his wife did not need his help in that line. In all the foregoing statements remember there are exceptions to the general rule.

To teach a boy to cook might be a

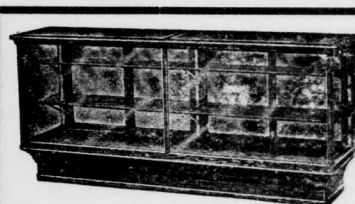
benefit in after life, but the greatest advantage to be derived from such teaching will be if it inclines him to an interest in cooking and he thus becomes willing to help his mother. Many a boy would be saved from idleness and consequent bad habits if he were required to help with the housework instead of roaming the streets.

There is greater need of teaching the girls cooking in our public schools than there is of giving boys instruction in this art. Every year a larger proportion of girls who have arrived at an age when they should be fairly well versed in cooking know scarcely anything about it and do not care to know. The time may come when education may be compulsory in this respect. Chemistry as applied to cooking might well be included in the list of studies for girls. Scientific compounding of food in the kitchen is as important for the health of the family as pure food regulations in the market.

In general a girl's chance of marriage is improved by competency in cooking and housekeeping. How is it with the man? Would his suit be regarded with greater favor if he were an efficient cook? Let the women answer. E. E. Whitney.

Some people are criticised because they won't talk and some because they will.

The average man seems to have a natural talent for manufacturing hot air.



The Case With a Conscience

Although better made than most, and the equal of any, is not the highest priced.

We claim our prices are right. You can easily judge for yourself by comparison.

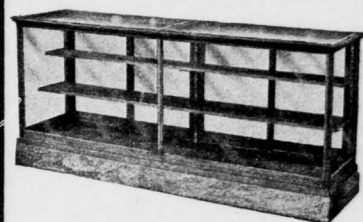
We are willing to wait for your business until you realize we can do the best by you.

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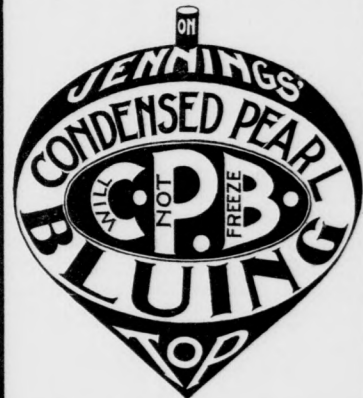
Made with wood, 4 inch and 6 inch Tennessee marble base.

Also fitted for cigars.

SOLD UNDER A POSITIVE GUARANTEE

Geo. S. Smith Store Fixture Co.

Grand Rapids, Mich.



The Liquid Bluing That will not freeze

The grocer finds it easy and profitable to sell C. P. Bluing

4 ounce size 10 cents

It takes the place of the quart Junk Bottle

Sold by all Wholesale Grocers

SEE SPECIAL PRICE CURRENT

Jennings
Flavoring Extract Co.
Grand Rapids, Mich.

WILLS

Making your will is often delayed.

Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

PETOSKEY'S PROSPERITY.

Solid Basis on Which It Properly Rests.*

There is perhaps no city in Michigan better known outside of Michigan than is this very city of Petoskey. This is due largely, perhaps, to the peculiar Indian name which when one once hears it he rarely forgets, and the other important reason for such widespread publicity is the fact that this city is the hub, so to speak, of a considerable section of summer resort territory.

With the Island of Mackinac, the "Snoos" and the Interlake-Topinabee route to the north and the east; the Charlevoix and Pine Lake district to the south and west, and with Walloon Lake, Bay View, Harbor Point, Roaring Brook, Wequetonsing and Harbor Springs at your very elbows, your city is in a perfect nest of summer resorts. Is it any wonder that Petoskey is well advertised?

But it is not well advertised at that.

The transient character of the business you get, the hotel business, the boarding house business, the colored views and alleged Indian nicknacks and other curios you dispense during certain weeks in the year are well enough in their way, and should not be forgotten or even belittled; but they should not be permitted to so completely envelop and conceal from view and full utilization the other and more stable resources at your command.

Yes, you have other resources.

To begin with, you have already two railroads, which are genuine competitors: The Pere Marquette road, an active and energetic rival for the business of Emmet county, and the long-established, State-aided and self-satisfied G. R. & I., which is a branch, as you all know, of that great institution, the Pennsylvania Co.

Equal if not superior to these two roads you have deep water transportation at your doors. Of course, I know you can not receive the great ore carriers which draw 17 or 18 feet, loaded, at your wharves; but you can accommodate boats which can not come within forty miles of Grand Rapids. You can get your coal into port and your products out at lake freight rates, which Grand Rapids can not do as yet. Then, too, you have a water power which, fully developed, should be of better value to you than it is at present and, more than that, by the modern methods of generating hydro-electric power you have within easy reach an ample supply of such power for a city of 25,000 inhabitants.

And while recounting your resources I must not forget the 287,000 acres of land in your own county and the other hundreds of thousands of acres nearby in adjacent counties. Of course, some of this land is almost worthless, some is good tillable land and much of it is timber land. Then, too, outside of the city of Petoskey there are, I am told, over 7,000 people living in Emmet county, and ten

or twelve miles farther east and north and south, outside of your county but within easy reach of your city, there are as many more men, women and children who look to Petoskey as their metropolis.

Across Lake Michigan, only sixty-five or seventy miles away, is the city of Manistique, with railway communication east and west. Forty miles farther to the west are Gladstone and Escanaba, and all along down the west shore of Michigan are good, busy, thriving Michigan cities with which Petoskey may do business by water and at water freight rates.

To come right down to brass tacks as to the country adjacent to your city, it seems to me that you people do not appreciate at its full worth the agricultural and horticultural opportunities here existing, and the matter should be exploited systematically, intelligently and generously. If the same sort of openings existed on the south shore of Lake Ontario or Lake Erie the counties so situated would, figuratively, break their necks getting the facts before the public.

Then, too, there is your inland route from Little Traverse Bay to Cheboygan, which could be improved at a very small cost, comparatively speaking, to accommodate boats of 10 or 12 feet draft. That would be a good investment for both Petoskey and Cheboygan because of the aid it would develop toward a more thickly settled country along the route—a district filled with good agricultural possibilities.

I have rehearsed all of these possible resources merely to show that Petoskey need not base its individuality solely upon the fact that it has a picturesque and somewhat romantic name; need not rest its case entirely upon its possession of an annual resort business of considerable dimensions. I am told that there are many farmers in Emmet county who obtain their support by raising and providing produce for the resorters. That is good. But it is good chiefly because it shows that produce can be raised in Emmet county. Instead of having only 7,000 people in your county outside of your city you should strive to have 15,000 or 20,000; encourage young farmers to locate here; encourage artisans to come here; encourage business men to establish industries here.

Of course, you will say it is easy for me to say these things, but why do I not tell you how to accomplish the results?

Once upon a time in Wayne county, it is said, there were four farmers who lived within a radius of half a mile, and through each man's farm ran a small brook. It was not large enough to serve each man for much else beside watering live stock and it did not have sufficient fall on any one of the farms to develop a water power that would be worth while except by overflowing his neighbor's lands. At last, after eight or ten years of discussion, mere talk which amounted to little, a young man, seemingly in ill health, sought board and lodging with one of these farmers. Not seriously an invalid and be-

ing companionable, a good story teller, something of a musician and regular in paying his board, besides "helping around" some, this young man succeeded within four weeks in bringing the four farmers together in an agreement to build a dam at a certain point. The dam was built, developing about 30 horse power and evolving a mill pond nearly a mile long. The site of the dam was near one of the main highways. A feed mill and a small saw and planing mill were established; a small village came along and by and by, also, came an electric railway. And today the four farms involved are worth over \$600 an acre, whereas twenty years ago any one of them could have been bought at \$75 an acre.

The young man responsible for this co-operative effort had individuality and possessed the ability to broaden and utilize the abilities of the four farmers to a profitable (for them) degree of individuality.

All over the United States to-day, as never before, there are voluntary organizations of business men whose specific purpose is the betterment of the community in which they live. These organizations can not be effectually maintained without the use of money and without the observance of rules and regulations. All such associations need and request the influence, the efforts and the cash of citizens who are truly desirous of helping toward better industrial conditions, better commercial conditions and better civic conditions. Each one of such organizations which is at work on a broad, harmonious basis is contributing toward the creation of individuality for the town in which it is located.

Petoskey is no exception to this rule. I am not entirely a stranger to this northwest corner of our Lower Peninsula, and I know beyond peradventure that there are in this city, in gathering to-night, just as able citizens as one will find anywhere; men who are absolutely sincere in their love of civic righteousness; men who, according to their resources, are just as generous as any men in the land.

And these men are willing to work and to work in harmony with other citizens; but they must necessarily make slow progress unless the entire membership of this organization works as a unit.

A city of 5,000 or 6,000 inhabitants should be able to muster at least 200 members for a public welfare organization, and that, too, without pleading with any man for whom it would be a severe tax to pay annual dues.

Let these men divide the committee work among themselves and see to it that the work is performed. Aside from a small rental for a room in which to hold meetings, a reasonable sum for stationery and postage and, perhaps, a limited salary to some man who, as a side issue, can keep the records, answer enquiries and attend to the correspondence, there would be little expense, so that a good portion of the fund you raised would be available for use in receiving people from elsewhere who visit your

city to investigate your opportunities and offerings.

There is absolutely no reason, so far as I can analyze the situation, why Petoskey is not admirably located for the creation of an important and flourishing industrial city far beyond what it is at present. Leather, lumber, iron, furniture, clothing and other products may be made here as well as elsewhere and I see no reason why your mercantile interests may not be enlarged.

True, your country is, compared with locations 150 miles south of here, a new country. What of it? Now is the time to begin growing. The towns south are not growing any more rapidly than is Petoskey. Remember, too, that there is no mesmerism, no sleight of hand, no miracle in the matter of building up a city. It is a process bound to be slow, certain to demand patience, patriotism and courage. Remember, also, that one of the very best helps to any organization such as yours is the local newspapers. Don't keep back from them anything of importance. Don't try to do things under cover. Be frank with them and you will find, invariably, that they will refrain from publishing any facts which may in any way interfere with your efforts.

In my opinion you can do no better service for Northern Michigan than to induce the G. R. & I. and the Pere Marquette to establish industrial bureaus to encourage the location of manufacturers along their lines and also to appoint land commissioners to interest some of the foreign emigrants who are flocking to our shores to locate on the idle lands now so much in evidence along the lines of both roads. I am unable to understand why the managers of these roads do not make concerted effort to secure the settlement of these lands, knowing, as they must know, that such a plan would increase the tonnage of the roads, both directly and indirectly, and thus augment the earning capacity of their lines.

You have in your midst an idle paper mill. This mill may not have been well located as to freight connection. In my opinion it should have been located on the water front, where it could get in its raw material by boat, but it is here and its continued idleness is like an unimproved water power. I know of mills which have no larger investment than this which are earning \$1,000 a week net, besides giving employment to a large number of men and women. Good business demands that operations should be resumed at this plant with the least possible delay, because every day the mill lies idle Petoskey is losing something she is entitled to and which she ought to have if her business men were doing their full duty in the matter.

In the course of twenty or more calls I have made on your business men to-day I have been given to understand that Petoskey contains more than her full share of kickers and knockers and that it will be almost impossible to get your business men to work together for the common good. One gentleman as-

*Address delivered by E. A. Stowe at annual banquet of the Petoskey Board of Trade.

serted that if Petoskey was left a million dollars by will, conditional on her citizens agreeing on how the money should be expended, it would never be called for.

I am inclined to attribute this condition—if such a condition really exists—to the fact that you have not been accustomed to doing team work and have gotten into a bad habit. If so, the only remedy I know of is to form an organization which will show you plainly and unmistakably the advantage of co-operation over individualism and isolation. Working together for the common good tends to dispel suspicion, jealousy and ill feeling. It shows a man the good side of his brother and tends to bring out the good and minimize the bad which is inherent in us all. I do not present organized effort as a panacea for all diseases or a cure-all for all ailments, but if a man is amenable to either argument or example, organized effort will frequently work wonders. It may not be immediately noticeable, and too much must not be expected within a short period, but time, patience and forbearance will almost invariably confirm the truth of this statement.

If I were requested to name some of the things I would undertake to accomplish if I were a resident of Petoskey, I would suggest the following:

First of all, I would urge your Common Council to appropriate a thousand dollars to procure a comprehensive plan for the beautification of Petoskey. This work could be entrusted to such men as Burnham, of Chicago, or Crerer, of New York, who would come to Petoskey, inspect your city and environs and then prepare plans for their embellishment which you could work to for the next fifty or one hundred years. These plans need not necessarily involve large expense to begin with. Perhaps your experts would make no changes in your down-town streets or avenues. No suggestions would be made which would not appeal to your common sense. In fact, making a city beautiful comprehends nothing more than the adoption of utilitarian ideas along thoroughly practical lines; the substitution of straight streets for crooked streets; the location of parks and parkways at convenient distances for the enjoyment of the people.

Second, in consideration of the city assuming this expense and entering upon such a campaign; I would co-operate with the city by raising a fund of five hundred dollars by voluntary subscription for the purpose of conducting a three-day civic revival and the purchase of 1,000 elm or maple trees for distribution among the school children of the city. The revival could be held in one of your churches, two sessions each day, and be conducted by such experts as Josiah Strong or Prof. Zeublen. The object of these meetings would be to inculcate in every man, woman and child in Petoskey the desirability of more and better shade trees, more and better lawns, more flower beds and shrubbery, cleaner streets, more attractive homes and public buildings

and more sanitary surroundings. No investment you could make would pay better dividends than this. The improvement will be noticeable before the end of the first summer season.

Third, I would accomplish these results through the organization of a voluntary association of business men who would cheerfully contribute at least \$10 per year—as a privilege and not as a duty—to the work of public betterment, trade expansion, civic righteousness and co-operative effort along any line which would have a tendency to make Petoskey a bigger and a better city. In doing this you would unconsciously dissipate the atmosphere of distrust, jealousy, fault finding and backbiting which some of you insist exists in this community. The reign of class, clique and clan which tends to divide a city into factions which operate to prevent its onward progress would be at an end. To accomplish this result you must have competent leadership in the shape of men of lofty character who are able and willing to call things by their right names, practice what they preach and bring your people together on a common plane, working toward a common aim and a common purpose. Such men will necessarily meet many discouragements and be compelled to face many defeats; but if they are made of the right kind of stuff, they will stand by their guns until they win over to their side the most obstinate and obdurate. They will be called upstarts and some of you may covertly insinuate that they are actuated by sinister motives. They may be treated with disrespect and their work with indifference, but if they persist—as they undoubtedly will—you will ultimately take off your hat to them and you will all turn in and seek to be pushers instead of knockers, lifters instead of leaners.

Co-operation is the key-note of any city's progress. Once permit a city to become known as having business men who are inordinately jealous of each other, who are continually suspecting their neighbors and who decline regularly and emphatically to participate in united effort for the welfare of the community in which they live and that city is bound to come to a standstill. For example, forty years ago the metropolis of Michigan was pre-eminently known as a beautiful old town, very much in need of a number of funerals and a few fires. It was very largely in the hands of patriarchal French pioneers or their descendants; conservative, behind the times and more or less jealous of each other. It was a musty, non-progressive place and it required at least twenty-five years' effort on the part of such men as John Bagley, Jacob S. Farrand, Alex Lewis, Henry P. Baldwin and their confreres to awaken the community. To-day, acknowledged to be one of the most beautiful cities in the land, Detroit is the peer of Buffalo, Cleveland and Milwaukee, all of whom were her leaders by large margins, and it is the result of broad minded, earnest, co-ordinate effort on

the part of all the men constituting her business community.

And so to you, gentlemen of Petoskey: Don't be afraid. You have an admirable location for general business purposes and an exquisite one for social pleasures. Let the two go hand in hand and when those investors from the South, the East or the West come here for two or three weeks in the hot weather don't let them escape without informing them of the business opportunities here existing. When you go down to Grand Rapids, over to Detroit or across to Milwaukee or Chicago, go loaded with talk about the undeveloped resources in and around Petoskey and the splendid openings that await some competent and enterprising man; when you ride across the country, north, east, south or west, make friends with the farmers as you meet them and impress them with the fact that Petoskey is alive and likes them, and when they come to your town see to it that they are cordially received.

I understand that a movement is on foot here to provide a rest room for visiting farmers. The idea is a good one if carried out properly. Let it be large enough, well heated and well ventilated. Do not give them a small, stuffy place. Make it look homey and provide neat, wholesome toilet rooms. Have soft couches for tired women and retiring room for women with very small children. And have the horse sheds close at hand and an abundance of good pure

water for man and beast. Above all, keep the place clean and do not permit it to become a resort for loafers. It is a fine idea, work it out.

Such things as these individual men can do and do well if they will, and I tell you there is nothing more potent than the word-of-mouth advertising by the man who knows. Only be sure you know all about every opening, every opportunity in your town and then, knowing it, be sure to talk it.

Michigan is growing better daily in every way, and the community which fails to keep up with the procession will experience a bitter realization of this fact five, ten or twenty years hence. Therefore, I urge you to think and talk and work for Petoskey, sincerely, fairly and all the time, and you will surely reap a reward that will be ample and satisfying.

We Want You if You are a Real Living Salesman

We don't want any "Near" salesmen, nor men who "Used to be Corkers," but men who are in the top-notch class to-day, right now. We know that it is better to be a "Has-Been" than never to have been at all, just as it is better to have loved and lost than never to have loved at all, but—The man we are after is the man who has good red blood in his veins, who is full of vim and vigor and who doesn't know what a "Turn-Down" means. If you belong to that class write us, and you may find we have a proposition that means progress for you. Straight commissions, new and profitable, for both the salesman and retailer. (Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor
Iowa City, Iowa, U. S. A.

HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER

Send
For
Our
Booklet



"How a Retail Merchant can increase his business with a typewriter"

It shows you how you may adopt the methods of the successful merchants in the large cities.

The proper use of a typewriter will bring you new trade and hold your present customers.

The Fox is the highest grade typewriter made. We place it in your office for examination at our expense.



Fox Typewriter Co.

260 North Front Street
Grand Rapids, Mich.

On the Fox all the writing is always in sight.

OLD-TIME MEMORIES

Of Mackinac Island in the Early Forties.

Written for the Tradesman.

Very early in the novel, "Anne," by Constance Fenimore Woolson, occurs this paragraph:

"The younger children were asleep upstairs in two old bedrooms with rattling dormer windows, and the father and elder daughter were in a small room opposite the sittingroom, called the study, although nothing was ever studied there, save the dreams of his own life, by the vague, irresolute, imaginative soul that dwelt therein, in a thin body of its own, much the worse for wear. William Douglas was a New England man of the brooding type, sent by force of circumstances into the ranks of United States Army surgeons."

One day last week there came to the office of the Tradesman a fine example of splendid old age, a man about 5 feet 10 inches tall, weighing perhaps 165 pounds, well set and with clear blue eyes looking frankly from beneath silver white eyebrows as the well poised head crowned with silver and rising above a flowing pure white beard courteously acknowledged an introduction.

This man, up-to-date, past the 70th year and known as the oldest continuous citizen of Mackinac Island, delving in the early history of that beautiful setting in the Straits, observed: "You know that under the original old French regime, in addition to the maritime French provinces, there were the three provinces of Quebec, Michilimackinac and Hudson Bay. According to these limitations the Province of Michilimackinac embodied all territory west of the headwaters of the Alleghany River, north of the Ohio and up the Mississippi to the 40th degree of latitude, thence west to Lake Superior. And that 40th degree, thus early designated, established what is to-day the international northern boundary of the United States. So you see our little island up there was the capital of a vast empire once upon a time."

Enquiry being made as to his original location at Mackinac Island, the venerable gentleman said: "My father, Joseph Howard Bailey, M. D., was surgeon of the Fourth U. S. Artillery, Captain and Brevet Major Thomas Williams commanding, which, in 1852, relieved a company of the Fourth U. S. Infantry, Major Larned commanding, by garrisoning the post at Fort Mackinac. Previous to this my father, as falls to the lot of army surgeons, had been stationed at various posts in the Indian territory and elsewhere in the West of that early period and at Sacketts Harbor, where we made the acquaintance of General Grant—then a Lieutenant. Favorably impressed by the location and importance of the island and satiated with the transient quality of his various earlier residences, my father decided to locate there permanently."

"I was then 14 years old and besides having attended the Jesuit

College at Fort Smith in the Indian territory I had received the benefits of excellent schools at other army posts. And so when I realized that we were to roam no more I at once acquired an abiding interest in and affection for the island and all surrounding territory. At that time I could read and write the languages of the Cherokee, Choctaw and Osage Indian nations, frequently serving as interpreter for my father. You know children learn such things more readily than adults and when we reached Mackinac it was a comparatively easy matter for me to acquire the languages of the Chippewas, the Ottawas and other Indian tribes of the district. Indeed, down in the Indian territory before I knew the English alphabet I could talk the Indian dialects intelligently."

"Mackinac Island in 1852 was a place of much commercial importance, with a winter population of between 1,500 and 1,800 souls. The winter season was the gay one, when the factors, the clerks, the couriers du bois and the Indians came to us from all directions to do their trading and incidentally with the permanent inhabitants, mostly French and half-breeds, but with a liberal sprinkling of English, Irish and Scotch, to engage in fishing. With the garrison of United States soldiers and officers and with their band present the place was delightful in a social sense. We had our dancing parties, our musicales, our literary and even theatrical entertainments."

"Culture? Surely. What with the wives and daughters of the Army officers and of the local traders, together with the very frequent guests who came from various cities east, south and west to visit and pass the winter with their kinsmen of the Army, we had as fine a social condition as could be imagined."

"Sure we had some limitations, but none which could not be readily overcome by an intelligent community which was self-reliant. Then, too, we looked upon each person as one member of the great big family. In sickness, distress or death we all gave of our help and sympathy and we shared in each others' joys and prosperity. For example, everybody put in winter supplies in the fall. Then everybody let everybody else know just what and how much of everything each one had, and so the citizen short of this or that commodity was free to draw on the supplies of the other citizen who had plenty. Thus things were evened up in the end fairly, honestly and gladly and no one suffered. We did not have an overplus of oysters or lobsters, but we had wild fowls and other game in abundance and trout such as it is almost impossible to get now-a-days. Then, too, we had maple sugar in moccasins, made by the Indians, which, melted over and strained of twigs, leaves and other refuse, was delicious; also all kinds of forest nuts and wild fruits and berries. In fact, all were high livers, healthy and contented."

"In winter seasons we would usually receive mails from 'below' about once a month. One time I recollect

we were six weeks without a mail. The mails were brought from Detroit on sleds drawn by dogs over the ice along the shores of the lake and Straits. With mails thus infrequent, we would sort out the newspapers received by placing the one of the latest date at the bottom of the pile and thus arranging them until the oldest paper was on top. Then we would, as opportunity afforded, go through the entire lot, reading the news in the order in which it was printed. And I want to tell you that there was no community anywhere more intelligent or more thoroughly informed as to current matters, National, State or foreign, than was our own."

"No, sir, such a winter life in such a place did not become monotonous or in any way disagreeable. There wasn't a neighbor who would permit another neighbor to become despondent or even lonesome, and this was accomplished, too, without in any way becoming intrusive or boresome. We had tact, genuine friendship and were, perforce, good judges of human nature. And, if I do say it, we saw and knew much less of self-conceit, immoderate pride, deceit and selfishness than fall to the lot of the average village or city. To illustrate in a way, there were both Roman Catholics and Protestants on the island, of course. Each had their church and their pastor. Whenever either denomination had a social function or attempted to raise funds or supplies for a special purpose all turned in and helped to the extent of their



From the standpoint of prestige and profit alone, it will pay you to handle

Holland Rusk

(Prize Toast of the World)

It has never failed to make good, and the public knows this.

Large package retails 10 cents.

HOLLAND RUSK CO.

HOLLAND, MICH.

Karo

The Syrup of Purity and Wholesomeness

ALL your customers know Karo. And the better they know it, the better they like it—for no one can resist that rich, delicious flavor—and every sale means a quick re-order.

Karo is a syrup of proven goodness and purity. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy. It's never "dead stock," and every can shows you a good profit.

Karo is unquestionably the popular syrup. The big advertising campaign now on is helping every Karo dealer.

CORN PRODUCTS
REFINING COMPANY

New York



ability, with no thought of creeds or isms."

"Who were the leading traders on Mackinac Island in the forties?" was asked.

"Well," said Dr. Bailey, as he stroked his picturesque beard, "there were Messrs. Biddle & Drew, Toll & Rice, the Wendell Bros., Wm. Scott, Chapin & Gray, Wm. Madison, Wm. C. Hulburt and Mr. Dousman, the latter owning a very large proportion of the island aside from the military reservation. His was the farm known as the Dousman farm, on the road to the 'British Landing,' and now known as the Earley farm."

"You followed in the footsteps of your father as a physician and surgeon?"

"Yes, I graduated from the Medical Department of the University of Michigan in 1854 and returning to Mackinac became a U. S. Army surgeon."

He distinctly remembers the rise and fall of the Mormon colony at Beaver Island and the ultimate death of "King" Strang by shooting at the hands of Alexander Wentworth and Thomas Bedford, two of his disciples, who immediately surrendered themselves to the commander of the U. S. steamer, Michigan, and were taken to Mackinac Island, where they were received by the populace as heroes and patriots. These men were never brought to trial.

Doctor Bailey also accompanied his command as surgeon when it was ordered to proceed to Chicago by boat, and thence to St. Paul by rail and boat at the time of the massacre by the Indians at Fort Snelling, Minn. During the Civil War he was sur-

geon of the Eighth Missouri Volunteer Infantry and was retired at the close of the war with the rank of Brevet Lieutenant-Colonel by act of Congress.

Returning to Mackinac, still a young man, he took charge of the drug house of Mackinac (established in 1852) of J. R. Bailey & Son and began the practice of medicine. "It was nothing at all for me to take a Frenchman or half-breed," he said, "and sailing in a Mackinac boat answer calls along the shores of the North Peninsula from Pt. aux Chenes to Prentice Bay, or along the south mainland as far as Rogers or Fisher, or down the Lake Michigan shore to Little Traverse Bay or over to the Beavers."

Then, speaking of the instinct of the Indians along medicinal and surgical lines, the Doctor told of being called to see a half-breed down near Cross Village who had broken his arm. Taking his splints, bandages and medicine case he sailed the trip of about thirty miles to find that the half-breed's arm had been properly set by a squaw. "She had improvised splints by weaving mats of straw, and it was exquisite weaving, and setting the broken arm as well as it could have been done by anyone. She had skillfully applied the novel splints and finally, to complete the operation, she had bandaged the arm as well if not better than could be done by the best of surgeons. Of course, I was the Government surgeon for the Indians as well as for others and so was looked upon as 'heap big medicine man.' I knew it would not do to let so good an operation pass without amendment of any kind. So I

praised the squaw in her own language for the work she had done, made much of it indeed as I very carefully removed her bandages and splints; then with her help and explaining why I made the change I took dampened pasteboard and shaping new splints applied them, not disturbing the broken bone at all, then replacing the bandages I covered all with a thick flour paste which, with an ivory spatula, I smoothed perfectly all around, polished it, in fact, so that when it hardened it was a very pretty piece of work to look at. It made the desired impression and the man's arm when healed was as good as before. We had to impress the Indians or they would have lost faith in us and perhaps have entered complaint against us. Of course, everybody in the village was down to the landing to see me off on my return trip and I was more of a 'heap big medicine man' than ever. But the patient would have recovered quite as well had he never seen me."

Asked as to the foundation facts upon which the story of "Anne" is based, Dr. Bailey said that Constance Fenimore Woolson had with perhaps a single exception introduced composite characters. "The title character 'Anne' is undoubtedly based upon the early life and character of the girl who was known as Nancy Hulburt. The others—well, for example, I suppose that the army surgeon, William Douglas, is myself in the main, but embodies, also, some of the characteristics of my father and possibly of my brother-in-law, the late General Thomas Williams, of the U. S. Army, who married my sister and who was killed at the Battle of Baton Rouge.

"And, by the way," continued the Doctor, "it may interest you to know that the Nancy Hulburt I mentioned as the original of 'Anne' is now known as Mrs. John G. Read, at present and for some time a resident at 77 Henry street, right here in Grand Rapids."

Get Busy.

Don't sit down in silent woe;
Get busy;
Swear you'll get another show;
Get busy;
Luck will stop and smile on you
If you'll stand a knock or two;
Don't give up and don't get blue;
Get busy.

Start something, stir something up;
Get busy;
Upset Melancholy's cup;
Get busy;
Fortune loves the busy bee
Plum chockful of energy;
Face the rough-house cheerily;
Get busy.

Stagnant waters do not flow;
Get busy;
Microbes in the slow blood grow;
Get busy;
Microbes of the wretched blues
Where despair discouraged brews;
Shake the moss-roots from your shoes;
Get busy.

Here's your creed and here's your tip:
Get busy;
Practice that stiff upper lip;
Get busy;
Here's a prophecy for you:
If you'll only up and DO
You'll triumphantly go through;
GET BUSY!

The greatest wonder in the character of the angels is that they endure all the saints.

The proof of an education lies in a mind so tilted that prejudices gain no root.

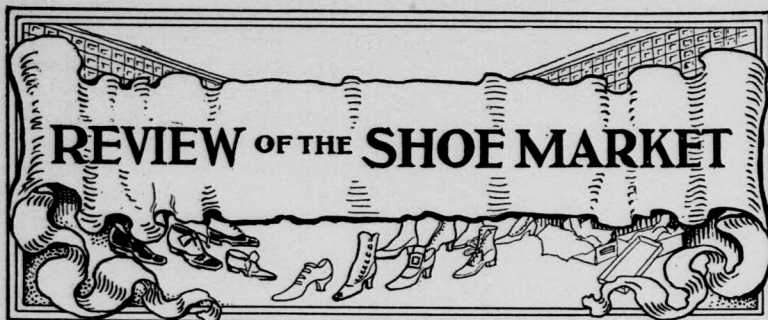
Tradesman Company

Wood & Photo Engravers

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

TELEPHONE NO. 5095



How Hypnotics Can Be Employed by Retailer.

The other day I was on a long railway journey and, when I changed cars I found the coach pretty well filled. There were no whole seats vacant and I asked to share the seat of a clean cut, black eyed, black haired gentleman looked agreeable. After a time we got into conversation. He looked professional and I ventured to ask his line.

"Hyp," he replied.

I didn't quite understand, and said so.

"That's the slang abbreviation of the profession. I am a hypnotist. My name is Santaneli, perhaps you may have heard of me?"

My thoughts went back to the many articles in newspapers and magazines I had read about him.

"I am not especially a mind reader," he continued, "although I have done some of the things mind readers do. For instance, you have not told me your line, but I will venture that you are some sort of a salesman, and an exceptionally convincing and successful one at that."

How was that from an entire stranger. Don't you think, maybe, I swelled up some?

I admitted that I occasionally tried to be convincing.

"How is your profession made profitable?" I asked.

"Oh, I give entertainments and exhibitions of the art. I have covered nearly the entire United States, some of it several times and I expect shortly to make a tour of South America. In addition I give occasional lectures before scientific societies and college classes and latterly I have been having marvelous success with classes of business and professional men."

"In what way?" I asked.

"Hypnotism and the art of suggestion. Do you know that every successful salesman, almost, in the world, owes his success in a great measure to personal magnetism?"

I had recognized that often and said so.

"But, in addition to this personal magnetism, which radiates in waves from every person, from a very slight to a very great extent; doing what you would call 'making a good impression' for a salesman, it is not what makes him a good salesman entirely, but coupled with it the power of hypnotism, whether he realizes it or not."

"Do you mean," I asked, "that the customer buys while hypnotized?"

"Oh, no. No, not at all that way. Such selling wouldn't make a man a

success. You have heard of men who were powerfully—eh, what you call—magnetic and never missed a sale. Fairly mesmerized the customer into buying?"

"Yes," I maintained, stoutly, "and I've known of at least one case of such a salesman."

"Well, I'll not dispute you," he continued, smiling; "there might be an isolated case, but I wouldn't consider such a success lasting, would you?"

"No, I hardly think that I would."

"Now, in my classes, I make a feature of what we call hypnotic suggestion. There is a good deal more to hypnotism than merely making a man think he is fishing when he is really sitting on an easy chair in a parlor. You have known of salesmen, perhaps you are one of the class yourself, whose customers seem to sell themselves. Now that is the very acme of good salesmanship. Listen! You will sell a good deal easier if you can make a customer want to buy than you can if it is all on your side—wanting to sell—you can understand that?"

"Surely. That is a recognized axiom of business."

"Yes. I did not mean that it was new, but follow me—that is what the good salesman does, and he does it by hypnotic suggestion, whether he knows it himself or not. He makes the customer want to buy by leading the conversation in such a way as to make the customer say the very things that he would say himself. For instance, in another profession, but the same idea. I had, in one of my classes, a lawyer. He did not think that there was much in my theory. He had a criminal to clear. The case was so strong against him that it did not seem possible that the man could get clear. He asked me to advise him. I went over the case with him and picked out the strongest witness for the prosecution and I outlined a line of questioning to be followed in examining that witness, and, do you know, he led that witness around through a gentle maze of suggestion until he got him to admit that, under the same circumstances, he would himself have done just as the prisoner did. You can imagine what the case amounted to, before the jury, after that."

"But what is an outline of this course of study?"

"In the first place a knowledge of character reading. That is not hypnotism, but it is a very strong point. In a five-minute talk I can not tell you how to do this, but there are numerous good works published on this

"Glove" Brand Rubbers



are made on lasts that fit, and fit correctly the many styles of shoes, both toes and heels, which are worn today.

That's Why They Satisfy

Snow Rain Slush Mud

This is the program that will run for the next sixty days, and you want to keep your rubber stock sized up, for sales lost by you may mean sales gained by your competitor.

We are prepared to handle your orders promptly and satisfactorily.

HIRTH-KRAUSE CO.

Manufacturers of Rouge Rex Shoes
Jobbers of "Glove Brand and Rhode Island Rubbers
Grand Rapids, Mich.



You Take No Chances With Our Product

There is quality in shoes and again quality. But the standard quality is top notch quality. That means the best leather, the best workmanship and style.

Our fine line of Men's Pentagon Welts, made over up-to-date lasts, out of Gun Metal, Velours, Box Calf and Vici Kid are top notch quality net.

They solve for you the problem of some-

thing that's sure right in men's fine shoes to retail for

\$3.50



Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

subject and common sense and practice will all help the salesman. Next, and here is the very strongest point of all—I'm sorry I have to boil it down so for you—but I can only illustrate—the 'subjugation of 'not.'

"What on earth does that mean?"

"Well, I'll have to illustrate again. Here are two little, simple sentences of trade talk:

"Those are good shoes."

"Those are not bad shoes."

"Now, which of those sentences gives you the better impression of the shoes? The former one, of course, and yet it might be the same pair of shoes that salesmen were talking about, and trying to convince the buyer about. In the first sentence "Good" shoes was the thought suggested. In the second sentence "Bad" shoes was the thought suggested. And however subtle it might be, that simple thing acts hypnotically, and starts a train of thought independent, in the customer's brain, of the commonplaces which you are talking and to which he is listening. Some will not believe it, but it is true. The good salesman never talks about the good qualities of a thing by suggesting the bad qualities.

"For instance, you say:

"These overshoes are made of the purest Para rubber."

"These overshoes contain no old, melted over rubber."

"Which sentence gives the better impression? The customer will carry the rubber to his nose instinctively. In the one he will be tempted to smell the pure fresh smell of virgin rubber, in the second he will be wondering if he does not detect the odor of dead, old, reclaimed material.

"That is a beautiful shoe."

"That is not a bad looking shoe."

"This shoe will not leak."

"Your feet are always dry in this shoe."

"That is not a very high priced shoe."

"That is a splendid shoe at a very reasonable price."

"I am not picking these sentences but giving them roughly. I am not a shoe man. Pick out the nub suggestion from the different ways of putting each one and you will get my idea, for hypnotic suggestion may work one way as well as the other.

"And above all you must always keep inside the story. Keep your talk in the picture. For instance, here is an example of an experience I had when I was first giving exhibitions of hypnotized subjects. I forgot to keep the atmosphere the same. I had told the subjects that they were on the bank of a pretty fishing stream. I handed them imaginary poles and bait. I described, so that they saw it, too, a fish jumping out of the water a little farther down. Then, to guard against their saying anything offensive, I said, 'Be careful what you say, fellows, there are ladies in the audience. Almost instantly every man Jack of them, who had begun to be greatly interested in their fishing, doing characteristic things which fishermen do and oblivious of all real surroundings, began to look foolish and blink around, and for the

time being I had lost them. The reason? I had talked out of the picture. Fishing and audience did not go together. I had suggested fishing until they could see it all and the immediate surroundings were gone. The moment I said 'audience' I brought them back. Audience and fishing stream do not go together. If I had said, 'Be careful how you talk, fellows, there are some ladies having a picnic there on the other bank, a little farther down the stream, don't you see them?' They would have seen them, talked in low tones when they got excited and all would have been well. That suggestion was in the picture, the other wasn't.

"These were real hypnotized persons. Your customers will not be, but being subjected to hypnotic suggestion. Exactly the same sort of mistake couldn't happen, but it is important to have every suggestion leading in the right direction without jars."

"But suppose," I queried, "that the customer should be trying to do a little of this hypnotic suggestion business himself and should lead me along to trusting him when he was not good, or getting a lower price than I could afford to sell at, how about that?"

Sanatella smiled. "I had never thought of that, but it is an interesting phase. I presume your shoe store experience has covered a good many such cases which you have wondered about afterward. I wouldn't be surprised if, unconsciously, some customers accomplish those very things while others can not. I have enjoyed meeting you. Good-bye," and the hypnotist left the train at his station and I have been wondering since if he had me hypnotized into thinking I was getting some pretty valuable advice on salesmanship, or if I really did not get some hints which may be worth while.

What do you think about it?—Ike N. Fitem in Boot and Shoe Recorder.

How Do You Spend Your Money?

No man can expect ever to rise to a position where he will handle money for other men if he does not know how to be just with his own.

The money you earn should be handled as systematically as your work or time.

The people who are held down by hard work usually have their money spent before it is earned. To them it means just so much to get rid of as quickly as possible.

For instance, take your weekly or monthly salary. How are you going to make it cover the gap caused by your living expenses? Can you make it reach so that there will be a little left over each week? That is what you must do, stretch it out so that you can save a few nickels, dimes or dollars.

If you spend your money recklessly and foolishly the chances are you will have to draw on the house before the week is over.

No employer ever thinks favorably of promoting a man to a responsible

position who always has an I. O. U. in the cash drawer.

The man who does not live beyond his income is the man who gets the chance to move up. And the reason he does not have to draw ahead is because he has a system for taking care of his money.

If you want to save a part of your salary each week there is no better system than to keep track of every cent you spend. At the beginning of each week make out a list of the things you must actually buy, and then make an honest attempt to keep within the amount approximated.

It is the slipping away of the pennies, nickels and dimes that makes your bank account an impossibility.

You do not keep track of the small expenditures because you do not think the little coins worth while saving. But if you will just keep tab on the small amounts spent here and there you will be surprised to learn how many dollars you spent when you thought you were spending only pennies.

It is not so much what you earn. It is the money you save that makes the bank account. No matter what your salary may be if you have a system of spending your money you will be able to lay aside each week more than you would if you did not keep track of it.

The young man who begins to save when his salary is small will find it comparatively easy to save large sums when his salary is increased.

The man who carries his small change in a pocketbook is always

more saving than the man who carries his change loose.

Get into the habit of keeping track of every cent. Write it down in a note book, and you will find that you will always think hard and long before you begin to throw your money away recklessly. And when you do spend money for any kind of unnecessary amusements you will find yourself saving on other things to make it up.

If you carry a vest pocket note book and keep track of your daily expenditures, you will soon get into the habit of being saving without being conscious of it.

The only way to save money and live properly at the same time is to have a personal system for spending your money. C. L. Pancoast.

That soul is truly lost that gathers darkness of the light.

If wishes were wings good works would soon cease.

The best work shoes
bear the **MAYER** trade mark

Becker, Mayer & Co.
Chicago

LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES



The Man We A're After



is the man who has had trouble, well—in getting a line of shoes that will hold his boys' trade—we've got something for him—

H. B. Hard Pans

A line of shoes that will save all his worry and fuss and bother. A few thousand progressive dealers are handling this line now and we know from the way re-orders are coming in that they are pleased—mightily.

The fact is that we know how and are making a shoe that will wear like—well, most dealers say like iron.

These H. B. Hard Pans run uniform—one pair just as good as another.

Made for one dealer in each town. Order a case to test on your hard wear boys' trade.

H. B. Hard PanBlucher
8 inch Top Large Eyelets
Carried in Stock 6-11

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



BUSINESS GINGER.

Part It Plays in the Achievement of Success.

One day I asked a man who has made a success in business to tell me some of the things that are necessary for a man to have in order to make a success as a merchant. I told him that I was trying to write stuff for a mercantile journal and frequently felt as if I was talking through my hat on account of ignorance of the subject I was writing about, but that if I could get the views of a man who had made a go of it himself I thought it would be a good thing. "Well," he said, "I am of the opinion that there are a good many things that go to make a success of the mercantile business. There is the element of luck to start with. The man just tumbles into a good location for business and that is mighty important. There was Marshall Field, for example, who wanted to locate in a little New England town when he started business for himself. Suppose he had followed his inclinations, the business world would never have heard of Marshall Field. Of course he would have been the biggest storekeeper in the small town where he made up his mind to locate, but the small town has its limitations that the best merchant in the world could not get over. It was just a fortunate circumstance or a kind of happen-so that landed Marshall Field in Chicago and made the greatest dry goods merchant in the United States. You have to figure on the element of luck to begin with. Next the merchant needs to be honest. I know that there are people who think the man who can drive a sharp bargain and is willing to get an advantage in a trade if he has the chance is the one who will succeed, but that is the greatest mistake in the world and any person who has a reasonable amount of sense will see that it is a mistake when he thinks about it. Here are a lot of people spending their money at a store for goods that they do not know the cost of or very much about the quality. They feel the merchant can take advantage of them if he wants to. Now, just suppose that a merchant really establishes a reputation for genuine honesty, you can see what a capital it is for him. When the customers really get to have full confidence in his word you simply could not pry them loose. Next, the merchant needs to have good sense and to understand his business so that he will know how to buy goods. That is just as necessary as to have a reputation for honesty. Next the merchant needs to be pleasant, not a put-on-kind of pleasantness, but a real, genuine friendliness, and lastly he must have ginger. He must get a move on himself or else he will fail. There are more men who are failures because they lack ginger than from almost any other cause. I have had clerks who seemed to have good ability and they did their work right well, but they were afraid to branch out. They lacked the nerve to make a success and were content to go along being clerks at small salaries.

They lacked push and ginger. I have in mind two men who used to work at desks side by side. One of them now gets \$18,000 a year, and the other gets the same salary he got twenty years ago. The company he works for has the pension system which insures him something to live on when he gets too old to hold his job as a clerk. If it wasn't for that fact he would soon be down and out, and yet he had as much or more education than the man who is getting his eighteen thousand dollars per annum and when they started working in the same office and at the same salary he had what seemed to be a better show in life than the other man. He lacked the ginger."

The Part Luck Plays in Success.

As I have said, however, there is a good deal of luck about success. I was reading the other day about two young fellows in Pittsburg by the names of Arbuthnot and Yeager who made a contract with the State of Pennsylvania to take all the cotton goods manufactured at the State Penitentiary at a certain price. That was in 1860. Things commenced to look squally. Business went to the dogs and the price of cotton goods tumbled. It looked to Arbuthnot and Yeager as if they were up against a case of bankruptcy. The State held them to their contract. Then the war came on. No more cotton goods or cotton from the South. The price of cotton goods commenced to sail and Arbuthnot and Yeager found that instead of being bankrupts they were rich on account of the cotton goods they had to take.

Now, that was nothing but just luck so far as they were concerned. They had not made money by any good judgment. They would have been only too glad to get somebody else to take their contract out of their hands and would have paid him considerable over and above the cotton goods to get rid of what they supposed was a mighty bad bargain.

There was a man who got stuck on some bad paper. The only thing he could get was eleven acres of land out a few miles from Chicago, as it was then. He was grieved over his hard luck, but the city of Chicago grew away beyond the most exaggerated dreams of its founders and finally covered that eleven acres and made the man rich. Another case of pure luck. There is an old saying, "A fool for luck." It is sometimes true, but in most cases the man who succeeds is not the one who trusts to luck, but the one who hustles.

The Choice of a Business.

As the writer grows older there becomes more and more impressed on his mind the importance of making a correct choice of a business career on the part of the young man. It looks to the young fellow as if he had plenty of time in which to choose, for the years seem to travel slowly when he is in his teens, but he will find out before long that the time for work is short, mighty short. The years hurry so after he gets to be 40 and generally he is hardly more than ready to really begin at 40. Some young fellows are fortunate. They are born

with such a decided talent for a particular line of business that there is no need to steer them that way. They just take to it as naturally as a duck takes to water. But the ordinary young man has no such decided leaning. He can not discover, nor can his friends, that he has any special talent. He has a reasonably good average brain, and that is all, and yet there is hardly a man born who is not better fitted for some one line of work than he is for any other. The young man ought to study himself and his older friends ought to help him. Nearly every young fellow who amounts to anything at all, and that is the only kind worth considering, has some older hard-headed friend whose judgment is good, who has proved that he has sense and knows men by his own experience. The young fellow ought to go to that friend and have a heart to heart talk with him and get his advice. Get all the good advice possible at the beginning, but remember that after all you have to do the work yourself. Advice, that is, good advice, helps, but it does not make the man. And when once you have made up your mind as to what you want to do and intend to do then stay with that and prepare yourself for it. Do not make the mistake of getting into business before you are ready. It pays the young fellow to prepare himself. He may not seem to be getting along as fast as he ought. He may think that he ought to be earning money instead of spending it in going to school and training his mind, but in the end he will find that it paid to get ready.

Another thing that grows on me is that the object of a man's life business ought to be more than just to make money. Of course it is a comfortable thing to have plenty of money. Money commands the services of the world. It unlocks the doors to every luxury and every convenience. At its command the forces of Nature are harnessed and the mysterious powers of electricity are made to minister to man's necessity and luxury. It orders that tunnels be driven through mountains and that the courses of rivers be changed and it is done. And yet it seems to me that the making of money, after all, ought to be a secondary object in choosing a business. The main question ought to be: In what line of business can the young man be of most use to the world and to his fellowman? It may be that in the grocery business there is a larger field for usefulness for him than in any other line and if so he ought to be a grocer. It may be that he can be more useful to his fellows as well as more of a financial success as a farmer than in any other line of business, and if so, he ought to be a farmer. It may be that he can do more good as a physician and surgeon than in any other line and, if so, that ought to be his calling. What I want to emphasize, however, is the thought that in choosing a life business the young fellow ought to have always in mind this question: In what business can I be of most use to the world?

Nerve.

A good many years ago, that is, it will seem like a good many to the young fellow who is looking ahead and not so very many to the man who is looking back, there came to Kansas a young man just out of school. He had a pretty fair education but no money. He was willing to work at anything that there was to do. The first job he got was one shoveling dirt, and he was a good shoveler. He had no notion, however, of making shoveling dirt his life work. Then there came a chance for him to teach school. The pay was not so very big, but it was better than the pay for shoveling dirt and he took the job. There had been trouble in that school. There were a number of boys there who thought it was the smart thing to run the teacher out, and unfortunately their parents, at least some of them, backed the boys up in their meanness. The young man knew what he had to go up against when he agreed to teach the school and he prepared for trouble. He had the nerve. I want to impress this fact as I go along on the mind of the young man who may read this. Nerve is essential to success. The trouble came on schedule time. The boys undertook to whip the young teacher and got whipped good and plenty. Then came one of the fathers and talked of whipping the teacher. He was large and husky and might have been able to do the job, but the nerve of the young man was too much for him and he gave up the job. That young man is now one of the most successful merchants in Kansas. He has made money and also been honored with high office, and there have been two factors that contributed largely to his success, one is a willingness to work at anything that is necessary to be done and the other is his nerve.—Merchants Journal.

The Jollier.

The fellow with the oily tongue
Goes gladly on his way;
He gathers in life's pleasant things
And seldom has to pay;
He smiles at everybody
And he cracks a merry joke;
He's full of funny stories
And he's happy when he's broke.

He doesn't need much money
For what in life he'd have;
He easily acquires
With his little game of "salve;"
He never has his troubles
And he never is alone—
People love to flock around him
Since he kissed the blarney stone.

A bill has been prepared, and will be introduced in the New York Legislature, making it a misdemeanor or a felony to make false statements in writing as to the financial condition for the purpose of securing loans on credit. This is a move on the part of the American Bankers' Association and, while it is intended primarily to secure greater immunity for the banks, still it will also be of great benefit to mercantile houses. The bills will undoubtedly be introduced in the legislatures of other states.

The man who has nothing but reflection puts his headlight on the caboose.

Get On The Profit Side!



Latest Model Money Maker

This is a new model, and is the most complete register ever manufactured. Prints itemized record under lock and issues check. This register is equipped with time printer to print the time of day a sale is made. It also has an autographic attachment for making records of goods wanted.

Make your business successful and profitable by **getting** all the profit you **make**. Mistakes cost money. Do you realize that daily losses by forgetting **Charge Sales** and **Money Paid Out** come out of your **PROFITS**? Do you know that you are actually working for Profits and then not taking proper care of them? You can stop working against yourself and get your business on a profitable basis by using a

National Cash Register

It keeps an accurate daily record of Cash Sales, Money Paid Out or Received on Account and by preventing mistakes makes more money for you. 650,000 merchants all over the world have found that it pays them to use **NATIONAL CASH REGISTERS** which have saved them the losses you are now suffering from.

We will gladly show you how to make money where you are now losing it. Mail us the coupon. Why not do that and let us put you on the **PROFIT** side?

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79 Woodward Ave., Detroit, Mich.

WRITE TO NEAREST OFFICE

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THE NATIONAL CASH REGISTER COMPANY

16 No. Division St., Grand Rapids, Mich., 79 Woodward Ave., Detroit, Mich.

I would like to know how a National Cash Register can increase my profits and do the other things you say it will. This does not obligate me in any way.

Name..... Business.....

Street..... City..... State.....

No. of Clerks.....

RAILWAY FREIGHT RATES.

Business Communities Must Co-operate For Fair Treatment.*

On my way up to your city to-day as I passed through this, that and the other point which, as a boy 35 years ago, I knew as the site of a lumber camp, or the location of a sawmill or the just-budding genesis of a real lumber town, I wondered how many men I would see this evening who could hark back to those days in the '70s and possibly the '60s, when Traverse City was the outpost of progress for all Northern Michigan.

And then, recalling observations of my own when, as a boy, I wandered among the mill men, the lumber jacks, the river men, the foremen, shanty bosses, peddlers and all who contributed to the wondrously interesting variety of life in the lumber country, I was reminded of how, at the time, I was impressed by what seemed an oddity almost inexplicable.

Of course, there were differences of opinion among these men just as to-day men hold different views; in the old days men would argue, scold, quarrel and not infrequently, they would fight; but let any situation arise which was logically a matter for united effort, a thing which, naturally, could be made a common cause, and you would see mill men, river men and lumber jacks a unit in the most practical, most effective and usually most successful effort imaginable.

All that was needed to annihilate jealousies, selfishness or fears was some problem, some emergency, some possibility which was for the general good of the lumber country and for those whose interests were there, and everybody joined hands and went after the desired result.

In a crude, rough and genuine way the lumber woods of Michigan were constantly setting examples of co-operation for the benefit of these present and more elaborate, more extravagant and, perhaps, more puzzling times. With Traverse City as the chief focal point for scores of forest-hidden groups of good, strong men and brave, self sacrificing women who, foreseeing possibilities, (now realized) were willing to isolate themselves for a few years, your city naturally was a birthplace of much of that splendid initiative which has made the Grand Traverse country what it is to-day.

Those were the days when decision, judgment, energy, courage and determination were absolutely necessary assets; and you had them.

Those were the days when rectitude, fairness, generosity and high grade manhood were necessary and you had all of these requisites.

And you have these essential resources to-day in equal proportion beyond any question.

To-day, as I believe through quite an intimate acquaintance with your resources, the quality of your citizenship and the well built, attractive character of your city, you have a community second to none and a home town, a business town and an industrial center that has no superior.

*Address by E. A. Stowe before Traverse City Board of Trade, Feb. 24, 1909.

Unless I am woefully at fault, one of your most valuable characteristics—if not the one most valuable—is the spirit of harmony and civic pride which marks the attitude and the methods of your citizens in all matters of public moment.

Located as you are at the mouth of 50 or more miles of river courses and at the head of the historic and beautiful West Arm of the finest bay in Michigan, your natural advantages could not well be improved upon; but the wondrous fruit and agricultural country round about you show that you do appreciate what God has given you and have been willing to work and to wait that you might prove your gratitude.

Commercially, industrially, socially and in an educational sense, I do not see that you are not admirably equipped; and when one adds to these factors a harmonious co-operative spirit on the part of your citizens there are few good wishes one may need hold in your behalf.

And so, confident that you will respond to a call from the citizens of Grand Rapids and all cities and villages north to your own city, for your co-operation, I desire to put a few facts before you on the subject of freight rates.

There is, perhaps, no more important matter now before the industrial and commercial interests of this country, than is the question of freight rates.

The cost of bringing to a factory raw materials or to a merchant the goods he handles, and the cost of shipping out his finished products or the goods he sells, tell the manufacturer or the merchant whether or not he can do business at a profit.

For years, people scolded about the perplexing, irritating and involved mathematics and typography of railway time-tables. Indeed, the average citizen, not a frequent and experienced traveler, rarely ever knew where he was at after studying a series of time-tables.

And yet, my friends, the railroad time-table is like a primer, by comparison with a freight rate schedule based on the 100 per cent. rate from Chicago to the Eastern seaboard.

Moreover, when one, in order to help himself to an understanding of such a schedule, consults a map showing different sections of the country and the freight rate for each section, he is apt to become more confounded than ever.

Seemingly the railway officials have studied, experimented and profited by experience in developing problems that are no less than dense, in the effort to produce a map that is simply incomprehensible. Indeed, there are scores of railway officials who can not, themselves, understand the map of freight rate groups and rates, using Chicago as the 100 per cent. basis.

When the city of Chicago was selected as the basic point for estimating the cost of carrying a ton of freight from that city to the Atlantic seaboard or vice versa, that estimate was reached by figuring the cost of carrying a ton one mile; and, as the distance from New York to Chicago

by the shortest rail route is 912 miles the cost per ton per mile was multiplied by 912 and the result was declared to be the desired 100 per cent.

Presently Milwaukee, Racine and Kenosha desired to know why they were paying a higher freight rate than was being paid by Chicago. "We have equal waterway facilities with Chicago," they said.

This was sufficient. Immediately the railways placed the three cities named on the 100 per cent. basis.

Then Port Washington, Sheboygan and Manitowoc woke up and said "We can ship to Buffalo just as readily as can the ports to the south of us." And again the railways recognizing the jolt, put Port Washington, Sheboygan and Manitowoc on the 100 per cent. basis.

Did they do anything like this, for Grand Haven, Muskegon, Pentwater, Ludington, Manistee, Frankfort, Traverse City and Petoskey?

No, in Michigan things were different. Traverse City is two miles nearer to New York than is Chicago and has water communication to Buffalo; Manistee is 36 miles nearer and Ludington is 46 miles nearer to New York than is Chicago and both cities have the advantage of a water route to Buffalo. Grand Rapids is 101 miles nearer New York than is Chicago.

No, the 100 per cent. basis wouldn't do for Western Michigan because it was a very new and very sparsely settled territory—much more so than were the west shore towns of Wisconsin (?) No, they couldn't follow the Wisconsin shore plan, which now

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TANGLEFOOT FLY PAPER

The Standard Throughout the World
for More Than Twenty-five Years

ALL OTHERS ARE IMITATIONS

shows a narrow strip along the entire eastern lake borders of Illinois and Wisconsin, all on the 100 per cent. basis, the same as Chicago. That lake-shore-ribbon embodies what is known as a freight rate "group," with the 100 per cent. basis.

In our own State the longitudinal grouping (as along the west shore) wouldn't work, so the railway people said. And so they formulated "groups" along or practically along lines of latitude.

So far as can be figured out by men who are well versed in receiving and shipping freight, and so far as can be estimated by railway men not interested in the business of this particular territory, the 912 miles to Chicago and the 100 per cent. basis there established cut no figure whatever in Western Michigan.

And neither was any consideration given to the fact that Petoskey, Traverse City, Manistee, Ludington and so on have water transportation facilities.

Originally the freight rate group in which Grand Rapids is placed, was given a 98 per cent. basis. But Grand Rapids grew, Muskegon, Kalamazoo, Grand Haven and Lowell grew, Kent City and Grandville grew and finally, because the group had really attained considerable importance, the railways gave the Grand Rapids group a 96 per cent. basis, but only after a strenuous campaign by the Grand Rapids Board of Trade.

Thus, also, other groups grew in value as freight producing districts, so that now Manistee is on a 112 per cent. basis, Ludington is on the 100 per cent. basis, Traverse City is on a 115 per cent. basis, Cadillac has a 110 per cent. basis, so does Reed City; Kalamazoo, in the Grand Rapids group, has a 96 per cent. basis, Jackson 92 per cent. Adrian 84, Lansing 95 and Detroit 78 per cent.

There is no sort of equity or justice in any one of these arbitrarily fixed bases. For example, Petoskey, instead of having its present 120 per cent. basis, should have, according to the terms of the basis agreement at so much per ton per mile, a 105 per cent. basis. According to the same terms your own Traverse City should be on the 100 per cent. instead of the 115 per cent. basis.

And it is this injustice that the Grand Rapids Board of Trade has been fighting the past two years.

And we have made the fight for all cities and villages in Western and Northern Michigan, as well as for our own, because, in the first place, it is everlastingly right to do what we can for our neighbors and, in the next place, whatever helps our neighbors helps us. For the same reason, the Board of Trade of Saginaw and Flint are making exactly the same kind of a fight in the eastern part of our State.

Thirty-five and forty years ago the railway people saw an excellent opportunity for profitable investment in this section of the State and they were met much more than half way by our citizens. Because of their entirely disinterested and magnanimous (?) behavior at that time, the railway people very soon assumed the atti-

tude of owning Michigan. Indeed, there have been some years since then, during which, in more senses than one, they have owned Michigan.

You all know the history of the Grand Rapids & Indiana Railway—the lusty, greedy offspring of the Pennsylvania Co. and how, by virtue of a land grant from the Government, it has piled up dozens of fortunes for those who are on the inside. And yet the officials of this road, in talking freight rates, passenger rates, train schedules or anything involving an influence upon their expenses and their income, are forever pointing with alleged pride to what they have done for Michigan.

My friends, there's nothing in it. Neither the State of Michigan nor any community in the State owes anything at all to the Grand Rapids & Indiana people, or to the magnates of any other railway. They would not have brought their roads to us as a mere matter of public spirited generosity. No, they came because they saw opportunities to make money and they have made it, too.

And, considering the manner in which the people of Michigan have treated the railways the past thirty-five or forty years, in comparison with the treatment of the people by the railways, the existing debt—and it does exist beyond question—rests upon the railways.

The railway companies never have and never will co-operate with the cities and villages along their several rights of way on lines of fair and genuine unity of purpose until they are made to do so. Let a question of a separation of grades, of a new depot building, of establishing gates at crossings, of occupying streets or alleys unlawfully, of passenger rates, excess baggage rates, classification of freights, freight rates, or what not,

arise and see where the railways place themselves at once.

The railways of Michigan have fought our Tax Commission and are still fighting; they owned our State Railway Commission until the people took up the matter and caused the creation of our present Railway Commission, and now they are fighting to destroy the Commission by amending the law so that so much will be added to the duties of the Commissioners that they will be unable to give the railroads much attention; they withdrew the convenient and eminently fair mileage book from sale and are fighting to prevent its reinstatement; they fought the two cent fare law; they are fighting excess baggage regulations which would be fair to all concerned; they have controlled legislation to a great extent by "retaining" the lawyer members of the Senate and then never calling upon them to perform any service for the railroads except to "vote right." If a man was not a lawyer, such a payment would be called by the proper name of bribe; they have tampered with our juries and corrupted our courts and then they wonder why public opinion should be so strong against them.

They fight everything and they not only know how but they have the means by which to prolong all fights. They fought the employers' liability law down at Washington and they fought the hours of labor limitation. Let a man lose a leg or an arm while on their train or let an accident on their lines injure a score or more of persons, instantly surgeons, physicians, lawyers and detectives are on the jump to see everybody hurt and the next of kin to those who are killed to "fix" things.

And yet the railways who do these things designate as "shysters" those

lawyers who go in the opposite direction and do their best in an effort to get damages out of the railways for those who are injured or killed.

These are facts known to everybody, and the facts, being as they are, leave but one course to be pursued by business communities:

Cities and villages must get together, must work together, must strive together to get what they are justly entitled to.

And because Traverse City is a center of business energy, business harmony and business importance, I have put these facts before you and ask your co-operation.

Remember you are advertising to the trade, not to your competitors.

The Celebrated Royal Gem Lighting System with the double cartridge generator and perfected inverted lights. We send the lighting systems on 30 days' trial to responsible parties. Thousands in use. Royal Gem cannot be imitated; the Removable Cartridges patented. Special Street Lighting Devices. Send diagram for low estimate.
ROYAL GAS LIGHT CO.
218 E. Kinzie St., Chicago, Ill.

FLOWERS

Dealers in surrounding towns will profit by dealing with

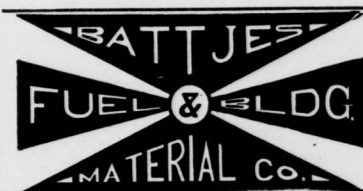
Wealthy Avenue Floral Co.
891 Wealthy Ave. Grand Rapids, Mich.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN



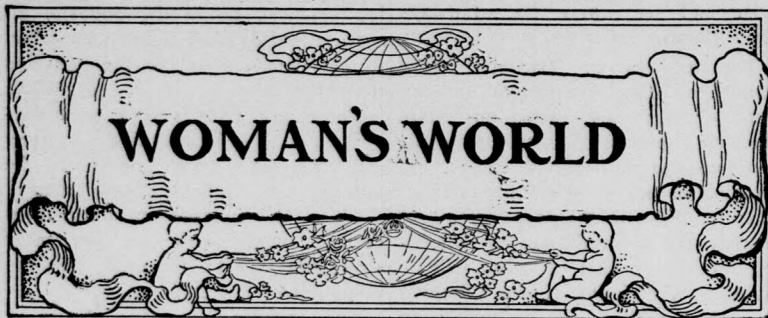
The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both 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.



Dorothy Dix Talks To a Girl About Lent.

To-day is Ash Wednesday and I am wondering, dear little debutante, how you are going to spend Lent. Not what you are feeling, but what you are going to do. It is always dead easy to feel. Any woman can go on an emotional debauch at a moment's notice. Given the afternoon sun filtering into the dim, gray recesses of the church, a white-robed choir, and the organ rolling its hallelujahs above our heads, and there is not a woman of us who can not be so uplifted that she feels her only proper place on earth is to climb up among the stained glass angels in the window and stand there with a halo around her head.

We call this being spiritualized, and we count it unto ourselves for righteousness, but in reality it is like the illusion of the pauper who believes himself to be a millionaire when he is merely drunk. I have seen plenty of pious women who would sit through a church service, exalted, entranced, ready to sacrifice everything and go out as a missionary, or to give themselves to be burned as martyrs, and who would then come home and slap the children, scold the servants and nag at their husbands.

Now, the goodness that is good for anything must do good to somebody. The religion that takes itself out in emotional uplift is like the frosting on a cake—pretty to look at, but a mockery to the world that is starving for bread. And so I would have you make your Lenten days bloom like a garden with fragrant deeds. And I would have you begin at home. This, I am quite aware, will not appeal to you. Sacrifices for one's own people are not spectacular. Notwithstanding the old proverb about charity beginning at home, the idea of finding a sphere for one's missionary efforts in the bosom of one's own family has never been popular, yet it is worth considering. The heathen who have neither the tax collector nor the rent bill to face, and who have not to consider wherewithal shall they be clothed in the latest fashion, do not have the worst of it in this troubled world, and there are few of us who can not find places in our own homes in which to bestow all the piety, and consideration, and superfluous good deeds that we are able to spare.

This is particularly true of girls. In our impulsive and blindly adoring love it is the custom in this country to make the daughter of the house a little queen around whom everything revolves, and to whom every-

thing and everybody are sacrificed. Her wishes are law, her desires decide everything, whoever goes without she must have. It is a pathetic effort of mothers and fathers to give their daughters one little span of unalloyed happiness, one little bright spot to always look back upon, for when once life has thrust its responsibilities upon a human being, behind every pleasure still sits the little black beast of care. But the inevitable result of this treatment has been to make our girls selfish—not intentionally, perhaps, but with a placid acceptance as their right of the best of everything, and an ungrateful reception of sacrifices whose depths they do not measure.

It is always discouraging to find that one's duty lies right under their hand instead of off at a picturesque distance, but do you not think, dear little girl, that you could in no better way keep Lent than by giving your mother a holiday? This has been your first winter in society, and your mother has done everything to make it pleasant for you. When you were out late, night after night, at this function and that, she has seen that your rest was not broken the next morning. The house was kept still and dark, the children went by your door on tip-toe, every voice was hushed that you might sleep. Suppose you pay her back now. Give her a vacation. Let her sleep of a morning. Get up yourself and see your father off. Get the children to school. Comb Mary's hair and hear Johnny's lesson. Interview the butcher, and baker, and do all the tens of thousands of things which mother does every day of her life, and of which you never dreamed until you became her understudy. Then when she wakes, take her up a dainty breakfast yourself, and see how the tired look will vanish out of her eyes and the faint pink of youth return to her cheek.

Then there is your father. Heretofore you have been so busy at school and in society that you have never really had an opportunity to get acquainted with him. In reality, though, neither he nor you suspect it; he merely stands to you for a kind of animated cash register and you have never taken the trouble to wonder what he thinks about things. Your father is a shrewd business man. Did it ever occur to you that he must regard you as an exceedingly bad investment? You see you cost so much, and he gets such little return on his money. A daughter is a tremendously expensive luxury. Your

musical education, for one thing, costs a small fortune; yet he never gets a tune for all he spent on it. When he asks you to play for him you are always going out, or busy, or something. He used to think, when you were a school girl, how nice it would be when you would play for him after dinner, while he dozed off into a land of music, sweeter to him, because it was made by his little girl, than if a Paderewski had played it. Well, he made a mistake, and every time he thinks of it he must charge it up to the profit and loss account that we run with our hopes and dreams.

He also spent money without stint on your general education, and he must have thought that he was providing himself with an intelligent companion. Yet how often do you sit down and have a real conversation with him—the sort of a conversation you would hold with any elderly gentleman you wished to entertain and please? Do you ever tell him any of the good stories you hear? Or, worse still, do you ever listen—not patiently and with the air of a martyr, but alertly, interestedly to his stories? Suppose you were to take the time and trouble to get acquainted with your father, and show him that you loved and appreciated him? How does that strike you as a way to spend some time during Lent?

Women have a natural love of the dramatic, and it is hard for them to believe that the things that have no guise of romance about them are worth while. This is the reason that we had all rather make flannel petti-

Flour Profits

Where Do You Find Them, Mr. Grocer?

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



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

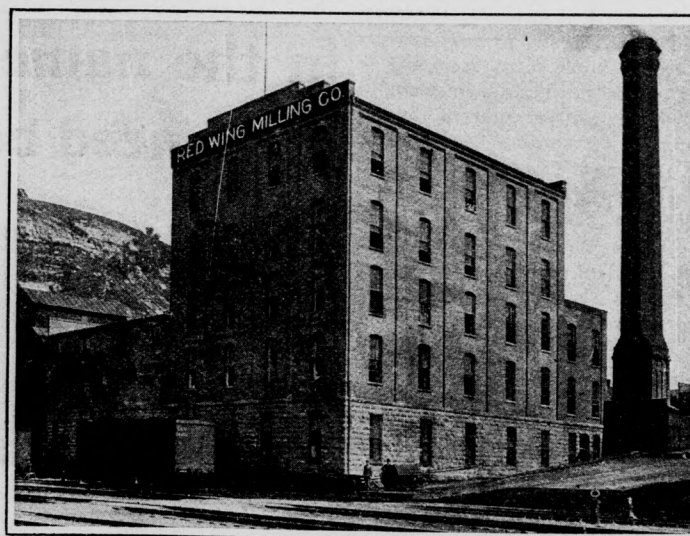
BAY STATE MILLING CO.
Winona, Minnesota

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.

coats for the Hottentots than for the family around the corner who are merely commonplace and shiftless and no account, and whose dirt is disgusting instead of picturesque. It is the reason why a woman will bear with more patience with a drunken brute of a husband than she will with a good, dull, blundering fellow who gets on her nerves instead of her conscience. It is also the reason why women send flowers to the cell of a wife murderer, but never think to give them to the poor, tired woman who makes their frocks.

During Lent we all have spasms of philanthropy, and organize clubs for doing good to all the people who live far off, and with whose needs we are totally unacquainted. Do you not think, little sister, that we should be liable to do more good if we showed a little more sympathy and extended a little more help to the people whose needs we can see without the use of a telescope? Do you not think the flowers that go to a sewing girl go on just as worthy a mission as the ones that go to the cell of a condemned criminal? Did you ever think what a lovely thing it would be if the girls who have money and leisure and talent would employ them in brightening the lives of girls less fortunately situated than themselves? Not in the way of organized clubs, which are generally organized failures, but individually? You can not get at people's hearts when you are tied up and strangled in constitutions and by-laws.

In this city there are hundreds of girls who spend their days behind counters, earning scarcely more than a mere living. They never know the luxury of a really good luncheon, or a box of candy, or a bunch of flowers. Suppose, some day, when you are shopping at luncheon time you ask one of these little sisters of the rich to go with you and have luncheon, and you give her the daintiest one you can order, and have just the sort of a girl-chat with her that you have with your dearest girl chum. Do you not think that you both, for she has just as much she can give you in the way of companionship as you can give her, would be better and broader for the little touch of human comradeship? Do you not think that the girl who sells you your gloves, and with whom you have struck up an acquaintanceship, would be happier if you should give her a box of candy or a bunch of violets, with some little speech of thanks for the trouble she has taken in fitting you all winter?

Not all the charity, though, in the world consists in giving money. Sometimes a bright word, a kindly smile, a cheery letter, even listening to a bore recounting an oft-told tale, or a woman telling the sorrows that have no cure on this earth is the divinest charity. These are homely duties, little sister, but they will surely come your way, and in the doing of them you may, if you will, make the gray Lenten days a golden pathway that leads to the stars.

Dorothy Dix.

How Do You Use Your Time?

Did you ever realize that the greatest tragedy of life is the passing of a wasted day?

A day that will return no more. If you have thrown away any part of that day you will never be able to make it up.

Most people work hard, over-reaching their capacity, because they waste time; valuable minutes are thrown away because their worth was neither realized nor appreciated.

To most workers time is unimportant and commonplace—a thing that drives them on to a certain point, then after that it is wasted, or, in the vernacular of the street, it is "killing time."

Now, if your work is too hard, the chances are you have been "killing time" when you should have been using that time. To "kill time" is also to waste time by doing your work in the wrong way, or without any method or system.

Many workers who are suffering from the "whip hand" of labor are willfully throwing away their time, or they are thoughtless and careless about its value and a system by which it should be used.

The greatest troubles and worries are caused because people have no definite personal system for using their time.

To use your time profitably is to do in that time twice as much as formerly. The saving of seconds and minutes is what makes quick work and profitable hours.

When you are at your work study the quickest and easiest way to do the task before you, and thus by saving time and energy you increase your capacity.

Every scrap of a wise man's time is worth saving—so is yours.

The worker who advances rapidly is always the one who has used his minutes and hours systematically.

It is not necessary to work beyond your limit in order to accomplish great things, but just try to make every second count for something worth while.

The ambitious worker never cries about hard work. He seldom goes beyond the limit of endurance, because his ambition and energy are ruled by a perfect personal system.

But when a worker is not ambitious and takes no special interest in the growth of the work he is doing, nor in his own development, his work usually is so monotonous that it becomes a burden.

In all lines of endeavor we find that the worker who actually accomplishes something for himself and his employer has a working plan and a definite system to guard against the waste of his time and energy.

The after working hours are just as important as those for which a man is paid. The man who is constantly advancing usually reads and studies during the after hours—the hours which are being thrown away and wasted by multitudes of workers.

When a man once has enough self control to regulate the hours that belong entirely to himself—when he learns how to turn the wasted hours

into profitable hours—then he is developing a capacity for greater things.

Most any man can perform a task when his hours are regulated and his limit is set, but the man who uses his time systematically without the help of a manager or a boss is the man who can perform the greater and more difficult tasks.

C. L. Pancoast.

Buying Chairs By Sight.

"I went with some folks the other day," the man said, "to buy a couple of chairs. We went to a furniture store and looked over what they had to offer. These were just ordinary chairs for a bedroom, so that it wasn't a very momentous purchase. The folks I was with looked at the cloth on the chairs and asked questions about the wood and how the chairs would wear. Then they bought the chairs and ordered them sent home. What struck me as peculiar about the transaction was that never once did either of the two persons with whom I was think of sitting down in the chairs to see whether or not they were comfortable. I dropped into a furniture store not long afterward and asked a salesman about it, and I wasn't surprised to learn that very few persons buying chairs ever seem to think about testing them by sitting in them, except in the case of rockers, that is. Few persons can resist the temptation to take a few preliminary rocks in a prospective purchase."—New York Sun.

The helpful hand is never empty.

Established 1872

Jennings' Flavoring Extracts



Send in your orders now for

Jennings' Terpeneless Lemon

before advance in prices

Jennings' Vanilla

is right in flavor and value

Jennings Flavoring Extract Co.
Grand Rapids

SEE PRICE CURRENT

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar

These Be Our Leaders

CERESOTA Flour

Made in Minneapolis
and sold
EVERYWHERE

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

A PUBLICITY EXPERT.

How He Was Turned Loose in Adams County.

Written for the Tradesman.

It all happened a number of years ago, but there are a number of local option campaigns on in the Middle West, and so there may still be interest in the story.

Old Adams was stirred from center to rim. The anti-saloon league was putting up a fight for local option and the breweries and the retailers were not exactly fighting on the defensive all the time. So it was a hot time in the old county.

The members of the Local Option Committee were attacked verbally and physically, and were boycotted, and made to feel the penalty of trying to keep their fellow citizens sober by statute. The newspapers were printing both sides at advertising rates, and were given to showing how the county treasury was fattened up every year by the liquor tax.

One day when the Committee was in session Deacon Straight advocated more strenuous methods.

"The breweries are bucking us to a stand-still," he said, "and we are not hitting back. Now, I propose that we employ a publicity expert and turn him loose."

"What is a publicity expert?" asked Deacon Dudley, who operated a feed store.

"One of the men who writes lies for the patent medicine men," answered the town orator, who had not yet been employed at so much per thousand words.

"I think we'd better spend our money right here at home," said Schooner, who ran a dry goods store.

"Well," replied the Deacon, who had contributed more to the fund than anyone else, "we are now spending our money right here at home, and we are getting the worst of it. Our men seem to be afraid to say anything fierce."

"We must conduct the campaign in a gentlemanly manner," said the orator.

"Of course," said the Deacon, "but we must quit firing blank cartridges. If any of you fellows will put up the right kind of a fight, and not be afraid of saloon bums, or ashamed of your job, you can go ahead."

No one offered to get in line for such a campaign as the Deacon then outlined, and so Dick Barr was sent for. No one knew where Dick came from, or where he went to after his work was over. The first day he took hold he went to the two daily newspapers with some copy and was turned down.

"We should lose our advertising business if we printed stuff like that," said the editors. "You'll have to draw it milder."

"The breweries don't draw it very mildly," said Dick.

"I'm not arguing the point with you," said one editor. "I'm telling you about it."

"All right," said Dick, and he went out and arranged for the publication of a semi-weekly until the close of the

campaign. The first issue of this paper said:

"We are obliged to print this paper because the dailies won't use our matter at space rates. The editors say they would lose advertising patronage if they printed straight local option matter at ten cents a line.

"The ladies of Adams county are more interested in this fight than are the men. Wouldn't it be a good idea for the ladies to find out who the merchants are who are plugging for the breweries?

"If the merchants of Adams county think more of the trade of forty saloonkeepers and their army of bums than of the patronage of Christian homes, it is time we had a few new stores here. Let us have the names of these merchants."

The paper had been out one day when the Committee got together and howled. They passed a resolution to suspend the semi-weekly, but Deacon Straight stood by his guns.

"All right," he said, "I'll take over the paper. We are paying out big money to get speakers here, but the only people who go to hear them are those who are already in favor of local option, so their talk does no good. We must get our literature into the hands of every woman in the county. We must reach the indifferent; get at the wife and mother and leave the men to them. From this time on this semi-weekly will be hot stuff, and it will go into every home in the county. And every week a worker will go into every home to call attention to it. These 'rousing meetings' are enlivening, but they don't gain votes."

"I don't see how you can make it any hotter than it is now," grumbled the orator.

"You'll see," said the Deacon.

The next issue of the semi-weekly contained this:

"You can hire a medical or surgical expert on both sides of a murder trial. You can hire preachers and college professors on both sides of a local option campaign. All men do not think alike.

"A famous clergyman, probably honest in his opinions, lectured against local option here last night. He was paid \$200 and expenses. Where did the saloon men get that money? Who paid it over to them? "Bill Bamsbell, whose wife earns all the money the family has by taking in washing, handed Saloonkeeper Bewitt five dollars for a jag day before yesterday. His wife had given him the money to buy shoes for the children. Now the kids will go barefoot this winter.

"In order to make up the \$200 for the famous clergyman. Saloonkeeper Bewitt gave five dollars. Now the question is this: Did the eminent clergyman carry away the shoes Mrs. Bamsbell earned for her children over the washtub?"

"Look here!" howled the members of the Committee, "you can't print personal stuff like that in this town. The clergyman is above reproach. You'll get up a riot here."

"All right," said Dick Barr. "You say I can't, but I have, and will. I know the clergyman is above re-

Established in 1873

Best Equipped
Firm in the State

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

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Gate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids, Mich. Citizens' Phone 5329.

A DIVIDEND PAYER

The Holland Furnace cuts your fuel bill in half. The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel. Write us for catalogue and prices.

Holland Furnace Co., Holland, Mich.

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Valves, Fittings, Pulleys
Hangers, Belting, Hose, Etc.
Grand Rapids, Mich.

Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems.

Write for estimates or catalog M-T

42 State St. Chicago, Ill.

Used Autos

Runabouts - \$80 to \$350
Touring Cars \$195 to \$750

I make a specialty of the sale of used automobiles and am the largest dealer in Western Michigan. Send for my list. I can take your old car in exchange.

S. A. DWIGHT

1-5 Lyon St., Grand Rapids, Mich.

A HOME INVESTMENT

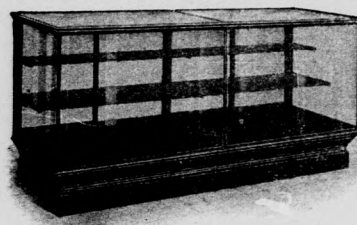
Where you know all about the business, the management, the officers

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.

Display Case
No. 600

Display — Display — Display

That's what makes sales. Improve the appearance of your store and the trade will come your way. Let us tell you why our cases are superior to other cases.

Send for our catalog A.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

Branch Factory Lutke Mfg. Co. Portland, Ore.
New York Office and Showroom, 750 Broadway
St. Louis (same floors as McKenna Bros Brass Co.)
Office and Showroom, 1331 Washington Ave.
San Francisco Office and Showroom, 576 Mission St.

Under our own management
The Largest Show Case Plant in the World

ELECTRICAL SUPPLIES

M. B. WHEELER ELECTRIC COMPANY
GRAND RAPIDS, MICH.

ORDERS SHIPPED PROMPTLY

PRICES RIGHT

PURE OIL

OLIENE The highest grade PENNSYLVANIA oil of unequalled excellence. It will not blacken the chimneys, and saves thereby an endless amount of labor. It never crusts the wicks, nor emits unpleasant odors, but on the contrary is comparatively

Smokeless and Odorless

Grand Rapids Oil Company

Michigan Branch of the Independent
Refining Co., Ltd., Oil City, Pa.

proach, but that doesn't keep the Bamsbell kids from freezing their feet, does it?"

"You'll be arrested if you don't quit," said the Committee.

"All right," said Dick. "I can do my writing in jail."

The next issue of the semi-weekly contained this:

"The liquor dealers say they will sell just as much whisky if the county goes dry. Then what are they barking about? Why these tears?"

"There is no doubt that the old soaks will get their drinks for a long time to come even in a dry county. The quicker they drink their heads off the better."

"But the old soaks will soon pass away. If there are no open saloons the boys will not acquire the liquor habit, and presently there will be no soaks. This makes the liquor men sore. The saloon is the primary grade of the drunkard. It takes a nice, clean boy and turns him out a dirty bum. That is the finished product of the saloon."

"See here!" howled the Committee. "There are a good many business men in this county who are moderate drinkers. You are losing their support by your radical articles. You'll have to choke off."

"All right," said Dick. "I'll choke off."

And this is the way he choked off in the very next issue:

"The murder of Dan Smith was brought about by whisky. The murderer admitted he was full of rotten whisky when he cut Smith to death."

"This murder trial cost Adams county \$10,000, and it will cost \$10,000 more to support the wives and children of the murdered man and the murderer. How long will it take for the county to get that back in liquor taxes?"

"The bondsmen and the men who own the building occupied by the saloon where the murderer got drunk ought to pay the county this \$20,000. Will they? No; they will, instead, tell you how they protect the taxpayers by paying about \$600 a year in taxes."

"You've got to stop abusing the men who own our business buildings," said the Committee. "You're getting up a quarrel in this county that will never die out. Come off."

"All right," said Dick. "I'll come off."

And in the next issue he came off as follows:

"We are sending out slips this week showing what the whisky, wine and beer sold by Bill Bamsbell is made of. You will see that such whisky and wine will make a man bughouse in about five minutes."

"That is why the dope is put into it. A doped man throws his money away like a drunken drover. If no men got crazy drunk in front of bars the saloons could not keep open. 'One sucker a day' is what the saloon man hopes for."

"If a crazy man went into a clothing store and ordered clothing for all the clerks and porters and stand-arounds, the proprietor would call the white wagon, and send his money

away with him. What would a saloon man do?"

"You'll come down here some morning and find this building burned," said the Committee to Dick. "The people are getting angry."

"All right," said Dick. "I expect that. The men I am fighting are equal to such work. I had to lick a saloon bouncer last night, and hang something over the eye of a whisky salesman at the hotel. I'm here to win this fight."

And win it he did, and he didn't strike any harder than the brewery men did, at that. But he was not afraid, and he was not ashamed of his job.

He went at it just as if he was advertising a brand of soap. He brought the points of the issue up to the people. He said the things that set people to thinking, and that is why he won.

"You're a bully boy," said the Deacon, as he paid him off. "You won. Now, I'm not a prohibitionist. I would like to see pure liquor sold here by decent men. But there are too many doggeries here, and so I've helped to put the whole thing out of commission for a time. I'm sorry for the men who run decent, law-abiding places, where a drunken man's money is as safe as in his own home, but they got into a bad crowd, and they had to go."

And the Deacon reflects the thought of many a staunch business man. It is not the prohibitionists who are carrying the local option counties. It is the great army of the disgusted. Alfred B. Tozer.

Why Modern Greece Is Barren.

Venetian waste has made modern Greece barren. As late as the eleventh century Greece and the islands of the Aegean Sea were covered with noble forests. And if the Venetians had merely taken the largest trees as material for their galleys and had spared the young growth Greece might to-day be one of the most richly wooded lands on earth, but in order to facilitate the transportation of the great logs to the seacoast they burned the young growth, and thus converted these splendid forests into barren, stony deserts. This was destructive exploitation in some of its direst aspects.

Similar deeds are done to-day in distant regions which now, the sport of the forest exploiter, are destined some day to have settled populations which will require a sort of unimpaired fertility. To preserve these lands for the use of future generations is thought to be the sacred duty of the temporary possessors, who, in these civilized times, can distinguish between conservative and destructive exploitation. Devastation is wrought not only by greed but also by scientific and artistic zeal.

"Many otherwise wellbred and sympathetic men and women are converted by their love of nature into angels of destruction." Many beautiful European flowers and insects have been collected so ruthlessly that they have been almost exterminated. Among them are the lady's slipper,

the Turk's cap lily and others, while the edelweiss and alpine rose owe their survival to the fact that they grow in inaccessible spots.

The rubber tree is in a stage of transition from the state of nature to the state of civilization. Although it is being planted and cultivated extensively, it still is necessary to utilize the trees growing wild and isolated in the forests of Brazil. The half savage peon who earns his living by this arduous work incidentally acts as a pioneer of civilization by making roads through the primitive forest and gradually making it fit for the transformation into arable land.

Shmile und the world shmile mit you;
Laugh und the world vill roar;
Howl und the world vill leaf you
Unt nefer come back any more;
For all of us couldn't peen handsome,
Nor all of us veer goot clothes,
But a shmile vas not exbensive
Unt covers a world of voes.

He does not know what forgiveness is who is too lazy to resent a wrong.

Foster, Stevens & Co.

Wholesale Hardware

Fire Arms and Ammunition

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

10 and 12 Monroe St.

Grand Rapids, Michigan



"Sun-Beam" Brand Horse Collars

When you buy
See that they
Have the "Sun-Beam" label
"They are made to wear"

M'F'D ONLY BY
Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

A Money Saver AND A Money Maker



The American Account Register and System

Unlike any other register or so-called system on the market, is not only a money saver but A MONEY MAKER. The American System not only does away with all book-keeping, disputes, etc.—not only has all the money saving features to be found in any other account handling method—but its safe-guarding and money-making features make it the only safe and complete system for handling credit accounts on the market.

The "American" places the merchant in a position to know absolutely, without any guessing, that his accounts are correct. It will more than pay for itself in a few months of use, and will hand you back in dividends more than twice as many dollars as any other system can produce for you. Let us show you how the "American" will eliminate all bookkeeping, night work, worry, stop disputes, make collecting a pleasure and in many other ways save money for you. Then let us explain the Advertising feature of the American Account Register, which would make money for you. Ask us to write you individually on this subject of the best system for handling your credit accounts. Ask us to give you a full explanation of the American System as it would be applied to your own business. It will not obligate you in any way, and it will enable us to show you clearly how the "American" will not only save but make money for you in your present business.

THE AMERICAN CASE AND REGISTER CO. Alliance, Ohio

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

Foley & Smith, 134 S. Baum St., Saginaw, Mich.
Bell Phone 1958 J

Cut off at this line.

Send more particulars about the American Account Register and System.

Name

Town

State

THE CUSTOMER INSIDE.

Keeping One's Eye on the Bird in Hand.

By a too devoted attention to the bush, it is proverbially easy to neglect the bird in hand. Ingenious advertising and thoughtful window dressing, although of vital importance, need not lessen the retailer's supreme regard for the customer in the shop. Yet, very often it does. It should be always remembered that the man or woman on the spot is the object most worthy of one's clearest concentration. But the nearest target is all too frequently ignored.

Customers are attracted to many shops by various skillful devices, but the opportunities that arrive with them are seldom turned to the best advantage. Plenty of business anglers seem to study the bait more than the fish. The arrival of a customer in the shop is an event fraught with delightfully diversified possibilities. One of your preliminary arts to secure custom has actually succeeded. As regards the particular customer and the particular article demanded you have, by superior skill, industrious action, manipulated circumstances, or by the favor of fortune gained a great point. You have won the great advantage over all rivals, local or otherwise, of a personal visit from a potential customer. Whether you serve a dozen or twenty dozen a day, each customer is a fresh opportunity.

Arrived at this stage, business can be increased easily and considerably without risk or outlay. All that is wanted is well-judged action to double or treble the advantage already gained. A little effort now may bring a large financial return. Right treatment of the customer, to sell to him goods asked for, is not enough. It is nothing to boast of. It is only half the virtue of good salesmanship. Previous influences brought the customer into the shop.

Politeness and good value will content most buyers, but your aim and profit are not only the contentment of buyers. There is a quality of salesmanship more rare and more valuable which ever works for increased sales. It is that pleasant, easy readiness that makes the presence of the customer a basis on which to build fresh trade. Not the blunt, blatant, ill-judged pushfulness that seeks to force goods upon unwilling purchasers, but the adaptable magnetism that inspires, draws out and matures the customer's desire to buy more.

The man who habitually lets customers go away served merely with what they came to purchase should be placed on half pay. He is only doing half his work. With the splendid chance to see, hear, judge and imagine what extra goods customers might possibly purchase put plainly before him, he fails to take it. He carelessly, reluctantly, or deliberately lets the opportunity to sell goods, or to arrange future extra sales, slip by. Hundreds of thousands of such chances are lost every day. Such men are robbing themselves or their masters. They must

be either blind or incapable. Blind to opportunity, or incapable of turning it to advantage. But here and there, of course, in pleasant contrast, there are good men who are always keen, alert and resourceful. And sometimes the apparently blind receive their sight and the incapable acquire capacity.

What are the main difficulties that bar the way to success in introductory salesmanship? The chief one undoubtedly is fear. Fear of giving offense or irritation to customers. Fear of loss of dignity. Fear of appearing too humble, too needy, too solicitous, too dependent upon the favor of the customer. Or excess of modesty, meekness, or self-distrust may restrain the salesman. Even, perhaps, when he sees clearly a chance of introducing extra goods, even then, he is often more or less mysteriously withheld from doing so.

Slowness of thought and expression, too, are frequently responsible for lost sales. Many of us think of the very thing to have said only when the visitor has departed and reached about the second turning down the street. At other times, perhaps, the thought arrives in plenty of time, but suitable expression is lacking, which causes hesitation and—another chance is lost. Want of knowing how to convey one's ideas is, perhaps, the most common and most costly disqualification from which average salesmen suffer. It is responsible for more of the disappointments, blunders and general mismanagements of customers, probably, than any other cause. This deadly defect, however, is less often due to want of innate ability than to want of preparation. Unpreparedness uncovers a multitude of selling sins, both of omission and commission.

Then, as regards other hindrances, such as the thoughtlessness and carelessness which seem to destroy the energies of many really capable salesmen, these expensive evils are generally due to lack of encouragement or to ill health. A man is not capable of his best when his nerve force is working at only half strength. Neither is he constitutionally able to achieve excellence on starvation wages. To be regularly on the alert to make the most of opportunities a salesman requires regular good health and regular adequate reward.

Of course, there are numbers of men enjoying fine health and fair remuneration who, conscious of personal shortcomings and impeded powers as salesmen, would fain improve their selling abilities. It will bear stating again and again that the real need of such men, above all other needs, is preparation. But as the circumstances of salesmanship vary so much, the question of proper preparation is often very confusing. The first thing to get, however, is a grip of the best principles to bring unasked-for goods to the notice of customers. The habit common among some salesmen of reciting to the customer a list of possible requirements is still useful as a memory-jogger in small miscellaneous stores, but in exclusive departments and in shops devoted to goods

of infrequent demand, such a method is unsuitable, and would be in many cases quite absurd. A more profitable plan is to fix the customer's attention upon one article. By so doing you furnish yourself and your customer with a definite subject to consider. This is far better than vague generalities. Even if the customer can not do with the article in question, it will probably have inspired an interchange of views which, if properly conducted, will produce a pleasing impression on your patron. As a result of this pleasing impression he will most likely search about in his mind for something else that he does want, and if you have it he will buy it. You have his thoughts at any rate.—Haberdasher.

CHILD, HULSWIT & CO.

INCORPORATED.

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GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.ORDERS EXECUTED FOR LISTED
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GRAND RAPIDSSuccessful Progressive
Strong

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On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success
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All Business Confidential

POUND OF COAL.

It Is Delivering More Energy Than Ever Before.

In manufacturing circles to-day one of the vital questions in economical administration of a manufacturing plant concerns the disposition of exhaust steam. In a general way the possibilities of the use of exhaust steam from a plant will determine whether or not the manufacturer shall consider commercial electricity as a motive power.

Perfection of the steam radiator system has lent a new significance to this exhaust steam from the cylinders of a steam engine. Only a comparatively few years ago this steam was released in clouds into the atmosphere above the engine plant as waste. In the same building it was not impossible that furnaces or hard coal burners were employed for heating offices and workrooms.

With the evolution of the steam radiator, however, it was inevitable that economy should direct attention to escaping steam as a heating factor. From that first question of the constructing engineer of "How can I make use of this waste?" the item of waste steam has grown until it has become a question around which center the chief economies of the builder.

In the larger cities the man requiring only a small power for his industry has been availing himself economically of the commercial electric current. Perhaps he has machinery requiring only fifty horse power to run. He has no need of artificial light. There is no necessity for heat.

To such a manufacturer there is little question that the commercial electric power is the cheaper. In establishing a fifty horse power steam engine twenty-five years ago he would have accepted as inevitable and matter of course that the exhaust steam from his engine cylinder should go to waste.

Under the new conditions arising through adaptation of the steam radiator the possibility of harnessing this exhaust steam for heating purposes has resulted in imposing that economy upon the builder. Fifty horse power of steam for heating purposes costs as much as fifty horse power of steam for energizing machinery. To-day if the manufacturer needs only fifty horse power for energy he counts as waste that approximate fifty horse power of exhaust steam and decides that he can not afford the "loss."

If he in a position to buy electric power at reasonable rates and needs no more than fifty horse power, he can not afford steam. Using steam imposes the hire of a stationary engineer, and for the salary which he would have to pay for such a man probably he could buy the power. Then there are depreciation and first cost of the machinery plant.

It is in the congested manufacturing districts of the larger cities that the commercial electric companies naturally have made greatest inroads into the stationary engine fields. In

those larger buildings where small machine plants must be established high above the street level the installation of a steam engine virtually is impossible. To such a quarter the electric current from the supply plants is easily and economically conducted and without first cost of the machinery plant, without hire of an engineer, and without depreciation of a power plant, the manufacturer buys each month just that quantity of energy which his industry requires.

It may be another proposition altogether when his requirements are 500 or 5,000 horse power, and when his manufacturing plant is adaptable to the placing of a steam engine in the building. It is no longer sufficient for the economical manufacturer to decide off-hand that he does not need his exhaust steam. The fact has been established that given an engine of 1,000 horse power, money is going to waste if the exhaust steam from the cylinders is released from exhaust pipes.

Can't he arrange to sell this steam to his neighbors who may be in need of heat? Hundreds of such manufacturing plants to-day are disposing of this surplus energy in this manner, and not to do so when it is possible means that such a manufacturer is allowing a source of clear income to escape him. Frequently neighbors on either side of a large steam plant are anxious to take steam heat and electric light from it, which frequently results in the manufacturer putting in a far larger steam plant than his own factory might have required.

Everywhere, however, this item of exhaust steam is a controlling factor in the establishment of steam plants. In this sense the once accepted loss of exhaust steam has come to be one of the first considered by the designing engineer of the big plant.

Long ago it became accepted that the sky-scraping office building, even in the heart of the metropolitan city, could not afford electric power at the average commercial rates. The item of heat for the building was too important to outweigh the economy of space that might come of the use of the commercial current.

As an instance in point Kansas City has a big office building which was built originally to take current from a commercial electric plant. It was a costly experiment. A well known firm of Chicago builders of stationary engines got in touch with the situation and sent a man to investigate. Negotiations were entered into, with the result that the Chicago concern established a \$10,000 engine plant in the basement of the building several years ago.

"At the end of the first fourteen months that engine plant had saved the first cost," said the head of the Chicago concern, "and including the salary of its engineers and firemen each succeeding period of fourteen to fifteen months effects a like saving! Do you see what the once ignored item of 'exhaust steam' means?"

In Chicago one of the most pronounced examples of this economy is

seen in a big piano factory. To the extent that motor energy is required a factory manufacturing pianos might be most adapted to the use of commercial electricity. In this form power is most easily directed anywhere that it is needed, while the machinery as driven for much of the work does not require a high power.

On the other hand, however, one of the chief necessities of the piano manufacturer is that his lumber shall be thoroughly kiln dried. Steam for this purpose is most available and effective and exhaust steam may be used for the work. The result of the condition is the establishment of a huge steam plant furnishing power, light and heat that are indispensable everywhere throughout the structures.

"Truth is to-day that economy in its broadest, widest sense must be exercised in manufactures," said a well known authority. "Technical judgment, based on figures, must govern a situation. If a man knows that a steam engine of 1,000 horse power will serve his business adequately for the full life of the engine he is open to an argument which may prove to him that an engine of 2,000 horse power, lighting and heating neighboring buildings at a profit, may be the better investment.

"That ideal 'perfect combustion' of coal never may be an accomplished fact, but it remains that under modern conditions a pound of coal is delivering more of its stored energy than ever before in the history of the world. The man who for any reason

is not getting all he should out of it is facing a losing game."

Hollis W. Field.

No man falls behind by setting others before him.

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."

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

Brooms Of All Kinds

If you are not getting the kind and quality of stock you should get, give us a trial order.

Write for information anyway.

Mention this paper.

Superior Broom Co.

Sidney, Ohio

THE MUMPS CANNOT STOP BUSINESS

GATES BROTHERS

GROCERIES, PROVISIONS

Boots, Shoes, Rubber Goods, Flour, Feed, Meal, Etc.

Coudersport, Pa.,

Jan. 25, 1909.

McCaskey Register Co.,

Gentlemen:—

We have been using the register a little over a week and two of our men have been laid up with the mumps and with the assistance of the book-keeper we have been doing all the work and the accounts are all posted at night, the book-keeper putting up goods instead of sitting at the desk.

(signed) Gates Bros.

The McCASKEY ACCOUNT REGISTER is one of the greatest helpers ever installed in a retail store.

It handles the accounts, gives you complete information regarding every detail of your business and brings in the cash faster than a two-legged collector.

A postal will bring further information.

The McCaskey Register Co.
Alliance, Ohio

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

Grand Rapids Office, 35 No. Ionia St.

Agencies in all Principal Cities

THE GROCERY WOMAN

Closed a Deal in Her Businesslike Way.

Written for the Tradesman.

Stephen Langdon just happened to be in his office that hot July afternoon, while his co-workers were off to the Cubs game with the Cleveland Twirlers, or he would never have been the man selected for investigating the Fields Wholesale Grocery call. As it was, Wells, senior member of the Wells & Armstrong Advertising Agency, was compelled to turn the assignment over to Langdon. In a way Wells was confident Langdon would be able to furnish some solution to the Fields problem, whatever it might be, but there were older and better men on the campaign designing staff who were entitled to calls of this kind, for advice on commercial affairs.

Langdon arrived in Capital City early the next morning and was holding down a chair in the elaborate offices of the wholesale grocery company. When Fields arrived he looked rather dubious when Langdon introduced himself. He had expected to meet an older man, representing such a heavyweight advertising company from a city like Chicago.

"Young man," Fields said, in his usual curt manner, "I have an idea Wells knew what he was doing when he sent you to us. Here is the situation," he continued, "and remember this isn't any little advertising stunt. This proposition involves thousands of dollars, it means whether I make money or go to the wall. This wholesale grocery is the largest in the city. We control nearly two-thirds of the retail trade, the other third do not cut any figure. The largest stores are my customers. Every retailer is making money and bills are paid promptly. Well, to make a long story short, a few months ago Riley, of the Tea and Coffee House fame, opened up six of his branch stores here. Perhaps you have heard of him. He is the Philadelphia man who has a chain of eighty grocery stores in one city and now he is spreading out. This was his first march into foreign territory. His prices are so low he has simply demoralized the grocery business in this town."

"Isn't there any way his prices can be met?" asked Langdon.

"We're meeting his prices, but every retailer is losing money by it. He is using big advertisements in the newspapers and slicing things right and left. The other retailers can not afford to advertise, in fact, they can not afford to meet his prices, yet they are doing it and that is where the bottom is going to drop out. That's about all there is to it. These local stores simply can not hold out against such competition, and when they go I go, too."

"Where are Riley's six stores located?" Langdon asked.

"What do you want to know that for?"

"Because," answered Langdon, drawing a map of the city from his pocket, "I want to mark them right down here on my map. Then I want

the location of your largest retailers and every other store you sell."

"I can not see the use of that," began Fields.

Langdon laughed. "Mr. Fields, my way of doing things may seem rather queer, but we fellows who lay out campaigns by which business battles are fought generally have some way of sizing up the situation. For instance," he continued, "the situation here is like two armies arrayed against each other. I must know the location of the enemy to estimate its strength. See what I mean?"

"Yes," answered Fields crustily.

"Mr. Fields," Langdon exclaimed, noticing his lack of interest, "if I can not give you some solution of this problem by to-morrow I'll pack up and go back to Chicago."

And yet Fields did not have an over amount of faith in this man. He thought about it a great deal that night, and he had an idea Langdon would be packing up by sundown.

When Langdon came into Fields' office the next day the veteran groceryman began to frown. Langdon's unconcerned air made him feel his case was hopeless. "Well, what have you found?" he asked quickly.

"More than I can tell you in that many words," replied Langdon, pulling up a chair and spreading his little map on Fields' desk. "Looks like a checker-board, doesn't it?"

Fields simply scowled, but Langdon went on: "That's about all it is, a game of grocery store checkers. You see when Riley located here he proved he was a good checker player. He put two stores on the main street, just opposite the two largest stores on that street, then in each section of the city he did the same thing. The reason he did not locate any more here was because he had the best stores covered. Every one of his stores is a king on his checker-board. No matter which way you move he's got you, unless you make a king store opposite every one of his six."

"How can I do that?" asked Fields dubiously.

"Buy up the six opposite his six stores and all others but the third that do not count."

"Buy them up! Impossible!"

"You can do it all right," asserted Langdon.

"But, if I refuse?"

"Now, see here," Langdon was standing before him. "If you want to save your hide in this town you've simply got to control the grocery situation. You can buy up the largest stores, put them under a salaried management, and thus, by knocking out the middleman's profits, you can meet Riley on an equal basis; and by combining the advertising of your stores you can lick him to a standstill at his own game."

"Young man, you are right," said Fields earnestly. "I ought to have thought of that before."

"Now, the first thing to do," said Langdon, "is to have each of the owners of the stores you need meet here this afternoon and explain your proposition. Offer them a good salary to manage the stores, besides a

fair price for them, and I am sure they will be only too glad to sell."

That afternoon the meeting was like a scene in a divided jury room, but finally every groceryman present decided to sell and take the position as a branch manager.

"The outlook is pretty good so far," said Fields to Langdon that afternoon when the grocerymen had gone, "but the thing is all lopsided yet."

"How's that?" asked Langdon in surprise.

"The most important man of all, Whitney, did not show up. He is the owner of that big store on the West Side. It is the center of the largest and most desirable trade in the city."

Fields sat in deep thought for a moment, then pressed a button.

"Harding," he said, when a man entered, "what do you know about Whitney?"

"Why, didn't you know he is dead?"

"Dead!" exclaimed Fields. "Well, of all things. Who runs his store?"

"I understand his daughter has taken charge. They have been paying their bills promptly, so I haven't given it much thought."

"A woman in it, that's bad." Then to Harding, "That's all; thanks."

"I guess you had better go out and see her," said Langdon.

"Are you a married man?" asked Fields.

"Not yet," replied Langdon, laughing.

A twinkle came into Fields' eye, "I guess you had better go out and see her yourself. Perhaps you can win her for us. You are a good looker, that ought to count some."

"Me?" asked Langdon in surprise.

"Sure, it's a good chance to get better acquainted with womankind."

"I am not so sure about my ability to handle, let alone winning, a grocery woman," laughed Langdon. "But I will look after her to-morrow. I never have had any dealings with women, but I guess I am not afraid to tackle one for a change."

The street cars in Capital City were never known to violate the speed limit, so Langdon had plenty of time to think out what he would say to this woman who dared oppose his favorite scheme.

He stopped short and stared in wonder and surprise when he saw the grocery which was being run by a woman. It looked more like a white palace. In front there were none of the barrels and boxes of vegetables and fruits which mark the average grocery. Instead the sidewalks were swept clean up to the broad display windows. In one of these windows was a large white fountain, throwing a spray of water over the carefully arranged rows of all kinds of fresh vegetables. In the other window was the neatest display of package and canned goods he had ever seen. As he stepped over the threshold his surprise was changed to wonder, and he was pleased, too, for Langdon had a reporter's eye to see the interesting and artistic side of things. Inside it looked more like

a drug store than a grocery. The shelves, counters, walls and fixtures were painted white and all the goods were neatly displayed behind glass doors and in glass cases. Clerks were moving quickly, yet not in any rush or haste. It all appeared just like a scene in some pretty play.

He was directed to the office in the rear, which he found in harmony with the front part of the store—all in white and modernly equipped with desks, typewriters and filing cases.

He opened the glass door easily and saw a young lady sitting at a typewriter.

"Pretty stenographer," thought young Langdon. Then he said in his most pleasant manner, "I wish to see Miss Whitney."

"I am Miss Whitney," she said quickly.

"Why—why," he stammered, "you have a beautiful store here."

"Yes, I'm very proud of it," smiling at his embarrassment. "Won't you have a chair?"

He was so overcome at finding the imaginary old maid a charming young girl that he dropped into a chair half dazed. In an instant he remembered his mission and said, "Miss Whitney, I came to see if you would sell your store to Fields."

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

VOIGT'S CRESCENT

When your customers ask your opinion about flour give it to them straight from the heart—and stomach.

When they ask you which is the best tell them "Voigt's Crescent," and tell them why. Use it in your own home, get full of good talking points and boost your flour business.

You'll never go wrong in recommending Voigt's Crescent because the flour is guaranteed to do just what housewives want good flour to do.

Try it.

Voigt Milling Co.
Grand Rapids, Mich.

VOIGT'S CRESCENT

"Why does he want my store?" she asked in surprise.

Langdon immediately began to explain the whole situation and why it was necessary for Fields to buy up these stores, especially hers.

"But you see," she answered firmly, when he had finished, "this store is my work. It is all I have. I am not afraid to hold out. I do not believe Mr. Riley's stores can hurt my trade."

He argued and persuaded, but even Langdon, one of the smoothest talkers in Wells & Armstrong's Agency, could not move this young woman. Finally, exhausting all his arguments he left reluctantly, assuring Miss Whitney he would call again and talk over the grocery situation with her.

She smiled and shook her head, but Langdon did not take notice of the thrown-down; he never did.

Fields had been waiting a whole day to hear a report on the grocery woman. "What about Miss Whitney?" he asked abruptly, when Langdon at last showed up.

Langdon's enthusiasm died away and his face took on a helpless expression. "Looks bad over there," he replied.

"Well, we can't go on with this scheme unless we have that store," replied Fields. "If we are going to control this field it must be absolutely. No halfway for me."

When Langdon left he knew Fields would not consider the scheme successful until he had that store. For several days he made many trips to the attractive grocery store, and had many long talks with Miss Whitney, but he could not persuade her to sell to Fields.

When he telephoned Fields at the end of each day he took just enough time to say, "Nothing doing," and hung up the receiver before Fields' explosion could reach his ear.

Finally Fields' patience reached the limit of endurance. He sent a burning letter to Wells at Chicago. The next day Langdon received a telegram. It simply said, "If you can't close up that deal, come home."

Then for the first time he realized how near he was to failure. The scheme, his cherished scheme, which meant the success of his first really big piece of work, was to end in a disastrous fizzle. Success meant everything to him, but he could not find any way to persuade Miss Whitney to sell to the combine.

"If she were only a man," he muttered, "I'd have that store in a wink." But every time he mentioned selling she looked so sad and broken hearted he did not see how he could actually force her to do it. He knew if he did not get that store his future with Wells & Armstrong was a black outlook. He was done for, that was all.

But instead of going back to Chicago that day, as ordered, he went to the hotel to think. But ideas would not come. When he had about decided to give up a telegram came from Chicago. It said, "If there's no other way make love to her." And it was about the only thing left for him to do. She was a nice looking

girl. If he could only induce her to marry him he felt sure she would give up the store and save his reputation and position. His firm and Fields both believed it was the only way, and fully satisfied Langdon would win the Grocery Trust began to advertise.

Then for days he gave her all his time and attention. Langdon felt she favored him because she took a wonderful interest in his work. Langdon felt every day he was winning the grocery woman's heart. The truth was he had become very fond of her and decided it would not be a bad bargain after all.

The time came when it was necessary for him to get this store working in harmony with the other Trust stores. Fields was raging, and Langdon's firm was wiring him every day to either land the grocery woman or throw up his matrimonial game and come back.

Forced day by day he knew he must get up his nerve and propose to Miss Whitney at once, but at the last moment decided that it was a low trick to play on her, and he made up his mind that he would not take advantage of her, even if he had the opportunity.

He began to scheme some other way to induce her to sell. That night at his hotel he filled sheets of paper with a new idea which had flashed into his mind, when he had about given up. When he had it carefully sketched out he folded the papers carefully, put them into a large envelope and smiled confidently as he dropped it into the mail box.

The following afternoon Langdon found Miss Whitney alone in her office.

"How is the Grocery Trust coming on?" she asked, smiling as he entered.

"Not so well as it should," he answered. "We need some ginger and new ideas in our advertising, but we do not seem to be able to find any one to supply the right kind of copy."

"I am surprised at that," she answered, studying him closely. "Here is an advertising scheme that might interest you," she continued, handing him a packet of papers.

"Very clever scheme," he replied, as if reading eagerly. "Why, this is the very idea we need. This is simply great."

It was a scheme of offering a daily bargain of a dollar market basket to induce people to come into a store. The idea was to offer some one article absolutely free in connection with a dollar's worth of bargains.

"And this is yours?" he exclaimed.

"It was sent to me," she answered, "by some one signing themselves a co-worker and I was asked to use it."

"Then it belongs to you," he answered earnestly, "and you can do with it as you please."

"But my store does not cover enough territory to use an extensive scheme like this," she returned.

"That's just what I wanted you to say," he replied quickly. "The work in this store is imprisoning your ability. A woman with your aptitude and

knowledge of business should seek a broader field than this."

"Miss Whitney," he questioned slowly, "what would you say if I were to offer you a position on the advertising staff of The Grocery Trust? We need you over there right away to put this scheme into working order."

Miss Whitney looked at him suspiciously. "I haven't the least idea where this scheme came from, but, of course, if you say it belongs to me I suppose it does."

"And you will accept the position?"

"On one condition," she answered. "And that is?" he asked quickly.

She did not look at him as she said, "There must be a provision in this deal that if the company disposes of my services at any time I am to have the privilege of buying back my store."

He looked at her thoughtfully, and in that look there was a trace of something more than admiration. "We will add the provision," he answered smiling, "to be effective if the company should dispense with you, but not if you leave the company for —"

"Where are the papers to be signed?" she interrupted, coloring slightly, but the blush vanished as the grocery woman closed the deal in her businesslike way.

H. Franklin Thomas.

You can not tell much about the size of a man's living from the size of his income.

How Magnet Has Been Developed.

The magnet that boys of yesterday used for a toy, to-day as men they are employing as a useful instrument in their workshops. Within the last few years particularly, as W. Frank McClure points out, it is being adapted to handle many shapes of metal, all forms of iron and steel, from iron dust to scraps, or small junk to weights of 20,000 pounds. In fact, the world's largest magnet will lift as much as 50,000 pounds. The magnet is employed to break up imperfect castings, to hold sheets of metal in position while they are being riveted in the building of ships, to lift a "sow and pigs" at the furnaces, also as a gigantic broom to sweep both the large and small pieces of iron, and in numerous other ways.

A half dozen kegs of nails may be seen traveling through the air, held by magnetic lines of forces despite the wooden covering of the kegs. Even two or three men are sometimes lifted from the ground, their feet resting on a metal sheet which is firmly held by the magnet. The flat style of magnet is available for picking up metal sheets from two to six at a time, one under the other, the number depending upon their thickness. These may be dropped by the magnet one at a time at the desire of the operator provided he is clever in adjusting the switch at precisely the right intervals.

No wheels are turned in this world by the man who is proud of those in his head.



Yes Indeed

"AN ALL-THE-TIME WINNER" referring, of course, to White House Coffee, the undeniable favorite with thousands of families who know by experience its **DEPENDABLE** qualities. Its "all the time" winning qualities are testified to by many a grocer who, once having decided to carry it, finds that the demand for it is **CONTINUOUS** and progressive, with a never-let-up grip on the friendships it forms. Then, too, it's an all-the-time winner in another way—for the experience of one grocer with this reliable coffee leads another grocer to take it on, and so it goes, multiplying its connections and all the time becoming more and more a **NATIONAL NECESSITY**.

Symons Bros. & Co.

Wholesale Distributors—SAGINAW

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 20.—The coffee trade has had a dull week. Buyers seem to take very little interest in the renewed reports of the duty that is to be placed—or not placed—on coffee and they are taking only limited supplies. Speculative stock has had a lively time and quotations at the close reached 6.50 for May yesterday. At the close the supply here and afloat aggregates 4,072,879 bags, against 3,847,917 bags a year ago. Rio No. 7 is worth in an invoice way 8@8½c. Mild grades are firm and there is apparently a better demand than for some time. Good Cutcuta is held at 10¾c.

Every day almost shows some improvement in the general condition of the tea market and, as reported last week, this improvement is not confined to any one grade, as was so long the case, but good teas as well as the cheaper sorts are looking up and quotations are firm for spot stock, even although no material advance has taken place. What part the rumored duty plays in this activity can not be exactly ascertained, but it is certain it has a good deal to do with it, for nothing else could so quickly revive a trade that was about as dead as it could be.

Sugar closes with greater strength in the consuming demand, and there is not altogether a uniformity of prices as seemed the case last week. At the close granulated is well sustained at 4.50@4.55c. although some refineries are taking orders at 4.35c.

Rice quotations here are apparently on a lower level than at primary points, and hither are coming a fairly good run of orders. And buyers are taking pretty good supplies, too. Good to prime domestic, 5@5¾c.

Quotations for spices are well sustained and the demand, especially for good sized lots, shows improvement, particularly for pepper. Singapore black, 6¾@6¾c; West Coast, 6½@6½c; Zanzibar cloves, 10¾@11c; Ambony, 18@19c.

Molasses shows little, if any, improvement, nor is any great activity to be looked for at this season. Good to prime centrifugal, 22@30c. Syrups are in light supply and the enquiry is limited.

In canned goods we have a firmer market for corn of Maryland-Maine style pack and the situation is strong at 55c f. o. b. Packers are unwilling to take further orders for quantities of the article at this rate and are holding for 57½c at factory or 60c here—some even at 65c. New York State corn, 65@67½c. Tomatoes are again coming into the limelight and more interest is being shown on the basis of about 65c for a good No. 3, although possibly the quality would not meet all the requirements of a severe test. Peas are steady and standard grades are worth 65@67½c. Other goods are moving in a moderate manner.

Butter retains its strength. Supplies are not especially large here and the amount on the way can be nicely

taken care of. Creamery specials, 31@31½c; extras, 30@30½c; firsts, 27@29c; held, 28@29½c; Western imitation creamery, firsts, 22@23c; factory, firsts, 21½c; seconds, 20½c; process, 23@25c.

There is no change to note in cheese. The market is pretty closely sold up and the supply is controlled by few hands, so that there will be no weakness. Full cream New York State, 15@16¼c.

Eggs have taken a tumble and a still further drop is likely to take place if our warm weather continues. A decline of 4c a dozen came on Thursday and it looks now as if the "masses" might have an occasional one of these delicacies for breakfast. At the close fresh-gathered Western are worth 32c for extras and 30c for firsts. There is not a great supply here and the market is in pretty good condition.

Some Wonders the Seas Reveal.

A wonder of the sea is the egg case of the conch. As it lies on the beach it is seen curled in the shape of the well known shell from which it has come. Each of the several hundred egg sacs in the chain contain eggs, or, later, tiny conches in tiny shells. Were this egg chain never cast up but always safely anchored below water level, naturalists might still be speculating as to the early days of the conch, as they did until recently when discussing the eel.

There used to be a theory that eels were spontaneously evolved from mud, a type of theory which had many applications before nature study became scientific. The naturalists had to look long before they found any young eels, but at last they discovered that in certain seasons of the year in some rivers which swarm with them eels swim upstream, and it was thought the young must be in the ocean. This theory has proved correct. However, the baby eels resemble flat fish, and do not look at all like eels. They do not take the snakelike form until later.

There are jelly fish on which the young grow like fruit. When ripe they drop off to lead separate existences. Baby oysters or lobsters are free creatures at an early period of their careers, but later on the former attach themselves to a spot from which they never move, while the other, not quite so anchored, find some convenient hole or crevice in a rock and stay in its vicinity.

Images Projected Without Slides.

Picture post cards are being resplendently projected by the reflectoscope. This is a device which is intended to dispense with the necessity of preparing special glass slides for magic lantern presentation. In general appearance it resembles the popular magic lantern, but instead of the light being transmitted through the condenser, slide and lens in a direct line, the image is projected upon the screen by reflection, as its name implies.

The picture to be shown is placed at the back of the lantern, where a powerful beam of light of 3,000 candlepower is concentrated upon it by

means of reflectors, and the image is retransmitted therefrom through the lens on to a screen. The feature of the apparatus is the lighting system, whereby an intense, powerful illumination is obtained. Gas is recommended as providing the steadiest and most penetrating beam, although the machine can be used with electricity, oxyhydrogen, petroleum and other lighting mediums.

Ordinary photographic prints made by any process can be used, projected, as can also ordinary printing.

It is the things that are whispered that cause most of the trouble.

It does not pay to advertise for a lost opportunity.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States. Manufactured by Wells & Richardson Co. Burlington, Vt.

We have the price.

We have the sort.

We have the reputation.

SHIP US YOUR FURS

Crohon & Roden Co., Ltd.

37-39 S. Market St. Grand Rapids, Mich.

YOU Should send us your name immediately to be placed on our list for Xmas catalogue of post cards and booklets.

Suhling Company, 100 Lake St., Chicago

We Want Eggs

We have a good outlet for all the eggs you can ship us. We pay the highest market price.

Burns Creamery Co.
Grand Rapids, Mich.

EGGS

Rush them in before market declines. I will give top market price day of arrival or make you a price by phone or mail for immediate shipment.

I also want Poultry, Veal and Hogs

I have some good egg cases and fillers almost new. Price with good tops complete, 18 cents f. o. b. Grand Rapids.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

Golden Flower and Golden Gate

Redlands California Navels are the best brands in the market.

We are sole distributors for Western Michigan.

The Vinkemulder Company

Wholesale Fruits and Produce

Grand Rapids, Michigan

BUTTER

is our specialty. We want all the No. 1 Dairy in jars and Fresh Packing Stock we can get. Highest prices paid for eggs. Will give you a square deal. Try us. Both phones 2052.

T. H. CONDRA & O.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

New York Greenings and Baldwins

Get our prices

M. O. BAKER & CO.

Toledo,

Ohio

Custom Tanning

Deer skins and all kinds of hides and skins tanned with hair and fur on or off.

H. DAHM & CO.,

Care E. S. Kiefer's Tannery.

Phone CIt. 5746

Grand Rapids, Mich

The Perfection Cheese Cutter

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

Manufactured only by

The American Computing Co.

701-705 Indiana Ave. Indianapolis, Ind.

Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining all the buckwheat taste. Insist on getting Wizard Buckwheat Flour. Send us your buckwheat grain; we pay highest market price.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

WALK AS YOU TALK.

Circumstances When Life Is Not Worth Living.

Evansville, Ind., Feb. 19—In your Feb. 17 issue I read the following, "There's music that angels bend to hear when a man's walk is in harmony with his talk." Every person who reads these valuable words ought never to forget them. First, what are angels? After we find out for our own benefit just who and what angels are I think we can have a better understanding of these few golden words in question.

Who furnishes the music for the angels? We do, and they furnish music for us. In my opinion our angels are our thoughts. They have wings and fly around us all the time. They are singing songs of cheer, joy and all kinds of good music in our ears all the time. And if our walk is in harmony with our talk, we make music for them for the very reason that they are in their highest glory when they see us obeying their command.

The trouble with so many of us is, we think our angels are away off somewhere. Too good to be with us. Well, if you think your angels are too good for you, then I must say there is not very much music in store for you.

If we can not talk, walk and be with the angels all the time, then this life is not worth living. If we can not have a heaven here and now, I for one don't want it after I am so-called dead.

I would be ashamed to go to heaven after this body of mine has been put down in the earth if I had not lived with the angels each and every day of my life.

No one is more deadly punished than he who neglects the music of the angels now. We foolishly think in our days of sin that we must pray. No wonder some of us think we have to pray. Just look how we have failed to obey. Our walk has not been like our talk.

We cover ourselves up with fine clothes and go to church. We reach down in our pockets and put a dime in the basket and let her go at that. That's all.

Do we think about our brothers and sisters? Do we think about our neighbors? Do we feel sorry for the poor? Or do we merchants take all we can get and say nothing? The merchants are not the only ones who come under this heading. The preachers are among us. Do all of the preachers walk as they talk?

Look in your heart and write down what comes to you. That's a good way to get the music. I hear many good things. Some I put down and let you read them, and some I don't. I am not perfect. I am not an angel, but I live with them. We don't have to go around with a long face looking like a saint. Angels are smiling all the time.

These people who never smile are not in heaven. The angels have left them in sorry. When the angels are talking through us our eyes are as bright as the heavens and head is up

and not bent over like a broken hinge.

No man need be deceived who will study the changes of expression. We know truth when we see it. Our angels tell us all about it if we learn to talk to them.

Faces never lie. This is something many have to learn. I have learned this so well that I am afraid to act on any more thoughts I know are evil. I want nothing but good things to come to me, and there is only one way to get them, our angels bring them (Our Good Bright Uplifting Thoughts).

If you want tears to flow, just deceive yourself. You don't need to try to deceive others in order to stop the music. What we do to others amounts to very little. It is ourselves who get hell.

We can not drive angels away from other people. We have no control over that. It is our own heaven we must look after first, if we are strong enough to master our own affairs. Then the angels will let us go out and try to do something for the fallen ones.

We give out what we have, no more or less. We might try to gold plate our stuff, but remember the angels know.

The greatest trouble the human family have is to know music when they hear it. They go to church and listen to the singing and go home thinking they have heard the grandest music in the world.

The only place to hear the right kind of music—the kind the angels make—is to go off all by your little self.

We have too much false modesty. If we think the world needs great action, let us make our own so.

The magazine of power and enjoyment is within your own mind and to unlock the door you must go to it yourself. If you open this door in a crowd you will get your head blown off, and then you will not know any more than the rest.

Take thankfully and heartily all your good angels (Good Thoughts) have to give you and I know your walk in life will be in harmony with your talk. Edward Miller, Jr.

The Neglected Postage Stamp.

The average retailer does not use the postage stamp half enough, perhaps not realizing how great an economic force in business it is. The catalogue and mail order houses are using it to the full extent, and for them the postage stamp is accomplishing wonders in increasing their volume of business. It will do the same for the retail merchant who is willing to take the trouble to make it his ally.

For two cents the postage stamp will take your literature anywhere in the United States. No danger of not finding the man at home—Uncle Sam laughs at "private" signs and is never told that "he's not in." Twenty dollars will tell your story to a thousand people in your city, town or county—think of that—a whole thousand! A salesman could not do it in three weeks for several hundred dollars. Use the postage stamp, and you have

not only the first but the last word in an argument. The reader has no chance to "talk back" nor argue his side of the case. He can think, and it is your business to make your matter so convincing that he thinks as you want him to think. The postage stamp enables you to cover the ground quickly. It tells its story simultaneously to the thousand pos-

sible customers at the low cost of two cents each!

If you have never given the postage stamp a chance, try it during 1909. The results will surprise you. —Hardware Review.

Getting sore at the world is a ready way of laming yourself in the race.

Egg Cases and Egg Case Fillers

Excelsior, Cement Coated Nails, Extra Flats and extra parts for Cases, always on hand. We would be pleased to receive your inquiries and believe we can please you in prices as well as quality. Can make prompt shipments.

L. J. SMITH & CO.

EATON RAPIDS, MICH.

For Potato or Bean Bags

write to ROY BAKER, Grand Rapids, Mich.

Bags of every description, both new and second hand.

Wanted===Beans

Send us your samples and offerings.

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seed and Potatoes
Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

BEANS AND CLOVER SEED

We are in the market for both. If any to offer, mail samples and we will do our best to trade.

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

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

EIDER DOWN COVERLETS.**Saleslady Says People Consider Them Extravagant.**

Written for the Tradesman.

"Do you find the selling of eider down coverlets a very difficult task?" I asked of one in whose department these goods are carried.

"Yes, it is a rather hard proposition," she answered.

"There are a great many people," continued the clerk, "who will go to a like expense in the selection of bedding, but that expense has to include three or four ordinary comforters—those covered with silkolene or sateen, so-called curtain calico or common print—and, besides, as many pairs of blankets, their idea being to invest in quantity instead of quality.

"Then there are others whose taste and longing are for the costly eider down comforters, but whose resources will not allow them the indulgence of the extravagance of such possession. Such people, however, will quite frequently purchase an eider down coverlid as a wedding or Christmas or even birthday gift for a beloved relative or close friend. These would not, however, in their wildest dreams imagine themselves as owning such a delight, not even for a finely-furnished guest chamber, and yet they will give to those dear to them through the ties of relationship or by the bonds of friendship the exquisite pleasure of the ownership of one of these beautiful articles in my section.

"Eider down comforters, I will admit, call for a big outlay in the beginning; but, actually, with proper care, they will last a long, long time and so are really not so foolish to buy as would appear on the surface. A few prudent souls recognize this fact, and, although they are obliged to put up with a deal of sacrifice in order to get the money together with which to purchase, they will somehow accomplish the proud proprietorship of one for each bed in the house.

"One would not think that, being so very light, there would be much warmth enclosed in such—you might call it 'airy, fairy nothingness'—but, the contents being from the breast of the eider duck, the coverlid is a much better heat-producer than a heavy cotton comforter. There being nothing to weigh one down they are much more sanitary than the familiar comforter of the average bed.

"When I first came to work in this store and was placed in charge of the comforter department I wanted to know all I could about my work, so I made a trip to the library and read up on the subject. Here is what I found, "and the clerk stepped to a drawer and took out a sheet of paper on which was some writing in a large legible hand. "You may take this home with you if you wish," she kindly offered; "you can read it at your leisure and return it when you like," which tender I accepted gladly, and will give to the reader a little farther on.

"Tis funny to see men come in and price eider down coverlets," the pleasant clerk went on. "The cost

always staggers them and, as a rule, it is hard to make a sale to them. If I say, in reply to their request—generally an embarrassed one—for prices, that the cheapest eider down coverlid I have in stock is marked at \$25 their eyes stick out like saucers and they allow they'd 'better buy silver or cut glass instead.' A man rarely asks for these goods unless for a wedding present. He may admire immensely an eider down comforter with handsome dainty silk covering, but to him the price seems entirely out of proportion to the cost of other luxuries suitable for wedding gifts and he seldom buys."

Thanking the polite clerk for her information I took my departure.

I copied the following from the sheet of paper she loaned me, which I think the reader will find as interesting as I did:

"Eider duck, a bird of the sub-family Fuligulinae, or sea ducks, genus Somateria, distinguished by the peculiar form and feathering of the bill and closely allied to the scoter duck. The several species are confined to the Northern regions. The American eider (*S. dresseri*) and the European eider (*S. mollissima*) are closely similar species which breed on solitary rocky shores and islands from Maine and the Farne Islands, respectively, northward, the former species wintering as far south as the Delaware River. They are most abundant in Labrador, Newfoundland, Greenland, Iceland and Norway, where they are stringently protected by law. Both species breed gregariously and in particular spots are so abundant that a person could scarcely walk without treading on them. Their nests are usually formed of grass, dry seaweed, etc., and lined with a quantity of down which the female plucks from her own breast, intending it for the comfort of her little ones. In this soft bed she lays five eggs, which she also covers with a layer of down. Then the natives, who greedily watch her operations, take away both eggs and down. This removal is repeated as often as she lays until the end of the season, when the last lot of eggs is allowed to hatch and the down is removed from the nest only after the young have left. The male bird does not, as is often and erroneously stated, supply any of the down. One female generally furnishes several ounces. This down, from its superior warmth, lightness and elasticity, is preferred by the luxurious to every other article for beds and coverlets. From the great demand for it those districts in Greenland, Iceland and Norway where these birds abound are regarded as the most valuable of property and are guarded with the greatest vigilance. Proprietors endeavor to attract them by supplying artificial nests and otherwise, and when they settle on an island off shore cattle and herdsmen are removed to let them breed undisturbed. The down from dead birds is little valued, it having lost its elasticity. The length of the eider duck is about 2 feet 3 inches, extent of wings 3 feet, weight from six to

seven pounds. The head is large and the bill of singular structure, being 3 inches in length, forked at the base of the upper mandible in a remarkable manner, running high on the forehead and having the feathers on each side descending nearly to the nostrils. The whole of the bill is of a dull yellowish horn color, somewhat dusky in the middle. The male is black beneath, head and back white, crown black. The female is reddish drab, spotted with black, with two white bands across the wings. Eiders associate in flocks, diving to great depths for shellfish, which constitute their principal food. They live much on the water, retiring to the shore to rest, particularly on the appearance of an approaching storm. Their flesh is eaten, but tastes strong of fish. The eggs, however, are esteemed. Both these and the down are frequently obtained at the hazard of life by people let down by ropes from craggy steepes. Other species are the Pacific eider (*S. v-nigra*) and the remarkable king eider (*S. spectabilis*) of high Arctic regions. The now extinct Labrador duck (*q. v.*) is closely related."

J. W.

Madness Too Frequently Akin to Happiness.

Any one who visits a lunatic asylum for a few hours where he hears desperate shrieking imagines he has come to a place of suffering. But after remaining there for some little time he agrees that only there can be met a type of happiness so prolonged and so complete as to offer the key to the condition of joy that is so extremely fleeting in normal beings. The idiot first boasts of his physical qualities and capabilities, his excellent singing, his enormous weight, his chest of steel, his speed that enables him to run a thousand miles a minute, his bodily secretions of fine wines and precious metals. To-day he is general of Europe, king of Rome and the stars; to-morrow he will be pope, anti-pope, coin specialist, and prime minister. Some lunatics for a few months in the year manifest extraordinary activity and cheerfulness, but all of a sudden they collapse.

Tasso and Cardano wished it inferred that they were inspired by God. Mohammed avowed openly that he actually was. Any criticism of their opinions they looked upon as extreme persecution. Newton was said to have been murderously infuriated against his scientific contraditors. The poet Lucius would not rise when Julius Caesar entered the assembly of poets because he considered himself the better versifier. The princess de Conti informing Malherbe that she would show him the most beautiful verses in the world he said: "Excuse me, I have already seen them, because if, as you say, they are better than any others, I must have written them myself."

One might suppose that all of these, in their imagined greatness, would be the happiest of men. However, this is by no means the case, for the worm of the persecution idea gnaws at the most roseate visions of geniuses as if they were actual maniacs.

It is almost proverbial, this tendency to melancholy among most thinkers. Just because their sight reaches farther than the ordinary, and because, occupied with too sublime flights, they have not commonplace habits of mind, and because, like idiots and unlike people of mere talent, they are frequently unbalanced, therefore geniuses are despised and misunderstood by the majority, who do not perceive their points of contact with the rest of mankind, but who do see their eccentricities of conduct and the fact that their views disagree with those generally accepted. "There never has been a liberal idea," writes the famous novelist Faubert, "which has not been unpopular; not a true thing that has not scandalized the multitude."

Geniuses indeed enjoy moments of supernal felicity. These are the moments of creative frenzy which in so many respects resemble the psychic excesses of epileptics only, since not an ordinary brain is being agitated by convulsions but a great mind, and instead of some atrocious bestiality or dark crime there results a work of lofty character. Beaconsfield wrote that he felt as if there were but a step from intense mental concentration to madness. He said he could hardly describe what he felt in the moments when his sensations were abnormally acute and intense, that everything about him seemed to be alive, that he seemed to be raving and was scarcely certain that he really existed.

Analogous are the impressions of St. Paul, Nietzsche, and Dostojewski. And the illustrious Beethoven says: "Musical inspiration is to me that mysterious state in which the whole world appears to shape itself into a vast harmony where every feeling and every thought I have seem to resound within me, where all the forces of nature seem to become instruments for me, where my whole body is seized with violent shivering and my hair stands up on end."

Cesare Lombroso.

STEIMER & MOORE WHIP CO., MFGRS.

Westfield, Mass.

Do not lose a sale waiting—order now—you get the goods.

GRAHAM ROYS, Grand Rapids, Mich.
State agent coming later. Salesmen wanted for Ohio and Indiana.

All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers
Send for our large catalogue—free

N. SHURE CO.

Wholesale

220-222 Madison St., Chicago

SAVING THE MOMENTS.

How a Storekeeper Practices Economy of Time.

Written for the Tradesman.

A friend of mine who is a storekeeper recently added a line of window shades. He didn't feel he could afford to buy a rack for displaying and holding the goods, so, for a time, he kept his stock underneath a counter, in the slender wooden boxes in which the goods came to him.

He had constant demand for the goods, and every time there was an enquiry for shades some one must get into that pile of boxes and find what was wanted. The ones at the bottom were, of course, needed the oftenest, and after every sale the whole lot must be put in shape again.

Finally, in sheer desperation, my friend's mind evolved a plan for constructing a rack for window shades from materials which would cost him nothing, for he had them right at hand.

As has been said, the goods came to him in the customary wooden boxes, each containing a dozen shades. He took a number of these boxes and removed the little square piece of board at one end of each, being careful not to split the side pieces. Then he tacked in place the covers which had been removed to get out the goods.

He prepared as many boxes as he had kinds and colors of window shades, fastened them together, placing the open ends all in one direction, and, with perhaps not more than an hour's work, was in possession of a very convenient receptacle for his window shades.

He placed it on a box to lift it a few inches from the floor, labeled each compartment for the kind, color and price of shade to be kept in it, and placed his stock in the different compartments. As a result of his ingenuity the eight or ten minutes it had taken to get out and put back the stock every time there was a sale of window shades was now saved.

Spending some hours in this man's store, I found quite a number of contrivances for saving time and labor which he had made himself. Further, I was struck by the amount of business which he and his two assistants handled, and after observing them at their work I concluded that the secret lay in their having things conveniently arranged, keeping everything in perfect order and having systematized methods of doing the work.

My friend made up a mail order to a wholesale house while I was there. I noticed that his wholesale catalogues were all in their places, so he was able to put his hand on the one he wanted in a moment.

I recalled how, a few days before, I had known another merchant friend to search for three-quarters of an hour through several bushels of wholesale catalogues, and then he failed to find the one desired.

My orderly and systematic friend gave me his views on the subject of saving time:

"A storekeeper must not let things go at loose ends or his profits will all go out in overweights, and in de-

cayed and damaged goods, and in a dozen other little unnoticed wastes. But if one can not afford to throw away goods even in minute quantities, neither can one stand it to waste time, either his own or that of assistants whom he hires with good money.

"Now here is my business: I get along with two clerks. In busy times we have to step lively, but I have made quite a study of having things planned so that when a rush comes we can put out a lot of goods in a little time; so we get along very well.

"One of my rules is that things must be kept in their places. It frequently happens in a poorly managed store that a customer will come in and call for some article, and no one knows where it is to be found. Perhaps three or four will get to looking high and low for it, the customer meanwhile being kept waiting, and all the time gaining a very unfavorable impression of the way things are done in that store. It would drive me crazy to have to hunt for things.

"I am quite a crank about the way a good many things shall be done, but I have reasons for my methods.

"To-day you see we are unpacking some dry goods. As soon as the goods are brought in here from the wareroom they are checked right up with the invoices and the selling price is put on at once. If goods are stacked up where customers can see them before they are priced some one is sure to want to know what this thing or that thing will be sold for, and then one of the clerks must find the invoice, and then must come to me and learn how much profit we will add, and all this consumes time. We have found it is far better not to let customers see goods at all until they are all ready to be sold.

"So far as I have observed in most stores all pitch in and work well when there is trade to be waited upon. But in some places I notice that when the pressure of customers' presence is removed then the proprietor and all hands are apt to sit around and chat with one another, or with any loafer who happens to drop in, and the work which should go on while there is a chance to do it is indefinitely postponed.

"Now, my help understand that there is something to do all the time. The young lady, Maggie, is not very strong, so I don't put her at heavy work, but in a general store like this there is always some light work to be done. One day she will clean up candy cases and fill the trays, another day she will go over the thread and sewing silk cases and tidy up the ribbons, then next she will fix up a lot of remnants for the grab baskets. I do not know how we would get along without Maggie.

"Whenever the young man who helps me has a half hour's time I have something laid out for him to do, and in this way we keep things clean and tidy and in order. Then when there comes a little rush of trade we are in shape to take care of it, and do not get balled up as we should if the store were in disorder and confusion."

Quillo.

"KEEP SMILING."

Motto That Brings Good Luck To Business Girl.

Several little good luck images grinned in a shop window underneath a woman's lunch club. They were put there just at noon, when the city shops and offices began to turn out their workers.

As a great stream of girls swung around the corner on the way to the lunch room elevators the window decorator finished setting up placards around the images. "Smile, smile, keep smiling. It is the only way to make friends. It is the only way to win. You might as well smile and be happy," they made the little gods say.

The first girl to look in the window belonged in a branch postoffice. She looked at the window with just a flicker of amusement. Then her face clouded over. "I can't," she said, "for fear I will get the money orders mixed up. It was only the other day that a \$5 bill was laid down on my window and got brushed off on the floor, and I was called down by the manager."

"I can not take time to," said the dressmaker's assistant. "For every piece of work we do is timed by the clock and she gives us just so many hours to do it in."

"I can't," said the dressmaker herself, "for I have to head off the woman who comes to take my time and get my ideas and doesn't order anything."

"I have to look forbidding, at least while I am downtown," said the girl in the reception room of a set of doctors' offices, "or some of the people will get in past me and take up the doctors' time."

"If I can once get to be private secretary I will have time to smile," said the stenographer.

"I will get one of these when my bank account is big enough so that we are comfortably fixed and I can stay at home and keep house," said a woman who takes care of a big photographic studio. She was well dressed and looked prosperous, but she had a strained, nervous look on her face.

"I will get that outfit some day and give it to the boss. It would please him, for those are his sentiments exactly," said a sweet faced young woman who holds a responsible position. She stopped and read the cards scattered around and smiled a tiny bit of a smile that said much for a budding gayety that might have been brought into beautiful bloom if it had had any of the fertilizers that gayety grows in.

"Some day when the kiddies get their education and the home is paid for I will do some of the things that it talks about," she said.

Just then a famous doctor and a young medical student pushed their way out of the great building which was swallowing the crowd of lunchers. The doctor looked expectantly toward the waiting line of automobiles while the young medical student watched the passing procession. "Heaven help us, where do all these solemn faced girls come from?" he

said. "I haven't seen a real 'let-er-go' kind of a laugh on a girl's face since I have been here except in the chorus. Talk about your butterfly city girls. I would exchange all the fun there is in this whole bunch for one smile from a certain gay little girl I know down in the country."

"Probably your gay little girl does not work," answered the physician. "All of these girls are working girls and the first thing I warn them of when they come to me is that they are forgetting how to smile. It is the most conscientious girl who is most apt to make the mistake. A girl doesn't work like a man, you know; she picks out the worries of business for her big work instead of the joy there is in it."

Just then two appeared who were unusually attractive as to face and personality. One of them was dressed in a way that bespoke an afternoon function of some kind or other.

The first one stopped in front of the lunch room.

"Not in there to-day," said the other.

"Why not to-day? You'll have more money to do something else with," said the first.

"Because I can't stand the look in the eyes of some of them when I have on these togs," said the woman who had added some of the fittings of luxury to the well-cut tailor suit which distinguished both of them.

"Well, there is no danger of their looking at me that way," said the first with the corners of her mouth turning up into a smile. "You always were a bit rich in your dress, you know, for a substantial business woman. I am only thankful that in my job I don't have to be." As they passed they both bowed to the great doctor.

"How about those two; they look happy? I suppose they don't belong to the workers?" asked the student.

"Yes, but they do. That one on the outside gets several thousand dollars as the buyer in a department store, and the little one is the only chief clerk in a railroad office in the country. It is because the humor and optimism of those women are so great that they have gone along with their work. Everybody wants an optimist, you know, given the other qualifications, and the theory works out if you will look at the face of the women who have reached the highest places."

"I see. The man needs to be an optimist, but the woman must be. But I was just thinking how some of those little ones would have more chance to do it if they would get down into the little towns and the country," said the student as he helped the older man into the car. "For my 'gay little girl' works, too, although I hope it won't be for long," he added to himself. Alice Mason.

MODERN LIGHT

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

SWEM GAS MACHINE CO. Waterloo, Ia.



THE GOSPEL OF WORK.

Despondency Is the Worst Result of Dull Trade.

Written for the Tradesman.

The traveling salesman walked into the grocery with the new pink front at 11 in the forenoon, when business should have been brisk.

There was nothing doing. If the women of the district were buying things for dinner they were not doing it there. There was not even a telephone call. The delivery rig stood out in front, with the boy half asleep in one corner of the high-up spring seat. The horse was fat and looked as if he was leading a life of elegant leisure.

The store was as neat and clean on the inside as it was on the outside. Outside it was varnished pink. Inside it was varnished white. There were baskets of vegetables standing in a straight row at one side. The baskets had been lined with clean white paper, which showed above the rims.

When the traveling salesman entered the proprietor was up on a ladder re-arranging tinned goods. The shelves were lined with the kind of embroidered paper good house-keepers put on their pantry shelves. There was not a speck of dust anywhere.

The proprietor came down from his ladder and stood before the salesman.

"Want something to-day?" asked the missionary.

The grocer shook his head.

"I've got a full stock," he said.

The salesman fell back on the old-time line of talk, hoping the merchant would think of something he needed.

"How's trade?" he asked.

"There isn't any trade," was the reply.

"Oh," said the salesman, "I thought you were here to do business."

"I am," said the grocer, "and that makes me think I've got to shift those goods up there over to the other side of the store."

"They look all right where they are."

"Yes, but they've been there a week now."

"I reckon there doesn't anything grow to the shelves in here," said the salesman, with a smile and a sweep of one hand about the spick-and-span store.

"No," said the grocer, "there does not. I was down at 6 o'clock this morning scouring this floor."

"You ought to pick up a good bit of business in the early morning," said the salesman.

"Not a cent," replied the grocer,

cheerfully. "Not a cent yet to-day."

"Here," said the other, "I'll break the hoodoo, if you don't mind. Sell me a half dozen cigars and we'll sit down and smoke them. You're about the limit. Tell me about it."

"I don't permit smoking in the store," said the merchant.

"Never mind. We'll go out there on the walk and smoke, where you can see if anyone comes in. Here's your half dollar."

"There won't any one come in," said the grocer.

"Oh, come on," said the salesman.

"You ought to get a free pass down to Kalamazoo. What's the matter?"

"Well," said the grocer, "I can not spend much time with you. I have got to finish dusting those shelves and change the papers on 'em. It's a lot of work to keep a store clean. Next week I'm going to change the color in here to a very light cream. Don't you think it will look better that way?"

"Of course," said the salesman, who didn't know but this lunatic might open up with an order if he humored him. "Yes," he added, "light cream will look all right, and it won't show the dirt as plainly as the pure white."

"There isn't going to be any dirt," said the grocer. "I've got plenty of time to keep the store clean and fresh. Isn't that a fine display window?"

"First-class," said the other, speaking nothing but the truth, for the display of fruits was decidedly artistic.

"This afternoon," said the merchant, "I'm going to take all those things out and put in great, big, growing tomato plants, with imitation tomatoes tied on the vines. I've got a fine line of tinned tomatoes on the shelves. That will help some, eh?"

"Do you change your display windows twice a day?"

"Sure, when I don't change them three times."

"And you come down here every morning at 6 o'clock and scrub out?"

"Yes, when I don't come down at 5."

"And you sit around here all day and don't take in a cent?"

"Oh, no, you're wrong there. I took in seven dollars last week."

"I see," said the salesman. "What's the matter?"

"Oh, I've just bought in here, and the old merchant has started a store in the next block, and he is doing quite a little lying about me, and the people believe him, and I'm waiting."

"I see," said the salesman, who didn't see at all.

"Now, if you'll excuse me," said the grocer, "I'll go down cellar and open up. A cellar gets to smelling if it isn't aired. And I've got to clean up around the oil barrels. I didn't have time yesterday."

"Great Caesar's ghost on a bust!" cried the salesman. "When do you ever get any rest?"

"Why," replied the grocer, with a cheerful smile, "I get done here as early as 10 o'clock some nights and get a good sleep. I have to be up at 4 to look after the horse, and oil the harness, and grease the wagon, and all that. I'm going to paint the rig over next week."

"Going to spend all that seven dollars you took in last week for paint?" demanded the salesman.

"Oh, I guess it won't cost the entire sum," said the grocer. "I've got to keep some of it for decorations."

"Mother of Moses!" shouted the traveler, "can't you find something to do in your dreams?"

"I don't dream," said the grocer. "If I permitted myself to dream, why—"

"You'd be mixing with this wholesale business you're doing down here?"

"Yes, that's just it. I can not afford to dream. I've got to keep my mind occupied. I should think you could see that."

"You bet I see it, old man."

"I read a story, the other day," said the grocer, "about a convict in a state penitentiary. He was so blasted mean, and found so many new brands of deviltry to try on his keepers and his fellow convicts, that he was kept locked up in his cell alone most of the time. It was a dark cell, on a lower corridor, and the warden thought he'd reform there or go mad. To tell the truth, the story said the warden didn't much care whether the convict went mad or repented. A crazy convict can be pounded into submission, while a reformed one is likely to break out in a new spot any day."

"Exactly," said the salesman.

"Well, this convict was locked up in his cell most of the time for a month, and one day, when the warden thought he ought to be either repentant or insane, he dropped in to see him. The convict was just as ugly, as determined, as smiling, and as sane as ever, much to the astonishment of the warden. And what do you think the warden found the convict doing? Hunting for a pin, by all that's holy! Just hunting for a pin!"

"What are you doing there?" asked the warden.

"Lookin' for a pin," said the convict.

"You can't find it. It's too dark in here," said the warden.

"Oh, yes I can," said the convict, "sometimes I have to look for it three days, but I always find it."

"And then what?" asked the warden.

"Why," replied the convict, "I throw it away again. You see, it keeps me busy. If I should sit down here and brood over your meanness to me, I'd go mad."

"Now, you see," continued the grocer.

"Never mind," said the salesman, soberly. "I see. You're hunting for pins."

"Something like that," was the reply. "I'm all right as long as I don't get blue, and I won't get blue if I keep at work. I believe in work!"

"I should say so," was the reply. "When you want credit, telegraph to me."

"Oh, I'll get along," said the grocer. "Now, if you'll excuse me, I'll go and air the basement. I've got a lot of work to do to-day, and mustn't sit here."

There are people who want a guide-board put up on everything they read. I don't believe in the guide-board. If I did, I would set down here, "This man would have gone mad if he had remained idle." Or something like this: "Work saved this man from the foolish house." This is all true enough, but the reader ought to have some sense of his own and see that for himself.

Anyhow, work saved the man in more ways than one, for the next time the salesman went there he found the store packed to the doors. I guess buyers know a decent man when they see one!

Alfred B. Tozer.

If your head aches from the creeds there is always a cure in physical weariness from good deeds.

Many a man who complains that conscience is silent hires a megaphone for his appetites.

If every traveler who came to Grand Rapids stopped at

Hotel Livingston

the outside world would hear pleasant stories about this city's accommodation.

There Is

no such thing as "Telephone Competition." The proper phrase is "Telephone Duplication."

Avoid it.

"Use the Bell"

IT PAYS

CALL MAIN 330



ONE AT A TIME.

Peculiar Method Pursued by Numerous Clerks.

Written for the Tradesman.

At Christmastime I was quite impressed with the method of a girl at one of the local ribbon counters.

Early one morning I rushed into the store in a great hurry. I was only after some narrow ribbon of different widths with which to tie up a few packages for relatives. I did scarcely anything in the way of gifts this year, on account of a lack of ready funds, but the few presents to relation I wanted to do up in a dainty manner.

It was at a very early hour in the day, so that I stood a good show to be waited on painstakingly.

There was only one girl ahead of me at this ribbon counter. She was a very slow fussy sort of an individual, so that my chance of getting waited on soon got beautifully less every minute.

I stood around patiently, every moment hoping it would be the last with my predecessor and killing time by looking at the beribboned fancy work in the show cases.

It seemed as if the finicky customer never would get through with her dinky little purchases. Mine wouldn't amount to much either, but I didn't intend to take up all the day in their selection.

"Pears to me you're no great shakes of a clerk," observed I to myself, "if you can't see to the needs of two patrons at once."

She went on showing and matching and matching and showing until, as my time was so limited—my employer had said I might be gone half an hour and I had several commissions to execute for other people as well—I thought sure I'd have to go somewhere else for my little buying.

At last, however, the other girl got through with her picayune purchases and it came my turn to be despatched.

I got my tiny wants out of the way in double-quick time and was gone from the store almost before you could say Jack Robinson.

And I will say that that clerk, who was so interminably slow with the other customer, now took just as much care that I should be well suited. Her solicitude now, as before, was boundless—not at all commensurate with the insignificance of the ribbon desired.

But she was just one of those sort of clerks who simply have to give up their whole mind to but one idea at a time. Some employees behind the counter are broad enough to have the capacity of attending to half a dozen people at once. They whip out merchandise in a jiffy, spread it before one customer, fly to another with other things called for. At the same time they are keeping a third, fourth and fifth jollied up with a little running fire of conversation on—well, it makes no earthly difference what the topic is, these resourceful girls are equal to the emergency. They know their business, they are "good mix-

ers;" and when you have said that you have it all in a nutshell.

Pity there aren't more of them.

Janey Wardell.

Outdoor Concessionists Follow the Sun.

The outdoor concessionist belongs to a great army of workers of whom little is known and less is written. They are the life of the amusement parks, midsummer carnivals, harvest home festivals, county fairs, street fairs, fetes of all nations and all forms of outdoor entertainment.

They live a wild, free life, as migratory as birds and as clannish as gipsies. Like Barnum, they know people love fakes, for no one believes there are genuine snake eaters, yet crowds line up in front of a tent and fight for admission. Their creed is, "The bigger the jolly the better the people like you, and if you don't grip the public they will grip you."

But they are square themselves and help each other in all manner of emergencies. The one who steps aside and is sorry can get into the procession again, but the unrepentant sinner has to walk alone. They are a merry, laughing, happy-go-lucky crowd, emptying their purses to-day for a jewel and hocking it to-morrow for bread.

The outdoor concessionist revolves in a regular orbit and is to be found wherever the sun shines. He stays North in summer and goes South in winter, and claims the secret of perpetual youth and immunity from death by living in the open air.

"I love the life," exclaimed a charming young woman who has been an outdoor concessionist from "little up." "I believe I must have a drop of Arab blood in my veins for I am intoxicated with the care free life in a tent."

"But best of all I love the 'midway,' where the concessionists hold court. The hoarse cries of the barkers, the whirl of the merry-go-rounds, the freaks and fakes and the lights and music. I love to sleep on a bale of hay back of the counter, see my charms in a cracked two-by-two looking glass. I love to cook my dinner on a pie tin over a smoky bonfire. I'd rather have the rain beat upon my tent all night long and hang my wet blankets out to dry in the morning at an open air show than sit in a bay window doing fancy work. Why, I'd be suffocated in a three room flat, and it would kill me to live with a pin pointed, mean spirited 'knocker' after knowing the big hearted, free handed guild of the outdoor concessionists, who give their last dime to the distressed."

"Slang? Oh, certainly, we have to use it. But for the tent vernacular we might as well stand on the street corner and cry our business like a street fakir. It is the only way to keep the public from 'getting wise.' If we should ask, 'Are you going to take the next train?' and you answered, 'Oh, no; I haven't any money,' your little world would know we were broke. But when we say, 'Do you take the next rattler?' and you reply, 'The kale is out, and we haven't a duck (tick-

et),' we might as well speak in an unknown tongue."

When a concessionist is down on his luck and can't sell his goods, or when he hasn't a popular stand," all the other concessionists go in twos and threes and buy and chaff and start a big hurrah until the public knock each other down to get a chance to buy something they do not want. And after midnight, when the camp is dark save the flare of the flambeaux and the last loiterer is gone, the concessionists bring back the goods and get their money. And then they sit around the campfire and talk of the day and think hopefully of the morrow. The worst of the concessionists is on the outside—they are loud of voice and free of manner, but they try to live up to that old fashioned rule that seems out of date to many who wear purple and fare sumptuously.

Jennie Van Allen.

Gripsack Brigade.

Frank Ansorge has taken a position as traveling salesman for the Newaygo Portland Cement Co.

W. N. Burgess, Michigan representative for Kinney & Levan, of Cleveland, will show his full line of imported goods at the Pantlind Hotel from March 2 to March 15.

The Detroit Wholesalers' Association may properly look on Judge Murphy's decision regarding the excess baggage schedule as a feather in the cap of the young organization. It has won in all stages of the fight with the railroads, up to the present time at least. Acceptance of the revised schedule means much to the business men of Michigan. In this city alone the amount involved is estimated to be \$40,000 or \$50,000 annually, and the addition of the savings in other cities would bring the total to a rather imposing sum. If the final dictum on the matter shall agree with the decisions already given, the Wholesalers' Association will have vindicated its existence completely. The failure of the railroads to draft a schedule of their own and their reliance only on objections to that made for them by the State Railroad Commission are given as grounds for refusing to make permanent the existing temporary injunction. What the court would have decided if the roads had presented an alternative schedule, as it seems yet in their power to do, appears to be left undecided. Something of the same reluctance on the part of the court is evidenced on the issue of the constitutionality of the act creating the Railroad Commission. "Its very importance," the court says, "requires more deliberate consideration than has been given on this interlocutory proceeding." But even with these issues left undecided, all the strategical advantages of the contest are so far on the side of the wholesalers. Every step of advance made and held in the march toward equitable adjustment of these points of friction with the transportation companies helps in the orderly transaction of mercantile affairs. And the neglect by the railroads to take fairly obvious measures for their own interests adds to the belief that final victory will be with the business men. Shrewd corporations are not

likely to leave anything undone that can be done for their own benefit.—Detroit Free Press.

Movements of Working Gideons.

Detroit, Feb. 23—The Volunteer meeting last Saturday evening was led by W. H. Suit and Aaron B. Gates and will be led next Saturday evening by W. R. Barron and Aaron B. Gates.

Aaron B. Gates led the Griswold House hotel meeting last Sunday evening. The meeting next Sunday evening will be led by M. E. White, aided by Edw. A. Field and W. R. Barron.

Detroit Camp of Gideons will conduct the service on Sunday evening, Feb. 28, at Grand River avenue. Baptist church. Chas. M. Smith and J. M. Patterson will lead the meeting. It is expected that L. R. Mont Gomerie will lead the singing.

Aaron B. Gates.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Feb. 24—Creamery, fresh, 25@30c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 24@25c.

Live Poultry—Fowls, 15@16c; ducks, 16@17c; geese, 12@14c; old cox, 10@10½c; springs, 15@16c; turkeys, 18@23c.

Dressed Poultry—Fowls, 15@16c; springs, 16@18c; old cox, 11c; ducks, 16@20c; turkeys, 22@25c.

Beans—New Marrow, hand-picked, \$2.40@2.50; medium, hand-picked, \$2.40; pea, hand-picked, \$2.40; red kidney, hand-picked, \$2.25; white kidney, hand-picked, \$2.40@2.60.

Potatoes—75@80c per bu.

Rea & Witzig.

All of One Kind.

"Have your poems been read by many people?"

"Certainly—about twenty publishers that I know of."

A Rare Judge.

Teacher asked her scholars for some very long sentences. One boy wrote: "Imprisonment for life."

Probably the Latter.

When a man's wife laughs at his jokes they are pretty good—or else she is.

It will take more than faith in the miracles of the past to heal the miseries of the present.

Carrying a Bible under the arm does not prevent carrying poison under the tongue.

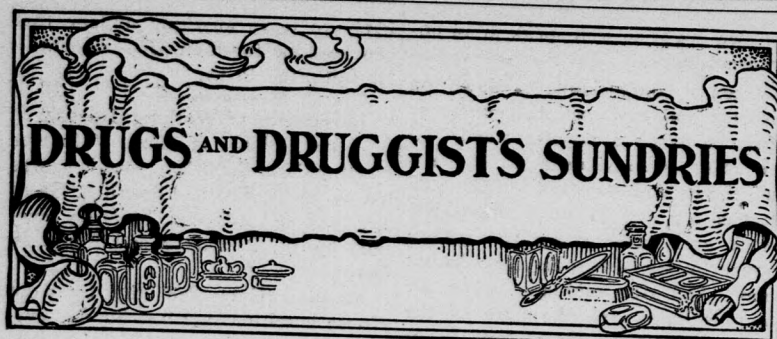
It is hard for a man to be honest with his neighbor who is not honest with himself.

Many a man busy driving others to heaven is walking backward on the road himself.

The fellow who hasn't the price of a meal needs no tonic to sharpen his appetite.

There is one through road to Heaven; it is by the doors of needy humanity.

Folks who pride themselves on being smooth are far from being polished.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.
 Next Meeting—Grand Rapids, March 16, 17 and 18, 1909.

Michigan State Pharmaceutical Association.
 President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

Suggested Substitute for Bergamot Oil.

Because of the shortage and enhanced price of bergamot oil due to the earthquake in Italy, it is believed that recourse to oils of a kindred base will be necessary to meet the deficiency, and it has been suggested that synthetic linalyl acetate comes next of kin to natural oil of bergamot. It possesses the odorous principle and constitutes 35 per cent. of the natural oil. At present writing the market price is \$20 a pound, but one pound goes as far as three pounds of bergamot oil. The most serious feature about the bergamot situation, however, is not so much that the present stocks may have been destroyed but that the trees may possibly have been killed outright, in which case it will take perhaps five years of patient labor to replenish the loss and restore the orchards to normal bearing condition.

In respect to substitution, bergamot has a distinct advantage over oil of lemon, although the latter has perhaps not been so seriously affected by the disturbance. There is practically no means of duplicating in any close way the flavor of the lemon or the properties of the citrates. The shortage of the present supply draws pointed attention to the dependence of this country and, in fact, of the world upon the lemon industry of Italy. It is true California produces the fruit in fair quantities and to a limited extent an effort has been made to produce the by-products.

Concentrated Oil of Pine Compound Misbranded.

A report from the United States Department of Agriculture states that an inspector purchased samples of a product labeled as follows: "Concentrated Oil of Pine Compound. The Globe Pharmaceutical Co., Dayton, Ohio." One of the samples was subjected to analysis in the Bureau of Chemistry of the Department of Agriculture, and the result obtained showed that it consisted of a mixture of fixed oil, a resinous substance, and a small amount of volatile oil ob-

tained by steam distillation resembling turpentine. It was evident that the product was misbranded for the reason that the composition did not in any way warrant the use of the name "Concentrated Oil of Pine Compound," and the statement that it was such was false, misleading and deceptive.

The company was accordingly proceeded against but pleaded guilty and paid a fine and costs of prosecution.

Soluble Nonbulky Shampoo Powder.

These powders consist for the most part of varying mixtures of powdered borax, soda-ash, powdered soap bark or ammonium carbonate. The following are typical recipes:

1.
 Ammonium carbonate 1 part
 Borax, powdered 1 part
 Quillaja, powdered 2 parts
 Perfume with bay leaf oil or any other suitable scent, and put up in packets, with the following directions for use: "Put the powder into a covered jug along with a cupful of boiling water, close the lid and leave the liquid to stand a while until cool enough to use."

2.
 Borax, powdered 22.5 gm.
 Soda ash, powdered 30 gm.
 Quillaja, powdered 15 gm.
 Randolph Reid.

More Care in Analyzing Foods and Drugs.

The Supreme Court of Massachusetts has decided that a "professor" in the State Normal School must pay \$1,000 damages to a baker whose vanilla he criticised as being below standard. The "professor" had been in the habit of analyzing foodstuffs and talking to his class about the results. On this occasion he wrote two newspaper articles criticising the baker. There has been entirely too much loose talk about impure foods and drugs. The analysis of articles of this sort is beyond the ability of novices or dilettantes in chemistry, and once it is understood that a man may be mulcted for damages when he makes a mis-statement derogatory to the quality of one's merchandise, he will probably be more cautious in future.—New Idea.

Deep Breathing to Prevent Baldness.

Dr. Parker, in the Medical Record, states that common baldness is caused by the absence of lower chest breathing, which condition allows a poisonous substance to develop in the lungs and later on it circulates through the blood.

Returning Defective Rubber Goods.

Some jobbers have sent out circulars announcing that they would not take back and make good rubber articles on which the time limit had expired. Other houses have declined to take such a position.

The principal soft rubber companies do not agree as to what happened in their friendly meetings, but evidently returned articles will be scrutinized more carefully than heretofore.

A prominent retailer calls attention to the fact that it would be better if the manufacturer would put his name on every article with the date on which it was made.

As the situation now stands the retailer has very little protection. Unprincipled jobbers can unload all their old goods on the retailer without his knowing anything about it, until his customer complains.

Every careful retailer will write to his manufacturer for the best methods of preventing soft rubber goods from deteriorating.

A Universal Stain-Remover.

A mixture for which is claimed the power of eradicating all sorts of stains whatever, says the Drogisten Zeitung, is made as follows: The bottom of a capacious balloon flask is covered with crystallized sodium carbonate, upon which are poured equal parts of petroleum ether, ether, turpentine and benzine; the flask must not be filled to more than three-fourths of its capacity, in order to enable it to be vigorously agitated; the terpenes which are formed by the interaction of the four liquids are absorbed by the sodium carbonate.

After about six days the liquid is poured off from the soda into a dry, clean flask. Ammonia gas is now passed into it until no further absorption takes place; the mixture is finally placed in well-corked bottles and occasionally shaken.

President Cheney Defends Patent Medicines.

Patent medicines still continue to be the subject of sensational attacks. Dr. Vaughan, Dean of the Medical Department of the University of Michigan, and a man of international reputation, recently declared that most patent medicines contain cocaine and morphine, and that nearly all of them are so heavily charged with alcohol that they are really liquors in disguise. President Cheney, of the Proprietary Association of America, indignantly denied these charges and proved pretty conclusively that Dr. Vaughan was indulging in those exaggerated statements for which scientific men are sometimes famous.

Effect of Prohibition on Bottle Industry.

One of the unlooked-for effects of prohibition and county option on the glass bottle business throughout the country is the number of factories idle and men out of work. Figures furnished by National Secretary Lanner, of the Bottle Blowers' Association, show that more than 65 per cent. of the glass bottle factories are

shut down. There are 219 of these factories in the United States and 143 are closed, with a consequent loss of employment to 4,170 journeymen and 1,064 apprentices.

It would look as if this was a good time to get bargains in prescription bottles.

Abnormally Sensitive Teeth.

Prof. J. Rodgers says sodium bicarbonate, commonly known as "baking soda," in contradistinction to "washing soda," is especially useful where the teeth are, from any cause, abnormally sensitive. Where this sensitiveness is local, a little of the soda may be placed around and between the affected teeth; where it is general, it may be dissolved in water, forming a mouth-wash, or it may be used as a tooth powder with the tooth brush. In cases of erosion, of gum recession, and especially where one or more teeth become sensitive to temperature changes, or simply sensitive from no ascertainable cause, it very seldom fails to give prompt and lasting relief. It is quite harmless, and may be used constantly as a mouth-wash or a tooth powder where the teeth are inclined to be unduly sensitive.

Ointment of Tobacco.

This preparation of the Eclectics may be made as follows:

Extract of tobacco 60 grs.
 Alcohol 1 oz.
 White wax ½ oz.
 Lard 4½ ozs.

Dissolve the extract in the alcohol, then add the wax and lard previously melted together, and continue the heat until all of the alcohol has been evaporated.

The large amount of alcohol would seem unnecessary; only so much should be used as will soften the extract.

It is directed that the ointment may also be prepared by heating together 3 av. ounces of fresh tobacco leaves, 2 av. ounces of lard, 2 fluid-ounces of alcohol, and ¼ av. ounce of yellow wax, until the leaves are crisp, then straining.

Proposal To Tag Paris Physicians.

The Paris Medical Society is considering a proposition to ask physicians to wear badges in the street and in public places. It is argued that very frequently a person is obliged to run for blocks before encountering a doctor's sign. At the same time he might pass a physician whose services, if employed in time, might save life. It is proposed that physicians wear a button of some striking color in the lapel of their coat, distinguishing them in a crowd, either in the street, the theater or other public resorts.

Alum Curd.

This preparation, which is often prescribed as an application for mild inflammation of the eyes, should be prepared by dropping a lump of alum into fresh milk. When the curd sets, the undissolved alum should be removed. Powdered alum should not be used since it can not be separated from the curd clot.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	1 75@1 85	Scilla	50
Aceticum	6@ 8	Cubebae	2 15@2 25	Scilla Co.	50
Benzoinum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	50
Boracie	12@ 15	Evechthitos	1 00@1 10	Prunus virg	50
Carbolicum	16@ 23	Gaultheria	2 50@4 00	Zingiber	50
Citricum	50@ 55	Geranium	oz. 75		
Hydrochlor	3@ 5	Gossypii Sem gal	70@ 75	Tinctures	
Nitrosum	8@ 10	Hedera	3 00@3 50	Aloes	60
Oxalicum	14@ 15	Junipera	40@1 20	Aloes & Myrrh.	50
Phosphorium, dil.	44@ 45	Lavendula	90@3 60	Anconitum Nap's R	50
Sulphuricum	13@ 15	Limon	2 00@2 25	Anconitum Nap's R	50
Tannicum	75@ 85	Mentha Piper	1 75@1 90	Asafoetida	50
Tartaricum	38@ 40	Mentha Verid	3 00@3 50	Atropine Belladonna	50
		Morhuac, gal.	1 60@1 85	Aurant Cortex	50
Ammonia		Myrica	3 00@3 50	Barosma	50
Aqua, 18 deg.	4@ 6	Olive	1 00@3 00	Benzoin	50
Aqua, 20 deg.	6@ 8	Picis Liquida	10@ 12	Benzoin Co.	50
Carbonas	13@ 15	Picis Liquida gal.	10@ 12	Cantharides	50
Chloridum	12@ 14	Ricina	94@1 00	Capsicum	50
		Rosae oz.	6 50@7 00	Cardamon	50
Aniline		Rosmarini	1 00@1 00	Cardamon Co.	50
Black	2 00@2 25	Sabina	90@1 00	Cassia Acutifol	50
Brown	80@1 00	Santal	4@ 5	Cassia Acutifol Co	50
Red	45@ 50	Sassafras	85@ 90	Castor	50
Yellow	2 50@3 00	Sinapis, ess. oz.	4@ 5	Catechu	50
		Succini	40@ 45	Cinchona	50
Baccae		Thyme	40@ 50	Cinchona Co.	50
Cubebae	28@ 30	Thyme, opt.	1@ 10	Columbia	50
Juniperus	10@ 12	Theobromas	15@ 20	Cubebae	50
Xanthoxylum	30@ 35	Tigill	10@1 20	Digitalis	50
				Ergot	50
Balsamum				Ferri Chloridum	50
Copaiba	65@ 75	Potassium		Gentian	50
Peru	2 75@2 85	Bi-Carb	15@ 18	Gentian Co.	50
Terabin, Canada	75@ 80	Bichromate	13@ 15	Guaiaca	50
Tolutan	40@ 45	Bromide	25@ 30	Guaiaca ammon.	50
		Carb	12@ 15	Hyoscyamus	50
Cortex		Chlorate	30@ 40	Iodine	75
Ables, Canadian.	18	Cyanide	30@ 40	Iodine, colorless	75
Cassiae	18	Iodide	2 50@2 60	Kino	50
Cinchona Flava	18	Potassa, Bitart pr	30@ 32	Lobelia	50
Buonymus atro.	60	Potassa Nitras opt	7@ 10	Myrrh	50
Myrica Cerifera	20	Potassa Nitras	6@ 8	Nux Vomica	50
Prunus Virginl.	15	Prussate	23@ 25	Opil	1 25
Quillaja, gr'd.	15	Sulphate po	15@ 18	Opil, camphorated	2 00
Sassafras, po 25	24			Opil, deodorized	50
Ulmus	20			Quassia	50
		Radix		Rhatany	50
Extractum		Aconitum	20@ 25	Rhei	50
Glycyrrhiza, Gla.	24@ 30	Althae	30@ 35	Sanguinaria	50
Glycyrrhiza, po.	28@ 30	Anchusa	10@ 12	Serpentaria	50
Haematox, is	11@ 12	Arum po	20@ 25	Stromonium	50
Haematox, 1s	13@ 14	Calamus	20@ 25	Tolutan	50
Haematox, 1/2s	14@ 15	Gentiana po 15	12@ 15	Valerian	50
Haematox, 1/4s	16@ 17	Glycyrrhiza nv 15	16@ 18	Veratrum Veride	50
		Hellebore, Alba	12@ 15	Zingiber	50
Ferru		Hvdrastris, Canada	2@ 50		
Carbonate Precip.	15	Hvdrastris, Can. po	2@ 60	Miscellaneous	
Citrate and Quina	2 00	Inula, po	18@ 22	Aether, Spts Nit 3f	30@ 35
Citrate Soluble.	55	Inecac, po	2 00@2 10	Aether, Spts Nit 4f	34@ 38
Ferrocyanidum S	15	Iris plox	35@ 40	Alumen, grd po 7	3@ 4
Solut. Chloride	2	Jalapa, pr.	25@ 30	Annatto	40@ 50
Sulphate, com'l, by	70	Maranta, 1/2s	30@ 35	Antimoni, po	4@ 5
bbl. per cwt.	7	Podophyllum po	15@ 18	Antimoni et po T	40@ 50
Sulphate, pure	7	Rhei	75@1 00	Antifebrin	20
		Rhei, cut	1 00@1 25	Antipyrin	25
Flora		Rhei, ov	75@1 00	Argenti Nitras oz	6 43
Arnica	20@ 25	Sanguinaria, po 18	18@ 25	Arsenicum	10@ 12
Anthemis	50@ 60	Scilla, po 45	20@ 25	Balm Gilead buds	60@ 65
Matricaria	30@ 35	Senega	35@ 40	Bismuth S N	1 65@1 85
		Serpentaria	50@ 55	Calcium Chlor, 1s	9
Folia		Smilax, M	2@ 25	Calcium Chlor, 1/2s	10
Barosma	45@ 50	Smilax, off's H.	4@ 5	Calcium Chlor, 1/4s	12
Cassia Acutifol.	15@ 20	Spigella	1 45@1 50	Cantharides, Rus.	90
Tinnevelly	25@ 30	Symplocarpus	2@ 25	Capsici Fruc's af	20
Cassia, Acutifol.	25@ 30	Valeriana Eng.	15@ 20	Capsici Fruc's po	22
Salvia officinalis,	18@ 20	Valeriana, Ger.	15@ 20	Cap'i Fruc's B po	15
1/2s and 1/4s	8@ 10	Zingiber a	12@ 16	Carmine, No. 40	2@ 25
Uva Ursi	8@ 10	Zingiber j	25@ 28	Carphylus	20@ 22
				Cassia ructus	35
Gummi				Cateceum	35
Acacia, 1st pkd.	45	Semen		Centraria	10
Acacia, 2nd pkd.	45	Anisum po 20	16	Cera Alba	50@ 55
Acacia, 3rd pkd.	45	Apium (gravel's)	13@ 15	Cera Flava	40@ 45
Acacia, sifted sts.	45	Bird, 1s	4@ 6	Crocus	30@ 35
Acacia, po	22@ 25	Cannabis Sativa	7@ 8	Chloroform	34@ 54
Aloe, Barb	25	Cardamon	70@ 80	Chloral Hyd Crss 1	35@ 1
Aloe, Cape	25	Carui po 15	15@ 18	Chloro'm Squibbs	90
Aloe, Socotri	25	Chenopodium	25@ 30	Chondrus	20@ 25
Ammoniac	55@ 60	Corlandrum	12@ 14	Cinchonid's Germ	38@ 48
Asafoetida	35@ 40	Cydontium	75@1 00	Cinchonidine P-W	38@ 48
Benzoinum	50@ 55	Dinterix Odorate 2	00@2 25	Cocaine	2 80@3 00
Catechu, 1s	14	Foeniculum	7@ 9	Corks list, less 75%	45
Catechu, 1/2s	14	Foenugreek, po.	7@ 9	Creosotum	45
Catechu, 1/4s	14	Lini	4@ 6	Creta	2
Comphorae	60@ 65	Lini, grd. bbl. 2%	3@ 6	Creta, bbl. 75	11
Euphorbium	10	Lobelia	75@ 80	Creta, prep.	11
Galbanum	10	Pharlaris Cana'n	9@ 10	Creta, precip	11
Gamboge, po. 1	25@1 35	Rapa	5@ 6	Creta, Rubra	24
Gaulthier po 35	45	Sinapis Alba	8@ 10	Cudbear	10
Kino, po 45c	45	Sinapis Nigra	9@ 10	Cupri Sulph	10
Mastic	45			Dextrine	10
Myrrh, po 50	45	Spiritus		Emery, all Nos.	8
Opium	4 60@4 70	Frumentum W. D. 2	00@2 50	Emery, po	60@ 65
Shellac	45@ 55	Frumentum	1 25@1 50	Ergota	60@ 65
Shellac, bleached	60@ 65	Juniperis Co.	1 75@3 50	Ether Sulph	35@ 40
Tragacanth	70@1 00	Juniperis Co O T	1 65@2 10	Flake White	12@ 15
		Saccharum N E	1 90@2 50	Gaula	8
Herba		Snt Vini Galli	1 25@2 00	Gambler	8
Absinthium	45@ 60	Vini Alba	1 25@2 00	Gelatin, Cooper.	60
Eupatorium oz pk	20	Vini Oporto	1 25@2 00	Gelatin, French.	35@ 60
Lobelia oz pk	25			Glassware, fit boo 75%	60
Majorium oz. pk	28	Sponges		Glue, brown	11@ 18
Mentha Pip. oz pk	25	Extra yellow sheeps'	1 25	Glue, white	15@ 25
Mentha Ver. oz pk	25	wool carriage	@1 25	Glycerina	18@ 24
Rue oz. oz pk	39	Florida sheeps' wool	3 00@3 50	Grana Paradisi	25
Tanacetum V.	22	carriage	@1 00	Humulus	33@ 60
Thymus V. oz pk	25	Grass sheeps' wool	3 50@3 75	Hydrarg Amm'ol	12
		carriage	@2 00	Hydrarg Ch. Mt	87
Magnesia		Yellow Reef, for	@1 40	Hydrarg Ch Cor.	87
Calcined, Pat.	55@ 60	slate use	@1 40	Hydrarg Ox Ru'm	97
Carbonate, Pat.	18@ 20			Hydrarg Ungue'm	50@ 60
Carbonate, K-M.	18@ 20	Syrups		Hydrargyrum	75
Carbonate	18@ 20	Acacia	50	Ichthyobolla, Am.	90@1 00
		Aurant Cortex	50	Indigo	75@1 00
Oleum		Ferri Iod	50	Iodine, Resubi	35@3 90
Absinthium	4 90@5 00	Ipecac	50	Iodoform	90@4 00
Amygdalae Dulc.	75@ 85	Rhei Arom	50	Liquor Arsen et	25
Amygdalae, Ama	8 00@8 25	Smilax Om's	50@ 60	Hydrarg Iod.	25
Ausl	1 75@1 85	Senega	50	Liq Potass Arsenit	10@ 12
Aurant Cortex	4 00@4 25				
Bergamit	8 50@9 00				
Cajuputi	85@ 90				
Caryophylli	1 10@1 20				
Cedar	50@ 60				
Chenopadii	3 75@4 00				
Cinnamoni	1 75@1 85				
Citronella	50@ 60				
Conium Mac	90@ 95				

Lupulin	40	Rubia Tinctorum	12@ 14	Vanilla	9 00@
Lycopodium	70@ 75	Saccharum La's	18@ 20	Zirici Sulph	7@
Macis	65@ 70	Salacin	4 50@4 75		
Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50		
Mannia S. F.	60@ 70	Sapo, G	10@ 15		
Menthol	2 65@2 85	Sapo, M	10@ 12		
Morphia, SP&W	2 90@3 15	Sapo, W	13 1/2@ 16		
Morphia, SNYQ	2 90@3 15	Seidlitz Mixture	20@ 22		
Moschus Canton.	2 90@3 15	Sinapis	18@ 20		
Myristica, No. 1	25@ 30	Sinapis, opt.	18@ 20		
Nux Vomica po 15	35@ 40	Snuff, Maccaboy.	51		
Os Sepia	35@ 40	DeVos	51		
Pepsin Saac, H &	1 00	Snuff, S'h DeVos	51		
P D Co	1 00	Soda, Boras, po.	6@ 10		
Picis Liq N N	1 00	Soda, et Pot's Tart	25@ 28		
Picis Liq qts	1 00	Soda, Carb	1 1/2@ 2		
Picis Liq pints.	1 00	Soda, Bi-Carb	3@ 5		
Pil Hydrarg po 80	20	Soda, Ash	3 1/2@ 4		
Piper Alba po 35	20	Soda, Sulphas	3 1/2@ 4		
Piper Nigra po 22	18	Spts, Cologne	2@ 6		
Pix Burgum	18	Spts, Ether Co.	50@ 55		
Plumbi Acet	12@ 15	Spts, Myrcia	2@ 50		
Pulvis Ip'cet Opil 1 30	1 50	Spts, Vini Rect bbl	10		
Pyrethrum, bxs. H	25	Spts, Vi'i Rect 1/2 b	10		
Pyrethrum, pv.	25	Spts, Vi'i R't 10 gl	10		
Quassia	8@ 10	Spts, Vi'i R't 5 gl	10		
Quina, N. Y.	17@ 20	Strychnia, Crystl 1 10	1 30		
Quina, S Ger	17@ 20	Sulphur Subl	2 1/2@ 3		
Quina, S P & W	17@ 20	Sulphur, Roll	2 1/2@ 3 1/2		
		Tamarinds	8@ 10		
		Terebenth Venice	28@ 30		
		Thebromae	50@ 55		

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Spring Wheat Flour
Cheese

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Stick Candy

Index to Markets
By Columns

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Spring Wheat Flour Roy Baker's Brand Golden Horn, family...6 00 Golden Horn, bakers...5 90 Duluth Imperial...6 00 Wisconsin Kye...4 40 Judson Grocer Co.'s Brand Ceresota, 1/8s...6 80 Ceresota, 1/4s...6 70 Ceresota, 1/2s...6 60 Lemon & Wheeler's Brand Wingold, 1/8s...6 20 Wingold, 1/4s...6 10 Wingold, 1/2s...6 00 Worden Grocer Co.'s Brand Laurel, 1/8s cloth...6 20 Laurel, 1/4s cloth...6 10 Laurel, 1/2s cloth...6 00 Laurel, 1/8s paper...6 00 Voigt Milling Co.'s Brand Voigt's Crescent...6 00 Voigt's Flourloist (whole wheat flour) 6 00 Voigt's Hygienic Graham...5 45 Voigt's Royal...5 50 Wykes & Co. Sleepy Eye, 1/8s cloth...6 20 Sleepy Eye, 1/4s cloth...6 10 Sleepy Eye, 1/2s cloth...6 00 Sleepy Eye, 1/8s paper...6 00 Sleepy Eye, 1/4s paper...6 00 Meal Boiled...3 90 Golden Granulated...4 00 St. Car Feed screened 28 00 No. 1 Corn and Oats 28 00 Corn, cracked...26 50 Corn Meal, coarse...26 50 Winter Wheat Bran...27 00 Middlings...28 00 Buffalo Gluten Feed 32 00 Dairy Feeds Wykes & Co. O P Linseed Meal...34 00 Cottonseed Meal...29 50 Gluten Feed...30 00 Malt Sprouts...25 00 Brewers' Grains...28 00 Hammond Dairy Feed 25 00 Oats Michigan carlots...55 Less than carlots...58 Corn New...67 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage...15 Hops...15 Laurel Leaves...15 Senna Leaves...25 HORSE RADISH Per doz...90 JELLY 5 lb. pails, per doz...2 25 15 lb. pails, per pail...55 30 lb. pails, per pail...98 LICORICE Pure...30 Calabria...25 Sicily...14 Root...11 MATCHES C. D. Crittenden Co. Noiseless Tip...4 50@4 75 MOLASSES New Orleans Fancy Open Kettle...40 Choice...35 Good...32 Fair...20 Half barrels 2c extra MINCE MEAT Per case...2 90 MUSTARD 1/4 lb., 6 lb. box...18 OLIVES Bulk, 1 gal. kegs 1 20@1 40 Bulk, 2 gal. kegs 1 10@1 30 Bulk, 5 gal. kegs 1 00@1 20 Manzanilla, 3 oz...75 Queen, pints...2 50 Queen, 19 oz...4 50 Queen, 28 oz...7 00 Stuffed, 5 oz...90 Stuffed, 3 oz...1 45 Stuffed, 10 oz...2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 2 60 Cob...90 PICKLES Medium Barrels, 1,200 count...6 00 Half bbls., 600 count...3 50 Small Half bbls., 1,200 count...4 50 PLAYING CARDS No. 90 Steamboat...85 No. 15 Rival assorted 1 25 No. 20 Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle...2 00 No. 632 Tourn't whist 2 25 POTASH 48 cans in case Babbitt's...4 00 PROVISIONS Barreled Pork Mess...16 50 Clear Back...21 00 Short Cut...17 50 Short Cut Clear...17 50 Bean...16 00 Brisket, Clear...19 00 Pig...24 00 Clear Family...16 00 Dry Salt Meats S. P. Bellies...11 Bellies Extra Short's Clear...11%	Lard Pure in tierces...11% Compound Lard...8% 80 lb. tubs...advance 7% 50 lb. tubs...advance 7% 50 lb. tins...advance 7% 20 lb. pails...advance 7% 10 lb. pails...advance 7% 5 lb. pails...advance 1 8 lb. pails...advance 1 Smoked Meats Hams, 12 lb. average...11% Hams, 14 lb. average...11% Hams, 16 lb. average...11% Hams, 18 lb. average...11% Skinned Hams...12% Ham, dried beef sets 21 California Hams...8 Picnic Boiled Hams...14 Boiled Hams...19 Berlin Ham, pressed...9 Minced Ham...9 Bacon...12% Sausages Bologna...4 Liver...7 Frankfort...9 Pork...9 Veal...7 Tongue...7 Headcheese...7 Leaf Boneless...15 00 Rump, new...15 50 Pig's Feet 1/2 bbls...1 00 1/4 bbls, 40 lbs...1 80 1/2 bbls...3 80 1 bbl...8 00 Tripe Kits, 15 lbs...80 1/2 bbls, 40 lbs...1 60 1/2 bbls, 80 lbs...3 00 Casings Hogs, per lb...30 Beef, rounds, set...20 Beef, middles, set...70 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...50 Deviled ham, 1/4s...50 Deviled ham, 1/2s...50 Potted tongue, 1/4s...50 Potted tongue, 1/2s...50 RICE Fancy...7 @ 7 1/2 Japan...5 1/2 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint...2 25 Columbia, 1 pint...4 00 Duke's, large, 1 doz...4 50 Duke'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 05 56 lb. sacks...32 28 lb. sacks...17 Warsaw 56 lb. dairy in dria bags 40 28 lb. dairy in dria 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...14 Chunks...15 Holland Herring Pollock...@ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2 bbls. 4 50@5 25 White Hoop mchs. 60@75 Norwegian Round, 100 lbs...3 75 Round, 40 lbs...1 90 Scaled...13 Trout No. 1, 100 lbs...7 50 No. 1, 40 lbs...3 25 No. 1, 10 lbs...90 No. 1, 8 lbs...75 Mackerel Mess, 100 lbs...15 00 Mess, 40 lbs...6 20 Mess, 10 lbs...1 65 Mess, 8 lbs...1 35 No. 1, 100 lbs...14 00 No. 1, 40 lbs...5 80 No. 1, 10 lbs...1 65 No. 1, 8 lbs...1 35 Whitefish No. 1, No. 2 Fam 100 lbs...9 75 3 50 50 lbs...5 25 1 90	10 lbs...1 12 55 8 lbs...92 48 SEEDS Anise...10 Canary, Smyrna...4 1/2 Caraway...10 Cardamom, Malabar 1 00 Celery...15 Hemp, Russian...4 1/2 Mixed Bird...4 Mustard, white...10 Poppy...9 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 Rattle, in jars...43 SOAP J. S. Kirk & Co. American Family...4 00 Dusky Diamond, 50 8oz.2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars...3 60 Savon Imperial...3 00 White Russian...3 15 Dome, oval bars...3 00 Satinet, oval...2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox...3 00 Ivory, 6 oz...4 00 Ivory, 10 oz...6 75 Star...3 00 Lautz Bros. & Co. Acme, 70 bars...4 00 Acme, 30 bars...4 00 Acme, 25 bars...4 00 Acme, 100 cakes...3 25 Big Master, 70 bars...2 80 Marseilles, 100 cakes...5 80 Marseilles, 100 ck toilet...4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer...4 00 Old Country...3 40 Soap Powders Lautz Bros. & Co. Snow Boy...4 00 Gold Dust, 24 large...4 50 Gold Dust, 100-5c...4 00 Kirkoline, 24 1lb...3 80 Pearline...3 75 Seapine...4 10 Babbitt's 1776...3 75 Roseine...3 50 Armour's...3 70 Wisdom...3 80 Soap Compounds Johnson's Fine...5 10 Johnson's XXX...4 25 Nine O'clock...3 35 Rub-No-More...3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots...9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes...2 25 Sapolio, hand...2 25 Scourine Manufacturing Co. Scourine, 50 cakes...1 80 Scourine, 100 cakes...3 50 SODA Boxes...5 1/2 Kegs, English...4 1/2 SPICES Whole Spices Allspice...10 Cassia, China in mats. 12 Cassia, Canton...18 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 65 Cloves, Amboyina...22 Cloves, Zanzibar...16 Mace...55 Nutmegs, 75-80...35 Nutmegs, 105-10...25 Nutmegs, 115-20...20 Pepper, Singapore, blk. 15 Pepper, Singp. white...25 Pepper, shot...17 Pure Ground in Bulk Allspice...14 Cassia, Batavia...28 Cassia, Saigon...55 Cloves, Zanzibar...24 Ginger, African...15 Ginger, Cochon...18 Ginger, Jamaica...25 Mace...65 Mustard...18 Pepper, Singapore, blk. 17 Pepper, Singp. white...28 Pepper, Cayenne...20 Sage...20 STARCH Corn Kingsford, 40 lbs...7 1/2 Muzzy, 20 lbs...5 1/2 Muzzy, 40 lbs...5 Gloss Kingsford...7 1/2 Silver Gloss, 40 lbs...7 1/2 Silver Gloss, 16 lbs...6 1/2 Silver Gloss, 12 lbs...8 1/2 Muzzy 48 lb. packages...5 16 lb. packages...4 1/2 12 lb. packages...6 50 lb. boxes...4 SYRUPS Corn Barrels...31 Half barrels...33 20 lb. cans 1/2 dz. in cs. 2 10 10 lb. cans 1/2 dz. in cs. 1 95 5 lb. cans 2 dz. in cs. 2 10 2 1/2 lb. cans 2 dz. in cs. 2 15	Pure Cane Fair...16 Good...20 Choice...25 TEA Japan Sundried, medium...24 Sundried, choice...32 Sundried, fancy...36 Regular, medium...24 Regular, choice...32 Regular, fancy...36 Basket-fired, medium 31 Basket-fired, choice...38 Basket-fired, fancy...43 Nibs...22@24 Siftings...9@11 Fannings...12@14 Gunpowder Moyune, medium...30 Moyune, choice...32 Moyune, fancy...40 Pingsuey, medium...30 Pingsuey, choice...30 Pingsuey, fancy...40 Young Hyson Choice...30 Fancy...35 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...30 Prairie Rose...49 Protection...40 Sweet Burley...41 Tiger...41 Plug Red Cross...31 Palo...35 Hiawatha...41 Kyo...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...33 Piper Heidsieck...33 Boot Jack...89 Honey Dip Twist...86 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...40 Kiln Dried...31 Duke's Mixture...40 Duke's Cameo...43 Myrtle Navy...44 Yum Yum, 1 1/2 oz...39 Yum, Yum, 1lb. pails 40 Cream...55 Corn Cake, 2 1/2 oz...26 Corn Cake, 1lb...22 Plover Boy, 1 1/2 oz...39 Plover Boy, 3 1/2 oz...39 Peerless, 3 1/2 oz...35 Peerless, 1 1/2 oz...39 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. bails...8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B...15 Pure Cider, Robinson 13 1/2 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 10 Bushels, wide band...1 25 Market...40 Splint, large...30 Splint, medium...30 Splint, small...2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 21b. size, 24 in case...72 31b. size, 16 in case...68 31b. size, 12 in case...63 101b. size, 6 in case...60 Butter Plates No. 1 Oval, 250 in crate 30 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 40 No. 4 Oval, 250 in crate 50 Churns Barrel, 5 gal., each...2 40 Barrel, 10 gal., each...2 50 Clothes Pins Round head, 5 gross bx 50 Round head, cartons...70 Egg Crates and Rulers Humpty Dumpty, 12 dz. 20 No. 1 complete...40 No. 2 complete...25 Case No. 2 undersets 1 30 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 3 in...70 Cork, lined, 3 in...80 Cork, lined, 10 in...90 Mop Sticks Trojan spring...90 Eclipse patent spring 30 No. 1 common...30 No. 2 pat. brush holder 30 Ideal cotton mop heads 1 40 Ideal No. 7...80 Pails 2-hoop Standard...2 15 3-hoop Standard...2 30 4-wire, Cable...2 25 3-wire, Cable...2 45 Cedar, all red, brass...1 25 Paper, Eureka...2 25 Fibre...2 70 Toothpicks Hardwood...2 50 Softwood...2 75 Banquet...1 50 Ideal...1 50 Traps Mouse, wood, 2 holes...22 Mouse, wood, 4 holes...45 Mouse, wood, 6 holes...70 Mouse, tin, 5 holes...65 Rat, wood...80 Rat, spring...75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1...9 25 18-in. Cable, No. 2...8 25 16-in. Cable, No. 3...7 25 No. 1 Fibre...10 25 No. 2 Fibre...9 25 No. 3 Fibre...8 25 Washboards Bronze Globe...2 50 Dewey...1 75 Double Acme...2 75 Single Acme...2 25 Double Peerless...4 25 Single Peerless...3 60 Northern Queen...3 50 Double Duplex...3 00 Good Luck...2 75 Universal...3 65 Window Cleaners 12 in...1 65 14 in...1 85 16 in...2 30 Wood Bowls 13 in. Butter...1 25 15 in. Butter...2 25 14 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 Fibre Manila, white...2 1/2 Fibre Manila, colored...2 1/2 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...19 YEAST CAKE Magic, 3 doz...1 15 Sunlight, 3 doz...1 00 Sunlight, 1 1/2 doz...50 Least Foam, 3 doz...1 15 Yeast Cream, 3 doz...1 00 Yeast Foam, 1 1/2 doz...58 FRESH FISH Per lb. Whitefish, Jumbo...18 Whitefish, No. 1...14 Trout...10 Halibut...9 1/2 Herring...7 Bluefish...16 Live Lobster...35 Boiled Lobster...35 Cod...11 Haddock...8 Pickerel...10 1/2 Pike...8 1/2 Perch...6 1/2 Smoked, White...13 Chinook Salmon...16 Mackerel...25 Finnan Haddie...12 1/2 Roe Shad...each Shad Roe, each...9 Speckled Bass...9 HIDES AND PELTS Hides Green No. 1...10 Green No. 2...9 Cured No. 1...11 1/2 Cured No. 2...10 1/2 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2	Pelts Old Wool...@ 20 Lambs...40 @ 85 Shearlings...35 @ 80 Tallow No. 1...@ 5 No. 2...@ 4 Wool Unwashed, med...@ 17 Unwashed, fine...@ 13 CONFECTIONS Stick Candy Standard...7 1/2 Standard H H...7 1/2 Standard Twist...8 Cases Jumbo, 32 lb...7 1/2 Extra H H...10 Boston Cream...12 Big stick, 30 lb. case 8 Mixed Candy Grocers...6 1/2 Competition...7 Special...8 Conserve...7 1/2 Royal...12 Ribbon...10 Broken...8 Cut Leaf...8 1/2 Leader...8 Kandergarten...10 French Cream...9 Star...11 Hand Made Cream...16 Premio Cream, mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts...14 Coco Bon Bons...14 Fudge Squares...13 Fruit Squares...9 Sugared Peanuts...12 Salted Peanuts...12 Starlight Kisses...11 San Blas Goodies...13 Lozenges, plain...10 Lozenges, printed...12 Champion Chocolate...12 Eclipse Chocolates...14 Eureka Chocolates...15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops...10 Lemon Sours...10 Imperial...1 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 Moias es Kisses, 10lb. bx 1 30 Orange Jellies...50 Lemon Sours...60 Old Fashioned Hore- hound drops...60 Peppermint Drops...60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12...1 10 Bitter Sweets, 3 1/2 lb. 1 25 Brilliant Gum, Crys. 60 A. A. Licorice Drops...90 Lozenges, plain...60 Lozenges, printed...60 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 Good 3 50 Up-to-date Asst'm't 3 75 Ten Strike No. 1...6 50 Ten Strike No. 2...6 00 Ten Strike, Summer as- sortment...6 75 Scientific Ass't...13 00 Pop Corn Cracker Jack...3 25 Checkers, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azuliki 100s...2 25 Oh My 100s...3 50 Cough Drops Putnam Menthol...1 00 Smith Bros...1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake...15 Almonds, California aft. shell...12@13 Brazilis...12@13 Filberts...12@13 Walnuts, soft shell 15@16 Walnuts, Marbot...@ 13 Table nuts, fancy 13@13 1/2 Pecans, Med...@ 13 Pecans, ex. large...@ 14 Pecans, Jumbos...@ 16 Hickory Nuts per bu. Ohio nuts per bu. Cocoanuts...25 Chestnuts, New York State, per bu... Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves...@ 55 Walnut Halves...30@32 Filbert Meats...@ 27 Alicante Almonds...@ 42 Jordan Almonds...@ 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 1/4 Roasted...6 1/2 @ 7 1/2 Choice, H. P. Jum- bo...@ 7 1/4

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Mica, tin boxes ..75 9 00
Paragon 55 6 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



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 @ 9 1/2
Hindquarters7 @ 10
Loins8 @ 14
Rounds6 @ 8 1/2
Chucks6 @ 7 1/2
Plates6 @ 4 1/2
Livers6 @ 6

Pork

Loins@ 12
Dressed@ 8
Boston Butts@ 10
Shoulders@ 8 1/2
Half Lard@ 11 1/2
Shoulders@ 9

Mutton

Carcass@ 10
Lambs@ 14
Spring Lambs@ 14

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 60

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 16
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
60ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.....
White House, 2lb.....
Excelstor, M & J, 1lb.....
Excelstor, M & J, 2lb.....
Tip Top, M & J, 1lb.....
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet6
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

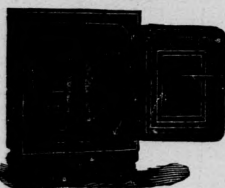
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Oxford75
Plymouth Rock1 35

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95
Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.



Have You Seen Our March Catalogue?

It is something new under the sun—
the most interesting catalogue we have
ever issued, we believe—and that means
something.

It lists the largest line of general mer-
chandise in the world—and its prices in
your line you cannot afford to overlook.

Because of our tremendous—unpar-
alleled—buying and distributing power, it
is the world's lowest market.

You owe it to your business—and to
yourself—to carefully examine our March
catalogue and compare its prices with
what you are paying elsewhere. It is free
to merchants. Ask for number F F 707.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

Sample Houses:—Baltimore, Omaha, Dallas, San Francisco, Seattle.

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.

Chance of your life; 6,000 population, two railroads, one factory employs 1,000 men. Several others, good country. Southern Michigan. Only department stock in city. Large double store room, best location in the state. Clean stock \$13,500 for \$11,000 cash for quick sale. Address A. No. 1, care Tradesman. 385

Retail Merchants! We make a specialty of conducting special retail sales. We employ only legitimate business methods, there will be no ill effects on any special sale of ours. Our methods must be right, results satisfactory, or we could not refer by permission to the Chicago wholesale houses, such as Wilson Bros., Cluett, Peabody & Co., Carter & Holmes, many others, and merchants for whom we have conducted sales. Write for terms, give estimate on size of stock. We also close our stocks entirely. C. N. Harper & Co., 218 La Salle St., Chicago, Ill. 383

Wanted—To know of a good location for veterinary surgeon or will buy good practice. Address No. 382, care Michigan Tradesman. 382

Only Bakery—Short order restaurant and confectionery business in city of 1,500 population. Write quick, Lock Box 414, population. Paying well. Will stand in LaPorte, Iowa. 381

For Sale—Clothing and furnishings store. Invoices \$5,500. Centrally located in booming factory city. Fine farming country. Bargain. Reason, ill health. 217 S. La Fayette St., Greenville, Mich. 379

Machinery supply man wanted to take portion of new stock issue in growing company at Montgomery, Ala.; position to right man; fine chance; money-maker. Address Postoffice Box 186, Birmingham, Ala. 377

For Sale—Clean stock of drugs and sundries. Only store and fountain in good country town, located in rich farming district. Good reasons for selling. Address T. W. Stock, Manlius, Ill. 376

For Sale—Stock merchandise doing business of \$70 per day; will invoice \$3,500; disagreement of partners reason for selling; cash only; no trade; live chance for man with cash. Lock Box 47, Warrensburg, Mo. 375

For Sale—Drug stock, old established, up-to-date business in beautiful town of 1,000 in Central Michigan. Fine farming country. Factory in town. Have other interests. Address X. Y. Z., care Tradesman. 374

For Sale—Entire stock of fixtures for general store. Address Lock Box 4, Cross Village, Mich. 373

Wanted—I know of many splendid openings for new stores and I want to get in touch with those who are looking for such openings. I also know something about a retail line which will pay handsome profits on a comparatively small investment. I am a specialist in locations but make no charge for my services. Write me to-day for full particulars. Edward B. Moon, No. 7 Randolph St., Chicago, Ill. 372

For Exchange—Two houses in Grand Rapids for stocks of merchandise. E. D. Wright, c-o Musselman Grocer Co. 384

For Sale—Grocery stock and fixtures. First store in on main street leading into one of the best cities in Michigan. Inquire of No. 361, care Tradesman. 361

A Rare Opportunity—Must sell at a sacrifice, an established dry goods and clothing store in Northern Michigan. Thriving town 1,500. Stock invoices \$7,000. Brick store, rent \$25 per month. Have other interests. Address J. D., Room 604, Hotel Latham, 4 E. 28th St., New York City. 357

For Rent—Brick store room, city of 4,000, Estherville, Iowa; good opening for dry goods, nice shelving, counters, plate glass show windows. Fine location. P. S. Converse, Estherville, Ia. 356

For Sale—Drug stock invoicing \$2,500, located in one of the best towns of 650 inhabitants in Michigan. Well established and good clean stock. Nearest competition, seven miles. Wish to retire, reason for selling. If you mean business address No. 355, care Michigan Tradesman. 355

Splendid hardware business, invoicing \$6,000, located in live town Central Indiana, two railroads. Fine trade. Will sell or trade for good farm, clean stock general merchandise or dry goods, about equal value. Owner non-resident. Lock Box 303, Medaryville, Ind. 364

Printing—Letter heads, tags, etc., \$1.25 per thousand up. Samples free. Pink & Sotter, Dept. A2, Pottstown, Pa. 317

For Sale—Timber land in Oregon. Will sell reasonable. J. L. Keith, Kalamazoo, Mich. 339

For Sale—Stock of clothing, furnishings and fixtures, on Summit St., Toledo, Ohio. Can reduce stock to \$10,000 or will sell lease and fixtures, lease to run one year and will get a renewal for 5 years at the old rate, which is \$2,800 per year. Address Ernst, 26 Batavia St., Toledo, Ohio. 351

Wanted—Clean stock of general merchandise in Northern Illinois, Indiana or Ohio; \$4,000 to \$6,000 cash; no trade; will answer correspondence from other sections, giving full particulars. F. E. Foster, 2630 Summitt St., Kansas City, Mo. 347

For Sale—General store doing a paying business in lumbering town. Stock will inventory about \$3,500. Will sell store building and residence. Address J. & H. Spencer, Mich. 336

For Sale—Bakery, grocery and confectionery store doing a fine business, fine fixtures. All counter trade. For further information address Willie E. Page, Grand Tower, Jackson Co., Ill. 322

WHAT SHOES

are there on your shelves that don't move and are an eyesore to you?

I'm the man who'll take 'em off your hands and will pay you the top spot cash price for them—and, by the way, don't forget that I buy anything any man wants money for.

Write PAUL FEYREISEN

12 State St., Chicago

A general department store which has been running successfully for fifteen years and doing a strictly cash business, desires to sell \$20,000 worth of its capital stock at \$25 per share. Par value of \$25 per share. Fully paid and non-assessable. This stock is now paying a dividend of 5 per cent. every six months. The company will organize and incorporate a State Savings Bank to run in connection with the department store and there is a very bright and prosperous future for this enterprise. Remarkable opportunity to safely and profitably invest in an enterprise controlled by men of high honor and integrity and who can furnish the best of bank references. Address P. O. Box 152, Greeley, Colorado. 354

G. E. Breckenridge Auction Co.

Edinburg, Ill.

will close out your stock entirely. Write them for an early date and terms if you desire to retire from business in a business way.

SALES RUNNING IN THREE STATES.

Stocks of merchandise bought for CASH.

For Sale—Two patents on a successful roller window screen; proved perfect by seven years' continuous service on my residence. Address Lock Box W., Bangor, Mich. 366

Wanted—An energetic business man to handle the office end of a highly profitable and well-established business that will pay a good salary and \$5,000 yearly; must have \$2,000 for one-third interest; money wanted to enlarge business. Address David Geary, 3405 A. Pine St., St. Louis, Mo. 340

For Sale—Hay barn, 20x70 on Pere Marquette tracks. Buildings and yards in connection for handling live and dressed poultry. Town of 1,500. Address No. 343, care Tradesman. 343

Grocery—Northwest side Chicago; corner good business street. Stock and fixtures at invoice, \$1,000 to \$1,500; part cash. Sales \$12,000 yearly, cheap rent. Trade well established. A. J. Mereness, 824 Armitage Ave., Chicago. 302

For Sale—The best hardware store in Oklahoma City for sale; will invoice \$20,000. Annual business \$50,000 and showed a gross profit last year of \$14,000. Located on main street in the heart of retail district. Long lease on building. This is a golden opportunity for a live hardware man. Owners wish to leave. Write to M. G. Griffin, 1602 North Robinson street, Oklahoma City, Okla. 305

For Sale—Timber lands on Vancouver island and mainland in B. C.; also in Washington and Oregon. Correspondence with bona fide investors solicited. T. R. French, Tacoma, Wash. 282

Cash buyer and jobber. All kinds of merchandise, bankrupt stocks, etc. No stock too large or too small. Harold Goldstrom, Bay City, Mich. 206

For Sale—Only exclusive stock of clothing and gents' furnishings, invoicing \$4,500, in Michigan town of 1,500 population. Brick block, good location. Good farming country. Good reason for selling. Address No. 279, care Michigan Tradesman. 279

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

First-class dressmaker wanted. Address P. O. Lock Box 86, Mancelona, Mich. 205

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

A Kalamazoo, Mich., merchant wants to sell his suburban store, groceries and meats. This store is doing a business of \$50,000 per year and his reason for selling is, that his increasing business requires him to take his manager into his own store in the city. This store is making money and is a good chance for a good man to step into an established business. The rent is \$35 per month. Kalamazoo is a city of 40,000 population and a good place to live in. The store is well located in a good residence district and will always command a good trade. Address No. 190, care Michigan Tradesman. 190

For Sale—A clean stock of hardware in a live town of 3,000 inhabitants in Central Michigan. Fine farming community. Good factories. Town growing. Will invoice about \$4,500. Good competition. Address "Millington," care Michigan Tradesman. 320

G. B. JOHNS & CO.

GRAND LEDGE, MICH.

Merchandise Brokers and Leading Salesmen and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock at auction for less money than the price agreed upon.

We can trade your stocks of merchandise for farms and other desirable income property. Write us.

For Sale—Bazaar stock in good factory town of 6,000 population. Doing good business. Stock will invoice about \$3,000. Rent, \$50 per month. Or will sell building. Good reason for selling. Address E. B., care Michigan Tradesman. 255

Wanted—To buy, for spot cash, shoe stock, inventorying from \$3,000 to \$8,000. Price must be cheap. Address Quick Business, care Tradesman. 187

Wanted—To buy, cheap for cash, stocks of dry goods, clothing, shoes and men's furnishings. H. Kaufer, Milwaukee, Wis. 250

For Sale—Up-to-date grocery stock and fixtures, invoicing \$2,500. Located in town of 1,400. Brick block well located. Good business. Reasons for selling. Address No. 346, care Tradesman. 346

Wanted—Feathers. We pay cash for turkey, chicken, geese and duck feathers. Prefer dry-picked. Large or small shipments. It's cheaper to ship via freight in six foot sacks. Address Three "B" Duster Co., Buchanan, Mich. 71

SITUATIONS WANTED.

Registered pharmacist wants position. College graduate. Ten years' experience. Best of references. Address No. 378, care Tradesman. 378

HELP WANTED.

Wanted—A delivery man for a general store. Must be a good man. A steady place and good wages to right party. References required. Address Delivery Man, care Tradesman. 371

Wanted—Salesman calling on the clothing and general stores to carry our line of knee pants, as a sideline. Line is compact and easy to sell. We pay seven per cent. commission. Line will be ready about April 1st. The Euclid Pants Co., 717 Lakeside Ave., N. E., Cleveland, Ohio. 380

Wanted—A man to drive delivery wagon and help cut in butcher shop. A good place for right party. Good references required. Address Meat Market, care Tradesman. 360

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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 let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

PLENTY TO DO.

Congressional Measures Affecting the Interests of Merchants.

Washington, D. C., Feb. 23—An amendment to the pure food law making it imperative that the net contents be stated on food products and drugs sold in package form has been introduced in the House by Congressman Mann, of Chicago, a staunch supporter of that law. The amendment allows for the change in such products as are susceptible to atmospheric changes and are not hermetically sealed.

If this law passes it will more than pay the retailer for any efforts he may make in having it passed. There will be no more short weight from careless packers or dishonest manufacturers. It is pretty sure to pass, too. Mr. Mann has power in the House, he is pretty close to Uncle Joe and is apt to get whatever he goes after. I look for its passage the next session after the special session called next month.

Mr. Burleson's bill removing the tax from oleo will not pass this session. It has been passed over and will have to be reintroduced next session. As I said before, Mr. Burleson will have the active support of Congressman McDermott, from Chicago. The big packers and the cotton seed oil men will take a hand in the fight against the dairy interests.

The postoffice appropriation bill was reported to the Senate this week and a provision asking for the establishment of two experimental parcels post routes was tacked on the House bill. A report on the working of these two routes is asked for not later than January 1, 1910. Just what the conferees will do to this provision can not be learned. It is doubtful whether they will pass it.

"Saving at the pigot and wasting at the bunghole," is a good old maxim. If Morris Winthrop, a grocer here, had been familiar with it he might have saved himself a fine of \$100 which was imposed on him for violation of the weights and measures law. Judge Kimball, who fined Winthrop, branded as "contemptible" any scheme whereby the people are defrauded by giving them short weight.

According to the complainant, George A. Howe, assistant sealer of weights and measures, Winthrop's scales had a piece of lead weighing over half an ounce fastened underneath the scoop. The dealer said that he did not know it was there. The fine was the heaviest imposed for a like offense in two years and Winthrop, who defaulted in payment, went to jail for six months.

The next session ought to see a Federal law passed looking to the suppression of this practice. There will be a powerful lot of things for wide awake grocers to look after between now and then. You will get what you want if you will only go after it. You have no idea how powerful organized effort is. Members of Congress do, however.

Let's take a peep into the future and see what things are bound to come up. There is the Sunday closing law. Radical changes will have

to be made in that before either House will pass it, although the Senate this time did pass it without trouble. Too many of the members believe that a man has a right to keep open every day if he wants to. And they are right as far as that goes. The Constitution grants them freedom in that respect.

Next, and really the most important of all, to some communities, is the bill to force Federal employees to pay their bills. Governmental clerks are poorly paid, it is true, but that is no reason for their refusal to pay their bills. Some of them make a practice here of running up an account as far as they can and then telling the trusting retailer to "whistle for their money." That can be stopped by a Federal statute.

Then there is the parcels post bill to defeat. Just because you have been so successful so far is no reason why you should stop now, thinking that the bill is as dead as the proverbial hearing. For it isn't. Its friends and the catalogue houses are working as actively as ever. They are trying to enlist the rural carriers now in the scheme.

There is a difference in opinion as to the merits or demerits of the postal savings bank. That question is to be threshed out next session, although it might be settled before the end of next week.

As to the tax on oleo, I have touched on that many times lately. You all know how that matter stands. And from time to time now you will see in the press stories concerning pure food legislation. That is close to your hearts. Remember the manufacturer helps to make business for you as well as for himself. So help him when you can. Frank W. Lawson.

CLEVELAND'S WAR RECORD.

When Grover Cleveland stood before the people as a candidate for President many ugly things were said about him, but in no instance did he explain or reply. He would not dignify any attack by his attention. Some of the allegations that were made against him are still well remembered by those who participated in the campaigns in which Cleveland's character was under discussion. One of them was that as he did not enlist during the Civil War in the Union Army, but sent a substitute when drafted, his sympathies were with the South. This charge was repeatedly made, and while it was denied by his friends, Cleveland never took the trouble to answer it. His story now appears in an article in McClure's Magazine and it will interest many in this vicinity who are doubtless familiar with the facts as he relates them.

In the magazine article Cleveland is quoted as having talked to John P. Irish, of California, as follows: "It is charged in the press that I had no sympathy with the Union Army. When the war came on there were three men of fighting age in our family. We were four, and mother and sisters depended on us for support. We held a family council and decided that two of us should enlist in the Union Army and the third stay

at home for the support of the family. We decided by drawing lots. The two long and the one short pieces of paper were put by mother in the old family Bible. She held it while we drew. My two brothers drew the long slips, and at once enlisted, and I stood by my duty to the helpless women. Later on I was drafted, and borrowed \$1,000 to hire a substitute and it took years of hard work to repay that loan. So of the three men of fighting age our family furnished three recruits for the Union Army, and I would have been a monster if I had had no sympathy with that cause for which my brothers were fighting and I had sacrificed."

If there are any who still harbor the idea that Mr. Cleveland was a "copperhead" in Civil War times they must in justice to his memory modify their opinions in the light of this statement.

THAT BOY.

He drops in every day—sometimes several times a day. He has no special errand; he just has nothing else to do; wants to hear the news; or see the latest goods; or "meet a feller." He may be a nuisance to you; a bore to himself; a prospective menace to society. Did it ever occur to you that you may hold the key to his future?

There comes back to mind one lad of this sort whom an enterprising tradesman always found use for. Sometimes he wanted a few pounds of coffee ground; or an errand done at the farther end of town; or a trip to the postoffice; or some boxes of goods to be unpacked and put in place. There was usually a treat of some sort connected with it, although never the conventional cigar. A box of some new brand of candy, a pound of figs, a choice cake, or cooky—the reward varying with the nature of the service. The lad grew to look for opportunities along this line and frequently asked for something to do, if nothing was offered. Instead of developing into a first-class loafer, he gradually gained business methods and habits of thrift.

Questions of morality, temperance and honesty which thrust themselves to the front daily were handled in a worthy manner. There were no preachments, but the germs of right doing were unconsciously instilled. Generosity, helpfulness, good advice and good cheer proved better than sanctimonious discourses.

By and by people began to marvel at the change which had come over Willie Brown. Instead of being the most careless and worthless boy in town, he was diligent, upright and obliging; but his mother knew, and when there was a vacancy in the firm, its head knew just where to find a boy after his own heart—one who already understood much of the business.

USE ADVERTISING SPACE.

Of course you use more or less space in the newspaper. It is the cheapest way to keep people all over the country certain that you are alive and doing business. It shows that you believe in patronizing your neighbors.

Hence that you are entitled to their patronage.

But do you use the space or simply fill it? Too much of the latter is done. Abstract terms, general statements, neither instruct nor convince. That you have the best goods in town—we expect that. The question is, "What have you?" "All the newest styles in dress goods" means very little to the average reader. A specific announcement of styles and prices will go a long way farther toward attracting customers. If you have just received a choice lot of strawberries or some extra fine lettuce, let the people know all about it, but tell it in as few words as possible.

It is money worse than wasted to simply fill space week after week with a few abstract phrases. People tire of them and judge you by your advertisement, as lacking in progressiveness. They may ignore your call, even if you do change copy occasionally. Besides, just think of what you are losing in not giving a concise statement of the bargains now on hand at your establishment.

Press your copy along the same lines that you are pressing goods at the counter. Prices should never be omitted. They are an important item. When certain lines are exhausted, remove the names from the advertised list. Keep it fresh, bright, strictly up to date. Make it so attractive and enticing that trade must increase through it.

The Code.

Emily—Why are you waving your handkerchief?

Angelina—Since papa has forbidden Tom the house we have arranged a code of signals.

Emily—What is it?

Angelina—When he waves his handkerchief five times, that means "Do you love me?" And when I wave frantically in reply it means "Yes, darling."

Emily—And how do you ask other questions?

Angelina—We don't. That's the whole code.

BUSINESS CHANCES.

Business Opportunity—Wanted, party with one or two thousand dollars to take the interest of a retiring member of an established firm doing a meat and grocery business. An excellent opportunity. Write P. O. Box 494, Elkhart, Ind. 390

For Sale—Or will take in exchange, a farm or desirable city residence. Hotel centrally located in a fine city in Central Michigan of about 2,500 inhabitants, with two first-class railroads. Has all the patronage it can accommodate at \$1.50 per day and if properly managed it should have all the custom it could care for at \$2.00 per day. This hotel has furniture, electric lights, furnished ready for occupancy and has been run on temperance principles. Will sell on easy terms, as my home and business is in another city. Address Pacal Balm Co., St. Louis, Mich. 389

For Sale—Back wall fixtures, suitable for soda fountain or saloon, mahogany finish. Also 12 syrup soda fountain. Address No. 338, care Michigan Tradesman. 388

Exclusive Patent—Something every man needs; all department and gent's furnishing stores want to sell; absolutely no competition; the only patent for an article that has been needed and nobody ever thought of before; enormous profits. Do you want this patent on royalty or I will sell outright or interest myself in a company. Only parties who can furnish references and have snap need apply. This is a bona fide chance of a lifetime. Address Postoffice Box 1104, Milwaukee, Wis. 386

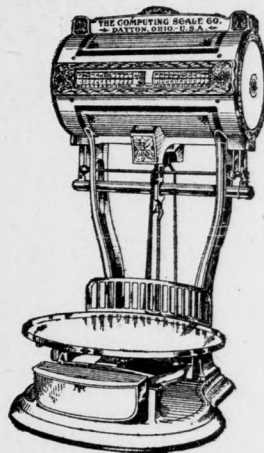
Wanted—Stock dry goods or general merchandise for Michigan land. Will pay cash difference. Address Lock Box 113, Toledo, Iowa. 387



YOU OUGHT TO KNOW that all Cocoa made by the Dutch method is treated with a strong alkali to make it darker in color, and more soluble (temporarily) in water and to give it a soapy character. But the free alkali is not good for the stomach. Lowney's Cocoa is simply ground to the fineness of flour without treatment and has the **natural** delicious flavor of the choicest cocoa beans unimpaired. It is wholesome and strengthening. The same is true of Lowney's Premium Chocolate for cooking.

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

The Advance of Science



The new low platform
Dayton Scale

Fifty years ago the man who said that it would be possible to telegraph over great distances without the use of wire transmission would be thought crazy.

Twenty-five years ago the man who said that office buildings 50 stories high could be safely built would be considered a dreamer.

There has been a time when **springs** were considered not sufficiently sensitive or reliable to be used in instruments of extreme accuracy or precision.

Marvelous results are now being secured in Wireless Telegraphy. Buildings of 50 or more stories have been constructed.

And **springs**! They are being used in the most delicate of scientific instruments where sensitiveness and precision are the prime requisites.

Science has constructed the balance wheel of a watch to control the oscillation or escapement with equal regularity through all changes of temperature.

Science has also constructed the thermostatic control for the **Dayton Moneyweight Scale** which acts in conjunction with the springs and keeps the scale in perfect balance regardless of changes of temperature or other climatic conditions.

5,025,200 lbs. was recently weighed in 10-pound draughts on one of our stock spring scales. Each day as the test progressed the Chicago City Sealer tested it to its full capacity and placed his official seal on it. The last test was as perfect as the first. The weight registered represents from 30 to 40 years' service.

This is proof of the accuracy and reliability of our scales. Send for catalog giving detailed explanation.

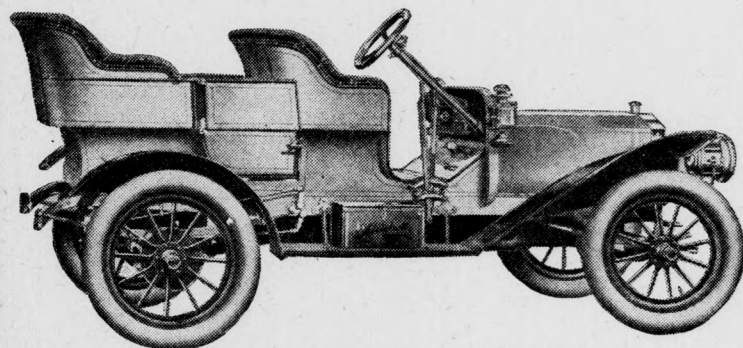


Moneyweight Scale Co.

58 State Street, Chicago

The Mitchell "30"

The Greatest \$1,500 Car Yet Shown



1909 Mitchell Touring Car, 30 H. P., Model K

Compare the specifications with other cars around the \$1,500 price—any car.

Motor $4\frac{1}{4} \times 4\frac{1}{2}$ —30 H. P.

Transmission, Selective Type—3 Speed.

Wheels—32 x 4.

Wheel base—105 inches.

Color—French gray with red running gear and red upholstery or Mitchell blue with black upholstery.

Body—Metal. Tonneau roomy, seats 3 comfortably and is detachable; options in place of tonneau are surry body, runabout deck or single rumble seat.

Ignition—Battery and \$150 splitdorf magneto.

In addition to the Model K Touring Car there are a \$1,000 Mitchell Runabout and a 40 H. P. seven passenger Touring Car at \$2,000.

Over \$11,000,000 of Mitchell cars have been made and sold in the last seven years. Ask for catalogue.

The Mitchell Agency, Grand Rapids

At the Adams & Hart Garage

47-49 No. Division St.

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

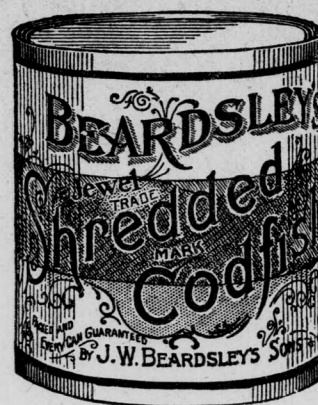


You Can Sell H=O

because it is established and sells readily everywhere. You might think some other oats will sell as well, but, why experiment with a possible failure when you can have a positive success?

The H-O Company
Buffalo, N. Y.

THE MORE YOU SELL



Beardsley's **SHREDDED Codfish** the better for your business in the long run. Beardsley's not only saves trouble with dissatisfied customers, BUT it GOES FURTHER THAN THAT, because its quality never fails to please trade and help you hold it.

Business will stick to you if you build it up on **Beardsley Quality.**

In three styles:—Cartons for sale from October to May, and Tins and Glass (handy tumblers) for Summer months.

ABSOLUTELY PURE. GUARANTEED UNDER
THE NATIONAL PURE FOOD LAW.

EVERY PACKAGE HAS RED BAND

J. W. Beardsley's Sons
NEW YORK CITY

A Medium Sized Rat

And a Small Box of Matches



can cause you a lot of trouble. Suppose your store should burn to-night and your books containing

\$5,000 Worth of Accounts

be destroyed. You say, "Oh, I could get my books out all right." Perhaps so. Plenty of other people under the same circumstances have failed to do so, however.

What You Need Is a Good Safe

Don't delay, Mr. Business Man. We need you.
You need us because we can furnish you with the safe you need and save you money.

Grand Rapids Safe Co. Tradesman Building
Grand Rapids, Mich.