



## 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



## BEN-HURS Are Found Wherever Uncle Sam Stops

Don't think for a moment that the BEN-HUR Cigar is just localized to its home city and state. While it is the leading nickel cigar of Detroit and Michigan, you can travel anywhere, north, south, east or west in our country and find that first-class dealers are proud to show them in their cases. BEN-HURS are so widely popular because they are a "worth while" smoke. No man ever smoked a poor one and no dealer ever found one a poor seller.

Gustav A. Moebbs & 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 coloring.  
Our vinegar meets the requirements of the Pure Food Laws  
of every State in the Union.

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.



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.

## 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, MARCH 3, 1909

Number 1328



**KENT STATE BANK**  
Capital \$665,000.00  
Assets \$6,000,000.00  
3% PAID ON SAVINGS BOOKS  
3 1/2% PAID ON SAVINGS CERTIFICATES  
GRAND RAPIDS, MICH.

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 Advices and Collections  
MICHIGAN OFFICES  
Murray Building, Grand Rapids  
Majestic Building, Detroit

**ELLIOT O. GROSVENOR**  
Late State Food Commissioner  
Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.  
2321 Majestic Building, Detroit, Mich.

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

**FIRE AND  
BURGLAR  
PROOF**

**SAFES**

**Grand Rapids  
Safe Co.**  
Tradesman Building

## OUR GREATEST HANDICAP.

The statements made by L. F. Perrett before the Traverse City Board of Trade last Wednesday evening, published on page 30 of this week's edition of the Michigan Tradesman, are full of significance, because they show, plainly and unmistakably, that the farmers of the Grand Traverse region are losing fully \$200,000 every year because of the exorbitant transportation rates exacted by the G. R. & I. Railroad.

It will be noted that the rate on potatoes from Traverse City to Cincinnati is 22c a hundred. The distance is 407 miles. Minnesota growers and shippers are able to send potatoes from St. Paul to Cincinnati—a distance of 775 miles—at identically the same rate. Menominee, Stevens Point, Green Bay and Waupaca, from 524 to 552 miles from Cincinnati, are able to get into the Cincinnati market at a 20 cent rate. The same disparity in rates is peculiar to Chicago, Pittsburg, New York and other distributing and consuming markets, in consequence of which Northern Michigan shippers are so greatly at a disadvantage that it does not seem possible that they could face a discrimination of this kind and live.

The explanation of the situation is that most of the potato growers in Northern Michigan still have some forest land from which they sell several hundred dollars' worth of timber each winter. But for this fact, and the assistance they have thus been receiving, they could not maintain themselves in the face of the fearful discrimination in rates which the G. R. & I. holds up against them.

The G. R. & I. claims to be a friendly road to Michigan merchants, Michigan shippers and Michigan producers, but disclosures of this character serve to prove that the claim is not only groundless, but absolutely false; that the road is the greatest handicap Grand Rapids and Western Michigan have to contend with in the onward march of progress. Unless its present policy is reversed and the present management replaced with sane and broadminded officials, the country will be impoverished and the towns and cities on its line will be stunted to that extent that they will find it difficult to rally.

Of course, there is a remedy for such extortion in an appeal to the Interstate Commerce Commission, but this is necessarily an expensive undertaking on account of the opposition the railroads invariably present in the shape of legal technicality and subterfuges conceived and elaborated by the shrewdest attorneys which money can buy. The railroads ought to meet the people half way—more than half way if necessary—instead of holding them up after the

manner of highway robbers and doing the right thing only when compelled to do so by the constituted authorities.

## COWARDLY WHELPS.

Last Friday evening in the city of Saginaw was presented an exhibition of the unscrupulous cowardice of the trades unions which, while not at all surprising or new, is of especial interest because it was so promptly denounced and without any qualification whatever.

With their usual contempt for old age and, knowing full well that they could gain their end only by means of downright lying and deceit, the leaders of the labor organization represented that they wished to hold a mass meeting of citizens where current topics of both local and national importance could be fairly, dispassionately and thoroughly discussed. The idea made apparent by the sneaks who worked the game was to bring about harmony between labor and capital and to do all possible toward the generation of a spirit of civic righteousness.

In this way the public spirited and venerable W. R. Burt was prevailed upon not only to contribute to the expense of the meeting, but to consent to the use of the spacious and elegant new auditorium which, through his generosity and patriotism, the city of Saginaw now possesses. More than that, Mr. Burt used his influence in securing the Rev. Mr. Bradley as one of the speakers, and to still further help along the cause consented to occupy a seat on the stage with other distinguished citizens.

His reward was the holding of a blatant, ranting session of anarchism, which, on the following day, Mr. Burt denounced over his own signature.

After rehearsing the fact that he and other reputable men of the city, including two clergymen, were tricked into attending the meeting under false representations as to its character, he says he is ashamed of having attended the meeting which defamed the Auditorium, and he adds: "When they bring speakers who declare that the judiciary, from the Supreme Court at Washington down, is corrupt, and that an honest man can not get justice, it is time these people came out and held meetings by themselves, instead of tricking the labor and outsiders under false representations."

The most remarkable fact in this connection is that year after year the labor people continue their submission and their cash contributions to the drunken rascals who pose as their guides, but in reality are their owners, without a whimper. And so

it happens that a fearless although aged citizen has had to administer the rebuke. All honor to Mr. Burt, of Saginaw.

## FRESH EGGS.

The demand for the real article is usually firm and it pays to work up a trade that you can guarantee, shipping any surplus to the city. Enquire in advance among your country customers and engage the prime article, even if you do have to pay a good round price. It will prove more profitable than the sort of doubtful quality.

Encourage your customers to take pride in clean, large eggs, neatly packed. A damp cloth should be used if necessary to secure this end, though plenty of clean straw in the nest boxes is preferable, as dampness removes the fresh look of the egg and also opens the pores, making decay more rapid.

Keep your eggs always in neat looking cases. If each is stamped with date when laid and name of producer, the brand will soon be sufficient guarantee of the care-taking producer. Pack the eggs with the small end down. If laid on the side or large end the yolk sinks and is much more likely to become attached to the shell. When stood on the small end, the yolk is kept from touching the shell by a layer of albumen.

The eggs may be all right when they reach you, yet quickly spoil after that, owing to improper care. Do not handle them with soiled hands, especially if tainted with kerosene. Eggs rapidly absorb strong odors and will soon acquire a questionable flavor if placed near fish, oil or any pronounced flavors.

See that cleanliness and neatness prevail after they come into your hands. Sell the fresh product while it is entitled to the adjective; and see that it does not deteriorate in your hands through carelessness.

The Tradesman wishes to utter a word of warning against the American Mercantile Co., of Providence, R. I., and Buffalo, N. Y. It is soliciting memberships in Michigan, and probably in other states, by methods which are questionable, if not actually fraudulent. The Tradesman had its attention brought to this matter about a week ago and, in the meantime, it has been pursuing a rigid investigation, with a view to determining whether there is any possibility of the agency being genuine. On the face of things, it looks like a fraud, but full particulars in regard to the fraudulent character of the establishment will be withheld another week, pending the completion of the investigation above referred to.



## ROMANCES OF INDUSTRY.

## Local Institutions Which Had Humble Beginnings.

Written for the Tradesman.

The romances of industry—this city has its full quota of them—romances as interesting as any that the books contain, and could the inside facts be known with chapters as thrilling. In the ordinary romance love is an important factor, and "they lived happily ever after" is the end. In the romances of industry love of the business and devotion to it is more than a factor. It is the whole thing, and success is the happy culmination. The rise of an industry from a small shop to a big institution is a veritable romance and in its telling will be found courage, energy, ambition, hope, an occasional dash of despair and an infinite amount of self sacrifice.

Most of the Grand Rapids romances of industry have been comparatively slow in the telling, so slow that few realize what has been going on, what splendid results have been obtained from small beginnings. Chapter by chapter the plot has developed, and so gradually that when we look upon the big plants of today one almost imagines the concerns occupying them were always as big as they are now.

Twenty years ago a small ramshackle shed on North Front street, opposite the engine house, was occupied in the front by a couple of young machinists who knew their trade well and had set up for themselves. The back was occupied by a couple of young men, molders by trade, who knew their trade well and had also started in business for themselves. The young machinists had very little capital, and the molders had between them less than \$1,200. What the young men lacked in cash they made up in energy, ambition, industry and the know how. Instead of hiring men to help them they themselves worked to make a start. And they grew. The machinists are now known as Baldwin, Tuthill & Bolton, with a trade that extends all over the world. The molders are known now as Rempis & Gallmeyer, still at the old stand, but instead of occupying the rear of an old shop they have a frontage of 120 feet and occupy it all. All the money that these concerns now represent and what the men interested in them have made in the business.

J. W. York & Sons, manufacturers of band instruments, have a romance. The founder of the company and still its head was a musician in the orchestra at Smith's Opera House. In his spare hours he made cornets to sell to the profession. He quarreled with Manager Smith and quit the orchestra, and then devoted his entire attention to the making of hand instruments. His work shop at first was at his home, and then he rented a room, and as his business grew he expanded into larger quarters and then into quarters still larger, and finally built the big factory in the south end, one of the largest band instruments concerns in the country.

The Macey Company had a small beginning, and its growth is another romance. Fred Macey was advertising man for the Bissell Carpet Sweeper Company. With \$15 capital and his evenings at home he started a mail order business in furniture. He bought the goods at different factories, advertised in the magazines and sold direct to the consumer at a handsome profit. Business piled in so rapidly that he resigned his position with the Bissell to devote his entire attention to it. As the business grew instead of buying a few pieces at a time he contracted for the entire output of factories and then interested capital in his enterprise and built a factory of his own. His death came before his success had been placed on a solid foundation and the tangle was further complicated by family litigation. When O. H. L. Wernicke was secured as manager the company moved on to the success of which Fred Macey dreamed.

The Star Knitting Works is another. S. S. Walker and his father were making knit shawls and similar goods at Niles. They came here with one knitting machine and began the manufacture of underwear on a small scale. The Star is now one of the biggest concerns of the kind in the State, employing a swarm of girls in the knitting and finishing rooms, and so prosperous that an entirely new and much larger plant will be built the coming season. The Globe and the new Clark Knitting Works are both offshoots of the Star, the men at the head of these enterprises having learned their trade there. Two of Mr. Walker's sons, with the experience they gained and the money they saved while working for their father, have gone to Kansas City to engage in business for themselves.

The Wolverine Tea Company, occupying three floors and basement in the Crittenden building on South Market street, is another example. A dozen years ago, with \$45 capital and a knowledge of tea and coffee gained while clerking, D. F. Helmers began roasting coffee at his home on East Bridge street and peddling it first to his near neighbors and then from door to door over a wider territory. His base of operations was a spare bedroom. He built several additions to his home to accommodate his business and then moved to his present quarters. He has several wagons soliciting trade and delivering goods, branch stores at Jackson, Kalamazoo and Cadillac and agencies in most of the Western Michigan towns, all supplied from the plant here. He handles 30,000 or 40,000 pounds of coffee a month and in the course of a year three or four carloads of tea pass through his hands, to say nothing of the spices, baking powder, canned goods and baked goods which he has from time to time added to his line.

One of the well known trucking and moving concerns in town is the Helmus Bros. Ten or a dozen years ago they had one wagon and a horse. The wagon was kept scrupulously clean, the horse was always well groomed, and the attention they paid to their outfit was a reflection of their business methods. To-day they own seven big moving vans and six other wagons, all painted white and kept scrupulously clean, and all the horses used are grey or white in color and groomed as carefully as though intended for an exhibit.

Ten or twelve years ago John Widdicomb was many thousands of dollars worse than broke, the result of the panic of '93 and the troubles that came after it. He stretched to the utmost what credit he had left to buy a little lumber and other materials, and then rallying around him a few of his old workmen he resumed the manufacture of furniture. John Widdicomb to-day is worth probably half a million dollars, and is adding to his fortune faster perhaps than any other furniture man in town. And not a cent of what he possesses represents creditors forgotten, for as soon as prosperity smiled upon him he called for the old bills and whether outlawed or whether personally responsible or not he paid them in full.

The Thum Sticky Flypaper Company was born in a shed in the rear of what is now the Riechel drug store at West Bridge and Jefferson streets, then a branch store of Wm. Thum & Sons. One of the brothers peddled the flypaper from door to door, carrying the goods in a basket on his arm. The business made the Thum brothers wealthy beyond the fondest dreams of their good old father, and to-day under the management to which they sold the concern is the biggest of its kind in the world.

The modest starts of the Bissell, of Berkey & Gay, the Nelson, Matter Co., the Widdicomb Co., the Phoenix, the Grand Rapids Chair Co. and several other of the city's big industries are matters of familiar history and need not be recalled at this time. The big Sligh Furniture Co. plant contains many parts, and each part represents an addition made as needed to accommodate the increase in business.

The newspapers, too, have had their romances. The Herald was originally the Morning Telegram and when it was acquired by Lloyd Brezee and consolidated with his weekly Herald it became the Telegram Herald, and later this was cut to the present name. All the money actually put into this enterprise was lost under the Brezee management. When E. D. Conger and the late Conrad G. Swensberg gained the control, the property had more debts than assets even with the good will included. The nerve of Mr. Swensberg in lending not money but his endorsements at the bank and the skill and ability of Mr. Conger in the management pulled the paper out of the hole. When Mr. Swensberg died Mr. Conger acquired his interest at a price that saved the Swensberg estate from embarrassment, and paid for it out of the earnings. Mr. Conger sold out four years ago on a basis of \$150,000.

The Evening Press has an equally interesting history: The Press was started originally as a morning paper by Wm. J. Sproat. The street car strike occurred, and the Press took

the side of the strikers, which made it popular with organized labor, then very strong here, but did not win for it favor with the advertisers. The paper gained a great circulation for those days, but lacking advertising and capital it was on its last legs when Geo. G. Booth, of Detroit, bought it at a nominal figure. Soon after Mr. Booth purchased The Evening Leader, then conducted by Wm. B. Weston, and changed The Press to the evening field. How much actual cash Mr. Booth ever put into the paper is not a matter of record, but the amount was small, probably not more than \$10,000 or \$15,000, and what the paper is to-day and the beautiful home it occupies were all made out of its earnings.

Coming very near home—The Tradesman, too, has its romance. It was started by E. A. Stowe, its present publisher, in a small room on the top floor of the old Eagle building on Lyon street, and E. A. Stowe wrote what was in it, set the type, made up the paper and attended to the business end. It was a hard struggle at first, but success crowned the effort.

At S. White threw up a \$12 a week job to start the Michigan Artisan and is now at the head of a big printing, engraving and publishing house. Dean & Hicks and the Cargill Company began small. James Bayne gave up portrait photography to devote himself to commercial photography, putting his entire capital and some borrowed money into a little gallery on the river bank on North Front street. His concern is one of the big ones of the kind in the city now, with furniture going in at one end and coming out in four color catalogue form at the other.

The romances in the industries of Grand Rapids could be recalled at much greater length, to include the Wolverine Brass Works, the Grand Rapids Show Case Company, the American and the Grand Rapids Box Companies, the Grand Rapids Brewing Co., the Gas and the Street Railway Companies, Henry Smith, the florist, Rindge, Kalmbach & Logie, the Fox Typewriter Co., the Grand Rapids Refrigerator Co., the laundries and many others, to say nothing of the big mercantile concerns. But enough romances have been cited to show that Grand Rapids is full of them, that the day of opportunity has not passed by, that industry, ambition, ability and skill still win, that the young man with a willingness to strive and the intelligence to strive right and the courage to meet the difficulties that are certain to confront the beginner can with confidence look forward to success. L. G. S.

Happy is the man who has a friend who loves him enough to be willing to seem to be his enemy.

**All Kinds of Cut Flowers in Season**  
Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids



## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

## Special Correspondence.

New York, Feb. 27—Speculative coffee is making such lightning advances that it is necessary to keep watching every minute in order to take in the situation. Thursday the 7c mark was touched and yesterday 7.05c and the excitement was not loud but deep, while the bulls were in high feather—if bulls can be said to have feathers. This 7c figure naturally had its effect on the spot market and buyers seem to be waking up as the country demand shows material improvement. At the close Rio No. 7 is quoted in an invoice way 8½@8¼c. In store and afloat there are 4,083,262 bags, against 3,867,898 bags at the same time last year. Mild coffees have hardly been as active as the Brazil sorts, but quotations are firmly maintained and good Cucuta is held at 10¼c.

There is some little improvement in the sugar trade and buyers are purchasing with a greater degree of freedom at the moment, although, of course, there is no rush. Quotations are 4.50@4.55c less 1 per cent. cash—showing a slight advance. Raw sugar is well held and the trade is showing a greater degree of activity.

Teas are showing a daily increasing activity and, as before stated, the improvement extends to all sorts. There is a slackening in the imports of Japans, and some good-sized lots of Formosas have changed hands.

Quotations are very firm and tend upward.

Rice is firm, but the sales individually are small. Still, almost everybody is taking some, and in the aggregate the amount is not inconsiderable. Good to prime domestic, 5@5¾c. Stocks are not over-abundant although there seems enough to meet every call.

The return of genuinely cold weather has saved the molasses market from a black eye, and for a day or so the orders have come in in quite a satisfactory way. Prices are unchanged and well held at 22@30c for good to prime centrifugal. Syrups are firm and the market is usually well cleaned up.

There is little, if anything, of interest to be picked up in the canned goods trade, although possibly tomatoes are attracting rather more attention. Buyers of tomatoes want to obtain stocks at 65c and sellers say they will be switched if they will part with holdings for this figure, although at the same time it is said that several thousand cases sold at that price f. o. b. At the same time it is known that orders were turned down at the same price. At 67½c something might be done, and at 70c some good stock can be found, of course. New Jersey stock, 77½@80c. There is little doing in futures. Peas seem to be working out on a rather lower level and at 65c a larger supply could be found to-day than could have been secured earlier. This for standards. Real Maine corn is becoming well cleaned up and works

out at about 90c f. o. b. Portland. It is understood that prices for 1909 when given out will be practically on the basis of last season—85c for fancy. Asparagus, spinach, beans and other vegetables move slowly and buyers take only the smallest possible quantities.

Butter is not so well sustained as a week ago, although the cold weather may save the day. Not over 31½c is to be obtained for special creamery; extras, 30@30½c; held stock, 27@29c; Western imitation creamery, 22@23c; Western factory, 21@21½c; seconds, 20@20½c; process is held at 23@25c.

There has been a fair enquiry for cheese of the better sorts, and with the supply becoming so closely cleaned up that it is hard to find any great supply of desirable stock the outlook is certainly in favor of the seller. Full cream specials are quoted at 15½@16½c; fancy, 15c.

The egg market on what is called near-by stock of the very finest has declined about 20c a dozen within a comparatively short time, and whereas such "goods" would have been quoted at 50@55c, they are now 28c; fresh gathered firsts, 23½@24c; seconds, 23@23½c.

## Canned and Package Goods.

In these days of trade extension, when retailers are adding all sorts of merchandise to their regular line of goods, the meat trade alone seems to have taken no part.

It is strange that a person in search of a can of corned beef, lunch

tongue, meat loaf, or any other of the many meat products used so extensively, does not usually go to a meat dealer, but to a grocer, to purchase it, although one would expect the meat market would be the natural place to find them.

About 30 per cent. of the butchers carry canned meats, beans, spices, pepper, catsup, pickles, smoked and canned fish and, in fact, a full line of package goods. We advise the other 70 per cent. to do likewise.

As such articles take up little room, keep indefinitely and yield a good profit, there is no reason why a meat dealer should not handle them. Trade in these times is a decidedly more strenuous proposition than it used to be, and no legitimate source of profit should be neglected. A canned and package goods department can be maintained at absolutely no additional expense, and each department—fresh meat and package goods—will prove a puller for the other. The customer who comes in the store for a roast of beef will buy canned corn and other goods to go with it, while the customer who comes for a can of condensed milk will order a ham. The butcher who does not carry a complete line of easily handled package goods is ignoring his own interests—he is missing the chance of doubling his profits.—Butchers' Advocate.

You hold a boy from power when you protect him from pain and hardship.

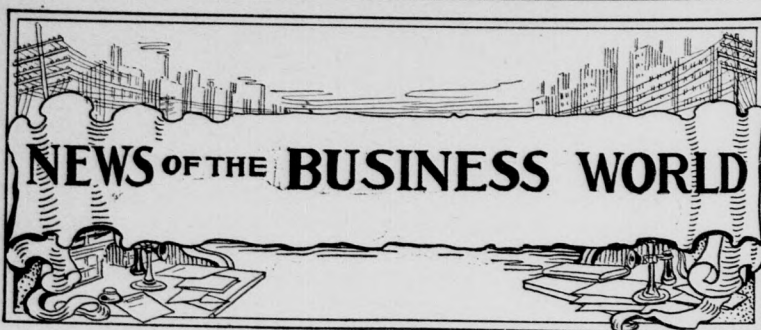
## OF INTEREST TO YOU

When a grocer sells cheap baking powders he invites dissatisfaction. The cake being spoiled by the powder, all the ingredients will be classed as inferior, to the discredit of the grocer who sold them. The sale of lower-cost or inferior brands of powders as substitutes for the Royal Baking Powder, or at the price of the Royal, is not fair toward the consumer, and will react against the reputation of the store.

Royal is recognized everywhere and by every one as the very highest grade baking powder—superior to all other brands in purity, leavening strength and keeping quality. It is this baking powder, therefore, that will always give the highest satisfaction to the customer; and a thoroughly satisfied customer is the most profitable customer a dealer can have.

Ask your jobber for Royal Baking Powder. In the long run it yields more profit to the grocer than the low-priced alum brands.





### Movements of Merchants.

Gwinn—John W. Snell has engaged in the manufacture of soft drinks.

Stanton—The A. Benow Co. has opened its men's and boys' outfitting store.

Dewitt—Harry Rouse has purchased the general stock of Floyd Williams & Co.

Engadine—S. N. Eakley is erecting a building which he will occupy with a meat market.

Pontiac—J. L. Marcero & Co., will open a branch confectionery and tobacco store in Detroit.

Cheboygan—Alfred Parks has purchased a portion of the John W. Smith stock of groceries.

Stanton—J. W. S. Pierson & Co., hardware and implement dealers, have added a stock of furniture.

Bloomington—C. N. Clark and Conrad Beach succeed Woodhouse Bros. in the grocery and meat business.

Ypsilanti—It is understood that R. A. Mason, of Cadillac, contemplates opening a department store here.

Adrian—W. O. Albig, general merchant, has taken Wm. H. Cutter, who has been in his employ for six years, as a partner.

Lapeer—Geo. Deverell has sold his shoe stock to Geo. Mitchell and Luelan Wing. Poor health causes Mr. Deverell to retire.

Shelby—The grocery store of C. D. Carscallen has been closed owing to a chattel mortgage held by H. R. Lattin, of Hart.

Detroit—The C. H. Little Co., which deals in builders' and pavers' supplies, has increased its capital stock from \$200,000 to \$300,000.

Bentley—A 10 per cent. dividend has been declared by Lee E. Joslyn, referee in bankruptcy, in the case of William Hinman, general merchant.

Nashville—The general merchandise firm of Glasner & Maurer has been dissolved, Henry C. Glasner having sold his interest to Herman A. Maurer.

Battle Creek—The grocery stock and fixtures of the former P. Evans store have been purchased by Albert Henry and Louis McLeod, who will conduct the grocery business.

St. Joseph—Wm. E. Kreher, who was financially interested in the business of the Cash Clothing Co., as well as being manager of the same, has withdrawn from the company. Amel O. Fetke and Henry C. Gersonde have resigned their positions with the same company and it is rumored that Messrs. Fetke and Gersonde will open a clothing store about April 1. Mr. Fetke, who was also

interested in the Cash Clothing Co. in a financial way, has withdrawn his interests.

Ann Arbor—The East University Avenue Pharmacy Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Portland—Wm. H. Earle succeeds M. Olmstead in the meat business. Mr. Earle was formerly engaged in the same business here and about a year ago was succeeded by Mr. Olmstead.

Marquette—F. B. Aniba, who formerly conducted a cigar store, has sold his stock to the G. J. Johnson Cigar Co., which will continue the business under the management of H. J. Brown.

Port Austin—A corporation has been formed under the style of the Port Austin Drug Co., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Lowell—Arthur Hill is making preparations to occupy the store now containing the Phin Smith stock of shoes with a new stock of footwear. The store will probably be vacated within two or three weeks.

Rockford—E. L. Pritchard, of Mattewan, and C. F. Hosmer, formerly of Rockford, have purchased the grocery stock of A. W. DeWolfe and will continue the business under the style of E. L. Pritchard & Co.

Fremont—N. A. Skinner, who has conducted a flour and feed store for several years, is succeeded in business by Joseph Hoare, who will continue his bakery in connection with the same for the present at least.

Pompeii—George M. Long, of Washington, has purchased the interest of N. B. Fraker in the hardware firm of Fraker Bros. He and H. C. Fraker will continue the business under the name of Fraker & Long.

L'Anse—The business of David Levitan, dry goods and clothing merchant, has gone into the hands of a receiver. Louis Brabower, of Marquette, has been appointed receiver by B. O. Pearl, of Marquette, referee in bankruptcy.

Eaton Rapids—John D. Birney, who with A. V. Roehm, of Charlotte, succeed Weaver & Gage in the drug business at Charlotte, under the style of J. D. Birney & Co., will continue his drug business here under the management of Dr. Rushton and Harry DeGolia.

Marshall—Clinton T. Cook announces his intention of retiring from

the grocery business. Mr. Cook has been identified with the grocery business for the past forty-eight years, having begun as a clerk in his father's store. In 1875 he engaged in business for himself.

Ludington—A corporation has been formed under the style of the Great Lakes Silica Co. to engage in mining, dealing in glass and foundry silica and erecting and equipping silica plants. The company has an authorized capital stock of \$2,000, all of which has been subscribed and \$500 paid in in cash.

### Manufacturing Matters.

Detroit—The Acme Foundry Co. has increased its capital stock from \$10,000 to \$25,000.

Zeeland—The Star Furniture Co. has changed its name to the Michigan Star Furniture Co.

Cadillac—The plant of the Cadillac Turpentine Co. is now running a force of men day and night.

Detroit—The Detroit Steel Products Co. has increased its capital stock from \$300,000 to \$500,000.

Ontonagon—The Noble-Corwin Lumber Co. is shipping a large quantity of basswood to Chicago firms.

Detroit—The capital stock of the Detroit Vending Machine Company has been increased from \$10,000 to \$30,000.

Menominee—The Fisher & Hutchinson Co., which manufactures boxes, has changed its name to the Fisher Box Co.

Wexford—E. A. Mesick will start his shingle mill in a few days. He will also have a heavy cut of timber in the spring.

Detroit—Frederick Stearns & Co., manufacturing pharmacists, have increased their capital stock from \$900,000 to \$1,000,000.

Detroit—The Cowles & Danziger Co., which manufactures steel barrels, has changed its name to the Acme Steel Package Co.

Detroit—The capital stock of the Babbitt-Taylor-Lane Co., which manufactures skirts, has been decreased from \$50,000 to \$1,000.

Battle Creek—The Wolverine Waterproof Casket Vault Co. has decreased its capital stock from \$50,000 to \$15,000 and changed its name to the Waterproof Vault Co.

Wayne—The Wayne Milling & Produce Co. has been incorporated, with an authorized capital stock of \$12,000, of which \$8,000 has been subscribed and \$8,000 paid in in cash.

Detroit—The Harbeck Motor Co. has been incorporated to manufacture engines, tools and machinery, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

Shelby—The Shelby Milling Co. has merged its business into a stock company under the same style with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Bay City—M. Lamont & Sons, who have operated a planing mill and finishing lumber factory and yard here for the last forty-two years have bought several acres of land adjacent to the Mereshon-Bacon plant on the

river front and will erect on the site a modern plant, which will be provided with the latest machinery for handling the greatly expanded business of the concern.

Howell—The Howell Manufacturing Co. has been incorporated to make cider presses and conduct a creamery, with an authorized capital stock of \$15,000, all of which has been subscribed, \$12,000 being paid in in property.

Saginaw—The Erd Motor Co., which manufactures gasoline engines, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which \$22,900 has been subscribed and paid in in property.

Jackson—The Frost Gear & Machine Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$35,000, of which \$25,000 has been subscribed, \$12,000 being paid in in cash and \$13,000 in property.

Detroit—The Detroit Radiator Co. has been incorporated to manufacture automobile radiators and machinery for building radiators, with an authorized capital stock of \$50,000, all of which has been subscribed, \$900 being paid in in cash and \$4,100 in property.

Holly—The Michigan Manufacturing & Lumber Co., which recently bought 1,500,000 feet of lumber at Millersburg, is crowded with business, particularly in its truck department. It is planning to enlarge this department to include several varieties of trucks.

Cadillac—The Doth hoop and stave mill, which was shut down in the early part of the winter, will resume operations. It has the largest stock of logs in the yards at present it ever has had. It has about 320,000 feet of elm logs and 130,000 feet of hardwood logs.

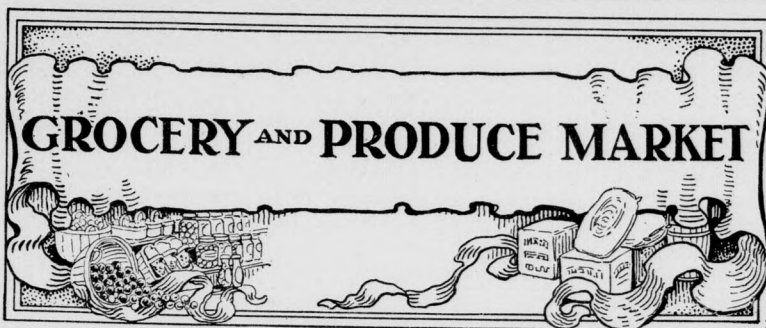
Bay City—The Michigan Pipe Co., manufacturer of wooden pipe since 1872 and handling 10,000,000 feet and upward annually in the manufacture of pipe, has contracted to deliver seventy-four miles of wooden pipe at Santa Rosa, N. M. The pipe is to be used for carrying water for the El Paso & Southwestern Railroad and that company is the purchaser. To fill this order alone will require 2,500,000 feet of white pine timber, 1,000 tons of steel bands, 250 railroad cars to transport it, and will keep the local factory running day and night for four months. Tests demonstrate this pipe will stand a pressure of eighty-seven pounds for the smallest to 130 pounds for the large sized pipe. The pipe is for conveying water from the mountains to supply the trains and for other uses.

The G. J. Johnson Cigar Co. will be represented in the Copper Country and Minneapolis by F. B. Aniba, formerly engaged in the cigar business in Marquette.

The reason some are not wedded to one bad habit is because they are courting so many.

Many a man thinks he is virtuous because he feels vicious when he sees others happy.





### The Produce Market.

**Apples**—The market is unchanged as to quotations, but is firmly held and commission men are of the opinion that no lower values will be reached with the present stock. The quality of the apples has undoubtedly something to do with prevailing high quotations as softer supplies are almost all marketed and what is left is mostly all good, sound stock. Hood River fruit is held at \$2.50@2.75. New York fruit has been moving freely 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. Bananas were practically out of the market for a few days, but are again in fair supply, and prospects are favorable for an abundance of good fruit at present cheap values.

**Beets**—\$1.50 per bbl.

**Butter**—The market is in about the same condition as last week. Fancy grades are selling at full market prices, and under grades at about the proper point below. The demand is about normal for the season, and only radical weather conditions can upset the present steady, healthy condition of the market. Fancy creamery is held at 29c for tubs and 30c 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, \$3.50 per crate.

**Cocoanuts**—\$5 per bag of 90.

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

**Eggs**—There have been liberal receipts of fresh eggs during the week, and in consequence the market has declined. The quality of the receipts is very fancy and the demand absorbs the receipts every day. At the decline the market is steady and the lowered prices have considerably increased the consumption. The price for the next few days depends on the receipts, and the receipts, in turn, depend on the weather. Local dealers are paying 18c f. o. b. Grand Rapids, holding candled at 20c.

**Grape Fruit**—\$3.50 for 36s and 46s and \$4 for 54s, 64s and 80s. The demand continues heavy. The quality is ahead of anything ever seen in this market heretofore.

**Grapes**—Malaga command \$8@9 per keg, according to weight. California \$3.50@3.75 per box for all sizes.

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

**Lemons**—Unchanged and steady,

with demand only moderate. Local dealers ask \$3 for Messinas and \$3.25 for Californians.

**Lettuce**—Leaf, 15c per lb.; Florida head, \$3.50 per large hamper.

**Onions**—Yellow Danvers and Red and Yellow Globes are in ample supply at 75c per bu.

**Oranges**—Not moving as well as expected, high prices of other fruits considered and a great deal of disappointment is shown at present weakness, which has not developed sufficiently to warrant lower quotations. Receipts are comparatively large. Navels, \$2.85@3; Floridas, \$3.50.

**Parsley**—35c per doz. bunches.

**Pieplant**—10c per lb. for hot house.

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

**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.

**Radishes**—25c per doz. bunches.

**Sweet Potatoes**—\$4.50 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 Grocery Market.

**Sugar**—Raws are a little stronger than a week ago, but there is no change in refined.

**Tea**—The tea market is very firm in all grades and all lines. Heavy sales having been made in Sing Sues, Formosas and Japans. The latter have again advanced on shortage of supplies. There are no large lots in this country in first hands and some grades are almost unobtainable. The demand from the country is strong at full prices. Nibs and basket fired are practically all sold out. Ceylons, Indias and Congous are firm with better sales, the Ceylon market being active and very strong and all desirable kinds quotably higher. There is a strong undercurrent of feeling that the tea duty will finally be imposed and all future orders are being taken from retailers at prices subject to duty.

**Coffee**—There has been no change in actual Brazil coffee during the past week, but the situation is strong. Mild grades are firm also and seem to be considered as due to advance. The demand is fair. Java and Mocha unchanged and quiet.

**Canned Goods**—A great many poor quality tomatoes were packed last year and packers are having difficulty

in disposing of this stock at any price. This condition is now being considered the real cause of the depression. Corn displays weakness, and can now be bought cheaper than opening prices last fall. Peas are steady and unchanged. Asparagus is somewhat firm. Nothing new to report on the entire list. Gallon apples are strongly held, packers being very reluctant in selling at present market prices. Peaches, apricots and pears are easy and in good supply, while the demand is very moderate. Hawaiian canned pineapple holds steady at the recent decline. A firm tone prevails on all grades. Interest is confined largely to the prospect of the new pack. It is expected that salmon will be cheaper this year than last, but no change in price is looked for before the new pack. Sardines show no change from last week, holding steady to firm.

**Dried Fruits**—Apricots are firm and unchanged in price. Raisins show neither improvement nor change, and the demand is very light. Currants are quiet and unchanged. Figs are much stronger being closely cleaned up. A short time ago holders were willing to concede half a cent from their list, but they have now advanced their list slightly and decline to concede anything. Dates and citron are unchanged and dull. Prunes are very weak and dull. New fruit would probably have been able to hold its own had not large quantities of old, selling all the way down to a 2c basis for 40s, come out. The whole situation is rather hopeless, as indeed is the present market in nearly all California products. Peaches show quite a slump, the price range being from 1½@2c below the basis ruling a few months ago. The demand is light.

**Rice**—Higher grades are strongly held and advances are looked for, while the lower grades are beginning to firm up in sympathy with the former.

**Rolled Oats**—The market shows an advance of 25c on bulk in barrels and 10c per case for family packages, which was entirely warranted by prevailing conditions, and it is believed that the present basis will be well maintained.

**Syrups and Molasses**—The glucose market is unchanged. Compound syrup is in good demand at ruling prices. Sugar syrup is still scarce and in active demand at firm prices. Molasses is selling moderately at unchanged price.

**Provisions**—Pure and compound lard are steady and unchanged, and the demand is no more than fair. Barrel pork, dried beef and canned meats are in fair consumptive demand at unchanged prices.

**Fish**—Cod, hake and haddock have been dull. Domestic sardines are unchanged and dull; other varieties unchanged and quiet. Salmon is in fair demand for the season, with prices unchanged. Mackerel is still dull and not especially strong. In spite of strong statistical conditions, the market has received a hard blow by the unloading of large blocks of underpriced mackerel. The demand is very light and largely a question of price.

Holders of Norways will not meet the price made by certain large holders and there the market stays.

### Resolutions at Meeting of Traverse City Business Men.

Whereas: The business men of Traverse City, gathered in banquet under the auspices of the Board of Trade of Traverse City, have for some months recognized that railway transportation rates to and from Traverse City in particular, and all of Northern Michigan to the markets of the East, have been such as to operate against us in securing the necessary industries for the full development of our city. These rates have barred us from holding equal rank with other sections of the Northwest less favorably situated; have operated against us as a wholesale center, deprived the growers of produce of their just and reasonable profits in all they transport to other markets; deprived the manufacturers from a margin of profit in shipping their products to Southern and Eastern centers, because of discrimination in freight rates, as reiterated in the able and comprehensive talks of the gentlemen who have addressed us this evening; therefore, be it

Resolved—That we, having the interests of the city and section at heart, protest against this unequal distribution of rates, depriving our section from enjoying the advantages held by other localities at greater distances from the central markets and no more entitled to special privileges or lower rates than are we of Northern Michigan; and be it further

Resolved—That we recognize the great efforts heretofore made by the cities of Michigan, and especially the efforts of the Grand Rapids Board of Trade, in their endeavor to secure a fair adjustment of railroad rates to their home city and to the several cities in Michigan who are alike suffering from these unequal freight rates; and be it further

Resolved—That we extend our thanks to Messrs. Stowe and Musselman, who have so concisely set forth to us the conditions along these lines and who have so well fortified us in our endeavor to secure such an adjustment of rates by the railroads as will give us equal advantages with other sections at longer distances from the Eastern markets, and that we request the Traverse City Board of Trade to at some time in the future take this matter up in business session and co-operate with the Grand Rapids Board of Trade to bring about the desired changes, and contribute our share of the expense of conducting such a campaign.

J. J. Coffey, of Coleman, has opened a store, installing a stock of clothing, together with a stock of shoes, which he purchased of the Hirth-Krause Co.

Bareman & Vanderbosch, of Zeeland, have purchased a new stock of groceries of the Musselman Grocer Company.

When folks get to fighting over creed the enemy takes his forces to another part of the field.



## PUBLIC SPIRIT.

## No Lack of It Among Grand Rapids Business Men.

At the recent Board of Trade banquet Prof. Vincent spoke of the custom in England of business men striving strenuously until they gained a moderate competence, and then retiring to devote themselves to the public service. The point he sought to emphasize was that men in England found time and inclination in their declining years to do something for the people, and that men in this country should do the same instead of digging until the sounding of the trump.

The point was a good one, but it might be suggested that in Grand Rapids there is no lack of public spirit among the men of business, no deficiency in the willingness to serve among men of large affairs. Not many men retire from active business life although there is a growing disposition to "slack up" when the pile has become of goodly proportions.

In this city when called upon to serve the public welfare men cheerfully take on this work as an addition to their ordinary burdens.

John Widdicomb, at the head of a great industrial institution and whose usual working hours are from 7 a. m. to midnight, is one of the most faithful members of the Board of Public Works, rarely missing a meeting. He is also an active and useful member of the Board of Trade.

Heman G. Barlow has large business interests, but he does not let business interfere with his public duties as a member of the Park and Cemetery Board. Few men in Grand Rapids have larger or more varied interests than Lester J. Rindge, but he finds time to render valuable public service as a member of the same Board.

Sidney F. Stevens has large private interests, but is rarely missed from the meetings of the Fire and Police Board. The Library Board is made up of business men and each member of the Board gives much time to the public service and does it cheerfully. Geo. A. Davis and Chas. H. Leonard, of the Board of Education, are at the head of important industrial institutions and yet they find time to do much work for the public.

It may be true that men of large affairs avoid rather than seek public office, and especially is this true when to hold office it is necessary to undergo the annoyances and expenses of a campaign. But when called upon to serve as members of executive boards and commissions they respond with cheerfulness and serve with fidelity, even when the acceptance of the office involves much sacrifice of time and energy.

One of the best training schools for the public service, one of the best developers of men who will make sacrifices for the general welfare is the Grand Rapids Board of Trade. John B. Martin, Chas. W. Garfield, John Schler, Heber A. Knott, L. A. Cornelius, Robt. W. Irwin, Amos S. Musselman, Meyer May, A. B. Mer-

ritt, Geo. G. Whitworth, Chas. M. Alden, E. K. Pritchett, E. A. Stowe, Guy W. Rouse—a score of others could be named who are ever ready to respond to any call that may be made upon them. A very encouraging feature in the Board of Trade activities is the large number of young men who take part in the work to be done and who in this way receive their training to the service of the public—for that is what the Board of Trade work to a very large degree amounts to. Better freight rates may be an individual advantage, but the individual advantage is only a drop in comparison with the ocean of public good. There may be personal pride and satisfaction in more parks, better homes, a more beautiful city, but what is this personal factor in comparison with the good that all the people receive? The Board of Trade is indeed a training school for public spirit, and the interest that the young men take in the work is one of the strongest and best pledges of a greater and better city in the years to come, and of an increased zeal for the general welfare.

## Grand Rapids Has Developed the Dinner Habit.

This city has the dinner habit, and it is strongly developed. How it originated is not a matter of history, but its growth in recent years has been so rapid that if a man belongs to enough organizations he may be tolerably sure of two to four square meals a week during the season without having holes punched in his ticket.

The dinner habit, as it has developed in Grand Rapids, is not solely gastronomic. In fact, the eating part is little more than a pleasing incident. The real purposes are sociability, better acquaintance and the discussion of the activities in which those who meet together are most interested. Formal functions of the swell white front type are not at all uncommon in Grand Rapids, but there is nothing formal about the dinners which have become so popular. Instead of going home to eat with the family, the diners drop off at the hotel. They come direct from office or store and are in their "working clothes" and usually have their appetites along. Half an hour is spent in social mixing, and then in a bunch they head for the dining room. The dinner is not elaborate, but it is well cooked, well served and there is enough. With the passing of the cigars the talk begins. Business, science, art, social movements, trade, politics, religion—these are some of the things that bring men together around the mahogany in Grand Rapids.

The Credit Men's Association with over 200 members meets monthly with a dinner preceding the business session.

The Advertising Men's Association has a monthly dinner and meeting, with about 150 members on the list.

The Kent County Medical Society often eats before talking.

The Lumber Dealers' Association

usually dines and then does business, and the meetings are monthly.

The Furniture Manufacturers' Association does not meet monthly, but when meetings are held a dinner usually comes first.

The real estate men are more or less regular in their meetings and they rally around the dinner table as a preliminary to business.

The annual banquets of the Board of Trade, the Schubert Club and the Lincoln Club are notable functions, bringing hundreds into social relationship. The same may be said of the annual banquets of the Creston Heights and the Madison Square Boards of Trade.

Many of the committee meetings of the Board of Trade and Y. M. C. A. are to the accompaniment of dinner or luncheon.

Just before the annual fair the officers and superintendents of the West Michigan State Fair get together to chew good meat before masticating the rag. Several of the industrial institutions have an annual round-up of heads of departments and salesmen, and the dinner is an important incident.

The fraternal organizations make frequent use of the dining room and no well regulated lodge room is thought complete without a well equipped kitchen. The kitchen is almost a necessary adjunct to the up to date church. Within the past two weeks four State associations, the ice cream manufacturers, the Michigan lumbermen, the State builders and the State abstracters, closed their sessions at the dinner table.

The list of dinner givers, regular, occasional or annual, could be extended to include almost every class and condition in Grand Rapids, and the habit extends even to the children, for the banquets of the various high school societies have become recognized institutions.

This dinner habit is a good thing for the town. It brings many people into closer and more friendly relations. It promotes good fellowship and better acquaintance among men in the same line of business or with similar interests. It encourages an exchange of ideas that is wholesome and broadening. More than anything else it engenders that pull together spirit which is so important in building up a city.

As practiced in Grand Rapids the dinner habit does not interfere with family life, nor does it engender bad habits, for to have wine or liquor served is the exception rather than the rule. It may be added that when wine is served it is surprising how many of the glasses remain untouched.

It is a good thing to remember that your celestial standing does not depend on your terrestrial tailor.

When you have to do with those who are blatantly honest it is time to buy more padlocks.

There is no faith without some feeling for our fellows.

The breadth of your prayer determines its reach.

## Is There a Second Ether?

Ether, say the wise folks, as represented by L. de Launay, is altogether different from matter. It may be roughly regarded as a homogeneous something everywhere alike. Unlike matter, ether does not move except in a special kind of vortex motion. It is distinctly well fitted to manifest tensions and other stresses, vibrations, undulations, etc., so that it has been defined as that which undulates, or again as a medium in which a periodic movement is propagated without movement.

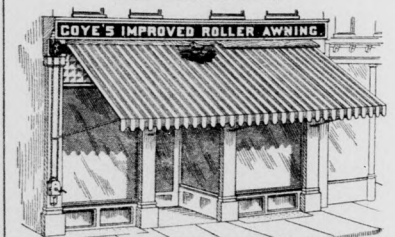
It again is regarded as a fluid without mass since it does not sensibly retard the movements of the heavenly bodies. But it has enormous elasticity, for it transmits light at the rate of 186,000 miles a second. It can not be cut or mechanically displaced any more readily than the internal structure of the atoms of matter can be changed. It, however, is neither without density nor invisible.

Indeed, it has been called the only thing that we do see. Light itself is merely a vibration of ether and is almost independent of matter. It has been proved that light is propagated by the ether alone, the transparent material medium exerting a slight influence on the speed of light by means of its own speed. Ether is denser than any known material and is more rigid than steel.

Gravitation is not explained by the notion of ether, which serves to elucidate the theories of light and electricity. Gravitation is propagated instantaneously, so far as has been determined, and it traverses both matter and ether without being affected by them. It has, therefore, been asked whether there is not a second ether, still more subtle, more imponderable, denser and more rigid, in which the transmission of vibrations takes place with a velocity which appears to us to be infinite, and upon which the influence of matter or ether is so slight that it is imperceptible. This idea Mr. Launay considers the logical conclusion of the tendency to regard the universe as the result of a series of successive integrations, each part reproducing with the difference of scale, which is always striking to our defective organs of perception, the constitution of the whole so that an atom is a miniature universe.

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## RENTING A STORE.

## What the Troubles of a Mere Merchant Led To.

Written for the Tradesman.

Myers was a very young man in those days, a young man with a full knowledge of the value of youth, and good looks, and a nest-egg of \$3,000. He didn't strut under all these favors of fortune. He only talked plain United States and threw his chest out just a little, just so you could notice it.

Under a liberal-minded employer Myers would probably have remained a clerk for a number of years, but he couldn't stand Damon, who wanted to be a little tin god, and who wouldn't have had any customers at all if they had known what a shriveled little soul he had. So Myers quit, one blessed day, in a towering rage, and began figuring on going into business for himself. Damon informed him how many different kinds of a fool he was, and evinced a desire to knock, but Myers was young, and wholesome, and had \$3,000 in bank. That tells the story of what Myers said to Damon.

The very next day after leaving Damon the young man set out to find a store. He found one that looked pretty good to him and interviewed the real estate agent in control. The r. e. a. looked at the young man in a suspicious and a superior manner. The store in question was worth about \$600 a year, and the r. e. a. didn't know whether to ask \$1,000 or \$1,500 for it. First, he thought, he'd make Myers glad to get it at any price.

"You'll have to take a five-year lease," he said.

"All right," replied Myers, rather awed by the majesty of the r. e. a.

"And pay quarterly in advance."

"Correct."

"And furnish a bond with two gilt-edge sureties that the rent will be paid for the whole term of the lease."

Myers began to scratch his head.

"And bind yourself not to sublet or take in a partner without our consent."

"Say," said Myers, feeling to see if his bank book was still safe in his pocket, "if you ever find it necessary to move that store, I'll tell you where you may go with it for all of me."

Then the young man went out a little farther and grasped the hand of another r. e. a. who had a store next door to a saloon.

"Sure," said the r. e. a., "I'll let you have that store, but you must take it just as it is, and make any repairs or improvements you want at your own expense, and you mustn't sell cigars or tobacco, and any time we get a chance to sell you must give possession inside of a week."

"Sure," said Myers, "I'll put on a new roof, and lay a new floor, and change the display windows, and then move out. All you need is a long, low, rakish craft and a bottle of booze to be a pirate."

"I'll let you have my store right," said the next man Myers struck. "You see, I run a bakery next door and live overhead. If you take the place you mustn't sell any bakery goods,

and I must have a key so I can go through the store any time, night or day, to look after the furnace, which is in the basement. You will have to buy the coal and care for the heating of both stores and also my rooms, but I want the right to go into the basement in case of fire."

"Sure," said Myers, "I'll heat both stores and your living rooms, knowing how careful you will be in the matter of heat. And I'll keep the back end of the store free of goods so the children can give little parties there after I lock up at night. I think that might help trade in the candy department. If I had your nerve I'd get a job as collector for an installment house."

Myers was pretty well discouraged by this time, but he braced up and tackled a man who had a store in a nice building in a residence neighborhood.

"Yes," said the man, "I'd like to have a grocery in here. It would help business on this corner, and would help to rent the flats. I'll let you have the place for \$1,000 a year, payable semi-annually in advance, and you must put inlaid linoleum on the floor and keep lace curtains at the windows. You see, this is a nice locality, and we want to keep in style. There's a millinery shop next door, and you mustn't put any fruit or vegetable display outside, and you must have your delivery wagon load up in the alley."

"All I want of the store," said Myers, "is to put it in a little glass frame, with blue ribbons at the corners, and perch it up on the what-not at home."

The owner looked at Myers cautiously, and seemed glad he hadn't rented his store to a crazy man, and Myers went off to look at another store.

"How are you getting along?" asked a friend of the young man as he stood at the foot of a real estate man's stairs one day about a week later.

"Fine!" replied Myers. "I note a tendency on the part of owners to get rent for stores and keep possession of them, also to put them in deposit vaults and retain possession of the keys and the entrance word, but I presume I'll find just what I want in time."

"I've got a vacant lot on the best business corner in town," said the other. "If you'll build there I'll give you a long lease."

"How long?" asked Myers.

"Ninety-nine years, with an option for purchase at any time at a valuation to be fixed by referees."

"What sort of a building?" asked Myers, a new idea working its way through his brain.

"Well," laughed the other, thinking that Myers was getting funny, "I'll be satisfied with any structure that you will do business in."

"You're joking," said Myers.

"You pay me a thousand dollars for the first year's rent," said the other, "and I'll draw up the lease."

So Myers took one thousand of his precious dollars and handed them

over to the owner and got his lease in two days' time.

"Now," said the owner, "perhaps I can help you about buying lumber and stone. Who's your architect?"

"I am," replied Myers. "I'm going to put up a tent."

"Not on my land," said the owner.

"You bet I am," replied Myers.

"The lease says nothing about the building."

The owner studied the matter over a moment.

"Look here," he said, then, "I rather like your nerve. Anyway, I presume you'll manage to buy in a year or two, so you may go ahead with your circus."

"It will be a circus, all right," said Myers.

The other merchants put up a yell that might have been heard over at Oshkosh, but the young man worked the thing through and stocked his tent. He was so young, and so good looking, and so full of vim that he even got a lot of goods of wholesale houses after the credit men had turned him down.

"I'll show these business block owners that they aren't the whole cheese," he said as he put up streamers in front and hired a brass band to play inside the pavilion on the opening day.

From the first day the rival dealers called Myers' venture "The Circus," and so Myers advertised it as the circus, and hired small boys to pass around red lemonade every afternoon. If he could have bought an elephant he would have done so and

set him to giving out circulars at the door.

At first some of his associates said he was unprofessional. They declared he was lowering the dignity of the business section, was making a monkey of himself.

"Never you mind," said Myers. "I'll make monkeys of some of these old houses if they don't do something to hold their trade. People like to trade in a tent."

The novelty, and the push, and the nerve of the thing carried it through. Myers bought the lot in a couple of years, and now he has the finest building in town. He calls it "The Circus," and there's a big iron elephant with a trunk ten feet long on top of the front wall.

This is history, and is written to show that it is not the building, nor the splendor of the appointments, nor the good will of rival dealers, nor the size of the initial wad, but the nerve and resourcefulness of the man that counts. Myers says he put up his building on the rent he didn't pay, and believes in any sort of a place to start business in if the right gray matter is in the background.

Alfred B. Tozer.

People who try to get billed to riches on the short line find themselves routed through to ruin.

The man who carries a family bible under his arm may carry none in his heart.

Faith is not a balancing pole for the man on the fence.

# Hotel Cumberland

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OF BUSINESS MEN.

Published Weekly by  
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Sample copies, 5 cents each.  
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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, March 3, 1909

### QUADRENNIAL REHEARSAL.

It is an old story, this year, is the Lenten season, because of the closing of the Roosevelt season and the beginning of the Taft regime.

And so the esteemed Associated Press, our friends the special correspondents and our other friends the managing editors are justified in going over the files for early March, 1905, for pointers.

In this way fortunately we may expect the stories, which have so readily been forgotten, rehabilitated in masterly fashion.

All the inaugural ceremonies, from the time of Washington to the present—with pictures? Sure thing. All of the inaugural balls also illustrated. All of the first ladies of the land; all of the senatorial "situations" at each change, and each aspect in the House when the changes came. Incidentally will come reminiscences galore. Dear, dear, how we have devalued them during the past two or three decades, and yet they are so new every time and, also, the pictures are so reassuring.

Then, too, for continuous consumption each four years hereafter we will have a rehash, en masse, of all the guess work, all the prophecies, all the assertions, true and false, which have been fed to us through the daily papers the past year.

And the danger is, not only will the meaning and importance of Lent be pigeonholed, but that the meaning and importance of everything else except the next day's make-up of the daily papers will be forgotten.

Therefore, as a mere matter of individual prudence we may skip everything which does not present the names of Roosevelt, Taft, Aldrich, Hale, Lodge, Perkins and Cannon, or of members of the Ananias Club. Particularly do not overlook anything pertaining to Mr. Richard Hobson.

We know, all of us, that the situation in Cuba bears a look that is precarious; that a few malcontents in Puerto Rico, Jamaica and Haiti are certain to raise Cain and that there is talk of secession over on the Pacific Coast because our entire Navy is not permitted to be stationed

over there to frighten Japan and a few others. That which we do not and would like to know refers to tariff revision, conservation of natural resources, the regulation of interstate commerce, the improvement of internal waterways, the National financial policy, the continued increase of our Navy and our Army, the naval basis at Hawaii at Manila and at Guantanamo. We know that the Panama Canal will be completed within six or seven years, but we do not know that the land thieves and the timber thieves are put out of the game permanently. We know also that the great work of irrigation is progressing, but we do not know that the control and development of water power privileges have ceased to pass into the hands of organized monopolies.

If, by and with the consent of Messrs. Aldrich, Hale and Cannon, the daily papers can give us actual facts as to such topics, the attention will be appreciated.

### AN AMERICAN INVENTION.

Recently a leading magazine presented an interesting article showing that nearly every person of importance in New York City employs a press agent whose business it is to see that the names of their employers appear regularly, upon the slightest excuse or with no excuse at all, in the daily journals or weekly periodicals of the metropolis. Also that because of this fact nearly every other person in New York is a press agent.

Such a statement, as an exaggeration, is not so much, at that.

And such a condition of things is by no means unique; New York has an abundance of company.

The same condition exists in Chicago, St. Louis, Cincinnati, St. Paul, Seattle, San Francisco, Fresno, Kalamazoo, Burnip's Corners and Sec. 4, T. N. R. 9 W.

The society editor is an American institution developed for revenue only and with naught but individual vanity as its foundation. Every city paper and every village weekly exemplify the fact regularly in every issue. And, questioning the average citizen as to his estimate of such news(?), the average reply is, "Tommy rot."

The practice pays the publishers, so people are not consulted.

And so the butler, the housekeeper, the coachman, the cook and the maid are expected—indeed, they are required—to see that the news of every social function in their respective bailiwicks reaches the society editor.

In turn, the clergy, the best man, pa and ma, sister and brother, are charged with the duty of rendering up their portions of facts to the society editor.

Finally the society editor—a woman, as a rule—must see to it that nothing gets away from her, especially photographs. And what a time she has. The new bride has a photograph of herself, but it doesn't do her gown justice and she hates "to give out the horrid thing." But she lets it go just the same. Pa says, "What's

the use?" when the request is made for a list of wedding presents and Ma shows him what's the use and the society editor smiles. Then the groom leaves it to the best man to give out a list of "those present" and the bride is assured by the bridesmaid that her description of the bridal costume was exquisitely accurate.

In the same way the society editor is enabled to speak of "enjoyable evening" when writing out a four line notice of some card party; or "delightful function" in a ten line reference to a breakfast in honor of the expectant bride.

Great is the society fol-de-rol of the newspapers—great as to the space given over thereto and great in the fact that it literally "covers" the entire community from the Char-Women's Council to the Ladies' Civic Righteousness Club; from the Porters' Parliament to the Theosophists' Tribunal.

And it pays—  
The publishers.

### ALL IS WELL.

History will give a permanent place to the month of February, 1909, by virtue of the one hundredth anniversary of the birth of Abraham Lincoln; the ending on Washington's birthday anniversary of the first around-the-world cruise ever made by the naval fleet of any nation, and the holding at Washington of the first International Conference ever organized for the conservation—for the people—of the natural resources of the several countries there represented—Canada, Mexico and the United States.

It was an epoch marking month.

Theodore Roosevelt, about to end two terms of service as President, de facto, of the United States, is to be succeeded by his esteemed friend and trusted adviser, William H. Taft. And from all parts of our country, as well as from all nations, come words of approval and expressions of confidence over the situation.

Assured that the broad minded, progressive and thoroughly patriotic regime of President Roosevelt will be duplicated by that of President Taft, confidence prevails everywhere.

Not only are business conditions reassuring but the world-wide spirit of harmony and civic righteousness sweeping forward without limit gives abundant warrant for confidence in our educational and social condition. The pessimist is puzzled and plagued.

The optimist, alive, rational and freighted with courage and faith in mankind, resolves to do his personal, individual part toward the uplift already so unimpeachable, while through all, in all and above all comes the universal suggestion: "Lest we forget."

### THE PROSPERITY WAVE.

With the inauguration at hand we rest in the confidence that the prosperity wave is now here; and while tariff tinkering or fear of them may in a measure retard it, its full force is none the less certain. Are our boats in condition to take advantage of the swell or will we just drift by chance with useless rudder?

The full effect of the return of good times upon us rests in great measure with ourselves. While the loosening of the money grip enables many who a few months ago were forced to quit buying any but the necessities of life to again become liberal purchasers, it has little effect upon us if we are not in a position to supply the trade. With more liberal means there is more time and leisure for looking about and hunting the best bargains. Those who were forced to make their time as well as money count or bought the cheapest grades, on which the chance for a dicker was small, took what you offered with little enquiry. But more and more as the good times come back will grow the desire for higher standards.

If we expect to keep a place in the procession it is necessary to get fully awake to the occasion. Poorly tied rafts are apt to go to pieces even on the gentle wave of prosperity. Get your business on a firm footing if you expect to push it successfully. Do not think that the tide of good times will carry you very far. Left to itself it will carry you back to sea as surely as it carries you into harbor. Get your oars out and be prepared to push as it becomes necessary. Fresh goods, fair prices, good quality, bright advertising and efficient salesmanship are more necessary to your business than the ceremonies at the national capital.

### FRAUDULENT ADVERTISING.

The Agricultural Department of the United States Government has officially turned down Dr. Wiley by declaring that benzoate of soda can be legally used in minute quantities in the preservation of foods. Notwithstanding this decision, the H. J. Heinz Co. is putting out double page advertisements in some of the magazines denouncing the use of benzoate of soda, thus placing itself in direct opposition to the Government of the United States. Of course, all this is done for effect, because the Heinz Co. has done very little to create higher standards for food products. It has always pursued a dog-in-the-manger policy and confined its operations mainly to condemning other manufacturers who have the real interest of the consumer at heart.

The Heinz Co. is also advertising in display type in the magazines that its factories have open doors for the inspection of the public, but the hypocrisy of this announcement is clearly shown when any Grand Rapids citizen undertakes to secure a pass to the Grand Rapids factory. The request is either met with silence, with refusal or with an insulting reply, all of which goes to show that the Heinz Co. does not make good on its advertising claims. This condition is clearly illegal and in violation of the Michigan statute, and the next time Mr. Heinz visits Grand Rapids to prate of his religious views and hold himself up as a bright and shining example of Christian philanthropy, he will, in all probability, be served with a warrant compelling him to face a court of justice on a charge of fraudulent advertising.



**ENCOURAGING CRIME.**

"Humanitarianism" in contradistinction to justice has so largely infected the popular feeling in the United States towards criminals that it is becoming more and more difficult to obtain verdicts of adequate punishment for crimes from juries. It is this difficulty, combined with the proverbially slow motion of the machinery of the law in criminal cases, that has greatly increased the perpetration of crimes, and in some respects the administration of popular uprisings of summary punishment upon criminals.

For years the swiftness and certainty with which serious crimes were punished in England by judicial tribunals exercised a powerful effect in restraining and preventing the committing of such offenses, but the present Ministry and Parliament have become infected with the "humanitarian" craze, and some recent legislation seeks to reform in place of punishing evil-doers.

A protest against that sort of lenience to criminals is made by Sir Robert Anderson, late Assistant of Police of London, and printed in the London Nineteenth Century for February. As the writer of the protest has had a long acquaintance with the criminal life of the great city and with the practice in the criminal courts there, some of his remarks should be as instructive as they are interesting. He says:

"The effect of a proper penal law, intelligently and firmly administered, is to suppress the crimes against which it is directed. When dining with some American gentlemen one evening in the year after the Chicago Exhibition they told me there had been 2,000 homicides in that city during the year, and they questioned me about such crimes in London. I reminded them that the population of London was more than three times as large as that of Chicago, 'and yet,' I added, 'we have not so many crimes.' I asked them what number of murders they would expect in a population of over 6,000,000. After discussing the matter together for some time they suggested 300 to 400. They were absolutely incredulous when I told them that during my official life at Scotland Yard the annual number of murders in the metropolis was from twelve to twenty. That conversation reached America, and soon afterwards I received a letter from a well known public man asking me if it was correctly reported, and what explanation I could offer of such extraordinary facts. And a similar application was made to me later by one of the most learned societies. I replied that London, like Chicago, harbored a horde of the worst criminals in the world, but that it differed from Chicago in that we had an efficient police, and that a murderer, if apprehended, was brought to trial expeditiously, and if condemned was sent to the gallows speedily and with certainty. What other explanation can possibly be offered of the fact that in this huge province of brick, which contains thousands of the riffraff of the world,

life is safer than in any other large city in Christendom?

"And a law which adjudged the death penalty to the professional burglar would not greatly increase the labors of the hangman, but it would put an end to the trade of the burglar. And the effect of the death sentence would be far more efficacious in suppressing burglary than in preventing murder, for while murders are due to hate, or to some wilder passion, not uncommonly inflamed by drink, crimes against property are committed only for gain, and a 'good burglar' must be sober and cool-headed. Not one murder in a dozen, moreover, is deliberate in the full sense in which that term may be applied to every burglary committed by the professional. And this explains why in the case of the burglar no reversion to the death sentence is needed. In adopting crime as his profession 'he calculates and accepts its risks.' If, then, its risks be so increased as to outweigh its advantages, he will not become reckless and desperate, as hysterical humanitarians suppose, but will give up the business."

When the certainty of punishment if the culprit be caught is unquestionable, and the promptness of its administration is too well established to be trifled with, the fear of the penalty will act as a powerful deterrent from crime. But if it be known that juries in criminal cases, unless in a matter where great public indignation has been aroused, are very likely to be on the side of popular indifference or sympathy with the accused, and when, if conviction be obtained, there are numerous resources of appeal and delay and final pardon, every fact in the operation of the law is on the side of the criminal, everything conspires to encourage to crime instead of deterring from it.

**THE POWER OF REPUTATION.**

"Reputation and character," says J. G. Holland in Gold-Foil, "are widely different things. Character lives in a man; reputation outside of him."

While the first characteristic is highly important for the successful tradesman, yet he must not lose sight of his reputation.

As a rule, the one is the complement of the other; but not always. And although the business man's aims and ambitions may be of the highest and noblest sort, if the reputation is not satisfactory business lags. A good reputation may be likened to the waters of a gentle whirlpool, gradually winning the patrons to the desired vortex of trade, while any adverse rumor at once acts as a pebble cast into the waters, disturbing and repelling, first the nearest waves, and gradually creeping out by concentric circles until a wide area is agitated.

There are so many little things which, being misunderstood or misrepresented, mar this reputation that the tradesman must be constantly on the alert. For no matter how firmly he may flatter himself that his good repute is established, the earthquake

of popular sentiment may break forth. It is a curious fact of human nature that complainants are much like a flock of sheep. If the leader starts the rest will go in spite of all activity of the herdsman. Let the story get started that you sell sugar short weight and there are plenty to test the matter and condemn you with their own inaccurate scales. If a package of damaged meal or cereal escapes your vigilance the word goes like wild fire that your flour is infested with insects. There are many who would rather carry an adverse than a friendly bit of news. It is not so much from a spirit of malevolence, perhaps, as from the inherent love of sensation which has built up our "yellow journalism." But whatever be the motive the result is in the end the same.

"To be what you seem" is an excellent maxim of life; but to seem to be what you really are is not less imperative. Strive to impress upon your patrons the fact that if for any reason goods fall short of the representations you want to know it. If a man buys a ham and on cutting into it finds that it has been exposed to the ravages of insects, how much better for both parties if he quietly returns it at once. Of course you would not thank him to make an open display of the mishap; but you will think much better of him for the frank complaint than if he does his grumbling to a few neighbors, who, in turn, scatter it broadcast; and if you cheerfully replace it with the emphatic statement that you are very glad to have such matters reported, the incident will serve merely to render you more wary in the future.

If the mice get into your corn meal candidly tell a prospective patron—although it may be done in a confidential manner—that you have no meal for culinary purposes, although if he wants it for the chickens, all that. If a sack of flour has been opened to accommodate a small purchaser, do not try to palm off the remainder at the end of a fortnight with the idea that it is first-class flour. Make it a point to use the broken sack very soon; if not sold, take it to the home. But do not allow it to deteriorate in value without making explanation and discount.

To take pride in one's reputation does not detract from the highest standard of character—character you owe to yourself and community; strive to gain a good reputation from them; these are the two forks of the road to prosperity.

After working for \$9 per week for about twenty years a Welchman retired to look after the property he had acquired. An inquisitive neighbor asked his wife how they managed to do so well on such small pay. "Well," replied the old woman; "some folks do be allus athinkin' about what they want, but me an' me ol' man, we do be allus athinkin' about what we can do without."

He who waits to do good in some notable way will never have any good to note.

**THE ELIXIR OF LIFE.**

The discovery some years ago by Prof. and Mme. Curie, chemists of Paris, of a substance which spontaneously gave off or radiated heat and force, and therefore called by them "radium," was one of the most interesting revelations of science in this modern age.

Nobody at the time had any definite idea what this new-found substance foretold or of what it was capable, but every thinker whose attention had been directed towards it was fascinated by its realities and its possibilities. Here was a mineral that was not mere dead matter, but seemed instinct with life. It apparently generated heat and force, and radiated them into the atmosphere and into the persons and things which came in contact with it.

But the quantity obtained was excessively small, and it was held at fabulous prices, although it was dug out of the earth with the strongest sort of probability that there must be vast stores of it within our globe. Scientists speculated that it must form part of the material of our universe, and that in its pure and undiluted state it constituted the body of our sun and was the source of its heat and light, which were perpetually radiated and of whose substance nothing was consumed.

It is not strange that the medical men should have taken it up for experimental tests as a cure for bodily ills, and some doubtless dreamed of the possible approach of a new era of the philosopher's stone and the elixir of life. But such researches require long and intelligent study. The greatest discoveries are often known to be held as mere scientific puzzles and curiosities before they are brought to any practical use. This was so with nitroglycerine for many years, while the gyroscope has been a mechanical toy for half a century, and is but now coming into any practical use.

These observations are suggested by the announcement that a distinguished physician, a member of the Homoeopathic Medical Congress, has found radium when combined with other mineral matter a most potent addition to the materia medica.

Whatever may be the merits of his discovery, there is good reason to believe that there is healing virtue in so potential and mysterious a substance as radium, and if not already discovered it sooner or later will be, and if its healing virtues have been tested to a certain degree, its capabilities and potentialities will be still farther developed.

Without giving any heed to the claims of the ancient alchemists, the science which they originated is capable of giving results which were once credited to magic.

The conscientious man never dodges a duty by hiding behind his conscience.

The honesty of our cries for justice is seen in our attitude to the helpless.

Envy is the tribute that sloth pays to industry.



**NAGGING STOREKEEPERS.****Some Have Reduced Grouchiness to a Science.**

Written for the Tradesman.

Some store proprietors always stroke their employes the wrong way of the fur. They are forever nag, nag, nagging at them for something they have done.

It may be that the "something they have done" is a thing that calls for harsh censure, no matter who the offender. In that case the culprit has only to take his medicine and make as little of a wry face as possible under the circumstances; to grin and bear the administration and try his best not to let the offense occur again.

On the other hand, the fact that displeases the proprietor may be something for which the clerk is not wholly to blame; something that could easily be remedied with a word of admonition firmly, but pleasantly, spoken.

There is a way to express disapprobation and yet leave a warm feeling around the heart for the one who holds the stick.

Some proprietors there be who have favorites among those who work for them. Sometimes these favorites are men, sometimes they are women. Whichever they be they find their workaday path a thousand times smoother than do those unfortunates who happen to come under the ban of the employer's dislike. These latter are like one having his habitation far up the side of a volcano—it is extremely liable to erupt at any moment and pour out its lava and ashes on his unsuspecting and unprepared head.

I once heard of the proprietor of a certain store who, without any apparent reason, seemed constantly to lie in ambush, waiting to pop out and catch a special member of the force in fault. Then he would lambast the unfortunate member, and if he could nab him so as to give him the drubbing before others it seemed especially to delight him, to put meat on his bones; he would seem fairly to gloat over the crestfallen condition of his unhappy victim. Delinquencies that in others would be condoned or entirely overlooked were, in the case of this much-picked-on person, made the very most of that could be made. This particular employe I have in mind was very, very poor. He was so scrimped in clothes, so plain of feature, so unassuming of manner that it would really be difficult for him to nail a job if he applied for a place without a recommendation. But the truth of the matter was that he had always worked for this one employer. He had begun as a very young fellow. He was not of the sky-rocket variety, but of the patient, plodding sort; the sort that stick to their work without standing on the housetop and proclaiming their faithfulness. And just owing to this trait of character his employer undervalued always his services. He failed to recognize the merit of the fellow for that very fact of his not tooting his own horn. Every little point of well-doing on the part of the rest of the workmen somehow was impressed by them-

selves upon the employer. Years of this downtroddenness had brought the humble member of that force almost to the level of an automaton, and he had grown to look for nothing else than kicks and blows from the man who should have had more of the milk of human kindness in his make-up.

You exclaim:

"Well, why on earth didn't the fellow change his position?"

For the reason that he lacked initiative; for the reason that, even if he was treated like a dog by his long-time master, he hated to try and get himself another job because he had been in the one situation so long that he would have felt like a cat in a strange garret in any other shop. And so he stayed on and on, and yet on, taking the abuse meekly that was piled upon him.

Fool? Yes, of course; but it takes all kinds of people to make a world, you know, and he was of one kind.

Another kind was the man who so persistently sought for cause for it and heaped contumely on contumely on this long-suffering employe until he had it reduced to a perfect system.

Ph. Warburton.

**Sorry For the Horses.**

When the President heard of the Confederate raid at Fairfax, in which a brigadier general and a number of valuable horses were captured, he gravely observed:

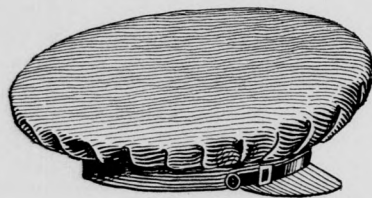
"Well, I am sorry for the horses."

"Sorry for the horses, Mr. President?" exclaimed the Secretary of War, raising his spectacles and throwing himself back in his chair in astonishment.

"Yes," replied Mr. Lincoln, "I can make a brigadier general in five minutes, but it is not easy to replace the hundred and ten horses."

No man bears his burden better by adding your blame to it.

Knowledge is power only so far as it is practiced.

**Ideal Shirts**

We wish to call your attention to our line of work shirts, which is most complete, including

**Chambrays  
Drills  
Sateens  
Silkeline  
Percales  
Bedford Cords  
Madras  
Pajama Cloth**

These goods are all selected in the very latest coloring, including

**Plain Black  
Two-tone Effects  
Black and White Sets  
Regimental Khaki  
Cream  
Champagne  
Gray  
White**

Write us for samples.

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

We are manufacturers of

**Trimmed and Untrimmed Hats**

For Ladies, Misses and Children

**Corl, Knott & Co., Ltd.**

20, 22, 24, 26 N. Division St.  
Grand Rapids, Mich.

**Becker, Mayer & Co.**  
Chicago

LITTLE FELLOWS'  
AND  
YOUNG MEN'S CLOTHES

**Now Is the Time**

**To Buy Spring Hats and Caps**

We show a large line of Men's and Boys' Straw Hats to retail from 5c up to 75c.

Men's and Boys' Felt and Stiff Hats in the newest shapes \$4.25 to \$21 per dozen.

Men's, Boys' and Misses' Spring Caps 75c up to \$9 per dozen.

**P. STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids, Mich.

# Green Ribbon for St. Patrick's Day

Number two at 25 cents  
per piece.

Number nine at 75 cents  
per piece.

It is the correct shade  
for this purpose. Mail  
orders given prompt at-  
tention.

**We Also Show**

a fine assortment of silk  
taffeta, satin taffeta, nar-  
row, washable, velvet  
and spool ribbon in the  
best selling shades.

Look us over.

**Grand Rapids Dry  
Goods Co.**

Wholesale Dry Goods

Grand Rapids, Mich.



### Advantages of Having a Good Farming Trade.

In the realm of retail merchandising the country retailer with a good farmer's trade is certainly to be envied. His advantages over the small city retailer are numerous and varied.

As a rule the small city retailer spends more time in making "5 and 10 cent sales" than the country merchant in making sales of twenty times the amount.

With his hundreds of competitors and his heavy expense the city dealer's profits are cut down to next to nothing.

"Professional shoppers" take up hours of his time and reward him with probably a few "10 cent purchases."

He must maintain an expensive delivery wagon and his lighting, fuel, rent, clerk hire and advertising expenses are big items. He must necessarily do an enormous business to have a living profit at the year's end.

What a wonderful advantage the proprietor of a country general store has. He has no "shoppers" to contend with in the farmer's family—when they come to buy, they buy, and in good lots, too. No deliveries have to be made and he gets his cash on the spot.

While the annual income of the former is probably much below that of the city man, yet a dollar will go farther with the farmer than will five with the average city man.

The far greater part of the farmer's provisions and fuel are produced right on the farm, and his other general expenses are only a small item when compared to those of the city resident.

The average farmer has a snug sum laid away for a "rainy day," and whenever he sees anything that strikes his fancy, whether a necessity or not, he has the money to buy, if he so desires.

Right here is where the small dealers come in. They realize the value of the farmer's trade and they're getting more of it every day. Their advertisements and catalogues are prepared in such an attractive, inviting style that it seems much more convenient to the farmer to "order by mail" than to drive to town.

This is certainly serious competition for the country retailer, but it is competition he can easily overcome, to a great extent, if he would use more of the invader's method—advertising.

The value of advertising is recognized by every twentieth century merchant, but not every one of them knows "just how to go at it."

One of the best means of reaching the farmer is through the local weekly paper. This is a welcome visitor into nearly every home in the country and your "store news" would be as interesting to the farmer, if presented in readable shape, as anything else in the paper.

If you haven't a weekly paper you should have the choice of a weekly or monthly store paper of your own, or the circular, the booklet or the catalogue.

The country retailer wishing to establish a better farmer's trade, or one with an established trade and who wishes to keep it, will find these various methods worth every cent he can put into them.

### The Meaning of Store Service.

The time was when the retail store, no matter how large, was merely a market place where people passed in and bought what struck their fancy, if the price suited, and ran all the risk of being given value received for their money. They traded at their own risk and haggled over prices, and the ethics of the auction room prevailed.

Watch the tendency to-day and you will see that all this has passed away, or is passing away, in all the first-class retail establishments of the country. The whole system of merchandising is undergoing a change. The retail store, instead of being a place of trading merely is now a place of service to which people come to have a definite need supplied in a definite way. The special sale gives us about the only remaining instance of chance buying, and the wildest-eyed bargain hunter expects no element of store service to enter into these transactions. She does not permit a second imposition in the way of counterfeit goods, no matter what the bargain. If standard, dependable merchandise is offered at a reduced price, she takes advantage of the saving, but the advertising man knows that it takes an intelligent "reason why" to interest her in the special offer.

The present day storekeeper studies the wants of his patrons and finds means to supply them. He helps to educate his customers in taste and values, instead of attempting to force upon them such goods as he may have picked up in a spirit of speculation. He not only sells, but he demonstrates; he delivers; he establishes or puts into service his wares. Above all, he guarantees. The sale is not dismissed from the mind when the goods are wrapped up. The present transaction is nothing unless the customer is satisfied and her permanent patronage is gained.

All the education of salespeople in the great retail establishments now emphasizes store service as opposed to sharp sales making. The standard of intelligence among store workers is being steadily advanced, and the public is impatient that it has not advanced more rapidly.

It is this spirit of store service that has created departments instead of counters—great stores within stores, with experts in charge, and facilities multiplied to the limit of space at command. The same spirit will work still other changes in the retail store until the whole policy of sales handling will be in line with the broader principle of service in place of exchange.

### Novel Shoe Selling Scheme.

A strikingly novel shoe display might be realized in this way: Have wooden steps in the window in a long semi-circle, those in the rear somewhat higher than the ones in the foreground. Cover these steps with

white paper. On the first step to the left stand a small girl's shoe on a school slate with a school companion beside it, and pin a neat placard to the box, reading "Schoolgirl." On the second step place a new lady's slipper on a small fancy cushion, with a hand mirror beside it, a placard on the face of the box reading, "Lady of Leisure." On the third form to the left stand a well-worn lady's shoe on a piece of carpet with some household utensils beside the shoe; the word "Housekeeper" should appear on the card. On the next form rest a gentleman's slipper on a folded smoking jacket, several pipes aiding in the suggestion of ease and comfort, the placard on the box reading significantly, "Retired." Next is displayed a new shoe, extreme in style, standing on a baseball score, close to a box of cigars, the accompanying placard reading, "Sport." In one corner of the window, in the background, place an old boot on a pile of potato baskets, with a wisp of hay thrust in the leg of the boot, a card on the baskets reading, "Farmer." In the opposite corner stand a tall stool exhibiting a shoe placarded, "Book-keeper." Of course each step contains a number of different styles of shoes suitable for the party named on the placard.

It is difficult for a stout woman to get away from solid facts.

You can complete a good work, but you can never end it.



### A Good Investment

#### PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

### Grand Rapids Floral Co.

Wholesale and Retail

#### FLOWERS

149 Monroe Street, Grand Rapids, Mich.

### 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.

### 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

### 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

## Mica Axle Grease

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

## Hand Separator Oil

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

### STANDARD OIL CO.

GRAND RAPIDS, MICH.

## Post Toasties

Any time, anywhere, a delightful food—  
"The Taste Lingers."

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



139-141 Monroe St.  
Both Phones  
GRAND RAPIDS, MICH.

## 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.



## PARTING WORDS.

## Secretary Van Asmus to Grand Rapids Board of Trade.

The real story of the Grand Rapids Board of Trade has never been told. It is probably known in its entirety only to myself. Those who know one or another segment of its history best, like myself, have been too engrossed with the business of actual accomplishment, the work of making good, to spend time in looking backward. That comes as the portion of old men who have quit achieving and who live in retrospect. We "boys" of the Grand Rapids Board of Trade who are out on the firing line have felt, one and all of us, that it is a more important thing to be making history for our city than writing it. So this attitude of mind having become a fixed habit on the part of our organization, probably the history of the Board would never be told except for some such occasion as this, when, at the moment of "breaking home ties," with memory at flood tide and the billows of fellowship running high, your Secretary has been commissioned to tell that story and tell the plain truth, without fear or favor.

I accept that assignment in good faith and, for the benefit of the historical archives of Grand Rapids, will undertake to relate how the Board of Trade came to be organized, and in rapid survey recount some of its main accomplishments. Should there seem to be a good deal of the first personal singular in this narrative, you have only yourselves to blame. You asked for the story. The history of the Grand Rapids Board of Trade is, in fact, the intimate history of two decades of my own autobiography, and I find it difficult, in my own mind, to distinguish clearly between the thee and the me. The heart throbs which have been the Board's have also been mine own. Every engineer who loves his machine knows this blending of identities, this personal exaltation that a man often derives from his work.

Twenty-two years ago, when I organized the Board of Trade, Grand Rapids was handicapped in the race for commercial supremacy by one great drawback. In the transportation sense it was "a city on a sidetrack."

Unlike Detroit and Jackson, the former the first city in the state and the latter the third, it was not located on the main trunk lines of the railroad running through Michigan. Detroit and Jackson grew because of favorable location. Grand Rapids has maintained its proud position in spite of a handicap. To-day, while still second in size, it is more widely known than the first city, and its ratio of growth in wealth and population has been even greater than that of Detroit. Jackson, with all its natural advantages and wealth, has yielded its position to swifter competitors and is now sixth in size. Grand Rapids, despite the decadence of her lumber industry which called it into being, has not only survived but grown and developed in greater proportion than its rivals, more favored by natural location.

What is the reason for the wonderful vitality and growth of this city when all around and about it other cities, also called to existence by the lumber industry, have with its decadence slowly but surely waned in importance?

The answer is simple: First, the furniture industry has made our city internationally famous. Grand Rapids is now the furniture show place of the world from the manufacturing standpoint. Second: The Grand Rapids Board of Trade.

And what made the furniture industry in an inland town—located not in the turmoil of battle, but on the sidelines—develop into the greatest industry of its kind in the world? Transportation, the equalization of our

to assist in the direction of those whose energies were to be bent in this direction. A wide and intimate acquaintance with every representative of the industrial interests of Grand Rapids made it comparatively easy for me to interest these in an effort to form a Board of Trade or commercial organization for the promotion of the interests of our city.

It has been said at various times that Van Asmus was "one of those who formed" or was "among those present," etc., at the forming of this Board of Trade. While a thing many recognized the need of, and while most others were prompt to concede the value of a Board, when business prestige seemed to threaten to slip away, it is literally true after all, that the Board of Trade of Grand Rapids

the municipality and the affairs of Western Michigan than its most ardent supporters would have dared to dream in the days of its early existence. Its methods have been so successful, its esprit del corps so remarkable and so widespread in enlisting the services of men of a character, such as no other similar organization in America can boast of, that its methods have been widely copied.

To secure this end I early saw that our city would have to devise a means to develop a spirit of stick-together and fight-together which would prove more than compensation for any natural handicap of geographical location.

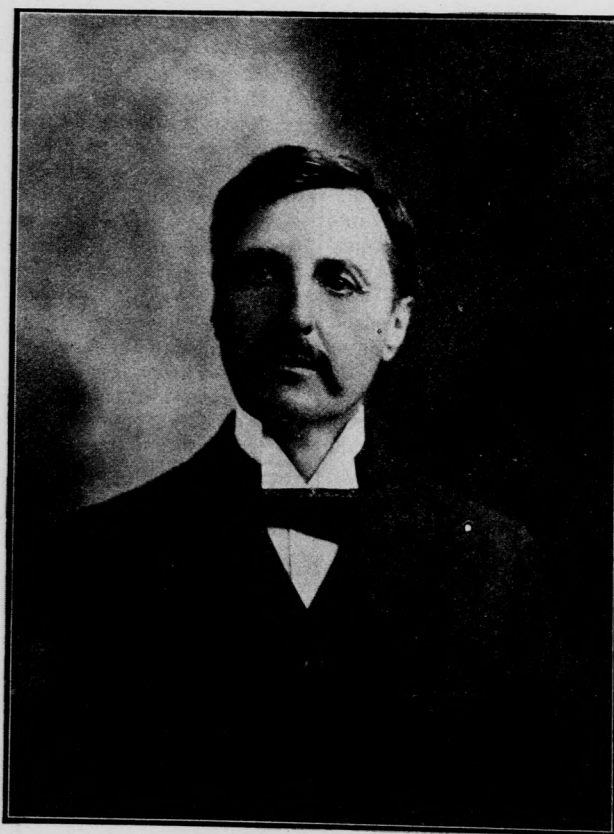
My efforts were first given to the organization and development of the right spirit and method among our Furniture Manufacturers' Association, in which I held the position of Secretary for years, devoting such time as was necessary to this movement, as a matter of public spirit and not as a salaried officer. This organization was successful in putting down much jealousy, advancing the common good and, in the years to follow, did much to help Grand Rapids hold the title of the "Furniture City" against all comers.

In the year of 1887, as Secretary of the Furniture Manufacturers' Association, I had spent considerable time at the Capitol and was successful in preventing some vicious legislation affecting our manufacturing industries. Out of those efforts to protect the commercial interests of this city came a full realization that not only must Grand Rapids look sharp to secure her rights in traffic matters, but in various other ways the welfare of our people must constantly be placed in jeopardy in the future.

Grand Rapids already needed some way—bigger and broader and stronger than the trade association among our furniture men—to protect all her complex business interests from natural handicaps, injustice and misfortune. This idea of that need revolved and grew in my mind until I saw a proper machine arise to perform that manifold functions of trade-defending and city-building, known to-day throughout America—and in a more limited way, I dare say, even known abroad—the Grand Rapids Board of Trade.

In the late summer and fall of 1887, I communicated my dreams to a good many of our leading citizens and found a generous approval. I then drew up a paper to get signatures of those who would join in such a movement which read: "We, the undersigned, approve of the formation of a Business Man's Association or Board of Trade and hereby subscribe our names for a meeting to organize." I carried that paper around personally and got 285 signatures. I then issued the call for the meeting to organize, which was held October 18, 1887. Then began our Board of Trade.

The first meeting was held at the old Common Council rooms on Pearl street. The second meeting was held at the same place November 8, 1887, and then and there, under an act of the Legislature we formed ourselves



H. D. C. Van Asmus

handicaps by recognizing the importance of Grand Rapids and its right to recognition in better terms and facilities for transportation.

In my official position, first for the Chicago & West Michigan, and later for the Grand Rapids & Indiana, and as Secretary of the Furniture Manufacturers' Association, I early saw the handicaps under which Grand Rapids must labor. From a traffic standpoint I saw her disadvantageous location and, not wishing to see her progress stopped with the waning of the lumber interest, I early conceived the idea of unifying the commercial interests of my beloved city in an effort to maintain her proud position as second in size and to seek even to make her first in importance. In my dual capacity as traffic expert, familiar with railroad procedure in establishing rates and classifications, and as Secretary of the Furniture Manufacturers' Association, I was peculiarly equipped

was the child of my brain and its organization the fruit of my effort.

Finally, what has the Board of Trade done? It has not only arrested a threatened commercial decay, but has developed a fame not only for its main industry but for the city itself like which few cities of our size can boast and the value of which is an asset in rating us with the municipalities of America which can not be estimated in mere dollars. It has taken Grand Rapids off the sidetrack and made it the "Gateway of Michigan from East to West and from North to South." It has added to and developed the commercial wealth of the city, so that while, to outsiders, we are known as the "Furniture City," we of the inner circle can see a wider and ever widening circle of diversified industries, so that we are no longer a one-industry city.

The Board of Trade has wielded a larger influence upon the individual,



into the Grand Rapids Board of Trade with 147 charter members.

Colonel Briggs was made President and myself temporary Secretary. Colonel Briggs and L. J. Rindge were made a committee to arrange for a permanent Secretary. The position was promptly tendered me, but I was reluctant to change my field of work at that time and it was not until the lapse of some months that I was prevailed upon to give up other connections and become a promoter of the general good of Grand Rapids. I entered the service of the Board of Trade with the express understanding, however, that I was to continue and hold the position of Secretary in the Grand Rapids Furniture Manufacturers' Association and be free to operate a credit business of my own independently.

It was not until 1888 that I began to give my whole time to the Board.

A brief resume of the Board's history shows the following:

I served as Secretary from its foundation until 1892. When I resigned from active conduct of the Board in 1892 it had a working membership of 362, was well organized, active, influential and out of debt. It had already done a valuable work and achieved considerable prestige.

In 1897 I was again elected as Secretary and was entrusted with the task of resuscitating the Board which was going to pieces. I entered upon office January 1, 1898. The Board had then decreased to 183 members and was in a thoroughly bad way. My first step was to raise \$5,000 to pay off overhanging indebtedness. My second step was to build up the organization again by increasing its members, reviving the militant spirit and establishing new and hardworking committees on the old basis. The records of ensuing years show how well I succeeded. The growth of membership as shown on December 31 of each year was as follows:

1899, 265 members, a gain of 82 members that year.

1900, 351 members.

1901, 510 members.

1902, 833 members.

1903, 1023 members.

1904, 1024 members.

1905, 1032 members.

1906, 1038 members.

1907, (the year of the panic) 927 members.

1908, 873 members.

This will establish that the Board under my secretaryship has made steady gains in membership every year that I have managed its affairs until the year of the panic when, of course, no man's business was anything like normal and when it was only expected to be that the Board's membership would decrease, just as every private business and public corporation found both its trade and income diminished. As you know, as soon as the panic was over, the Board righted itself promptly, and raised nearly \$5,000 last year to meet obligations that had developed as a result of this shrinkage in its income, our budget having been framed upon the basis of income of the Board in 1906 when we had over 1,000 members.

You all know the story of how the

Board got its own home in 1905. That is an important milestone of our history.

My actual service which the Board of Trade, extending through a period of twenty-two years, includes a term of actual service of sixteen years and four months.

My report for the first year ending November 13, 1888, shows among other things achieved that first year, the compilation of very elaborate and valuable business statistics about Grand Rapids and her resources; second, the publication of Grand Rapids As It Is and giving it a very big circulation along with these statistics to advertise our city as a manufacturing and trade center. Distribution was secured through compiling a mailing list with alphabetically arranged indexes of Eastern towns, showing the address of banks, investors, publications, hotels, summer resorts, libraries, Y. M. C. A.'s, colleges, seminaries and lake, sound and ocean steamships.

Naturally, owing to the exigencies besetting Grand Rapids, the first work that I took up as Secretary of the Board of Trade was the correction of the unjust percentage freight basis to and from the Atlantic seaboard. As a related part of this program came the call upon Congress to make Grand River navigable. Two committees were then appointed, one on Transportation and one on River Improvement, and hard work actually began.

After a long tedious and oftentimes discouraging campaign, lasting three years, we obtained from our railroads in 1890 the desired concession, a reduction being made from 100 to 96 per cent. to and from the Atlantic seaboard. The exact meaning of this victory to Grand Rapids was referred to by John Widdicomb recently in a letter to me, in which he stated that this achievement had saved for the furniture industry of this city "in the way of decreased freight rates what would amount to hundreds of thousands of dollars."

Mr. Widdicomb is entirely correct in this estimate. I am sure that this one achievement of the Board of Trade, apart and alone, saved more money for the business interests of Grand Rapids than the Board of Trade has cost the city for its maintenance during its entire career. Whatever besides the Board may have achieved must then be set down as net gain to the city, as profits distributed in the way of monthly dividends among our people.

Yet that reduction of freight rates represents only one item of the activity to improve traffic matters for this city. Of untold future benefit to this city, in my judgment, has been the river improvement which, although not yet a completed proposition, is destined some day, in its final accomplishments, to be of immense importance to the commercial status of this city. Neither Rome nor Grand Rapids were built in a day. Some of the enterprises which require the longest time to accomplish are the biggest successes in the end. Dredging Grand River was begun in order to give us direct commercial waterway to lake

ports. Substantial progress has been made. In my judgment it will one day be fully realized.

But let me remind you that this initial project, under the direction of the Board of Trade, has developed already into a link of a much vaster proposition, namely the project to complete a thorough state waterway via Grand Rapids from Lake Michigan and to Lake Huron which project under the name of Grand-Saginaw Valleys Deep Waterway Association is now being actively urged by our people before Congress. When this canal is finally constructed, cutting off the long journey around the lakes, via Mackinac, it will, in connection with the other links beyond already assured, put Grand Rapids on the shortest, most direct shipping route between Chicago and other lake points and the Atlantic seaboard. The possible significance of such an achievement is stupendous.

And don't forget that this big project began with the dredging of Grand River. It is but the latest development of our river improvement work. It is a Board of Trade promotion. This river improvement was begun by the Board of Trade upon my raising \$4,000 and the engaging of Mr. Mitchell, a prominent engineer to make a survey of Grand River from Grand Rapids to Lake Michigan. This survey, when submitted to Washington, obtained for us our first appropriation of \$50,000 which began the dredging of Grand River by United States Engineer Colonel Ludlow. Subsequently Congress appropriated \$463,000 more to carry on this work and it is still in progress.

Your Secretary's time was fully occupied for about six months in gathering statistics upon which to base our claims in the petition to Congress for river improvement. This was a huge undertaking, information being obtained by me personally from all the manufacturers and jobbers and from all the railroad lines covering this territory, with the understanding that when such information was completed and the results were tabulated, I was honor bound to destroy all written information that had been furnished to me. This data, duly submitted to Congress, backed up by our petition, was very instrumental in securing the first appropriation for river improvement. My scrap book, containing the first statistical information used in this campaign, is a mine of information for the future historian.

Allusion to these transportation matters will suggest to the membership something of the plans which I inaugurated at the outset in the management of the Board and have carried through to its present stage of development. It has been my policy to organize committees from time to time to undertake one or another work, such as to secure better freight rates or an appropriation to dredge Grand River, and just as fast as I had one committee under way and going in good shape, with its duties well under way—its members "bridlewise," so to speak—to begin to think of other additional work. After deciding upon the next most important

crusade to be waged and getting the officers interested, I brought into existence a new committee to undertake the new thing, independently of the other units of the Board already at work on other matters.

Getting the membership thus organized and trained to harness has been one of the real factors of the Board's splendid success. Indeed, the public spirit shown by our members is remarkable. Men of the first order of business and professional ability do not hesitate to give of their time, experience, ability and hard work just as freely as our city requires, and, of course, without compensation, except as they share the good to all. If you ask me what one thing has given your Secretary most pleasure in his work all these years, I will reply that very situation—the astonishing success with which you fellows have buckled down to committee business and gotten things accomplished. I am proud of you.

Another distinct achievement of the Board was to secure additional train service between Grand Rapids and the East. With our present satisfactory train service to eastern cities, many of our citizens will, perhaps, not realize that the day was not so very far back when Grand Rapids had only three trains over the Michigan Central to Detroit, neither of which had through Eastern coach or sleeper service. We had a very serious battle to get through train service to New York established. In our effort to help Grand Rapids hold and develop her furniture market against all competitors by bringing Eastern buyers to our furniture conventions, we secured this concession in 1902, conditional upon 60 days' trial. If it paid, it would be continued. The road would not even advertise that it had put on this additional train. The Board of Trade did the necessary advertising by sending out 100,000 printed announcements through our furniture houses to everybody in the trade in the East, with the result that the innovation was enormously successful from the start. Our furniture convention that year was likewise far ahead of all its predecessors and this growth continues. In a short time another train was added, so that now we have five trains on the Grand River Valley Division, two of which carry through cars to Toledo.

A reduction of \$2 a car on the coal rate from Indiana coal fields was secured by us, not only for Grand Rapids, but all points in the Grand Rapids shipping zone, representing a vast benefit to all Western Michigan.

The Board of Trade's action worked marked influence in nullifying the proposed uniform bill of lading which the railroads tried to force upon us four years ago and we participated actively in the formation of the present uniform bill of lading.

Our revolt against unjust discrimination through illegal charges for icing and refrigeration by the Armour Packing Co. and the reforms it called forth through getting the Federal Government into action is well known history.

Surely these two achievements, apart from all other considerations,



have more than refunded to the city of Grand Rapids the expense of conducting our Board of Trade organization for the past four years.

Another phase of the transportation matter is the location here of the Pere Marquette Railway shops, giving employment to over 500 hands. We are entirely responsible for bringing our municipality and the Grand Trunk together in the matter of the Mill Creek improvement, the restoration of the station at Comstock park and better train service at that point. The Board rendered great service in the creation of the present Michigan Railway Commission; in fact, we were the first movers in this. We secured a membership, as a body, in the Interstate Commerce Law Convention, an organization which, more than anything else, aside from Senators and Congressmen, is responsible for the present efficient and broadly grounded Interstate Commerce Commission.

The Board has also secured from the Pere Marquette and the G. R. & I. Railroads agreements for ten day excursions to Grand Rapids from points north and west of the city at the time of their annual excursions to Detroit and Chicago. These low rates bring many people to our city who otherwise would not have come and to the great advantage of the retail trade.

It also secured a one-fare-round-trip-rate from all points in Michigan to Grand Rapids during the time of the West Michigan State Fair, which placed that institution on an equal basis with the State Agricultural Society, so far as the railways were concerned.

It was the Board which took up and secured the abolition of the old time intolerable delay in handling the early morning mail from Chicago to our city. Also, bringing about additional train service between this city and St. Joseph. Individual jobs like securing the bridge where the Pere Marquette road crosses our river have been too numerous to receive separate mention.

The Board of Trade started the movement which secured the building of the Grand Rapids & Holland inter-urban electric line.

The Board of Trade had its share in inducing the Grand Trunk Railway to extend its tracks into the business center of the city, with the location of a new railway station at the east end of the bridge, to the end of bettering the development of Canal street and the west side of the city.

So much for transportation matters. And transportation, gentlemen, is the lifeblood of commerce. Production is useless without distribution, and distribution of its products was the biggest problem our city was ever called upon to settle.

It will not be denied—especially by the older and most active members of the Board—that in these transportation problems of Grand Rapids my intimate knowledge of railroad traffic was of a character that was immensely valuable to the Board and consequently to the city and its entire industries.

A review of the industrial situa-

tion shows that the Board has been largely responsible for the organization of nearly a score of important industries in this city. This list includes the following concerns with their capital and the number of hands employed.

Keeler Brass Co. ....	550	\$ 160,000
Stickley Bros. Co. ....	325	325,000
Lindner Interior Finish Co. ....	64	60,000
Macey Co. ....	400	500,000
G. R., Holland & Chicago Ry. ....	40	
Pere Marquette Car Shops ....	550	
National Woodenware Co. ....	6	20,000
Clapp Clothing Co. ....	90	50,000
Nachtegal Mfg. Co. ....	25	50,000
West Michigan Fair Association ....		125,000
G. R. Malleable Iron Works ....	600	250,000
Michigan Lithograph Co. ....	50	35,000
Terrell Equipment Co. ....	30	25,000
Excelsior Wrapper Co. ....	60	110,000
Pythian Temple (now the Ashton building) ....		115,000
Standard Mfg. Co., of Jackson ....	250	25,000
Howard Thomas canning factory ....	200	40,000
Rapid Heater Co. ....	21	20,000
		4150 \$1,785,000

These industrial enterprises to-day are, in the main, big institutions and one building costing \$150,000 was secured for the city by the Board of Trade during my tenure of office.

In connection with the industrial matters, I might say that the Board has often been criticised unjustly for not making more apparent effort to secure new industries. The retail interests of the city sometimes feel that their business interests would be greatly served by increasing the population of Grand Rapids rapidly through seeking new industries. In this the Board of Trade has fully agreed with them and has done its utmost at all times to bring the right kind of industries to this city. However, our policy has been to encourage actual "going" business concerns or live prospects to locate here and cut out the poor ones. In common with other progressive cities, we have learned the failure of cash bonuses to attract enterprises as a general proposition. Where that could be employed successfully, we have done so.

The retail interests of Grand Rapids, however, must not overlook the fact that the perpetuation of our present well-nigh ideal labor condition in Grand Rapids, with its entire absence of agitation and strikes, is a greater asset for present prosperity and the future greatness of this city than could be replaced by any other condition. Forcing unwise growth would deluge our city with the sort of labor troubles incident to Chicago and many other manufacturing cities. Grand Rapids stands to-day unique in her wholesome labor conditions, and that is a benefit shared not less by retailer than manufacturer.

The promotion of the Wholesale Dealers' Association, with sixty-seven jobbers co-operating, has for three years invited the retail trade of

Michigan to attend the Merchants' Week with us the early days of June. We entertained them cordially with a sumptuous banquet last year which was participated in by over 1,800 guests. Merchants coming to Grand Rapids for trade have their fare paid back home. This project was conceived by your Secretary five years ago and at first was taken up by our jobbers in a very indifferent manner. I found scant support for the proposition until Frank E. Leonard came to my rescue upon seeing some returns from such a proposed expenditure. Merchants' Week is now a fixed thing and supported by our wholesale dealers at an annual expense to them of over six thousand dollars.

This week of buying was followed by a return visit last year by our business men to the retail trade of the State, making a three day junket by special train and stopping at every town along the itinerary. The sight of three or four merchants from Grand Rapids—all competitors—going arm in arm into the store of a customer or prospect and inviting his acquaintance and trade, not as individuals, but as Grand Rapids, was one for the gods to enjoy.

This display of broad-minded and patriotic spirit has its reward. It means all throughout Michigan already that the Grand Rapids market stands for more than a mere selfish barter and individual, catch-penny hustle.

This broad spirit of trade promotion represents one phase of the many sided development of our city's business which the Board of Trade has been sedulously cultivating for two decades. Do not overlook the fact that the board has likewise accomplished great things for the city, throughout these years of patient work, simply because such assets as the public spirit it has engendered seem to be intangible. Such assets are not intangible, if the situation is understood, for nothing is more important for any city than neutralizing personal jealousy and trade antagonisms and rivalry and developing a broad active public spirit. Do not forget in this day of peace and public spirit, 1909, that twenty years ago—and even more recently—Grand Rapids had her full share of disaffection and bickering among her business men and interests and that at more than one time the progress of the city really depended upon the weeding out of disaffection, reconciling dislikes and growing a good robust stock of unselfish co-operation and esprit de corps among our business men. Perhaps only a few of our own most active members appreciate how much consistent effort your Secretary has put forth through these years to secure these ends. The fruition, I am glad to say, has been abundant. Is not the Spirit of Grand Rapids to-day proverbial? Give your Board of Trade a share of credit for helping to create these felicitous conditions.

Another important infant of the Board of Trade is the West Michigan State Fair, which, as you all know, the Board created, and through its officers put on a splendid footing. The Fair is now an annual institution, owning \$125,000 worth of property. It

is a money maker and every year brings a splendid volume of business to this city in connection with its meeting. This situation was created in the wake of a preceding financial failure.

I myself organized the Fair, raised the first money to set it going and selected all the officers but the Secretary on March 10, 1902. This was accomplished after two years of plugging. I am proud of this job and the success that has come to it through the able work of its officers. I account as the most important step of this success the securing of the services of that up-to-date farmer, road builder and early riser, known to most of you, President Wm. H. Anderson. Secretary Conger has also proven an invaluable man to look after the Fair's fences. One other thing in connection with the Fair of which I am proud is that it was predicted freely we could not conduct a successful fair without permitting drinking and gambling. The Board of Trade thought differently. We made our contention stick. The Fair is a big business success, financially, and it is a clean institution, morally.

In connection with this movement, we naturally interested ourselves in eliminating objectionable conditions of many years' standing which had crept into the conduct of horse racing. We wiped out the old crowd and organized the Furniture City Driving Club, with a membership selected from the members of our Board of Trade, and you know the proud record the Association has made for itself.

In Municipal Affairs the Board of Trade has been responsible for the present organization of the city boards, the opposition during the time we were active in this movement dubbing us as "Blocks of Five."

1. We created the present splendidly organized School Board, the admirable Library Commission, the Police and Fire Commission, the Board of Park and Cemetery Commissioners and combining the boards of Health and Poor Commissioners.

2. The appointment of Milk inspection and Smoke inspection; and placing rubbish cans on the main street.

3. We brought about the creation of the Kent County Good Roads district.

4. The establishment of a Detention Hospital.

5. The establishment of the Anti-Tuberculosis Hospital.

6. The Mill Creek improvement.

7. Preventing the Soldiers' Home polluting the river and making it possible whereby this institution is now connected with the city sewer system.

8. Protecting our retail trade by uncovering an old State Law and by inacting city ordinances from the "fly-by-night" itinerate venders of merchandise.

9. Five years of campaigning resulted in the promotion of the good road's district, embodying four townships with Grand Rapids and East Grand Rapids.

10. Last, but not least, is the success attained in securing the new Federal building.



In the amount of work which the Board has done to achieve such things as induce Congress to give Grand Rapids a new Federal building the public is, perhaps, not fully acquainted. With all due recognition to the splendid services of our former Congressman and Board member, Senator Wm. Alden Smith—without whose help we probably could have accomplished nothing in this direction—it is still only fair to give the Board of Trade its full share of credit also for helping to consummate this deal. It was the Board in the beginning which inaugurated the movement and began the agitation. It was the Board which prepared the elaborate data and made the memorial to Congress which helped Congressman Smith to secure the \$500,000 appropriation which made the splendid architectural pile now in the course of building possible. Therefore, in one sense, the Federal building is to be considered as another of the trophies hanging to the belt of our Board of Trade.

I would like, in closing my official career with the Board of Trade, to say a few words to the newspapers of Grand Rapids. I am indebted to the newspapers for much help through all these years in the accomplishment of what I have been able to accomplish as your Secretary. I am deeply sensible of this assistance and support.

However, on more than one occasion, I have had to thank the papers—one or another of them—for some worries and sleepless nights. In their desire for early news, they have occasionally, "crossed my wires" for me and caused me more trouble and perplexities than they perhaps realized.

The function of the Board of Trade has been to think and act; it is often necessary to accomplish a thing before there is talking done about it. It is the function of the newspapers to think and talk. Sometimes the press talks too much. At some stages in the history of the Board, when enterprises have been formulating, our newspapers, with perhaps pardonable eagerness to get hold of first news, have caused the Board embarrassment. Injury has occasionally been threatened or done to our propositions by this eagerness. This now and then has all but cost the city the success of some project which the Board had under way.

I make this statement merely to hint that at times your Secretary has had his own troubles in preventing premature publicity for one or another proposition receiving the Board's attention. I have felt at times that the necessities of serving the board's interests in these matters has been misunderstood by our newspapers who may have believed that I was not as eager as I ought to be to help make a good story. Yet I can assure my friends of the press, one and all, at the close of my career with the Board of this city, that that view, if it has ever been held, does me injustice. I have been as eager to get publicity for the Board of Trade enterprises at the right time as our newspapers have been cheerful to give it, but there have been times when publicity was not consistent with advancing the business interests of the city.

At the termination of my connection with your Board I wish to publicly express my deep appreciation of all the assistance that the Board of Trade and the executive officers have received at the hands of our newspapers through these years and make due acknowledgement of the fact that an all-important part in achieving this work of city-building has been due to the newspapers of Grand Rapids.

I desire, also, at parting to express my deep appreciation to the rank and file of the membership of the Board of Trade for the confidence, universal good will and splendid co-operation they have given me throughout my official career. In particular, I desire to express the gratitude that wells up in my heart for the officials who have been intimately associated with me in the conduct of the Board's affairs all these years—my yoke-fellows in the work of these more than two decades—the Presidents of the Board and the chairmen of all the committees, with each and all of whom I have come into intimate personal contact. They are my lifelong friends and I prize their esteem highly. Nor do I wish to overlook the many hard working members of the committees who have given unstinting of their time and service to Grand Rapids.

I might add one word at parting in justice to the methods that I have followed in my official connection with this Board. I know that I have been criticised because I have made of this organization a disciplined body of trained workers, highly specialized as to its different functions and having power so centralized in its officers and various working committees. Need I apologize for an admirable business machine? Did it not do its work successfully? What was it organized for? Has it made good? Is business done successfully in any other way? Is science, as a method, any more useful anywhere than when applied to organizations? Are not all the splendid business institutions that make up the aggregate of wealth of this city based upon power centralized into the hands of one or a very few men who know how to do things and who are willing to undertake the responsibility of making good in their various situations? My sole thought in the conduct of the Board's affairs has been to see a desirable goal ahead and then take the shortest and quickest cut to get to it, yet due form has always been observed. Throughout my official career, I am proud to say, I have never had disagreements with the executive officers of the Board, with any of those who have been in full possession of our battle plans and who alone have been in a position to criticize the Board's conduct and my policies, if criticism were necessary. The officers—one and all—during their administrations have been in entire accord with my views and policies, and after retirement from office, without a single exception, they continue to give the Board and my methods their unqualified approval, sympathy and support. Surely, such testimony is significant, and is ample answer to thoughtless criticisms which now and then will naturally arise on the part of those who are not

intimately connected with the Board's affairs and who are not, therefore, in a position to pass intelligent or just judgment upon its management.

Summing up our two decades together, gentlemen, I am profoundly grateful for this generous good will and almost unanimous co-operation that I have received at your hands and in an organization of a thousand members, with its possibilities for antagonistic views and conflicting interests, I can voice only satisfaction that friction has been reduced to the minimum, as it surely has; and that the Grand Rapids spirit of union, harmony, loyalty and co-operation has been realized so gloriously.

Although I am parting company with the Board of Trade, I shall always have a warm spot in my heart for the organization and for the city which has supported it so generously and so unselfishly and anything that I can do now or at any future time to further the interests of this city will be very cheerfully undertaken.

In laying down my official duties with this Board, as I herewith do, I urge upon you members of the Board and citizens of this city the necessity of continuing to stick together in the future as in the past for the commercial supremacy and advancement of Grand Rapids, with just that same steadfast devotion and earnest work that have marked the years that have passed. I bespeak for my successor, Mr. Cotton, the same generous sympathy and support in his work that you have given me in mine; and I predict a continuous march of growth

and usefulness for the Grand Rapids Board of Trade in the decades to come. Friends, comrades and co-workers, I bid you my fraternal and official farewell.

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

## WORDEN GROCER COMPANY

### The Prompt Shippers

Grand Rapids, Mich.



**LOWNEY'S  
COCOA and  
CHOCOLATE**

For Drinking and Baking



These superfine goods bring the customer back for more and pay a fair profit to the dealer too

**The Walter M. Lowney Company  
BOSTON**



### MUNICIPAL COMMITTEES.

#### When They Accomplish the Greatest Results.\*

All organizations similar to the Grand Rapids Board of Trade have standing committees who are expected to look after matters pertaining to their respective cities, which now and then, somehow, seem to escape the vigilance of the regularly-elected municipal officials.

And all cities have officials who, for some reason or another, seem to be possessed of the idea that no such constituted standing committee has any right to consider, investigate, report upon and suggest as to affairs which, by virtue of a formal vote of the people, they are, themselves, expected to handle.

For these reasons the exercise of generous diplomacy, serene patience and broad minded fairness on the part of both members of municipal affairs committees and members of municipal boards are essential. Without the presence and application of these qualities no municipal affairs committee can accomplish much that is of value to the city they are hoping to help, and no group of municipal officers can bestow a maximum of values upon the city they represent.

Therefore I take extreme pleasure in declaring my belief that there is no city in America superior to Grand Rapids in its possession of an exceptional spirit of co-ordinate effort and desire to advance the general welfare of our city upon the part of both our municipal officers and the members of our Municipal Affairs Committee.

This condition has had no sudden birth. It is the result of an evolution that has been in progress the past five or six years, and even now is not yet completed. Much has been done and more remains to be done.

Moreover, that which has been accomplished has not been achieved solely by either municipal officials or by your own Municipal Affairs Committee. Members of our Committees on Legislation, our former Committee on Public Improvement and various specially created committees have contributed to the evolution in question. And one of the most valuable revelations thus made takes the form of a realization on the part of our committeemen that they must not "butt in" on municipal affairs merely for the sake of criticism and contention; and, on the other hand, by municipal officers, a realization that any citizen has a perfect right to investigate, to offer suggestions and to make requests.

Thus it happens that our Municipal Affairs Committees during the past five or six years, each one of them, have secured desirable results and have, besides, bestowed upon each successor in turn various matters which may be termed unfinished business; so that the present Committee has inherited the heaviest accumulation of unfinished business ever turned over in the history of the Board of Trade. This fact is shown by the records of the Committee.

\*Address delivered by E. A. Stowe at farewell banquet tendered Secretary Van Asmus, of the Grand Rapids Board of Trade.

It is a splendid thing that the Committee we now have, larger than ever before, better equipped than ever before, unhampered by lack of funds, more enthusiastic and better organized than ever before, has fallen heir to the accumulation. It is a guarantee not only that more and better results will be gained during the coming year, but that a still greater and more important legacy will fall into the care of its successor.

The work of the Municipal Affairs Committee—in whatever city it may be located—is bound to be made the subject of ridicule, fair criticism and unfair criticism. This certainty is a necessary part of the game because to an extremely large extent it is educational. The members of the Committee must themselves be educated and, in turn, they must do their level best as educators. The labors which confront this Committee of to-day are very different from the labors taken up four, five or six years ago by your predecessors, and is different because of the efforts of those committees. The old committees had to learn by experience; so will you as to future efforts.

The work of this Committee is entirely different from the work of other committees of the Board of Trade. I think it is the most difficult of all, because a great deal of that which you hope to accomplish bears no relation whatever to the Almighty Dollar. There are a few things which can not be realized solely and by the direct use of money. I am quite willing to admit this fact, now that I have been honored by appointment to membership on this Committee.

For example, money can never procure an enthusiastic adoption by the people of Grand Rapids of a comprehensive civic plan. But Education can and will turn the trick; money alone would never in the world develop the splendid system of parks and boulevards which lies ready and at hand just so soon as Education gets in its wondrous work. Fancy, if you can, how any accumulation of dollars imaginable could, alone and unaided, have provided a municipal detention hospital; a municipal hospital for the care of tuberculosis, or, even, a piece-meal lot of new street signs, or a dozen or so of refuse receptacles on our main thoroughfares.

Does any sane man believe that our distinguished fellow citizen, Charles W. Garfield, could be paid in cash for the twenty-five years' campaign he has carried on in behalf of forestry? Does any sane man attempt to explain on a purely material basis the existence of the present world-wide awakening toward civic righteousness? It is a condition never before experienced and it is spreading with tremendous, magnificent certainty, touching every interest and all individuals with its influence.

And it is the result of education—exactly the kind of education which our Municipal Affairs Committee is assigned to carry forward to the very best of its ability, without pretense, without bigotry, without self seeking; solely for the good it will

do to those who bestow and those who receive.

It was my desire to express my regard for Mr. Van Asmus; to voice my appreciation of the value to Grand Rapids of what has been his life work during seventeen of the past twenty-two years. Having been intimately associated with him during the past two years of my service as President of the Board, I know accurately of his all-absorbing interest in and devotion to the Board of Trade and its purpose; I know beyond peradventure as to his tireless application and his resourcefulness in carrying out the wishes of the Board; I know directly how cheerfully he has served as a bumper protection for the President, for the Directors and for committeemen whenever unavoidable stress or strain have appeared.

The Board of Trade was his offspring and, happily, he has lived to see it attain its majority, stalwart, strong and on the right track, filled with ambition, energy and courage. Therefore it is that I—we—all of us, regretting the need which requires him to leave the lusty youngster in our care, rejoice in being able to give him assurance that we will give good guardianship to his child, and that it will continue to add to the regard in which he is already held, increased honor to his name.

The man who thinks he is generous to a fault is often generous only to his own.

Only the large hearted are fit to work with the little ones.

### How Many Eggs Should We Expect?

According to the United States census last issued, the average of the whole country is only about sixty-six eggs a year for each hen. Of course, this is merely an estimate made upon the figures presented. There are farm flocks where the average is over 100, and many poultrymen's flocks average over 150, or even more. There are also numerous instances where flocks have averaged over 200 eggs a year.

If each one who keeps poultry would make a daily record of the number of eggs, they can quickly determine whether their hens are profitable or not. It is not altogether the feed, the care or the kind of poultry which determines the number of eggs. More depends upon whether the hens belong to an egg-laying strain and whether they are of the right age. Young hens, which have been hatched from eggs laid by the best layers in the flock, will greatly increase the average number of eggs laid.

### Advertising Boiled Down.

And so, the man who boils down and measures matters from other men's view-points, then blends the resultant ideas with his own; the man who gets all the possible angles he can, then weighs, adjusts to the finest attainable hair-point and finally balances—is going to strike the sanest average—is going to arrive nearest to the truth.

It entails close study and analysis of varied and ever-changing conditions, and the constant establishment of new standards to meet latest requirements.—Judicious Advertising.

## Now Be Honest

Wouldn't you rather sell a flour that you are sure would satisfy your trade even if you do have to pay a little more for it?

# Fanchon

### "The Flour of Quality"

Is not just good enough for the ordinary trade requirements, but of such exceptional merit that it may be depended on for the best results at all times.

## Judson Grocer Co.

Distributors for

## Western Michigan



## NOT HARD WORK.

## Bad Habits the Real Cause of Deterioration.

"He'll kill himself if he keeps on working that way," say a man's friends if it happens that his tasks require longer and more tense application than the conventional eight hour stint of law and proverb. And once in awhile such a man happens to die, and then his friends shake their heads and say:

"He worked himself to death."

Ambitious young men, noting, take warning and say:

"Oh, I'm not going to kill myself. What's the use of getting anywhere if you're going to work yourself to death doing it?"

And so the "working one's self to death" notion becomes a real bugaboo, an obstacle upon which many a man's opportunities for preference are timidly and unnecessarily wrecked. For few people work themselves to death. Work does not kill. Work is natural. Hard work is good for man; and the sooner is exploded the fallacy that the hard worker "kills himself" the better it will be for everybody who does things.

Burns is the head of a mail order section in a big wholesale house. His house doesn't do a straight mail order business, so Burns' section was not by any means rushed in a way to compare with lots of places where the excess of holiday business falls with full force. The work of his department was increased, probably, by 50 per cent. above normal, but normally neither he nor the rest of his force worked nearly to the full limit of their powers.

Burns went to the head and asked for more help. The head pulled a statement from a pigeon hole, let Burns read it, and Burns went back to work, glad that his regular force had not suffered from the firm's extended campaign of economy. But he was agitated. He saw the work looming up before him mountains high. He knew that from that date until after Jan. 1 he would have to work at top speed, put in overtime and otherwise exceed his customary pace, and when he sat down to tackle that first day's extra mail Burns had worried himself half sick, anticipating the strain that he was about to undergo.

"We'll have a chance to kill ourselves for three weeks now," he told his wife that night.

At the end of the first week he was taking something to make him sleep. Another week, he had hypnotized himself into that stage of tragic resolution where a man resolves to "go through with it and then drop." As a matter of fact, the work really fell far below the expected increase, but Burns, with his mind fully made up that he was killing himself, fretted and fumed and rushed and raved like one driven beyond all possible human endurance. Never for an instant did he let up; he was "killing himself," whether he worked, ate, rode on the cars or slept. The conviction was upon him; even the morning papers did not serve momentarily to break the spell.

Three days from the end of the rush, and Burns was a pitiful spectacle. He had lost ten pounds; he had developed six nice, weary lines about his face; and he was jumping sideways when anybody addressed him from behind. He didn't fail to tell everybody about it, either, so his case of self-hypnosis was helped along daily by kind friends who enquired how he was "standing it to-day."

Finally the rush was over and Burns went home, let go of himself—and went to bed. The doctor came and Burns said:

"Killed myself working, that is all."

The doctor, who was of the new school, which understands all about such things, smiled and said:

"Oh, no, you haven't. You've simply managed to convince yourself that you are due for a collapse. You get up and go back to work, or the first thing you know you will be making yourself really sick."

But Burns, to save his face, managed to keep himself in bed for three days before the doctor's ridicule proved too strong and drove him back to his desk. Then, to his great surprise, he found that he was able to work harder and feel it less than ever before. The strain of the rush season and the doctor's assurance that it had done him no harm had tapped in him a fresh and unsuspected supply of energy. He had developed his working power by "killing himself."

Every normal man, every man who is not stunted by early work and poor feeding in childhood, is blessed with this reserve energy. Usually he never uses it, never knows that it exists. If he happens to face and conquer a severe crisis he may wonder where the unexpected strength and power came from, but the chances are that he will forget the big moment as soon as it is gone. It is only the folk who do great things, who astonish the world with the results of the unusual concentration of certain powers, who discover this untried energy within them and use it day by day.

Alexander and Napoleon of the past, Edison and Roosevelt to-day, are examples of supermen who have plumbed themselves and found the spring of strength which in most natures lies unhidden, unused. So far beyond the demands made upon it by the average task is the natural strength of man that, fully developed, it is safe to say that he could accomplish twice as much as he does without placing himself in any danger from overwork.

It is not the work that kills, not the work alone. Too often it is something which not only does not help the work, but seriously impairs it. A man who throughout the year maintains a pretty fair average of cocktail consumption can hardly be said to be in condition to put himself to any great test. A man whose stomach is burned hard and red from whisky, and who, therefore, assimilates only part of the nourishment that is contained in his food, may be expected to go to pieces under a strain. And he whose heart is missing beats through excessive smoking

well may be sure that his weakness will find him out in the time of trial.

These are the things that kill—the habits that unfit a man to stand his share of work—not the work itself. For work is natural. Hard work is natural. And all wise Nature took too much time shaping man to fail to provide strength for all that he might set to do—that is natural.

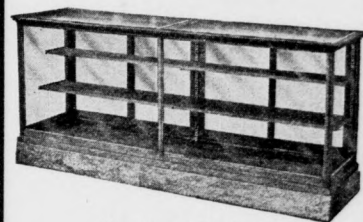
Martin Arends.

## What Is Vegetable Wax?

There are at least four kinds of "vegetable wax." The best known of these is what is called "Japan wax," which is obtained from a queer plant growing upon that Island and Corea. It is yellowish white and bears a general resemblance to beeswax. It is quite an important item in commerce. Two kinds of vegetable wax are brought from South America, palm wax of the Andes, being, as its name implies, a product of the palm, and is secreted upon the leaves from punctures made by minute insects. It is of a whitish color, odorless and tasteless and is often used by the natives of Columbia and Ecuador in the manufacture of candles. The other South American vegetable wax is secreted by both the leaves and bark of the tree which produces it. Brazil wax, obtained from another species of South American tree, forms, at a certain season of the year, a glossy, varnish-like covering over both the lower and upper surface of the leaves. As the leaves wither these layers of wax peel off and are collected by the people of the country and pressed into layers. Like the product of the wax palm of the Andes, this material is much used in the manufacture of candles.

The United States has but one species of tree or vegetable which produces wax in sufficient quantities to make it an item of trade—the barberry tree of the Eastern States. The substance itself is known as candleberry wax, or barberry tallow. The wax is a tallowish incrustation of the berries, which are collected, tied up in coarse sacks and put in boiling water, whereupon the "tallow" raises to the surface and is skimmed off into tubs, pans, etc. It varies in color from grayish yellow to deep green, and is used in the manufacture of wax candles. Thornton Douglass.

## A Better Case For Less Money.



No. 115—1909 Style.

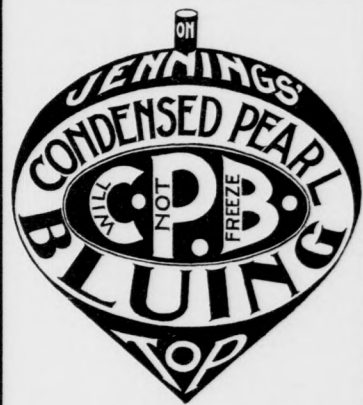
## Our Latest Design

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 Blueing That will not freeze

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

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



## MENTAL GYMNASTICS.

### Making Light and Ridiculing All That Is Old.

Written for the Tradesman.

In these latter days, in order to be popular and to impress those who occasionally glance at us as we frantically go through our little mental gymnastics, we feel called upon to ridicule and make light of all that is old, including, of course, the religion of our fathers. Is the world in a broad sense growing better? Yes. Is it growing more tolerant? Yes. Is it growing more reverent? No. It is no uncommon thing to-day to hear men of supposed culture, men of education, men who occupy important and responsible positions in the commercial as well as the educational world, flippantly refer to Jesus Christ and then look out of the corners of their eyes for the approval they expect to receive from their hearers. You doubt this? Listen then to such conversation as is frequently carried on in all public places. Forty years ago the preacher of the Gospel was respected by saint and sinner. He was respected at least for that which he represented if not for personal reasons. To-day, if you want to be real funny ridicule the preacher. Is it because he is less worthy of respect than were those of yore that we pick him out as a target for our criticisms and witticisms? Not so. We have simply reached an age where for a time a portion of mankind has swung away from the faith of their ancestors and in order to fortify themselves in the position they have taken resort to ridicule, simply because they lack the necessary brains for argument or reason. What would you not give, you scoffer and jester, for the simple faith of your good old mother? If not to-day, the time will come as the shadows lengthen when, if you possessed it, you would give the wealth of the world for the quiet, peaceful, loving, trusting faith which enabled your father with his last words and with a smile on his lips to breathe the song,

"Rock of ages,  
Cleft for me,  
Let me hide  
Myself in Thee."

Your heart was softened then and when the preacher referred to his honest, manly Christian life and as tears of grief washed away the dust of the world from your soul, you said, "I'll live that kind of a life myself. I want my children to stand by my open grave as I am standing to-day by my father's, and be proud of the fact that I lived and died a Christian man." And then came success which blinded, crazed and damned you, or, perchance, misfortune which embittered you, and you say, "I don't know—nobody knows," and you seal up your heart and scoff, or, in your bitterness you deny and so you drift out to the open sea. Abraham Lincoln, who in our judgment was the biggest man ever rocked in the cradle of this Nation, said, "It matters not so much what a man believes if he honestly believes something." I would quarrel with no man over his religious

belief, neither would I rob any man of an honest hope, however foolish it may look to me. I believe the honest Roman Catholic to be as near the right as the honest Protestant. I believe the Jewish or Christian Science faith to be as good as any to those who reverently and devoutly believe, but I do not believe any of these will be of any value to the man who does not in this life commence to practice their teachings. I believe many will sing the praises of their Heavenly Father in the church on high whose names did not appear on any church membership records here, but I do think that if I honestly believe in Republican or Democratic principles I should enroll under one of these banners and not attempt to elect a President by forming a little party of my own and of which I am the only member, simply because I think I can detect some flaws in the regular platforms. Get away from me as far as you like on non-essentials, but do not take from me by your ridicule or your advanced ideas my simple boyish faith in the God I worship.

W. L. Brownell.

### Sewage Sludge Is Made Valuable.

Sewage sludge is transformed into useful material by the magic of an English physician. He has recently evolved a cheap and simple means of converting the waste of the sewers into a valuable commodity. The successful experiments that have been made with it in the north of England demonstrate conclusively that it not only completely overcomes the disposal of sewage difficulty, but its operation can be carried on profitably, so that a new source of revenue is presented thereby.

The sediment of the sewage which gathers in the settling tanks is put through a press to drive out the superfluous water. The resulting product is distilled together and mixed with some cheap chemicals in a patent retort. Under the action of superheated steam the fatty ingredients are driven off; the oil is retained in a tower, where, under the cooling effects of jets of cold water, the fat is deposited in the form of thin white flakes like snow. The elimination of the grease and remaining water in the still leaves a brownish powder of the consistency of flour and perfectly odorless.

This residue contains nitrogen equal to 2 per cent. of ammonia, and about 2 per cent. of phosphoric acid and potash, and with the addition of a little phosphate forms a rich and valuable artificial fertilizer. It is particularly useful in enriching impoverished soils, because it is composed of some 40 per cent. of decomposed organic matter.

The cost of treating a ton of pressed sludge is about 5 shillings, while the total realizable value of its product is about 9 shillings, leaving a margin of 4 shillings, or about a dollar and a quarter for every ton. In large towns this system of sewage disposal not only would be hygienic but exceedingly lucrative.

The lofty soul is often best manifested in the lowly service.

### Taking a Census of Customers.

One night two men got acquainted on a train—a retail merchant and an expert in business organization. The latter talked of many ingenious ways in which he had simplified office routine, stimulated selling methods, and often saved a handsome income by stopping a leak or saving a discount.

"That's very interesting," the merchant said, "but it can be done only with these great modern operations. What could a man like you do for a man like me now?" He went on to explain that his general store was located in a farming district, at the county seat, its merchandise infinitely diversified, and its customers scattered over fifty miles.

"Suppose you let me try," suggested the expert, and later, after studying the merchant's business on the spot, this is what he did:

Several young men with some selling experience were hired to make a canvass of that county, following every road and crossroad until they reached a point at which the current of trading began to flow to some other town. These men were picked for their intelligence, knowledge of the community, honesty and willingness to work for reasonable pay. They went over the territory on bicycles.

Riding up to a farmer's house the representative at once explained that he had absolutely nothing to sell, but called on behalf of Smith & Co., at Smithville, to ask a few questions that would enable the firm to give better service to the people who lived in its territory. These points were taken up:

First, the name of the family's head was secured, the postoffice address and where the family sold its produce and bought its supplies.

Did it have a piano or organ? If so, what style and make, and how old? Was an exchange contemplated? If no instrument was owned would the family be interested in information about prices and terms on either new or second-hand ones from time to time? What make and style would be preferred? What price would be considered?

Talking machines, stoves, washing machines, separators, etc., were covered in the same way, and the information written down by the canvassers was carefully copied and classified on a card system.

If James Brown, a farmer on the Antioch Road, owned a phonograph, for instance, his name went onto a card list to receive the monthly bulletins of new phonograph records. If he owned none but was interested they put him in another classification under which he would receive occasional letters and printed matter pertaining to talking machines. If his children were getting to the age when a piano or organ would be needed he went onto a list that brought him information about new or second hand instruments several times a year. And the same with other commodities, so that the firm was constantly in touch with prospective buyers of goods, could force the demand intelligently instead of waiting for the customer

to make up his own mind, and had a fine clientele to which might be offered second hand goods of any character. The classifications were made as closely as possible so that definite information about a given thing could be sent to a definite person interested, and nobody else, thus saving expense. Had this plan been outlined to the merchant on the train he would probably have objected, "Oh, it will cost too much to gather all that information!" As the canvass actually worked out, however, the cost was—nothing at all; for his representatives sold enough goods in the course of their enquiries to more than pay expenses. If nothing had been sold during the enquiry enough sales shortly followed to pay all costs. Had this not happened, the general increase in business the first year would have paid for the work many times. The profit on new lines added to stock would have paid for it, too, and the more accurate and economical adjustment of stock to real demand would have paid for it again.

After this census of consumers had been worked out practically the merchant made it a basis for enlarging his business in another direction. Manufacturers were soon interested in him because his orders increased at a rate that marked him as an exceptional man. Drummers reported on the rapid growth of his business. Under the advice of the business expert this merchant is now reaching out and organizing the whole retail trade in his line in that part of the State. Staple goods, like shoes, groceries, dry goods, and the like, are sold by large wholesale houses with whom he could hardly compete. But many of the specialties, novelties, new inventions and patented articles constantly being brought out by manufacturers who have to build a brand new retail outlet for themselves through some older mercantile trade can be obtained on territorial rights by a merchant who demonstrates his fitness to develop them in given territory. This merchant is becoming the selling representative for many of those articles, and is thus becoming a wholesaler, too.—The Circle.

### Positive Proof of Freshness.

The woman who was doing her marketing was difficult to please. She had overhauled every comestible in the shop stock cheaper than the marked price, and now it was a question of eggs.

"Are you quite sure these eggs are fresh?" she asked.

"They are, madam."

"Will you guarantee them?"

"I will, madam."

"But how am I to know that you know they are fresh?"

"My dear lady," said the exhausted shopman, with incisive emphasis, "if you will kindly step to the telephone and ring up our farm you will hear the hens that laid them cackling! I'm afraid I can't say any more than that."

All men would try to be meek if they were dead sure of the promise to the meek.



# Protect Yourself Against Mistakes and Losses



**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.

**OUR GUARANTEE:**—We guarantee to furnish a better Cash Register for less money than any other concern in the world.

## The National Cash Register Co.

16 No. Division St., Grand Rapids, Mich.

79 Woodward Ave., Detroit, Mich.

WRITE TO NEAREST OFFICE

Over 700,000 satisfied users will tell you that National Cash Registers have saved them money and increased their trade.

Don't think, because *you* haven't a National Cash Register in your store that you are not paying for one. Remember that the daily losses and mistakes which occur would pay for one in a short time.

Stop the losses and mistakes at once. Keep *all* of your profits.

### NATIONAL CASH REGISTERS TELL YOU

How much money was taken in during the day, who took it in, what time it was taken in, and which one of your clerks made the most sales.

How much money was paid out, who paid it out, and when it was paid out.

What charge sales were made, who made them, and how much money was taken in on account.

All of your transactions are instantly recorded in plain sight of yourself, your clerks and your customers. Any error is instantly detected.

It will not obligate you in any way to mail us the attached coupon or telephone us for further information. It will pay you to investigate *now*.

MAIL THIS COUPON TO-DAY

**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 .....



## JUST COMMON SENSE.

## It Wasn't a Miracle That Boosted Osborn's Business.

Written for the Tradesman.

When Henry Osborn came home from college he found his father sitting on a codfish box at the back end of his provision store, thinking of the days that were. There were few customers in the place, and there was little to sell them. The once busy "Quality Store" was sliding over the dump.

Young Osborn felt something like a shock amble down his spine as he considered the situation. The elder Osborn was gray and hump-shouldered. He looked as if he had given up trying. The young man couldn't help feeling that his father had strained his finances in order to put him through college, and so reproached himself as somewhat to blame for the shape things were in.

"Father," he said, after sitting around the store for a week, sizing the situation up, "when do the Grays, and the Wilmots, and the Daltons, and the Burtons, and the O'Donnells do their trading?"

"What's that?" demanded the old man.

Osborn, Jr., repeated the question.

"Don't know," snarled the old man. "Don't care."

"I haven't seen any of them in here since I returned," said Henry.

"No?" said the old man. "Well, you won't."

"Don't they trade here now?" asked Henry.

Osborn, Sr., shook his head.

"What's up?" asked Henry.

"Oh, they just quit."

Henry sat around another week, then:

"Say, father, I think you ought to take a long vacation."

"Huh! Who'll run the store?"

"I will. You know you taught me something of the business before I went away."

"All right," replied the old man. "Run it. If you bust it up you'll be doing the best thing you ever did."

Osborn, Sr., went to the Pacific coast, fully expecting his family would be out just as soon as Henry managed to smash what little business there was at the store.

But Henry had no idea of being put on a salary somewhere when he could run a place of his own, or of his father's, which was the same thing. He ripped out the old floor and put in a new one, covering it with inlaid linoleum.

"I ought to get a rake-off on this old floor from some oil man," he laughed, as the discarded boards were heaped up in the back yard. "They've been soaking oil for years and ought to be boiled out."

Then he put in new shelving, and new display windows and went to Grand Rapids to a young man in the wholesale grocery business who had been a senior during his junior year at college. Godwin looked him over keenly. Henry didn't apologize for being there. He jumped at the matter in hand.

"Look here, Godwin," he said, "father has gone to the Pacific coast

like a wounded animal seeking seclusion. The business out there is all to the bad, but I'm going to see what I can do with it. I've cleaned up the store and put in new flooring, new shelves and new display windows. Now, I haven't a cent to buy stock with. What are you going to do about it?"

Godwin chuckled and pounded his desk with his fist.

"The same kid!" he laughed. "Do you remember the time you came to me when you had been trimmed by a couple of tin-horn gamblers and asked me what I was going to do about feeding you until your quarterly money came?"

"You bet I do," said Henry, "and you did a good deal about it, and I paid you back, didn't I? Well?"

"That is the record, so far as I remember," laughed Godwin. "Now, kid, what do you want?"

"I want the biggest stock of groceries that was ever put into that county, and you may retain title, and I'll make weekly reports of sales and disbursements. If I don't sell the stuff you can come up and get it, and I'll come down here and shove one of those wagons with little round iron wheels in your shipping room until you say I've paid all losses. Get it?"

"What makes you think you can sell goods where your father failed?" asked Godwin.

"I've got an idea," said Henry.

"You've got to show me," said the merchant.

"Tell you what I'll do," said Henry: "You send the goods up and pay freight on them, and I'll manage to get 'em into the store. Then you wait about a month and come up there. By that time I'll be able to show you the wheels in operation. If I told you now, you might say it was no good."

"All right, kid," said Godwin, "I'm going to take a chance on you. I'll keep title to the goods and make you my agent so you won't get tangled up with the old man's debts, but you can do business in your own way. Make out your list and drop in here when you are in town."

"Look here," said Henry, "it would cost you \$25 to send a salesman up there to get such an order as I'm going to give. Do I get that much off?"

Godwin sat back and laughed, and Henry hurried out of the private office.

"There's something in that kid," mused Godwin.

"There's a bully old chap," commented Henry.

And both were right. Godwin waited a month and then went out to see how Henry was getting along. Much to his amazement, the boy had been sending in money every week, and had been ordering more goods. The wholesaler began to think the lad had secured big contracts from lumber camps. When he got out to Farnson he found Henry's store full of clerks and full of customers. Henry seemed to spend his time at a big desk, by the side of which sat a golden-haired girl in front of a type-



THE SYRUP OF PURITY AND WHOLESOMENESS

# Karo

on your shelves is as good as gold itself—doesn't tie up your money any length of time, for the steady demand, induced by its quality and by our persistent, widespread advertising keeps it moving.

Develop the Karo end of your business—it will pay you handsomely.

Your jobber will tell you all about it.

**CORN  
PRODUCTS  
REFINING CO.  
NEW YORK.**

## White House and Royal High Grade Coffee

### Dwinell-Wright Co.

**Boston, Mass.**

Roasters



### Judson Grocer Co.

Distributors

**Grand Rapids, Mich.**



writer. Godwin waited until after hours and then camped down in the private office.

"Well?" he asked. "What in the name of the seven seas does this mean?"

"It is my idea," replied Henry, with a grin. "You see those rows of funny little boxes up there? Well, they are responsible for the picked-up business you see about you. You remember that, during that college year we were together, you got into politics? Yes? You wanted a friend to be class boss, or something like that, and you went out after the students. You made a card index, telling about every member of the class, his likes and his dislikes, his favorites in study and at the table d'hôte. You got every mother's son of 'em down to a frazzle, didn't you, now? And you won out for your friend so the other fellows never knew they had been in the running."

"What has that to do with running a grocery?" laughed Godwin.

"You needn't think a good idea is fitted to only one job," said Henry. "I've got in those boxes a card index of every provision buyer in this end of the county, and some in the other end. I've got his name, and the number of his family, and his postoffice, and his rural route, and his politics, and his nationality, and his occupation, and the church he goes to, if any."

"I've got his income and his general temperament. And, best of all, I've got lists of the things he buys, and when he buys them, and whether he pays cash. Look here: 'Thomas Bennett, route 10. Family of six. Good farm. Sells wheat, corn, but-

ter, eggs and sometimes wood. Is a Methodist. Wife is very economical. Bought fifty pounds of sugar, five pounds tea, fifty bars Ivory soap, box codfish on August 4. Supply will last a month or more.' Now, what do you think of that?"

"Great head!" grinned Godwin.

"Now, I keep track of all these cards. About a week before this man will be out of sugar and tea he'll get a letter something like this: 'Dear Mr. Bennett—I write you regarding a sugar deal I have on hand. You are one of my best customers, and I like to favor such. August 4 you bought fifty pounds of granulated sugar at \$5 the cwt. I now have a drive on which may permit me to shade that price a trifle. I have the freight charges on this large consignment to consider yet, but let me assure you that if the rate is no lower the quality will be as good as can be secured. I also note that you select the best brands of tea. We have some you will like. Drop in when you are in town. We'll have a chat and a cigar anyway. Regards to Mrs. B. and the kids.' Now, don't you think that will bring Mr. Thomas Bennett to little Henry?"

"It surely will," said Godwin, thoughtfully. "Say, kid," he added, in a moment, "I'm looking for boys just like you. I'll send you a customer, and you come down to Grand Rapids and take hold in our shop."

"Not for little Henry," replied the boy. "I'm going to stay right here and do business with this card index until I have a wad, and then I'm going to have a little wholesale business of my own. Daddy tried to get rich rushing around. He thought he had

to keep both legs and both arms in motion every minute in order to get on in the world. Now, I'm going to keep on sitting right by this little desk and this typewriter. I'm going to edit this shop right here and let the others do the fast walking. I know nearly every farmer in this county, and I've got a card index that is worth a fortune. You watch Henry!

"What's the use of sitting down and waiting for folks to come in and hand you money? Write to 'em! They'll come if you do! If the merchants of this country had half as much sense as the blocks-of-five politicians, they'd be on Easy street most of the time."

"Now, don't get your head swelled!" laughed Godwin.

"I'm too busy swelling this card index!" said Henry.

Alfred B. Tozer.

#### Credit For the Pardon.

One of the stories told by Frank B. Carpenter, who went to Washington in February, 1864, to paint the picture of the first reading in cabinet counsel of the emancipation proclamation, is of a poor woman from Philadelphia, who had been waiting with a baby in her arms, for three days, to see the President. Her husband had furnished a substitute for the army, but some time afterward became intoxicated while with some companions, and in this state was induced to enlist. Soon after he reached the army he deserted, thinking that, as he provided a substitute, the Government was not entitled to his services.

Returning home, he was, of course, arrested, tried, convicted and sen-

tenced to be shot. The sentence was to be executed on Saturday. On the Monday before his wife left her home with her baby to endeavor to see the President. She waited in an anteroom for three days. The President, who was passing and stopped outside of this room, heard a baby cry.

He went back to his office and rang the bell and asked the Secretary if there was a woman with her baby in her arms in the anteroom. The Secretary said there was. The President ordered her brought in at once.

She went in, told her story and the President pardoned her husband.

As the woman came away her eyes were lifted and her lips moving in prayer, the tears streaming down her cheeks. The Secretary went up to her and said:

"Madam, it was the baby that did it."

#### Like a Steamboat.

In one campaign Lincoln was frequently annoyed at a meeting by a young man who entertained the idea that he was a born orator. He had a loud voice, was full of language and continually interrupted Mr. Lincoln's speech.

Lincoln stood it as long as he could, but finally turned on the young man and said:

"This noisy friend reminds me of a certain steamboat that used to run on the Illinois River. It had a six-foot boiler and a nine-foot whistle and when the boat whistled it had to stop."

The grace of forgiveness is not acquired by practicing it on yourself

Tradesman Company

Engravers

PRINTERS AND PUBLISHERS.

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TELEPHONE NO. 5095



## GREED DEFEATED.

## Main Street Wins Out Over State Street.

Written for the Tradesman.

Not since the burning of "Stone's Corner," in 1894, had there been such excitement in Briarton.

Briarton was a corporation over fifty years old. Serene, self-satisfied and almost in spite of itself it had grown from a mere hamlet of a dozen houses or so, located on the site of a half cleared windfall, with wild blackberry bushes still emphasizing the trend of the old tote road, to a city of about 5,000 people. Hence the name, Briarton.

And when, in 1894, the general store and hotel, built and occupied by Melancthon Stone, were burned to the ground, there was almost a panic. The single fire engine was practically powerless against the aged, tinder-like condition of the buildings, the entire town was threatened and with the two largest establishments in the place burned to the ground, what was there in the future for Briarton?

The city papers, which were received the morning after the fire, each printed special despatches, which said: "Loss \$25,000, insurance \$18,000." And so when Mr. Stone settled with the insurance companies for \$15,000, deeded the lots and their debris to the insurance companies and with his family moved to another city the unsightly heap was dubbed "Stone's Corner."

For nearly ten years thereafter Briarton moved along prosperously, with its one railway as its only outlet to the world at large; with "Stone's Corner" as its most disagreeable show place. Investors seemed to shy at it, and aside from occasional rentals to small tent shows and one year's occupancy by a skating rink shack, it had yielded little or no income.

Main street suffered in consequence and State street profited. A dozen tenants left Main street to occupy new buildings on State street—and this, too, in spite of the fact that the largest and best residence district of the town was out Main street.

About this time the railroad company began sending a great, sturdy young chap over the road occasionally on a combination tour of inspection and solicitation. Clad in cheap garments but wholesome and always courteous, he was equally at home tramping along the track checking empties and other cars on the side tracks, investigating as to the water tank, broken signal boards or faulty switches and, whenever necessary, sitting down at the station master's table to "take" or receive a telegraph message. Then, having an hour or two or possibly a day to spare, he would go up town into State street and chat with them about business: how produce was coming in; how they liked the passenger and freight service they were receiving and why Briarton would not be a good place for the location of this or that kind of a business enterprise.

In this way John Safford became

well known and, because of his unassuming yet sure business demeanor, well liked. He was a good thing for the road in whose employ he was and a somewhat steady source of gratifying information for the town, as every now and then he would announce a new industry or a new mercantile establishment that was going to locate in Briarton.

"What's the matter with Stone's Corner?" he asked of the President of the Briarton National Bank as they sat on the hotel porch, Safford in his shirt sleeves and the President smoking a clay pipe. And he continued: "Why don't your citizens get together and buy that corner and put up a good hotel building with store rooms for additional income?"

"Oh, Stone's Corner is hoodooed; no one would take it as a gift," answered the President.

As he spoke a young woman, whose figure and carriage bespoke perfect health and whose face was a picture that would attract and please any man, ran lightly up the steps and into the hotel, bowing to both the President and Safford.

The latter raised his hat and the President observed: "Know that girl?"

"Only casually," replied Safford. "She waits on table and besides being pretty, she's careful, quick and more intelligent than most waitresses I meet."

"Yes, she's pretty and a good worker, daughter of the landlady; but instead of being contented and willing to stay here and help her widowed mother—who has more than she can attend to really—the girl has gone music mad. She wants to learn to sing and improve herself as a pianist," said the banker. "I just told her yesterday that she was in duty bound to stay and help her mother instead of trapping off to study music; that there was no money in music."

"But there is money in music," replied Safford. "I get \$300 a year for singing twice every Sunday in our church at home."

"Yes, I know, but as long as I am administrator of her dead father's estate Mary Marvin won't go off to any music school on that father's hard earned money, and I told her so. Told her she could go, but she'd have to pay her own way."

"And how did that strike her?" asked Safford as he leaned against one of the porch columns.

"Huh," grunted the bank President, she said: 'You'll be a good deal older than you are now, you old tightwad, before I ask you for a cent.'"

\* \* \*

A year later young Safford appeared in Briarton—much to the gratification of his many friends, who had regretted his leaving the service of the railway company—at the head of a surveying party. They had already run a line coming into the little city from the southeast and for weeks the people of the town had been morally certain—being so assured by the President of the Briarton National Bank—that the road would be built on that line.

The next day, however, Safford took his party out on the line about

two miles and began driving stakes and taking levels along a line entering town from almost due south and for half a mile or so running parallel to the long established railway.

"What you givin' us?" enquired the bank President of Safford that evening in the hotel. "Tryin' to scare State street?"

"Not at all," replied the young engineer, "I'm just seeing if we can't dodge building a bridge over Spruce Creek."

"You can't do it!" emphatically declared the banker, "an', besides, comin' in from the south you'd strike a sink hole that'd bankrupt your people."

"That's what I'm trying to find out," observed Safford, as he arose quickly and cordially greeted Miss Marvin with, "When did you leave the city?"

The young lady, who paid no attention whatever to the administrator of her father's estate, replied: "I arrived home this noon, but expect to go back in the morning," and passed on.

"I see you are well acquainted with Mary," sneered the banker, at which Safford looked sternly and squarely at the speaker for an instant and replied: "Yes, I am and she is an exceptionally fine woman."

"And they say she is a good singer," humbly observed the banker, realizing that he had made a mistake by his former suggestive remark.

"Yes, she is a fine soprano and she is held in very high esteem in the

city," coolly yet pointedly answered Safford as he walked away.

\* \* \*

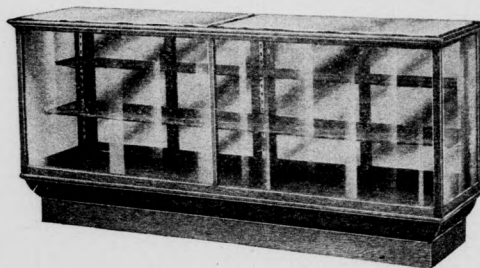
"I see you talkin' to young Safford," said the station agent, who happened to be in the hotel. "What did he have to say 'bout the new road?"

"Nothin' much," was the reply by the banker as he hitched along on the settee, making room for the newcomer. "What do you hear about it?"

"Well, as near as I kin find out through the conductors and once in a while a little chat over the wire with the despatcher," said the station master as he wiped his glasses with his kerchief, "I don't think we need to worry over the new road. It won't be built this year. By the way, did you see last Sunday's Journal?" and the speaker unfolded a voluminous copy of a metropolitan paper and pointing to an item therein handed the sheet to the banker, saying, "Read that."

This individual slowly adjusted his glasses and read: "The Farms and Homes Improvement Co., it is reported, has bought what is known as 'Stone's Corner' in the city of Briarton; price, \$2,000. This property, 100 x 125 feet in size is located on the corner of the best two business streets in the city and is considered a good investment, as Briarton is a well-located, growing little city."

"Twenty dollars a foot, front," mused the bank President, and then: "More'n its wuth," he observed aloud. Just then seeing the young engineer as he passed, he said, "Say,



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attracts people to your goods on account of the price. A

**Wilmarth**  
THE CASE WITH A CONSCIENCE

Show Case displays your goods in a manner that attracts people because of the quality of both the goods and the case.

The better things appear the more readily they sell and the better price they command.

If you are displaying goods in old cases, allow us to suggest that you investigate the Wilmarth today. Simply call us up and our man will drop around.

**Wilmarth Show Case Co.**

936 Jefferson Ave.

Grand Rapids, Mich.



Safford, did you hear 'bout the sale of Stone's Corner?"

"That so?" said Safford, halting. "Who's bought it?" he asked.

"Some smart Aleck real estate sharps. Paid two prices for it," and looking again at the item he read, "The Farms and Homes Improvement Co."

"How much did they pay for it?" asked Safford, and when the banker named the price, "Cheap as dirt," was the comment as the young man passed on.

"Mebbe he thinks so, but I don't," said the banker to the station agent, and then he went into a detailed analysis as to why State street property would always remain the best business property in town and how, because of the railway station and its noises, and cars loading and unloading, and the general unkemptness in the vicinity, Main street was "dead as a door nail."

"Yes, and it's been dead for more'n ten years," added the station master.

"Yes, sir," rejoined the banker, "there's 500 feet of street front, 250 feet on each side between the depot and Stone's Corner, and it's covered with tumbled-down buildings—where it is covered—mere shacks. Why, I wouldn't give \$5 a foot," he concluded.

\* \* \*

Never since the burning of "Stone's Corner," in 1894, had there been such excitement in Briarton.

And it was because of the publication in the Briarton Bulletin of the following:

"As will be recalled by the readers of the Bulletin, we announced several months ago that a joint agreement had been reached by the new G. C. & B. R. R. Co. and our old-time reliable, the H. D. & B. R. R. Co., whereby the new railway is to enter our city over the right of way of the old company. Additional tracks will be put down by the new company and additional sidings; a round house of large dimensions will be erected and the purpose is, on the part of both companies, to make of Briarton the most important station in the western part of our State.

"It will be recalled, also, that we then observed that this move means a rehabilitation of Main street.

"Now comes authentic and reliable

assurance by the governing authorities of both corporations that they will join in the erection on the site of the present station of a thoroughly metropolitan union station at a cost of \$30,000.

"And, more than all this, we are informed by the gentleman most intimately and most directly interested in the project—we can not fairly announce his name at present—that The Farms and Homes Improvement Co., which recently purchased 'Stone's Corner,' has also purchased all of the frontage on Main street from State street to the railway right of way. And that operating co-ordinately with the railways, that portion of the street will be widened to 90 feet—State street is only 60 feet wide—will be paved with asphalt and will constitute a part, so to speak, of a grand plaza, which will include a spacious portion of the railway property. Upon 'Stone's Corner' will be erected a magnificent four-story hotel, having four beautiful store rooms fronting on Main street.

"As further features of the revolution, the Farms and Homes Improvement Co. has already contracted for the erection of other store buildings between the new hotel and the station, buildings which are to be in full accord architecturally with the design of the union station and the new hotel. Long leases of these buildings have already been contracted for by responsible merchants, and it is understood that the new hotel is to be managed by Mrs. Marvin, who is so widely and so favorably known in this community as a successful manager of hotels."

"Oh, that's pure wind. Nothing in it," declaimed the bank President as he finished reading his copy of the paper and putting on his hat hurried over to the office of the Briarton Bulletin.

The Briarton National Bank held mortgages as security for a \$2,000 loan, and it covered everything, plant, mailing list, good will and all pertaining to the Bulletin. And this instrument was, so far as the proprietor of the paper knew; just about ready to call for a settlement. And yet when the bank President threatened and swore and fumed about ingratitude, the proprietor of the paper replied: "I don't care a cuss what you do, I've got through with paying you

15 per cent. interest, with paying you twice the rent this old shack is worth and with standing back of you with my paper in trying to make a real-thing-business street of this measly little alley called State street. Go ahead and foreclose if you like. I've got every merchant on State street with me. They hate you and they hate State street."

And so the Bulletin was sold under foreclosure, the banker receiving \$2,500 in satisfaction.

And so, also, the Bulletin (owned by John Safford) about a year after the sale published the following: "Every citizen of Briarton is intensely interested and pleased over the progress being made in the restoration of Main street to its rightful position as the chief thoroughfare for business in the city. With the new union station and the new Hotel Marvin completed and with both railways in operation and doing a tremendous business at this point, our citizens must not lose sight of the fact that during the past three years our industrial interests have been increased by the addition of nine well-organized, firmly-established and prosperous manufacturing enterprises; that many new mercantile houses have been located here and that over 1,500 additional citizens have settled in our city."

To say that Briarton was awake and earnest is a mild analysis. West Main street, the high grade residence portion of the city, was being paved, a new high school building, costing \$20,000, was nearly completed on the hill, the city had a real fire department with a fine water works system back of it, two new elevators had been erected along the railways, an opera house on the ground floor and seating 1,200 had been put into commission and everybody was happy, enthusiastic and busy.

That is to say, everybody but the ex-President of the Briarton National Bank. He had disposed of his interest in the bank, had sold his State street property and, in fact, all of his holdings in the bustling little city and had moved his family to Springfield in order to give his children a "better educational opportunity," as he put it.

"Really," said an old resident of Briarton to the ex-President, whom he had met sitting in the "amen

corner" of the leading hotel in Springfield, "why was it that, after nearly twenty years' residence among us, you pulled up stakes and got out so suddenly?"

"Want to know?" said the one-time banker.

"Sure I do an' a lot of us want to know," replied the enquirer.

"Well, I'll tell you, that young know-it-all Safford got fresh. Having more money than he knew how to spend and being 'stuck' on Mary Marvin, he wanted to marry her. As administrator of her father's estate and seein' how reckless he was with his own money I opposed the match."

"Safford reckless with his money?" questioned the Briarite.

"Yes, I found out that he organized and was back of the Farms and Homes Improvement Co. and that he was a heavy owner of the stock of the new railway company and so I didn't want Mary and the little she would inherit to fall into such hands."

"But Mary married him just the same," was the reply.

"Yes, she did, I know; but just the same, also, I unloaded all my State street property onto Safford at a good profit," replied the old banker and then, reminiscently, he continued, "I wouldn't give him within 50 per cent. of what he paid me and take it back again."

"No, you couldn't," observed the man from Briarton. "Safford has deeded the entire west side of the street—north of the Hotel Marvin—to the city for use as a public park."

And as he spoke the man picked up his grip and with a hasty, "Come up and see us," hurried out into the street.

The ex-banker remained in the "amen corner," lonely, thoughtful, envious and bitter all through. And a newsboy stealthily approaching asked in a low tone, "Want an Evening Star? All 'bout a million dollars factory for Briarton?"

"Git out or I'll kick you out," snapped the man who hated himself and all others.

"Gee, but he's a peach," mused the boy as he slid out of the front door hastily. Charles S. Hathaway.

The best way to make sure of being happy is to make some one else glad.



## Why is Baker's Package Coconut Better for a Retailer Than Bulk?

Because, combined with quality, you get clean, sanitary cartons.  
No overweight to steal profits.

**Labor Saver      No Waste      Better Bargains**

**PREMIUM—BRAZIL—TABLE TALK**

Send for samples and circulars.

**THE FRANKLIN BAKER CO.**

Delaware and Fairmount Aves.  
PHILADELPHIA, PA.



## UNDER-EDUCATION.

## Why Furniture Sales Are Not Larger in Volume.\*

I think it was Artemus Ward who once remarked that he did not care how much a man said if he did it in a few words. As the hour is past noon, it is not a favorable time to interest this audience of healthy furniture men with words. At a debating society which I attended as a boy the discussion was on the question whether animals were possessed of the sense of gratitude. One of the affirmative speakers cited his experience with a cow, after having rescued her calf from a bog, whereupon the cow licked first him and then the calf. Asking his hearers, "If that was not gratitude, what was it?" the speaker on the negative side replied by saying the cow naturally supposed she had twins.

Now, I do not expect any grateful demonstration from you, but I do want to feel that I belong in the furniture family, and that what I shall say may be of benefit to you.

I have been both entertained and instructed by the able address of Mr. Trefz, who preceded me, but he has left me somewhat in the air because he covered much of what I had in mind to talk about. My position is much like that of a certain preacher down in Georgia who was in the habit of addressing his congregation extemporaneously: One day he called upon a brother preacher near by and found him busily engaged writing his next Sunday's sermon, whereupon he remonstrated by saying: "Brother Jones, don't you know that the Devil is looking over your shoulder while you write and by next Sunday he will be prepared to undo all your good words and your good intentions? As for me, I never prepare anything, but depend upon the inspiration of the moment for all my sermons. When, after the opening exercises, I rise in my pulpit the Devil himself does not know what I am going to say."

When I came into this hall I had in mind what I would talk to you about, but when Mr. Trefz had finished I knew the Devil had got ahead of me.

Much has been said here and elsewhere in retail furniture circles about the evils of the so-called catalogue house, which seems to be one institution that makes trouble for the furniture merchant; but has it ever occurred to any of you that the catalogue house has a perfect right to exist, to engage in the business and to make profits, if it can, and that it will cease to exist when it can not do business profitably? We are bound to recognize the fundamental law that business is a struggle for existence, in which the fittest survive. The merchant who feels competition most keenly is least fitted for the struggle, and provides the very opportunities upon which his successful competitor thrives. Some persons succeed by accomplishing the extraordinary—some by accomplish-

ing less than the ordinary—some meet with opportunities while others are obliged to seek or create them. The methods by which one man succeeds are often the same as those by which another fails. Success is a condition which can not be defined in exact terms, but when a man enjoys satisfaction, whether he has much or little, he is a success. Whenever a man has risen to his own standard of success and enjoys it he has achieved as much for himself as the greatest man who ever lived.

The man who produces an article of merchandise or makes it has a right to sell it, and if he can sell it cheaper than others do and can meet his expenses by so doing he is entitled to and will have the confidence and respect of the purchaser. He is

of playing the game and playing it better than the other fellow.

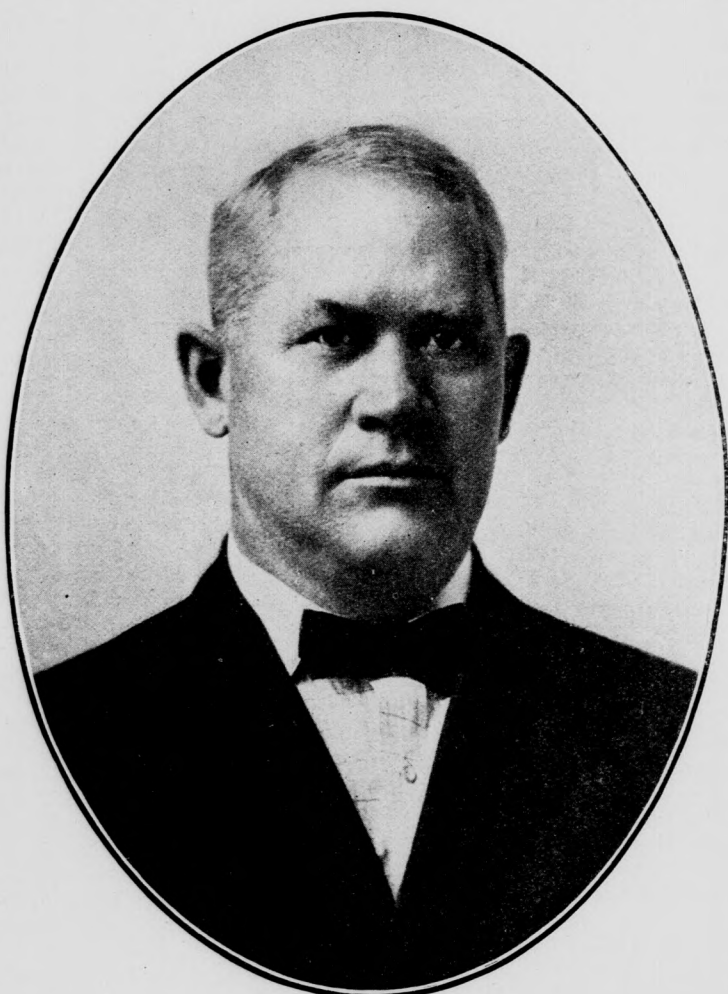
The furniture industry in this country is yet in a somewhat crude form in its process of development. This includes the manufacturer as well as the merchant. It is scarcely a generation ago when furniture was thought little of, when the bench from the slab pile was a sufficient seat, when man needed to clear away the trees to provide crops for his existence. We are yet too close to the plow to fully realize that our troubles are but the natural result of conditions which may be summed up in one word, "Under-Education," and as I proceed I will endeavor to point out to you that education is the only remedy for all the troubles which beset the furniture manufacturer and the furniture

the central idea and are beginning to realize what forces may be employed with advantage.

Although statistics are unreliable and should be taken relatively, I will give you a few figures to show more clearly what I mean by Under-Education: The annual sale of furniture in this country is said to be about one hundred and twenty millions of dollars, with a population of eighty millions. This makes the annual average furniture bill per family of five persons about six dollars, or one dollar and twenty cents per head, or less than two cents per day for each family. Do you think it would bankrupt anyone if each family should decide to spend four cents daily hereafter for furniture? I don't think it would start a panic. But why so little money spent for furniture? We manufacturers are to blame and no one else. We have gone on making furniture, good, bad and otherwise, have sold what we could to you merchants at the best price we could induce you to promise to pay, and have gone on making more furniture with no thought as to where and how you would dispose of our products. This plan worked well enough in a way while the great tide of emigration was moving westward and while the thoughts of the Nation's hosts were turned towards the necessities of life rather than luxury and refinement, but we must now pursue a different course by stimulating a greater interest in good furniture on the part of the public, for the benefit of the merchant and ourselves. There is nothing of greater natural interest to mankind than furniture and there is nothing which goes into the homes of the American people that can be talked and written about so entertainingly and instructively as good furniture, but in order to do this you must have the facts. Wood alone, which Nature has produced, affords material for the most extremely interesting stories. Of all the species and varieties of wood which are found in the world, no two pieces are exactly alike, and there never will be two pieces of wood one just like the other. Just stop and think how interesting this one fact is; and there are numberless others which I will not have time to dwell upon here.

Let me give you an example of the value of educational work and the power of suggestion by directing your attention to the automobile and the wide awake methods employed by its manufacturers to enlarge the demand. Last year the American people spent more than two dollars for automobiles for every dollar they spent for furniture. This should not have happened and would not have happened if our otherwise talented furniture makers had been taught the simplest principles of scientific commercialism. The public does not spend its wealth for the things about which it knows the least, but for the things about which it knows the most.

It is hard to realize that the United States spends much more for liquor, cigars, coffee, laundry bills, theaters and hundreds of other things than for its furniture. The total ex-



O. H. L. Wernicke

playing the game of business in his own way, and is doing just what others are admittedly in business for.

Whenever the earnings of a business exceed its expenses it is a success, but some men seem to believe that their particular ideas as to per cents, should be the standard for all others, but in reality there is no such thing as known cost or any fixed ratio between earnings and expenses. Some men succeed on large profits and small expenses, others on small profits and large expenses. Some houses thrive because they have certain reputations and others because they render certain extra services or make the most attractive display or have the best location or for some other reason or a combination of reasons. It is all a question

of those who have at last grasped the merchant. We hear it said that the large number of factories have caused over-production resulting in demoralization, but that is not so. You may double the output of every furniture plant in the United States without causing over-production, provided you raise the standard of furniture education accordingly. The great need of the industry is literature, information, stories, pictures and every kind of interesting publicity about furniture. This condition is not so much to the discredit of the merchant as of the manufacturer. It is an outgrowth of the past and not altogether unnatural. Furniture makers have not kept pace with the growth of the country's wealth and have been blind to their opportunities, but there are those who have at last grasped

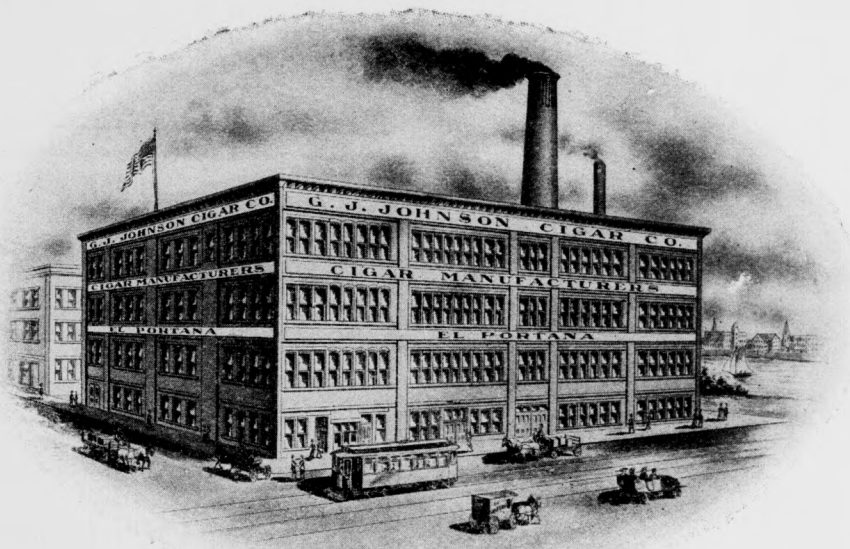
\*Address by O. H. L. Wernicke before National Retail Furniture Dealers' Association at St. Louis, Mo.



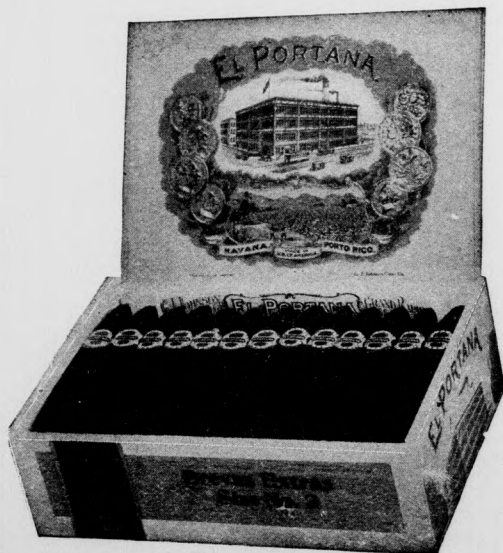
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Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions



Made in  
Five Sizes

G. J. Johnson  
Cigar Co.

Makers

Grand Rapids, Mich.





penditure for furniture is so insignificant as to be hardly worth mentioning.

What I have said about catalogue houses was for the purpose of making a point, and should not be misconstrued as an indorsement of such institutions. The company which I represent has never sold a dollar's worth of its furniture to any catalogue house and does not need their patronage, but if the shrewdness which these concerns display in seeking out and in creating opportunities has taught us a lesson and has made us better merchants and better manufacturers, it has been a benefit to us and should deserve our respect. The catalogue houses have been wide awake while we were asleep and they have made us sit up and take notice.

In Grand Rapids we make more good furniture than any other city in this country. Several hundred outside makers exhibit there and depend upon that market to sell their output. About nine hundred buyers—all live wires—visit that market twice each year to see and to buy, and it has been the custom of buyers to insist that no trade mark or other mark for public identification should be placed on his furniture by the maker, the buyers preferring that the maker should remain anonymous. You can not blame a buyer for doing that, for the simple reason that the manufacturer has shown no interest in his own products after they left his factory. He has shown no interest in the merchant's problem to dispose of the goods, and it is not strange that the merchant should decline to advertise the maker who does not advertise himself. When you merchants have taken a chance, and it has turned out bad, you have been obliged to suffer the consequences alone, and inasmuch as the maker of the goods has created no reputation or demand for his goods, you are often obliged to unload them at sacrifice sales, which I regard as the greatest and most destructive evil in the trade to-day. Who ever heard of a clearance sale of Bissell sweepers, Macey bookcases, Hoosier cabinets, Dunlap hats or of any other well-established trade mark line of merchandise!

The burden of creating a market for furniture rests primarily upon the maker. The live merchant is necessary in the scheme of distribution and is deserving of equitable consideration. No scheme for the sale of good furniture can be successfully carried on nowadays which ignores this fact, and in the nature of things it can not be changed.

Originally the cabinet maker was his own retail salesman, but with the growth of railway transportation and the advent of the factory this method of doing business became obsolete and is dead forever. We may make elegant designs and employ the best of materials, workmanship and finish in the production of our furniture, but unless we can deliver it unimpaired into the home of the ultimate user we can not do business successfully. No manufacturer who is possessed

of rational ideas will to-day admit the possibility of doing business without the retailer, and the more he helps the retailer the more he helps himself. The merchant should also receive protection at the hands of the maker. He can not well protect himself without the co-operation of the manufacturer, and he has a right to insist upon fair conditions and fair profits, so long as he fulfills all the functions of a merchant.

The forces now operating are for trade marks and fair profits based upon better quality, greater knowledge and more publicity. Protection must be mutual between merchant and maker and the public. The goods must possess merit, they must be priced high enough to cover cost, fair profits to the maker and merchant and yet not so high as to retard their sale.

Confidence is the word which best describes the ideal relations between seller, buyer and user, but in matters of furniture barter confidence has been too long displaced by doubt and uncertainty through lack of exact and useful knowledge open to all parties interested.

There is a greater need for the trade mark on good furniture than anything else. No man can judge the value of furniture, but he may carefully rely upon the good name and responsible warranty of the maker who boldly proclaims his skill and the products of his creation to the world.

There is no advantage in anything that leaves room for doubt. If you were to sign a check with a type machine it would not pass readily, even although your responsibility was unquestioned, because its genuineness would be questioned.

We always get back to the question of responsibility and confidence. Had our financial system been beyond doubt in the minds of many depositors there would have been no panic and no loss of trade and profit to our industries.

You merchants should insist that every manufacturer from whom you buy a piece of furniture shall place his mark on it and furnish you with complete printed information regarding its merits, not only for your benefit and assistance but for the benefit of the person to whom you sell it. As you do not make furniture, you should not feel called upon to do more than to vouch for the story the maker himself has told you about it, and if the maker exaggerates and his goods are marked his sins will cost him dearly if he fails to back you up. The far-seeing merchant welcomes the advertising manufacturer who knows what his goods are, and what they are worth, and is not afraid to say so—no dead stock, no cut prices, no deception.

The positive man may have some unpleasant qualities, but the world admires the man who has a mission and tells it in open meeting, and he has its confidence.

You will benefit yourselves by insisting upon it that manufacturers trade mark their products, publish their qualities and place a fair retail

price on them, which neither you nor they shall disregard. No unfair or timid manufacturer can beat such methods, and the sooner you merchants realize what that policy means to you the sooner you will realize the objects for which your organization was formed.

When I began making sectional bookcases furniture dealers declined to handle them. They all told me there was no demand, and they were right about it. So I went home, advertised to the public, sold direct through book stores and other unusual channels until I had created a demand. I did what every manufacturer should do, bought a reputation and created a demand for my goods, and then the furniture merchants were with me, but I had the good sense to establish a retail price on my goods right from the start, so I could give the merchant his profit after creating the demand. My company of course lost money while building up a demand and a reputation. That is where the loss belonged and not with the retailer. It taught me a valuable lesson which has stood me in good stead ever since.

One of the faults of merchants is that they start well but finish badly. They begin with little or nothing and by sheer hustle build up a trade and amass capital, then they want to rest on their oars and work out an easier way to get on in the world. It won't do. The pace is too fast. When you feel that way give younger blood and live wires a chance. Play the game for all it is worth or get out. You

will be obliged to do one or the other and so will I.

Before closing, let me again remind you that 75 per cent. of the things we complain about in the furniture trade are traceable to the one great fact of Under-Education. We can not have sufficient education unless we have the right kind of literature and publicity, and when we have these we will identify our goods with our literature. You retailers can compel us manufacturers to do that much for you. We ought not to wait until we are driven to it. We owe it to you and to ourselves, but we are timid yet and want your encouragement.

In days gone by we did not have, nor did we need to have, a high degree of technical knowledge to make and sell "good enough" furniture, but that day has gone by, and the manufacturer as well as the merchant who aspire to leadership are compelled to seek higher standards upon which to conduct their operations in the future if they would be successful.

#### Largest Exclusive Furniture Store in the World

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

#### Klingman's Sample Furniture Co.

Grand Rapids, Mich.

Ionis, Fountain and Division Sts.  
Opposite Morton House

#### 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.

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218 E. Kinzie St., Chicago, Ill.



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ALL OTHERS ARE IMITATIONS

## FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

## Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

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LOWNEY'S

REG. U. S. PAT. OFF.

Exclusive Sales Agents

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Central and Western Michigan



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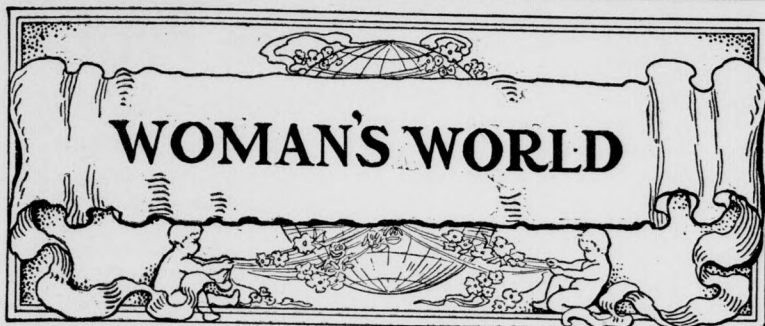
Always in Stock



PUTNAM FACTORY, National Candy Co.

GRAND RAPIDS, MICH.





### No Happiness Possible Without Mutual Love.

To bring happiness, even contentment, love must be mutual. There is much more poetry than truth in the romantic tales of the devotion which is satisfied to adore, hoping for naught, expecting naught in return. In theory the mere act of loving may be ennobling and uplifting, but scarcely is it to be regarded as sustaining, excepting to spiritual needs. Humanity is essentially selfish, "male and female created he them," and the love which gives all and asks nothing is akin to the esthetic appetite which is fed by perfumes and colors.

For temporal purposes affection between man and woman, whether it be the enduring love of a lifetime, or the pleasant pastime of an idle hour, the love which is all surface sparkle, must be shared in concert between the two who play the game. There must be mutual interest and sympathy at least while the game lasts. If, when it is over, the players can shake hands and cry quits, with no bitter regrets, no pain felt on either side, no harm is done, and each perhaps may cherish a pleasant memory of the other. It is the one-sided love affairs, where one is in serious earnest and the other merely in play, which break hearts and wreck lives.

If love is to be genuinely, permanently satisfying it necessarily must be reciprocal. To hark back to first principles, love, as created, merely is the essential and absorbing need which one man feels for one particular woman, one woman for one man, and for him only, so long as they both shall live, which needs make the two content, may joyful, to forsake all others and cleave each to each.

As George Eliot says: "It is a deep mystery the way the heart of man turns to one woman out of all the rest he has seen in the world, and makes it easier for him to work seven years for her, like Jacob did for Rachel, sooner than have any other woman for the asking," while the woman who, perhaps, "has gone softly all her days" will gladly endure hardness for the love of one man rather than be lapped in luxury as the wife of another; not only is it "a deep mystery," it is the great, the fundamental mystery of human existence: this elementary attraction which realizes Plato's doctrine of men and women as correlative hemispheres, which, each the complement of the other, unite to form the perfect sphere, the harmonious whole. To fulfill its divine purpose love between man and woman must be mutual, interdependent, as spontaneous

as air and sunlight; each of the twain who are one feeling with and for the other, neither demanding nor withholding aught, but contributing alike of all they have and are to the common good. When these conditions meet we have the ideal marriage.

Next to such marriages as these, which truly are unions in the best sense of the word, marriages made for genuine, permanent love on both sides, those in which neither husband nor wife is deeply in love, where each has a deep and abiding friendship for the other, perhaps may be classed as most successful. Where calm esteem and unimpassioned liking are mutual a man and his wife easily may be agreed and walk together in peace and harmony. Community of interests, community of labor, similarity of taste and common aims keep the balance true, and sometimes make more for happiness than do the fever fits and chills to which unregulated passion often is subject.

On the contrary, warm, true love is as sensitive as a spirit thermometer and rises and falls with the least variation of temperature. It registers every mood and tense of the beloved and fluctuates with every lightest caprice. There are not many people, and of these the fewest number are men, who can consistently and per-

sistently make believe, who never let slip their masks, nor for a moment relapse into their normal state of feeling. It almost is superhuman not to be caught off guard and taken unawares. And if doubt be painful to a man who is in love, to a woman it is agony keen and unendurable.

Often it is safe for a woman, always provided she is not in love with any other, to marry the man who loves her and whom she likes. Women love to be loved, and the chances are that her husband lover will love her into loving him; few women are proof against gentle and tactful devotion.

Men are different, and the man who wishes to know whether he may safely marry a woman whom he has cause to believe loves him, but with whom he is not at all in love—a woman whom he admires and respects, and who he feels sure will make him a creditable and faithful wife—that man must in duty to the woman and himself question his own soul for the answer. He, and he only, can tell whether a sincere friendship for the woman whom he calls wife can fill the place of the love between man and woman which is the fundamental need in marriage, should that love decline to follow afterwards. Still more closely must he ask himself whether the placid affection which is all he can give in exchange for a woman's heart will satisfy the needs of her soul. But above all must he remember that when sweets are undesired they are cloying, and be sure of his power to control the weariness which the demonstrations of a love which he does not share scarcely can fail to provoke. Better no pretense of bread than a stone!

Dorothy Dix.

Reviewing old troubles is a sure way of recruiting new ones.

## FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

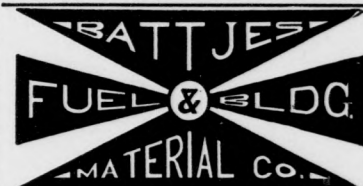
891 Wealthy Ave. Grand Rapids, Mich.

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Wholesalers and Manufacturers' Agents

Crockery, Glassware, China  
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Fancy Goods and Toys

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Registered,  
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A perfect food, preserves  
health, prolongs life

Walter Baker & Co., Ltd.

Established 1780 DORCHESTER, MASS.

# You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



## DECLINING PROFITS.

## Some Things Which Make Business Unprofitable.

Written for the Tradesman.

How can trade be increased and profits enlarged in the face of intense competition which characterizes all retail business now?

Scores, possibly hundreds, of merchants have asked this question and most of them still await a satisfactory answer. No one can give an answer which will apply to all circumstances and govern all conditions. A good many may attempt an answer and, perhaps, each one will offer a partial solution of the problem, but in the nature of things it is impossible for any one man to know absolutely what will cure all ills and remove all the evils in a particular case.

Some of the details will escape and, perhaps, the most essential feature of all will be the one overlooked. Consequently anyone who assumes to direct the merchant in the way he should go is presumptuous and is quite as certain to make mistakes as the man who is asking for information.

An offhand answer is presumptuous, yet when a merchant asks in good faith he must be answered in the same way, and without pretending to anything more than a practical knowledge of business obtained through a careful study of it for the past six years, I might offer a suggestion or two that would be worth while:

Often lack of success is due to the fact that one has fallen into a rut and is doing business the same way as fifty years ago.

The retail trade, in common with every other business enterprise, has progressed and, unless the merchant has progressed with it, reduced profits and losses are certain. I would recommend that any merchant who finds that he is falling behind examine his business and himself as carefully as possible with a view of discovering where his weak point is.

Perhaps his customers have changed. If they have this would necessarily mean that tastes, wants and purchasing potentialities have all changed. Often these changes come about so gradually they are imperceptible, yet they make a vast difference in the business and sometimes reduce profits to the losing point.

Such a condition is easily remedied. Get busy and get up to date. If you are far behind and your trade is slipping away from you, make rigid examination and determine where you can make a change. Sometimes a very slight change or improvement will lead to important results, and I have known where one or two changes of this character have started the business in the right direction.

Sometimes there is lack of enterprise in pushing one's business. Sometimes the proprietor allows himself to become interested in other things and to a certain extent neglects his business. It may be he has a nice horse which he likes to drive or a new automobile. All these pleasures are legitimate and when moderately indulged in are beneficial, but they

should not be permitted to take one's attention from his business so completely that it will lack inspiration and spirit of progress, which the proprietor alone can impart.

Failure to advertise is responsible for many failures and discouragements. Advertising is one of the most important departments of modern business and can not be neglected without serious injury to your trade. Purchasers of any variety of commodity will go where merchants have enterprise enough to advertise—to tell them what they have to offer. Vigorous and judicious advertising has been known to mark the turning point between failure and success, and in more than one instance has made a store that was losing immediately begin to gain and ultimately yield a good profit. Advertise judiciously, advertise vigorously and advertise continuously. It may make the difference between a losing venture and a profitable investment.

The purchasing public wants to be coaxed. It wants to have the places to buy certain goods pointed out. It wants to hear the news of the stores, consequently it reads advertisements and will go where the advertising seems most convincing and tells most about the goods.

Perhaps a little brightening up about the store would do much for you. Unless watched carefully the interior of any store will become shabby and more or less forbidding. No one likes to buy goods at a mussy or dirty store, and this observation applies with especial force to a grocery store where a considerable portion of one's food supplies are obtained. Keep everything clean. Keep it bright. Keep it arranged in an attractive way. The extra effort does not amount to much and the effect is almost incalculable.

Customers will return again and again to a clean store, one that is well kept and attractively arranged, but they will never go back to one that presents the opposite appearance.

The influence of this is more far reaching than seems possible, and for many years never had any attention devoted to it.

These are a few reasons for failure or declining profits. Perhaps they really embody all the others, for, even although it may not so appear, the influences which lead to these omissions will likewise develop other dangerous tendencies and create conditions which are all more or less unsatisfactory and frequently decidedly unprofitable.

Rigid examination of all one's tendencies and a determination to do business regardless of untoward conditions will generally be sufficient to remedy any difficulty which may arise.

Outside influences may be beneficial, but it is the work done inside the store that is, after all, most potent in modifying the conditions that reduce or destroy profits.

Will H. Myers.

You can not find the truth by trimming.

## The Business Falsifier.

Everybody knows the strawberry box is a liar.

Nobody expects to get a quart of strawberries with the bottom of the box where the surcingle belongs.

A lot of dealers who are not selling strawberry boxes are in the same Ananias class. They are conniving with the jobber to mark the output "one quart," stealing the people's money and misusing their confidence by elevating the bottom of the box.

Business honor is the only safeguard against failure and corruption. Without business honor there can be no such thing as a standard of value, no such thing as integrity and pride in honest business.

If you can not trust your fellow man when he says he is selling you a standard article, what a bedlam the market place would be. It would be all chaos and discord, unprincipled competition and cut-throat babel.

A label should be sacred, a pound should be holy, a foot inflexible. The man who attempts to deceive you on these points is a scavenger among business men, a defrauder, a menace.

Smash him as you would a spider that has stung you. Crush him out of the pale of decent civic commerce. Give him neither quarter nor requiem. Hit him on the spot.

And don't be particular what spot.

"A rolling stone gathers no moss," remarked the proverb dispenser.

"And, like the human high roller," rejoined the thoughtful thinker, "it also gravitates down hill."

## 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.

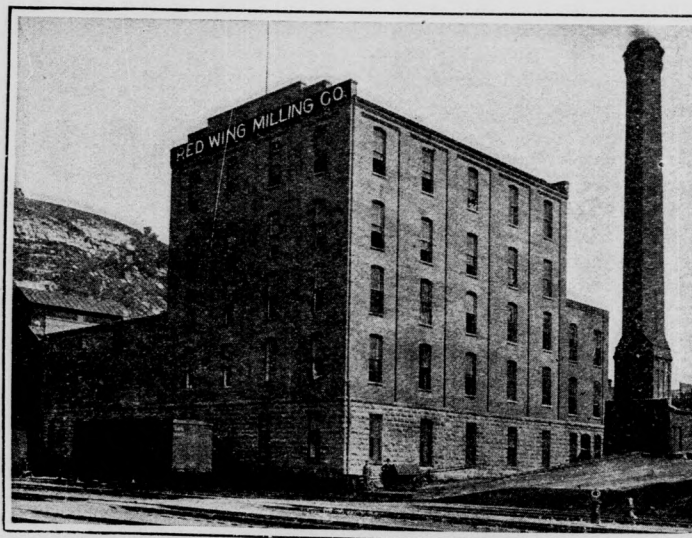
**BAY STATE MILLING CO.**  
Winona, Minnesota

**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.



### How Ambition Proves Nemesis To Crandall.

We thought a whole lot of him when first he began to make a brilliant showing in the office. He was 19 at the time, and his brother, our auditor, was responsible for his coming into the city sales department at that early age. The regular course for a city salesman was two or three years in the sample room, packing and unpacking salesmen's grips, a year in the store as understudy to one of the older men, and then a gradual blossoming forth as a city seller with a territory of his own.

Crandall didn't go that way. He was an infant prodigy, and he had a brother with influence. He came straight from a junior year in college to a place in the store, and immediately he proceeded to upset tradition by showing that a man—or, rather, a boy—of talent, intuition, and, above all, absolute self-assurance, could start in and learn in two months what had been considered a proper stunt to accomplish in four years.

Yes, Crandall actually made good in the store. And he was only 19, and entirely innocent of experience. Of course, he made his mistakes, had his troubles, met his obstacles and took his inevitable stumbles. Occasionally his thorough lack of business knowledge gleaned through the glamour of his native ability like a flaw in a diamond; once in a while came a cropper that made the rest of the boys turn and hide their smiles behind self-satisfied hands. But the absolute self-assurance was behind him. It pushed him on, through or over everything. It lifted him clean over a contretemps that would have sent another man flying back in confused embarrassment, and sent him spinning along his way on the farther side as serenely confident as the day when his brother pushed him in where older men feared to tread.

Six months spent in the store, and Crandall was ready for a city territory. His own success, his brother's popularity and a combination of other circumstances made him heir to a territory in the downtown district, one of the hardest, busiest, richest, hustling territories in the world. He who got that territory lived the strenuous life to the limit merely in keeping up with the standard set by his predecessor, and young Crandall at once set out to establish a precedent. His brother was behind him, encouraging him to hustle, the office was with him, hoping that he would succeed and Crandall himself had resolved to make a hit.

For the next six months a moving picture machine, running at the rate of 60,000 films a minute, might have caught the likeness of Crandall standing still once per diem, but nothing else could have turned the trick. A proper representation of him for the time would have shown him flying out of one customer's door toward another, stuffing his order book into his pocket as he went. And he was only 19 and a half at the time, and new, entirely new, to the business.

Crandall did set his precedent, and the office silently whooped his stock

skyward. The thing was unheard of, but pressure of the proper kind will overthrow most any tradition, and they made the boy assistant city sales manager at the end of his 20th year, the youngest man by ten years to fill the position.

Looking back to that time, it seems improbable that Crandall progressed as rapidly as he did. But the records are there with the facts in them. At the end of his third year with the firm he was city sales manager, a slim, beardless boy of 22. That is ten years ago.

Crandall isn't with the firm now. He stayed as city sales manager for seven years and then suddenly the Old Man discovered that Crandall was dead timber of the dearest sort. A few of us had suspected for a year or two that something of the sort was ailing in the city department, but we felt that it would be treason to our own judgment to look at Crandall in that light. The Old Man, coming home from an extended European trip, had the advantage of a new point of view, and saw the sore spot. He gave Crandall a chance; hustle; make good; and remain. Goodness knows that Crandall tried his best. It was hard for him to realize that he had slowed up with the passing of his youthful ardor, but the Old Man's toe was a vigorous persuader. Crandall got out and did his best.

His best was so lame and unenergetic that there was nothing left to do but ask for his resignation.

"What in the world was the matter with Crandall?" asked men when they heard the news.

The Old Man, who has been watching men come and go for the last fifty years, told the story in his usual curt fashion:

"Worked out before he should have started to put in his best licks."

Henry W. Jackson.

### Why You Should Maintain Your Price.

The merchant who sells the right goods at the right price has no need to do business at a loss nor allow his competitors to make his price.

When a buyer questions a price, in the majority of cases, it is for the purpose of testing the salesman's nerve.

Yielding even on a ciwllmrdrlnunn  
Yielding even once will indicate lack of stability—your lack of sincerity—and no man can make a success in the sale of goods in which he lacks confidence. If the goods are right, the price must be. The irresolute salesman, by his weakness on his own goods and prices, demoralizes the confidence of the prospective customer in them.

There can be no stronger argument for value, in the mind of the average buyer, than a strict adherence to a fixed price—value is a frame of mind.

In merchandising the prices are pretty generally right. An off price now and then is perfectly liable to occur—it is nothing to be alarmed at. It would be a queer place if you were under the market on everything you had to sell, and it is of

certain fixed values that we treat.

A good salesman puts his time, and thought, and energy into impressing the buyer with the value of his goods and the benefits their purchase will give, rather than in trying to make his house meet the other fellow's price. Refuse to allow your salesman or your customers to make the price. Give them to understand at once that all are treated alike—the price is the same to all—first, last and always—no favoritism. Make your salesman understand that they are paid for being salesmen—not mere order takers. Anyone can sell fixed value for a below-standard price, but the warp and woof of this argument is founded on getting your price. Give the public what it wants—but make your own price.

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### GRAND TRAVERSE GROWERS Sustain Loss of \$200,000 by Railway Extortion.\*

Grand Traverse citizens are all interested in the welfare, progress and development of our city, county and State, and our people can be relied upon for any assistance in their power necessary to correct evils that retard our progress, providing they understand the true situation. We have many evils menacing our welfare that the masses know nothing about. I wish to call your attention to a few that I consider the most important which are sapping deeply into our resources and are real barriers to our landing new industries.

I want to call your attention to our high freight rates, injustices, discriminations and evils of our carriers, and will endeavor to prove to our people where the resources of the Grand Traverse region are depleted fully \$200,000 yearly by the unnecessary evils that our carriers impose upon our people. We want fair play and we protest against such evils and discriminations that systematically rob our people.

Our carriers want too much, and in their selfishness forget justice and impose unjust rates and oppressive tariff regulations. Our rates on nearly everything are out of line, averaging nearly 20 per cent. too high, as you will note by the comparison of rates compiled by the Grand Rapids Board of Trade, covering the territory north of the Ohio River and taking Chicago rates as a basis.

The Grand Rapids Board of Trade, realizing this fact, is taking steps to have them adjusted. We should co-operate with Grand Rapids, petitioning the Michigan Railroad Commission, the Inter-state Commerce Commission and our Legislature for relief and for an equalization of rates to enable us to meet competition in the principal markets. Our carriers seem to lack enterprise and interest in the welfare of Michigan, possibly because such roads are owned and managed by outside capital. If they were interested in our welfare would they not see that we have competitive rates for their own success as well as ours? Good service and rates mean prosperity of the territory along their lines and corresponding prosperity for themselves.

The principal assets of this territory are farm products, and on such our rates are exorbitant, oppressive and unjust, and a very expensive drain on the resources of our people, as you will note by the following comparison of tabulated rates on potatoes:

From	to	New York	Pittsburg	Cincinnati	Chicago			
		miles	rates	miles	rates	miles	rates	
Traverse City	910	34%	606	22	407	22	312	18
St. Paul	1387	37	943	25	775	22	475	17
Menominee	1177	30	733	20	565	20	265	13
Stevens Pt.	1170	37	730	25	552	20	252	13%
Green Bay	1138	37	694	25	526	20	226	12%
Waupaca	1136	37	692	25	524	20	224	12%

These comparisons prove that our rates are out of line and that Wisconsin shippers have much the advantage of us, especially on long

\*Paper read by L. F. Perkett before Traverse City Board of Trade.

hauls, which enables them to sell in our markets.

Our people are heavily burdened with many other injustices. I want to call your attention to the heavy burden of expenses forced upon the people by the carriers in not furnishing suitable equipment for the safe transportation of potatoes and fruit. The carriers are charging a very high rate on these commodities, but offer the public no protection on the same against loss from extreme heat or frost in transit, and inasmuch as the carriers take no responsibilities on such goods they should not be entitled to charge any more freight on a car of such commodities than on a car of rock of equal weight. The carriers are furnishing suitable equipment for beer, meats, butter, eggs, cattle, horses, grain and nearly every other commodity. Should they not be compelled to furnish suitable equipment for potatoes and fruit, which are great and growing commodities? Is it fair for the carriers to compel the public to equip daily cars at a cost of \$5 to \$10 each and then a car rental of \$5 per trip on top of this expense and high rates charged, then lose this equipment for the public?

Can our people stand such a drain on their resources and prosper? They can not. It is an unnecessary injustice and an imposition that are measured by the sweat and hard earnings of our people, a loss that runs into millions of dollars annually for Michigan alone. It is an injustice that some states will not tolerate.

We protest against such injustices inasmuch as safe refrigerators can be constructed permanently at a very light extra cost that would safely transport all perishable goods, thereby working no hardship on the carriers and saving millions of dollars to our people, as well as to the carriers. It would eliminate endless claims for loss and damage and it would stop this continual warfare with the carriers to preserve public rights, and it would mete out justice where it belongs.

The public demands justice and fair play and such abuses must be corrected to insure public rights as well as peace. In saying this I am voicing the sentiments of all upright citizens who understand the situation. A few years ago if the public spent any money equipping cars for safe transportation the carriers would return such equipment free of charge to the shipper or pay the shipper if the equipment was lost; but now if the carriers return any equipment their return charges are greater than the equipment is worth, and in nearly every case such equipment comes back smashed into kindling wood and of no value to any one.

I can furnish a detailed statement of my claims for losses the past year on such lost equipment amounting to \$1,992. Add to this \$1,995 for car rentals paid for the carriers for use of cars last year and \$10,940 loss on excess freight running 20 per cent. high, on a total of \$54,925 paid the carriers last year on what I shipped, making a total of \$14,925 loss to our people of this district during the past

year on my shipments alone. If this amount represents the loss of one shipper for one year, you can readily estimate the aggregate to our people and to Michigan by such systematic irregularities and unnecessary injustices.

It is a stupendous drain on our resources and affects every person living in this region. The loss to Grand Traverse region can hardly be estimated, as rates on nearly everything are about 20 per cent. high and everybody pays some freight, and it is spread over this entire region, but the drain on the Grand Traverse region is much in excess of \$200,000 yearly, when you consider that the drain on my shipments alone was \$15,000 last year.

Of course, growers of farm products are hit the hardest on account of the injustices imposed upon them by the carriers in not furnishing suitable equipment for the safe transportation and charging them rentals on top of this excess freight. It is the grower who has to pay all this, as his produce must be bought that much cheaper to compete with other states on the markets. It is not a fair deal. This systematic drain of our resources should be stopped.

We want our carriers to prosper with us, but we protest against such unfair and unjust policies which burden our people, cripple our industries and menace our progress and development. We demand equity, justice and fair play. We demand competitive and equitable rates, based on actual mileage. We demand suitable equipment to move our crops and we are entitled to such consideration if we wish to prosper and be on a par with our neighboring states in the principal markets.

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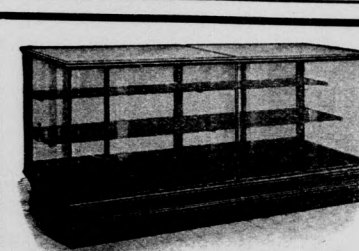
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### Some Diseases Peculiar To Industry.

Just beyond the pale of the so-called hazardous occupations lies another group of vocations which add their annual quota to the great total of industrial mortality statistics. Peculiar conditions pertaining to these occupations bring about certain diseases which usually are not fatal in themselves, especially if prompt treatment be instituted. But they are inimical to the general health of the worker. This leaves him an easy prey to the "great white plague," whose yearly toll in the United States is 138,000 lives and \$1,000,000,000.

In fact, so susceptible to the inroads of tuberculosis are the workers in these industries that the phrase "industrial phthisis" has been coined to apply to the insidious foe of their health.

The Government has taken cognizance of these conditions, and G. M. Kober, M. D., of the Federal Bureau of Labor, has spent some time in investigations along this line. The following summarizes his report, which he has entitled "Industrial Hygiene."

By far the greater number of cases of sickness or death among these workers is caused by infection from poisonous dust or vapors freed during work.

In the cutlery and tool industries "grinders' rot" and "grinders' asthma" are caused by inhalation of metallic dust. These are both local names for tuberculosis. Rag sorters' and wool sorters' diseases are anthrax infection from wool that came from an animal having this transmissible disease.

Lead poisoning, or plumbism, in its various forms of "lead habit," "lead colic" or "lead paralysis," affects painters, plumbers, type foundrymen, varnishers, workers in manufactories of china and pottery, artificial flowers, etc. Dr. Kober gives as a good preventive a gargle or wash of a watery solution of tartaric acid, or tartarate of ammonium, before eating or drinking.

Arsenical poisoning, naphtha poisoning, aniline poisoning, brass founders' ague, coal gas poisoning and choke damp are other forms of illness from dust or fumes.

Mercurial poisoning, salivation, etc., affect those employed in the making of mirrors, felt, bronzing thermometers and barometers and dry electric batteries. The prophylactic precautions are a weekly sulphur bath and a gargle of a solution of permanganate of potassium.

Dr. Kober lays down the following rules to be followed by employees who are exposed to any of the above affections:

Scrupulous personal cleanliness and change of clothing after work.  
Proper ventilation.

Uses of "wet processes" whenever possible and wherever practicable.

Use of fans, hoods and respirators.  
Then lastly, and important, for the employe to avail himself of all devices provided for his safety.

Tea intoxication, writers' cramp, caisson disease, which attacks workers in diving bells, caissons, tunnels

and deep mines, are other diseases attacking workers in certain localities or vocations.

Pulmonary emphysema is simply an abnormal collection of air in the lungs of performers on wind instruments. Boilermakers' deafness is caused by constant exposure to an atmosphere in a high state of vibration. Mill operatives' deafness is the inability to hear distinctly except during a noise. John D. White.

### Points for the Employer.

"An employer's worth to himself depends not so much on what he alone can do but on how well and how much he can get his employes to do."

Walter D. Moody, General Manager of the Chicago Association of Commerce, is the author of this business aphorism. He opens with this sentence a chapter on "The Employer," which he has added to his book, "Men Who Sell Things," a fifth edition of which has just been published.

Mr. Moody, in clear and forceful language, has tackled a problem of vast importance to business men and about which his personal experience and success well entitle him to speak. There are perhaps few things which contribute more to the welfare of a business firm than harmony between the employer and the employes. If there be friction or misunderstanding here the whole machine must inevitably be thrown out of gear.

There are three phrases employed by Mr. Moody which strike the keynote of his entire discourse:

"A pleased employe does better work than a disgruntled one."

"Distinguish between the pleased employe and the satisfied employe."

"Work is all you can get out of an employe, but remember that the quality of the work is of the first importance."

The distinction drawn by Mr. Moody between the pleased employe and the satisfied one is a subtle one, but of great importance and worthy of careful consideration. The pleased employe is the one who is contented with his working conditions, the appreciation he receives, and works therefore with a desire to please his employer. The satisfied employe is the one who merely is content to hold his job, and as long as he draws his salary believes that all is well. This latter type at least must be familiar to every employer who has given his employes the thought that they deserve.

Mr. Moody lays special stress on the importance of appreciation. It is the corner-stone on which rest the relations between employer and employe. No matter how conscientious and ambitious an employe may be, he is almost certain to lose interest and become lax and listless if he finds that his work is not appreciated by those above him. Employes, as the author points out, are human beings first, and as such imbued with the eternal desire of human nature, appreciation of their labors and qualities. When a man does good work he demands recognition, whether he

be a Shakspeare or a factory hand.

A great portion of Napoleon's success must be attributed to his marvelous knowledge of men. He gathered around him the most brilliant corps of generals that the world has ever seen. He knew perfectly the idiosyncrasies, the weaknesses and the strength of his race, and playing on them with the skill of a Paderewski touching the keys of his piano he attached men to him with an unparalleled devotion.

The principle is true in business as in statesmanship or war. The successful business man is the one who understands men, knows when to praise and when to blame, and realizes that justice and honesty is of just as much importance in dealing with his employes as in dealing with his clients or customers.

Edward F. Roberts.

Life is pretty sure to be tragedy to those who take it only as a play.

We would all have our rights if so many things didn't go wrong.

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WHOLESALE ONLY



## "There Must Be Some Mistake"

"Why—I don't owe that much."

"We never got those things,"  
Etc., Etc.

THEN the dispute. The customer knows she is right. *You know you are right.* (But how can you prove it?)

Notwithstanding the fact that the customer is wrong in a great number of instances, you've generally got to compromise by *rebating* to satisfy her and hold her trade. That's loss! Only a few pennies at a time maybe, but the total lost through disputed accounts for the year is astounding. Just how much that loss is in your business, Mr. Merchant, you, of course, are in the position to know better than any one else. Even though you lose only \$20, \$30 or \$40 a year in settling disputes, why do you allow this loss to continue? That's the question! Maybe you can't prevent it with your present method of handling accounts. If that's so, then for goodness' sake change the method. The money you will save will more than pay for the new method or system in a few months of use, and thereafter render you a clean profit.

The American Account Register and System will absolutely do away with disputes on accounts and eliminate all bookkeeping at the same time. Let us explain to you how it will do this. A postal to us will bring you full information without expense to you. Also ask about the other American *Money-saving* and *Money-making* features.

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### Inducing Customers To Do Easter Shopping Early.

Early displays of spring shoes will be the rule in many retail stores of the country.

A careful analysis of trade conditions reveals many advantages in the offering of spring footwear at the earliest seasonable date.

People all over the country are short of shoes. Many persons who used to have three pairs of shoes in their wardrobe now have but two pairs, and many women who had two pairs of shoes in their wardrobe now have but one pair. They are in need of shoes. Naturally, they will be on the lookout for new shoes in advance of the season.

People began to economize in their purchases of footwear a little more than a year ago, when the hard times of 1908 set in. With many shoe retailers of the country sales of shoes in the spring of 1908 were not as large as they should have been.

Because people bought fewer shoes last spring, they will require more shoes for this spring wear.

Some shoe retailers may be inclined to reason that, if they sold fewer pairs of shoes last spring than normal, they will be likely to sell fewer pairs of shoes this year than normal. This is sophistry or false reasoning.

The population of the country is steadily increasing. Mills and factories are running briskly, and are giving a great deal of employment to skilled men and women. The farms have been very productive. The railroads have increased their business. There has been renewed activity all along the line since the Presidential election of last fall. This renewed activity is now bringing its results. Shoe retailers will follow these results in a large spring trade.

Persons who skimmed themselves on footwear last spring will be likely to buy good shoes this spring, because they are now again profitably employed. The loss of trade of a year ago will be turned into gain.

Because of these, and other conditions, it is desirable for shoe retailers to make early displays of spring shoes.

The matter of inducing customers to do their shopping early in the season has not received as much attention from the storekeepers of the country as it should have.

The benefits of early shopping, to the people and to the storekeepers and their clerks, have been made very apparent through the early Christmas shopping movement. People have been educated to buying their Christmas presents early. The benefits

which they and storekeepers derive from the early buying of Christmas goods is very well known.

There is every reason why this early shopping movement should be applied to all the special sales, and to the various seasons of the year. It profits a customer to shop early, because he or she gets the best selections. The early shopper has the time and the full attention of the clerk in making his or her selection. The early shopper, moreover, has the pleasure of being the first to wear the new styles.

The storekeeper benefits from the early sale of new season's goods by getting his stock cleaned up early in the season.

There are exceptionally good opportunities for many shoe retailers to conduct early Easter sales. One of the chief purposes of these sales would be to induce customers to do their Easter shopping early.

Women do not commonly delay the purchase of the Easter hats until Easter Saturday. On the contrary, they are already beginning to shop for them.

But women commonly neglect to buy their shoes until the day before Easter. The Easter Saturday shoe trade is the largest retail shoe trade for a single day of the entire year.

There is no doubt but what the shoe trade would be benefited much if shoe retailers would endeavor to get their customers to do their Easter shopping early.

Another reason that will encourage shoe retailers in the early display of spring shoes is the prevailing styles.

According to reports from manufacturers, patent and dull black leather shoes lead in fashion for the spring time, and tan shoes will lead in fashion for the summer time. In the women's trade the popularity of cloth top patterns emphasizes the peculiarities of fashions that are favorable to an early display of spring footwear.

The retailer who lays in a stock of shiny and dull black boots, and of cloth top boots, for the spring trade, will naturally want to turn these shoes into cash as speedily as possible, so that he may buy tan shoes for the summer trade. If a retailer fail to take advantage of the popular spring styles, he loses so much trade and profit. There is no doubt but what the people are demanding patent and dull black shoes for the spring, and that women are calling for a great many cloth top shoes. If the people's wants are not satisfied at one store they go to another.

So a retailer who is a good business man must draw sharp lines of dis-

tinction between the seasons of the year. The winter trade can not be permitted to run into the summer trade if the retailer wishes to secure the best possible results from his business.

Fashion furthermore encourages the sale of patent and dull black shoes early in the spring, because these shoes are correct for Sunday wear. Fashion does not permit the wearing, with propriety, of colored shoes for men or women on Sunday. To complete the Easter Sunday costume the shoe retailer should sell patent or dull black leather shoes. To complete the summer costume the retailer may sell tan shoes.

The retailer who sells tan shoes for Easter Sunday in place of patent or dull black shoes hurts his own business and the appearance of the costume of his customer. Tan shoes may be sold properly enough for street wear, or house wear, in the spring time, but they are not correct dress footwear.

Fashion dictates patent leather shoes for dress wear, and has recently approved of certain new patterns in footwear, such as black buck or ooze shoes, and some patterns in cloth top shoes.

If a retailer strongly features the shiny and dull black shoes and the cloth top patterns during the very first days of warm weather he will have the advantage of an opportunity to turn these shoes into cash, and then take on a line of summer novelties, to be pushed later in the season.

The past few weeks offered some exceptionally good opportunities for special sales, introducing new spring styles in footwear. After Lincoln's birthday came Washington's birthday, with its unusual opportunities for elaborate store adornment. Shoe retailers who planned a Washington's birthday sale did well to introduce to their customers the fact that Washington was very particular about the dress of himself and his family. He considered that a gentleman should dress himself in good taste, and should provide the finest apparel for his family. He had a shoemaker on his estate at Mount Vernon.

For a long time shoe retailers have been repeating to their customers the story of the cherry tree. They have been using various types of hatchets and axes, the like of which Washington never saw. And they use the alleged Washingtonian axe in a fashion to show that they are cutting down prices. This is a libel on Washington that should be brought to an end. Washington was a very skillful business man. He never advocated cut prices.

And now comes the opportunity for the first of March sales. March is commonly considered the first month of the spring time. So the shoe retailer has every reason for introducing to his customers his newest spring styles.

Soon afterwards comes St. Patrick's day, which is much celebrated in some sections of the country. It offers opportunities for the display of the green shoes, as well as shoes of

other colors. In the men's trade a considerable interest is reported in green calf shoes for summer wear. A large Lynn manufacturer is making quite a number of green shoes for women for the St. Patrick's day trade. If the windows are decorated in green the decorator will take care that the shoes displayed in the window are of the color to harmonize with the green decorations.

If March happens to be a lamb-like month instead of a lion-like month the retailer may raise an artificial March wind in his window.

Recently a clothing dealer has been attracting attention to his window display by having a number of cards suspended from the roof of his window. On the cards were printed various catchy trade phrases. An electric fan, concealed, blew on these cards in a manner to set them dancing. People who could not see the electric fan wondered what made the cards dance. Many stopped in front of the window and tried to puzzle it out.

Any shoe retailer may adapt this idea to his own store. On his window cards he may print, "See the March winds blow on our new styles," or "March winds have brought us new styles," or any other phrases that may occur to him. It is possible that a very clever sign may be made in the shape of an air ship.

If the retailer will stop his electric fan occasionally people are likely to be all the more puzzled to understand what makes the cards dance.

After the St. Patrick's day and the March sales come the April sales, opening with the month and reaching their height on Easter Saturday, April 10. It is very probable that the success of the Easter sales will depend much upon the preliminary sales. The March sales should prepare the way for a big Easter business. The early display of spring shoes will enable the retailer to get the bulk of his spring shoes out of the way with his big Easter Saturday sales.—Fred A. Gannon in Boot and Shoe Recorder.

### The Personal Touch.

There is one rare quality without which copy otherwise good is painfully lacking, is like fresh eggs without salt. It may be described as the "personal touch."

To collect facts and throw them together in logical sequence is one thing. It is important. But there is apt to be a cold, metallic clang about it all. To infuse the warm, soothing glow of personality is quite another matter; it is the subtle influence that often closes a deal whether the reader realizes it or not.

For a man's vulnerable point is—himself. You are pretty sure to get his ear, awaken his interest by appealing to his personality. And the same is, of course, true of a woman.

The man who believes that there is absolutely no sentiment in business is on the wrong track—has something of the barbarian still in him.

It is easy to affect to despise the things we can not understand.



# Mayer

Custom Made Fine Shoes

THE reason for the continued supremacy of Mayer shoes is perfectly plain---the established Mayer Quality is rigidly maintained.



**Leading Lady**  
For Women

Every detail in the construction of Mayer shoes is looked after with careful, painstaking attention---the excellent quality of material, the comfortable and nobby style of the shoes themselves make a shoe combination that the consumer simply cannot resist.



**Honorbilt**  
For Men

Two of the most popular brands of shoes

on the market today are those pictured on this page. Popular with the consumer because they wear---fit---have the correct style and shape---and are the most comfortable on the feet of the wearer; *popular with dealers because they sell.*

Besides the styles shown here we carry a complete line in both brands to meet the consumer's demand for a Mayer shoe for every occasion---and, what is more, they satisfy the buyer.

If you are not familiar with Mayer shoes, Mayer quality, Mayer salability, send at once for sample shipment---or ask to have a salesman call and explain the unrivaled features of the Mayer line.

ALL MAYER SHOES ARE MADE WITH FULL VAMPS

## F. Mayer Boot & Shoe Co.

Milwaukee, Wisconsin

Largest Manufacturers of Full Vamp Shoes in the World



## WASTE IN THE HOME.

## The More We Waste the Less We Live.

Written for the Tradesman.

It is not my purpose in this brief paper to tell you how to add to two cents' worth of stale bread fifteen cents' worth of good materials in order to make a pudding which no one will eat. I venture to assert that every woman will agree with me in saying that the creative energy which has been spent in planning and exploiting gastronomic misfits out of stale bread would, if properly applied, have done much to solve vital domestic problems.

Waste is wrong. It is not only bad economics; it is bad ethics. If we waste not we may still want, but we have not disturbed economic equilibrium, and by co-operation we may have done much to restore it. I urge upon homemakers and housekeepers this broad view of the question. The profession of housekeeping is not isolated, but related to other professions. Waste in the home is really the same problem as waste outside of the home. This inter-relation is what makes the question interesting and vital.

Waste in the home is shown in such diverse ways that we must look for the common factor in its different expressions. What is waste? How can it be discovered and stopped? Is waste in one household waste in all households? We talk about the problem of waste, we are familiar with thrift and spendthrift, with lavishness and niggardliness, with all the economic opposites, but we are not applying our intelligence in solving the problem.

In the first place, as a ground-clearer, before we discuss waste, we must have some definition of its real meaning. Waste is a question of value and is based on proportion. It is double-headed. On one side one must say, How does this affect me and mine? There the selfish mind stops; on the other side lies the question, How does this affect others? The possibilities in that double relation make a petty question noble, a dull day thrilling. For one thing is indisputable, search for the truth in any question leaves its mark—we are more or less as we solve our problems. Waste works inwardly to the individual and outwardly to his environment; it is lack of proper return for some form of outlay. Energy out of place is waste; its opposite is conservation.

Waste in the home is thought to be the peculiar problem of the house mother. This is a half truth which is largely error. If the housekeeper were independent, knowing her resources in money, time and strength, and were also an autocrat, it might be wholly true. The average woman is neither one nor the other. A certain degree of independence justly belongs to every individual, but no rightminded person, man or woman, wishes to be an autocrat. All such know that life is, happily, a matter of relationship, of mutual give and take, of co-operation. It is lamentable that

this truth sometimes escapes the members of a family.

When, however, one is right minded and wishes to do his best work in the world, he must know his tools, which are his resources, must be independent in their use and responsible for their care. There is an honored adage to the effect that woman can throw out with a spoon faster than man can bring in with a shovel. Is it not quite as true that a thoughtless member of the family can throw out in one shovelful the painstaking savings of countless spoonfuls? And how can either catastrophe be prevented unless there is common knowledge of resources—resources in money, in time, in strength. No one of these should be emphasized at the expense of the other two. It is too natural to think in one medium only and that is, most frequently, in terms of money. We must think in related terms to discover the proportion which defines waste and apply the discovery to proportionate use of all resources. Thrift may be purchased by an unwarranted use of time or of vigor, then it has become waste. If living expenses decrease at the cost of lowered vitality, then economy is extravagance.

Waste in the home really means waste of life, not merely the waste of things, of food, of heat, of light or of money. We should have learned all material economy as the alphabet of living and, having learned it, use it, as we use our letters, as a means of expressing life.

Sometimes I think that the greatest waste in the home is the waste of "mother." When you think of her real problems, her responsibility for developing sound bodies, with sane minds and lofty souls, and then think under what handicap this task is often accomplished, it is hard to say which most stirs the indignation—the "dear one" who wastes or the other "dear ones" who let the waste go on.

If I have seemed to generalize, it has been with purpose, for unless one sees the effect of this question in the home on all the possibilities of individual life in that home, it is merely petty and uninteresting. To prevent waste in order to have more is base; to prevent waste in order to be more, by virtue of possessing more, more health, strength, joy, competence, rest, is a proper and fascinating problem.

Having defined waste and discussed briefly its dual relation, what can be said of its discovery and elimination? As a "first aid" to the willing I would suggest keeping a debit and credit account, balancing efficiency against every form of cost, for most of the superfluities and many of the necessities in the house. For the furnishings of the home let the word of Wm. Morris help in balancing accounts; his "have nothing which you do not know to be useful and believe to be beautiful" will clear out much of the meaningless clutter of our houses. If we wish to add some possessions of no value, except that of association, let us be sure that they are few in number and worthy of remembrance.

# Boots || Boots

## Rubber Boots

We carry the best rubber boot there is made, the

### "Glove" Brand

If, however, you desire a boot for less money send to us for our Rhode Island, Duck Vamp, Rolled Sole Boot at \$2.68 net.

We solicit your orders NOW.



**Hirth-Krause Co., Jobbers**

Manufacturers of Rouge Rex Shoes

Grand Rapids, Mich.



## You're a Wide-Awake Shoe Man

You're in business to make money, you're looking for opportunities like

### H. B. Hard Pans

Maybe you think you can "get along without them"—well, we are willing to leave it altogether to you after you have seen this line—

Made to retail at a price that nine out of ten customers can afford to pay—

Made from our own special tannage stock and fine-grained, tough stock it is.

Half double or double soled shoes—made for men and boys that must have service—

Just take a postal and send in an order to-day for a case or two—shipped same day your order is received.



H. B. Hard Pan Blucher  
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.





Having settled the "what to have" question, let us face the question of care of possessions as a definite means of determining waste. If everything beautiful and useful can be possessed with joy and treated with proper care, by all means have what you may, but if you mind the ravages of coal smoke and the clumsiness of unskilled hands with the meddlesome curiosity of little folks, you have a sense of being possessed instead of possessing, do not acquire, or, having acquired, put all the trouble makers in a closet and lose the key! There was once a Mrs. Jones who was reported by a friend as "pretty well under the circumstances." "That is the trouble," responded the friend, "she is always under the circumstances, never by any chance above them."

With the question of what not to have out of the way, decide what you must have and what proper tools must be at hand to do your work with least nervous outlay. The sense of relief when the right-thing-to-do-with replaces makeshifts proves what waste of resistance was going on. It may be possible, as frequent custom proves, to drive a nail with a flat-iron or to stand in the rocking chair while you fix the window shade roller. It is less hazardous to body and temper to own and use a hammer and a stepladder. By tools I do not mean mere physical aids and tangible helps; all means of expression, whatever their name, are the tools of living. An artist at an oven, as at an easel, may be balked by poor tools. When limitations are inflexible and tools must be poor, then prevention of waste lies in recognizing and accepting what one may have. It is like saying "whoa" to a horse which will not go. It restores your own equilibrium, even if it does not change existing conditions. A wise mother once wrote to a persistently delaying daughter, "I will be obeyed; come home when you get ready." That psychologic acceptance of fact changed waste of authority into increase of humor.

That one may live some few things are essential: nourishing food, pure water, fresh air, shelter, warmth and clothing. For the spirit, which makes the individual, there must needs be, at least, some companionship with others and with one's self, beauty in one or in many forms, spiritual consciousness and leisure for the mind.

Now if we wish to find the real waste in the home, from which one goes forth to work and to which he returns for fresh impulse, we find it and can stop it by relating our present needs to their original sources. Nourishing food is a commonplace need and should be simple to gratify. Think, however, of the waste from bad cooking, in careless and unreasonable eating, which furnishes the family's share in waste, in foolish and valueless concoctions or impure food and in badly nourished bodies and minds, with their whole train of results involving loss of efficiency. It would be well for the country if our "pure food" law was followed by a "poor food" law.

Simple shelter as a common is

at one end of our line of search. At the other end is our answer to need in a shelter, plus all sorts of wasteful non-essentials. The formative effect of order, cleanliness and beauty in this shelter of ours can not be over-estimated; but how about the effect of the superfluous with all its train of attendant evils?

Of clothes I hesitate to speak, since women are credited by men with being willing slaves to fashion, and women aver that theirs is not the pleasure for which changing modes are ordered. While these opinions are unchanging, big sleeves must be made little, short sleeves must creep down to the fingers, curious and beautiful shades must be matched in perishable materials and our inappropriate clothing must be persistently repaired, cleaned and renewed. Is there any waste of home energy here? Perhaps not, but fingers which are in use all day can not bring forth music in the evening and the eyes tired from matching silk to wool, to chiffon, to velvet, sometimes forget to recognize the color of the flicker's wing.

What about the waste in replacing possible half hours out-of-doors in pure air, with apologies for naming city airs as such, by hours spent indoors ministering to the cure of non-essentials? The non-essential under proper conditions may be wholly desirable, almost imperative. For example, plants in a house are inexpressibly beautiful, but better no plant ever than one whose care steals, as it does many times, the last five minutes of possible rest. When everything is going smoothly we lose our sense of limitation; but when Fate lays us low, when the children are having extra work and need extra comforting, when the wind is raw, chimneys are "possessed," business conditions won't stay put and there is an interregnum in the kitchen with you as regent, when it has not rained for weeks and chimneys are doing double duty as smoke producers, when any, or all, of these conditions crowd out your own five minutes, then send all your palms and ferns and rubber plants to the greenhouse, sit down on the floor in the space they leave vacant, just think of a beautiful tree in a glorious forest and be thankful that you have courage to break away from the bonds of things as they are.

How does it happen that we have put so much stress on waste in satisfying the needs of the body without realizing the reckless prodigality and thoughtlessness with which we spend from the treasury of the spirit? How can we ever exchange hours of sunlight for time wasted in artificially lighted rooms? It is true that we might, if we sought them, have moments of real companionship in lieu of the conventional relations which make social life a farce, and that genuine recreation, which should be what the word means, might replace amusement. It is even possible that one need not waste working hours to seek pleasure, but find pleasure in work. Leisure for the mind is a lost possession, openly grieved for by many who read identical news in four

daily papers and a digest of what they already know in several magazines. Spiritual consciousness, if it lives through the struggle with the material and evident, the commercial and flamboyant, which so threatens even individual lives, emerges a weak and battered remnant of what it might and should be. If we still have and know beauty it is well, and it means that time and strength have been spent, "wasted," as commonly understood, to find and to keep it.

It is worth one's best endeavor to do the present duty, whatever its type, as well as its infinite relation warrants. Nothing is too humble to be worth doing in the best way and with singleness of purpose. When dishwashing is lightened by the learning of a German ballad, either the German accent or the dish is likely to be cracked. There is a best way to do, as well as to be, and the perpetual effort to find the best way turns the drudgery of routine into a spiritual victory.

All life is effort; waste is misplaced effort. The more we waste the less we live, and the more really we live the less we shall waste. This is no mere theory; life proves a good working basis to test the presence of waste. Although one waits for sewer gas to prove its presence in a house by the death of the householder, we search for the waste in the house, too frequently after the life of the home is gone.

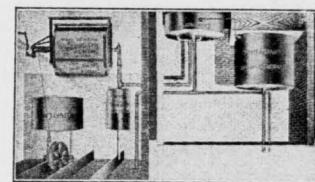
Discover the waste in the house by testing every outlay of time, money or strength before you make it. Say

to yourself, "Is this use of strength or time or money essential to my life? Is it even desirable for me? What is it worth in terms of life to my family? Will the result pay for the cost?" Then, if the outlay of strength or money or time is beyond the result secured, if no hours are made richer, but, rather, impoverished, energy has been lost and life made less noble. There has been waste in the home. Justina M. Hollister.

It pays to handle  
**MAYER SHOES**



**BRIGHT LIGHT**



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



**Our Shoes Are  
Purchased Not Only to  
Wear But to Walk In**

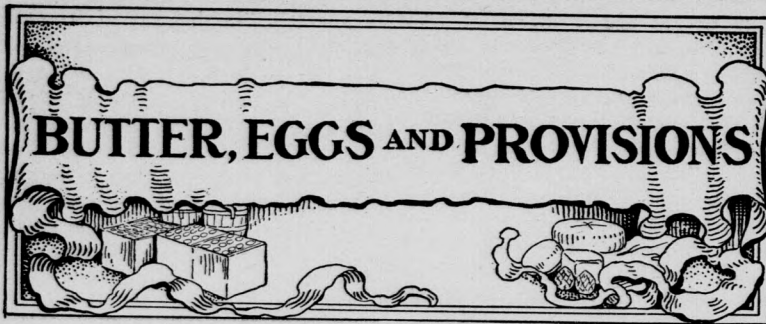
Our shoes are produced for the purpose of walking out of doors not only over good roads, but over stones and through the mud and wet. They are classed among the longest wearing shoes made and a ten mile walk in them seems but half the distance.

Our customers tell us they are quick sellers because from the practical—pocketbook—point of view they contain the best money value in style, wear and comfort that can be had.

**Rindge, Kalmbach, Logie & Co., Ltd.**

**Grand Rapids, Mich.**





### Observations of a Gotham Egg Man.

During the past week our market has passed from the period of possible dearth of eggs to the period of reasonable assurance of ample supplies to fill all requirements at moderate prices. The speculative accumulations were practically cleared at this time last week, and it was a pretty good fit—for only a few days after their exhaustion we began to get eggs enough from primary points to supply the demand on a lower basis than the cost of the previous accumulations. The decline from the high point toward the spring speculative basis is, so far, being accomplished under exceptionally healthy conditions so far as this market is concerned. Naturally local operators who have been buying at primary points have occasionally been caught for losses during the recent erratic fluctuations, but as a rule they pulled out in time. In the interior shippers appear to have discounted the decline far enough ahead to avoid as much loss as often happens on the spring break. And the period of short supplies here was long enough to permit a very close clearance of all eggs in the hands of jobbing and retail distributors, so that our market has been in fine shape to permit a prompt reduction in retail prices to correspond with the lower wholesale market. We may therefore expect a prompt expansion of consumptive demands as supplies increase.

The extent of the present downward movement of values will, of course, depend upon the ability of receivers to maintain a prompt and close clearance of the quantity arriving from day to day. There can be no speculative support above the spring storage point unless belated wintry weather should again interrupt production, and then only after trade is established upon a much greater scale than at present. But the desire to keep clean floors from day to day is likely to result in more or less fluctuations as the market settles toward the spring level.

As we approach the season of heavier supplies more attention should be given to grading the current packings as to size and cleanliness and we wish to emphasize the importance of careful packing and the use of strong, substantial fillers.

According to action of the Egg Committee of the New York Mercantile Exchange, the minimum quantity of eggs salable under the call shall hereafter be fifty cases on spot sales and 100 cases on futures.

Speaking of the egg prospects for 1909 The Freezer says:

"The natural rush to secure storage stocks which occurs after a successful year will put the paying price some higher than last year with the result that every farmer's wife in the land will abstain from an egg diet and turn into cash every egg produced on the farm. The consumers will go easy on eggs. The result is plain. A surplus of eggs in storage and who wins? The farmer. And who loses? The trade.

"If some of the prices we have heard talked about should be actually paid for any considerable proportion of the egg production it would line the farmer's pockets with thousands of unearned dollars, while the trade would earn a whole lot more than they would get in 1909. It always did seem to us a foolish business proposition to pay a man more for his goods than he asks, especially when by so doing the buyer faces an almost sure heavy loss, and this is what is done when fancy prices are bid up in the spring. We trust that the buyers will not be misled by the success of the 1908 deal and will go at the new deal with a spirit of conservatism that will make this year one that will be, if not as good as 1908, at least not a repetition of 1907."

The price that can safely be paid for storage eggs depends, of course, upon the amount of the surplus; we always have to contend against the paradoxical condition that with a given production the surplus for storage is always smaller with a low and safe price, and larger with a high, unsafe price. The Freezer is right. There is always danger in storage operations after a year of large profits, and conservatism ought to be the watchword this spring. It is better to be sure of good profits on a moderate quantity than none, or a loss, on a whole lot.—N. Y. Produce Review.

### When Is an Egg Fresh?

A fresh egg, to be eggsact, is an egg whose eggsellence is only eggseeded by its eggspressiveness, there being few eggstant; one recently brought into eggssidence and not eggshumed from cold storage, one that does not eggsplode and eggshale eggstremely eggasperating and in eggsterminable odors and eggscite eggspressive eggscclamation when the interior is eggposed for eggssamination and eggstraction by any eggscision of the eggsterior. Fresh eggs are eggshibited on eggstraordinary occasions by the eggscclusive and eggstravagant. No egg is as fresh as the eggssperienced and uneggsemplary retailer who, egged on by the eggssul-

tant producer and commission man, eggssagerates its freshness eggstemporaneously and eggssacts an eggssorbitant price in eggsschange therefor and afterwards eggssperitly eggssplains and eggssonerates himself when eggss-eccrated by his eggsspostulating customer.

Nellie was 5 years old and Bobby was 3. They were permitted to gather the eggs, but were told not to take the nest eggs. One afternoon they had poor luck and the little girl simply couldn't go in without anything, so she brought a nest egg. Little Bobby toddled behind, saying, "Mama, Nellie's dot the egg the old hen measures wif."

No grace is fairer than gratitude.

**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 & CO.**  
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. Klefer'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



**Retired Butcher Advises Young Proprietor.**

Mr. Old Timer returned last week from a two months' visit to the place of his birth in Germany, and a few days after landing he strolled around to the market of his friend, Young Proprietor. After the usual greetings had passed between them the old gentleman made himself comfortable in a chair near the front counter and prepared to hear what of importance had happened while he was away. Before Young Proprietor had fairly started on his narrative, however, a lady came into the market and ordered a steak and asked for a piece of suet. The price of the suet was added to the price of the steak without any protest from the lady, whereupon Mr. Old Timer chuckled and gave expression to his satisfaction in sly winks to his young friend, which winks said as plainly as words could have done, "I taught you to charge for suet instead of giving it away. You have made many a dollar on your suet since then."

Then the lady ordered a can of salmon and a bottle of ketchup.

"I don't keep 'em," said Young Proprietor. "You can get 'em at Jones' store on the next block."

She thanked him for the information, paid for the steak and suet, and went out. During this brief conversation the old gentleman's sly winks had given way to peculiar twitchings of the muscles around the mouth, such as are noticeable when one is anxious to say something but knows that it is prudent to keep quiet. With the departure of the lady his silence ceased, and in tones that seemed almost angry he said:

"Will you ever learn? Will you ever realize that to be successful you must keep up to the times?"

Young Proprietor was bewildered, and his face was an indication of it when he said that he had charged for the suet, which was proper, he knew; and would his friend kindly explain wherein he had failed to "keep up to the times?"

"I'll tell you where," said the old gentleman, vigorously. "You are lacking in business sense when you turn away a sale. If you don't sell salmon and ketchup, why don't you?"

"Because," replied his friend, "I'm a butcher, not a grocer."

"Bosh! Rot! You are not a butcher—you're a meat seller. The man who sells the meat to you is the butcher. In the old days when butchers were butchers they did not handle groceries because they had to attend to the killing, and their shops were not neat—in fact, they looked like butcher shops—like places connected with slaughtering. That is all changed now. In those days what are known as groceries came loose and had to be handled and weighed out as sold. Now sugar, tea, coffee, cereals, fish—everything—comes in a can or a neat closed package. There is no reason in the world why the so-called butcher—but in reality the meat market proprietor—can not and should not keep them in stock. It would require very little room in your market to fit up an attractive package

and canned goods department. Look at the wasted space at the side opposite your counter. It is only a convenient place for throwing the delivery baskets into. Get wire baskets, which are sanitary, require less room and last a lifetime. Then you will have plenty of space for a package goods department. How many extra clerks would be required to conduct it? None. How much risk would you run by putting in a stock?"

Young Proprietor said he could not answer, so the old gentleman continued:

"There would be no risk whatever. Canned meats, soups, fish and everything else put into cans will keep for a century without spoiling or losing in weight. You can not truthfully say that of fresh meat. You lose nothing by trimming on canned goods. You can not say that of fresh meat, either. Sugar, coffee, condensed milk—the whole list of groceries—are put up in such a way that they keep good until sold. In handling them you can not lose, but are sure to add to your profits. When you buy a case of canned goods you know exactly what your profit on the sale will be. There is no guessing. And the more grocery customers you obtain the more fresh meat and provisions you will sell, as the person who buys your groceries will buy your meat also.

"Every day in every part of the country men are opening exclusive grocery stores. They are clerks who know how much money their bosses are making—young men who know the possibilities of the business and are willing to risk all they have in taking a try at it. They have to pay rent, hire help and hustle for customers, and they succeed. You have a great advantage over them. You have to pay rent for your market, and would not have to pay any extra rent if you had a canned and package goods department. You hire a clerk in your market and would not have to engage an extra clerk to take care of a grocery department. And, above all, you already have the trade, as your customers would be glad of the opportunity of buying all their table necessities in your store, instead of being compelled to go to several stores to do it. The butcher who ignores this chance to add to his profits, especially when he shoulders no risk, is behind the times—he is saturated with the kind of old fogyism that costs him money."

Two hours later, when Young Proprietor was alone, he began making a list of canned and package goods for his new department, for he had fully decided to establish one.—Butchers' Advocate.

**Like Mother Used To Make.**


The bride resolutely dried her eyes on her lace-trimmed handkerchief.

"So the muffins are not like mother used to make," she said, significantly. "Well, to-morrow I shall have muffins like mother's."

"Now you have hit it!" exclaimed the young husband enthusiastically. "These muffins are exactly like what mother used to make when I was a

little chap. How did you do it, dearest?"

"I will give you the recipe," replied the bride, coldly. "I used oleomargarine for butter, cold storage eggs, put alum in the flour and added chalk and water to the milk—for if you will recall, your mother lived before the pure food laws."



Ground  
**Feeds**  
None Better

**WYKES & CO.**  
GRAND RAPIDS

**For Potato or Bean Bags**

write to **ROY BAKER**, Grand Rapids, Mich.

Bags of ever 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

**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.**



## GOOD-BYE TO TEDDY.

## Big Stick and Sense of Fairness Will Be Missed.

Written for the Tradesman.

Good-bye, Teddy!

When you set sail for Africa, kindly leave the Big Stick behind the door in the cabinet room.

We have now reached that stage where we can not do business without it.

It would be a calamity if President Taft should want it and it should not be ready to his hand.

We hope he will want it, and will know how to swing it about his head with the old-time "Whoop!"

In your hands it was always a weapon for the plain, common, work-every-day people, whether they wore a boiled shirt or not.

When ever they saw it sailing aloft and descending upon the roof of the Senate Chamber, or bouncing along the aisles of the House, they knew it wasn't out to do them any harm.

Whenever they heard a noise in the White House like shooting an oil well down in Indiana and saw a lurid light reflected in the sky they understood that the guns were not aimed at them.

The people believe in you, Teddy, and in the Big Stick.

They are sorry to see you moving out of the White House.

Numerous newspapers controlled by Railroad Combinations, the Steel Trust, Standard Oil and other Trusts too numerous to mention have said in the past that you were nothing but a Big Noise.

Words spoken in arraignment of crime and the abuse of privileges do sound pretty loud, don't they?

These same people, these men who find it easy to accumulate a million before breakfast are now saying that they are glad to be rid of you.

What they are advocating is a nice, quiet, gentlemanly, business administration.

They want the searchlight turned off.

There are certain things which are better done in the dark.

When you declared Standard Oil was disobeying the law they held up their hands in horror.

"Hush!" they said. "You'll scare off the investors."

When you called attention to the fact that railroad companies were pouring water in their stock with a six-inch hose and freezing out the stockholders, they offered the excuse that they needed the money to build more roads with.

To build more railroads, to get more stock to water, to build more roads, to get more stock to water.

They also proclaimed as follows: "Hush!"

Like the late Southern Confederacy, all they wanted was to be let alone.

Some of these people shed tears when you began taking public land out of their reach and reserving it for the people.

They didn't know what minute they might want it.

"If you don't quit," they said, "we

will have to cut down the wages of our men."

"If you don't keep up the wage scale," you said to them, "there will be no one to buy and consume the things you fellows make, dig out of the ground, transport or sell."

"You're destroying our business," they said.

That is what the thief said when the switching on of an electric light revealed him in the act of robbing a safe.

It is these men who want to be let alone in their schemes who are starting all this talk about a nice, ladylike administration.

It isn't the people who object to paying the secret service men.

It is members of Congress.

Also the proprietors of Vested Interests endorse your handling of the secret service men as follows:

"The poor tax-payers can not afford it."

Don't you dare take that Big Stick out of the country.

We want Taft to climb up on the roof of the White House every morning and pound with it, and throw it up in the air.

Of course the Vested Interests will howl.

But the people know that no perfectly honest business was ever injured by turning on the light.

Let them howl.

If they spend their time yowling they won't get up so many companies designed to catch the dollars of school mams and orphans.

Paint the Big Stick a bright, bright red and leave it in a convenient spot.

It will help to bring about good times.

It will scare out the railroad hogs and corporations who do not play fair.

That will give the retailer a chance to get his goods at prices which the people will pay without telling him he ought to be out on a dark street with a gun and a mask.

For years the retail merchants of the country have been up against combines.

They are becoming ashamed to look customers in the face when they are obliged to boost prices.

Combines on freight rates.

Unjust discriminations.

Combines on flour.

Combines on meat.

Combines on every blessed, blasted, blooming thing.

A retail merchant smiles like an angel if he can put a thousand away to the good in a year.

He is pleased if he comes out even.

Knock a few of these corporations and give them a show!

Put a chunk of lead in the end of the Big Stick and leave it in the hands of Big Bill Taft.

Swipe the cane and safe speilers with it, Bill!

If we get an administration of ladylike gentility for eight years there won't be a thing in the sky, the earth, or the deep blue sea that Trusts won't own.

The men who are doing business in

a big way and doing it honestly have no fear of the searchlight.

It is only the footpads who kick on the streets being lighted at night.

Don't you ever think of taking that Big Stick to Africa with you.

You might kill a lion with it, but a lion is a reasonable being.

When he gets all he can hold he goes away and leaves what is left to the others.

He doesn't stand guard over what he can't consume and see other lions starving to death for want of food.

In a good many ways the lion is a gentleman as compared with some of the railroad Trusts.

If you could take one good swipe at Uncle Jo and Aldrich and Hale with this Big Stick before you go it might help some.

No; don't think of taking it to Africa.

Good-bye, Teddy!

You started a good many things while you were in the White House, and there isn't one of them that looks like graft.

Until you took up the Big Stick, it was almost a crime to say a word against the unlawful acts of a millionaire or a corporation.

Hitherto the Big Bank Account has posed as putting money into business.

Where did he get it, Teddy?

He wasn't born with it in his hands.

He never coined a cent.

If he's got a million now, he's taken a million more from the people than he has put back.

Well, be good, Teddy!

Don't let a lion bite you.

Hurry back! Alfred B. Tozer.

## The Clerk Who Wins.

He who may have in his store today a clerk who is faithful unto the bitter end, careful, painstaking, determined, willing and not satisfied with present position, no matter what the size of his feet, or the contour of his face, or the awkwardness of his arms, or any other thing about his make-up that is noticeable to those who look for niceties in human beings, can well keep close and careful watch on the work and the development of that clerk. He that triumphs over adverse comment and proves himself valuable in spite of prophecies to the contrary is worth a half dozen who have a hunch they were divinely appointed to be smarter than most others and who belie their natural abilities by their indolent actions. An absorbent mind and a determination to get the best to be found in the way of position will triumph over duck feet, bow legs, hook noses, big hands, red hair and even cross eyes. The combination of determination and absorption is more powerful than good looks and brightness that is lazy.—Shoe and Leather Gazette.

The man who thinks he has a patent on piety never goes into its manufacture.

A feeling heart enriches the world much more than the full hand without it.

## Advertising Should Be Regarded as an Investment.

Get the thought fixed in your mind that if you are going at your advertising in an intelligent thoughtful manner your advertising will be an investment, not an expense. You put in a certain new line of goods. You say, "It will cost \$5,000 for the line. I can turn the stock over three times a year at a net profit of 20 per cent., or 60 per cent. on the investment—\$3,000 profit per year." You figure out in advance how much you can make on your investment. Do the same figuring with all of your advertising. Treat it as an investment. If you are now doing a total annual business of \$25,000 with poor and indifferent advertising, you can invest a given percentage of the amount in advertising, and it will earn more dividends than any other part of your investment, if you do the work right.

It will do more than earn dividends. It will strengthen your position in the business world, add to the "good will" of your institution, make it harder for your competitors to take your trade away from you.

There is no general rule by which to determine what the percentage should be. On staple merchandise the percentage must be smaller than on articles which pay a larger profit. From 1 to 5 per cent. of the total sales is a general average. As your business becomes more firmly established you can reduce the percentage each year. You will increase the advertising expense in total, but on account of the increased amount or volume the percentage of the whole will be less. By investing in this manner you are buying new business and you can well afford to pay the price.

Remember that but a few merchants handle their advertising right. Because others fail is no reason that you can not succeed. Business is simply a survival of the fittest, and fittest means best service and telling others what you have to sell. The man who can do these things better than you will beat you every time. Almost every town has one or more shining examples of this kind.

Be a "winner"—a "top-notch." You will benefit yourself, your town and your business neighbors. This will help the man with business in his blood. The right man can and will receive a benefit from these plans.

The longer one observes and studies business and advertising the more one is impressed with the idea that a strong personality back of the store and its advertising is absolutely essential to success—strong in cheerfulness, good, honest principles, ability to understand the needs of customers, and strong in a willingness to serve others.

Advertising is salesmanship multiplied. Good advertising and bad salesmen won't mix. Get rid of every clerk with a long face. Fire out all people who feel sore. A store full of good, cheerful public servants, backed by good, honest principles, and all reflected in sensible advertising, is invincible. It will always be busy.—Printers' Ink.



## EDWARD MILLER, JR. DEALER IN EVERYTHING



GROCERY DEPARTMENT

### FIVE STORES

823-825-827 W. Franklin St.  
219-221 E. Columbia St.  
520 Upper Fourth St.  
400 Adams Avenue  
421 Third Avenue

MAIN OFFICE AT FRANKLIN STREET STORE

Evansville, Ind., Feb. 25, 1909.

### "THE HELPING HAND IS NEVER EMPTY"

These six words, which I read in your last issue, mean very much to me, and it means much to the Michigan Tradesman. The family of thoughts that these few words belong to have a great deal to do with the building of the Tradesman. It is indeed very strange how a few words can express so much. These words tell a great story. They prove a great deal concerning this journal. Perhaps others have seen what I have; in fact, I know they have, for I have heard many things from different parts of the country about the thought running through this journal.

The Michigan Tradesman is not a trade journal for Michigan alone. It is going all over the country. Why? Because it is a helping hand and not going out empty. It is full and running over.

Any man who will read this journal as carefully as I do will find it very helpful. It does not wish to stay in the same old class--ringing just one bell of hope, like most journals do. It is not afraid to take on the new and afraid to throw off the old. It loves new life and it is getting it.

A helping hand is never empty, for there are always thousands of good, bright, uplifting thoughts in a helping hand, and it is these thoughts that are making this journal known all over the country.

Turn to page 3 of the Feb. 24 issue of this journal and you will find a poem entitled Going Out and Coming In. You will not read any stories in this poem about how to trim your windows, how to manage your store successfully, how to educate your clerks, how to combat the retail mail order houses, but I wish to say that it is all there, just the same, and if you look over this journal carefully each week you will find many other articles that will feed your mind with thoughts that will do you a world of good. Of course, we want all the advice we can get concerning our business and we expect our trade journals to furnish us with the best ideas they can find, but how is any one going to get the right ideas if he fails to read things about higher ideals in life?

Our failure in business and every thing else is on account of our carelessness of learning the more beautiful things in life. The most beautiful things are those good bright thoughts of ours.

We can all earn enough money to keep us alive and do it very easy if we listen to the power that makes great things.

Watch this journal, read it carefully and you will find that in a few more years there will have been built up a great magazine. It may not grow as large as some, but we must not judge things by their size, for just look what a man can get out of only six words.

Let us all learn that it is not how big we get, let it be how good we are. If we are all good and are willing to listen to little things that are powerful we will grow up good and strong.

If we reach out a helping hand, if we go way down to help a fallen brother, if we speak a word of cheer, if we are not too busy to send out a kind word to a friend, we will never be empty. We will be filled to overflowing with the best things on earth. We will be so full that there will not be an end to what we can do and say. We will be in a position to do most anything known to man. It is impossible for one man to do everything, but he can learn to do anything if he will only hold out a helping hand.

EDWARD MILLER, Jr.





### SALESMANSHIP PHILOSOPHY.

#### Too Much of a Good Thing Leads to Failure.

It was while I was lunching with the junior member of a large wholesale house that I asked, "How is Sam Finch getting along?"

"I don't know," replied the junior partner. "The fact is, we are letting Sam out the first of the month. Sam simply got the idea into his head that he could build up an immense business by being a good fellow. It seems that he struck the wrong gait from the very first. He was hale and well met with everybody and quickly made himself one of the most popular men in that territory, but it was as a sociable fellow, in for a good time and not as a business man. The friends he made were not the men who buy the goods. We had to send our best salesmen out there to recover what business we had there. When we let him out I told him that, while a good fellow makes a very charming companion at times, he always proves in the long run to be a losing proposition in business."

"Sam Finch's success had turned his head, had made him a good fellow rather than a good salesman. His winning ways had carried him far out to sea and he had lost an oar in rough water. He had mistaken a hard-headed business for a round of good times. He only knew how to get orders in one way and that was by entertainment. He discovered, when too late, that business isn't conducted on the 'good fellow' plan of give and take. He had overlooked the truism that business is founded on business principles and that playing poker with his customers, drinking with them and spending money freely is a long and rocky road to travel, ending in sure defeat."

"Be a good fellow, but don't be a good thing."

"Don't forget to get business, but first, believe in your goods. Faith is absolutely essential. If you don't believe in your goods, quit. Get business on a basis that will make the buyer respect you and your house. Fast salesmanship does not mean fast habits. Big orders and steady orders do not come from the bubbles in champagne. They may start that way, but they won't last."

"Sam Finch had the greatest opportunity in his life. He may never get another. He got drunk with it and went to sleep at the switch. The good fellowship, the wit and the bright ways of this man—in fact, all his God-given talents—were sacrificed upon the pyre of bad judgment. His head swept his feet out from under

him, he played with glowing fire and was burned—and in the ashes of defeat his tears fell unheeded. Have you an opportunity to-day like Finch's? If you have, don't sacrifice it. Be agreeable, be pleasant, be considerate, but don't be a good fellow and a good thing. Keep your feet on the safe path. Don't be a fool and think you can straddle the road that leads to Rome and the road that leads to Arcady. When in Rome don't do as the Romans do—do as your self-respect tells you to do. Keep your head—it is your locomotive. Never let it run wild and strike a freight on a siding. Hold your hand on the throttle and be a good engineer."

"Otherwise you will land in the ditch."

"Sam Finch did."

#### Annual Greeting To Members of the K. of G.

Lansing, March 2.—In accordance with a custom established by my predecessors in office to send a letter with the first assessment of the year, I send you greeting. It seems eminently fitting that I should write you to-day as this is the twentieth anniversary of the Michigan Knights of the Grip.

During the past twenty years, one-fifth of a century, many of the old officers have laid down their grips and gone to their reward; others have taken their places and to-day our Association stands pre-eminently the best of its kind in the United States for the commercial travelers.

Usually in the past there have been a few deaths carried over to the new year, but this year the deaths are all paid and we have \$1,473.80 in the death fund—nearly enough to pay three deaths. It is the policy of our Board of Directors to have enough in the death fund to pay all deaths promptly where there is no question about the beneficiary.

I suppose you are all aware that the railroad managers have at the State House a lobby of conductors working for a bill to compel passengers to pay 50 per cent. extra when paying cash fares. This would be unjust and wrong. Representative Crampton, of Lapeer, has introduced a bill to compel the railroads to issue 500 mile books for \$10, good on all roads and good for bearer. Such a book would be acceptable. Personally I would not object to a 10 cent penalty, provided it is made a part of the bill that the railroads shall keep at their ticket offices a flat 500 mile book for \$10, good on all roads and good for bearer. I had a talk with two old conductors on the

Grand Trunk last week. They both told me such a book is what we should have. In speaking of cash fares, they said, "Not one commercial traveler in a hundred tries to avoid paying his fare," but they spoke of others, whom they style "riff-raff," who take up their time and often try to avoid paying their fares. That day seventeen passengers got on at Bancroft—no commercial travelers—and only three bought tickets. A 10 cent penalty would cause these people to buy tickets, but lack of time often prevents the commercial traveler from buying tickets."

We have two splendid committees, the Legislative and Railroad, who are looking after this bill. Brother E. O. Wood, of Flint, member of the Legislative Committee, writes me he will come at any time when needed to talk before the Committee and stay as long as he can be of service. Other members have made similar promises.

The Michigan Tradesman, of Grand Rapids, has been outspoken in its efforts for a \$10 book, good on all roads and good for bearer. I predict if we do not get the book desired, the railroads will not get extra money for cash fares. J. J. Frost, President.

#### Bill For Traveling Men To Watch.

House Bill No. 28 (see No. 58), introduced in the House Jan. 19 by Representative Stevenson, is a good bill for traveling men to keep track of. It was referred to the Committee on Railroads and ordered printed Feb. 18. A lobby of railroad conductors is being maintained at Lansing by the railroads to advance the interests of the bill. They are making no headway, because they do not believe in the bill themselves and talk against it privately. The full text of the bill is as follows:

"It shall be lawful for any railroad company to require each of its passengers to pay fare by purchasing a ticket before boarding a train at a station where an office for the sale of tickets is kept open at least twenty minutes immediately preceding the time when the train is scheduled to depart from the station; and from every passenger who shall board a train at such a station and who shall not present to the conductor a ticket to the passenger's destination, every railroad company shall collect a fare one and one-half times the regular fare for the distance not covered by a ticket, as shown in the published tariffs of the railroad company; and the collection of such cash fare shall be lawful notwithstanding it shall exceed in amount the maximum amount which the carrier might lawfully charge for the transportation of a passenger if paid in advance by the purchase of a ticket before getting on the train."

#### The Passing of the "Drummer."

An experienced hardware buyer in discussing the problem of salesmanship as viewed from his side of the desk, remarks that the day of the flashy, breezy, story-telling traveling salesman is gone; that the product of a former generation, the "drummer," has passed away forever. No

longer does the traveler hoard up the latest bar-room story, and plump it at the man to whom he wishes to make a sale. No longer does he slap the purchaser on the back and ask him out for a drink. "It is painful," says this buyer, "to see some of the old-timers trying to keep up the old traditions." It is more painful to see the illy-instructed young man endeavoring to emulate the example of those whose examples should be forgotten. It is a pleasant fact to record that these misguided youngsters are few and far between.

The successful modern salesman realizes that there are two things the value of which must be taken into consideration: The time of the buyer and that of himself. While he was telling the humorous story that was the stock in trade of the old-time traveling funny-man, he might have been selling a hundred dollars' worth of goods. So by mutual consent the story has been cut out, and both sides get down to business immediately. It is not even necessary to discuss the weather. The buyer can learn that by a glance out of the window. Nor does the buyer especially care what his caller has had for breakfast. It may have an effect on the digestion of the man who had the breakfast, but has no connection with the sale of goods. The one is there to buy; the other to sell; if they are wise men they do the business that is to be done; give each other a word of cheer at parting, and the caller fares forth to add yet another conquest to his string before the edge of the morning hour has been worn off.—Hardware Dealers Magazine.

The best way to worship the Heavenly Child is to give every child some heaven.

#### Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

#### Hotel Livingston

##### Grand Rapids

the ideal place to spend Sunday.

#### 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.



**Movements of Working Gideons.**

Detroit, March 2—Detroit Camp of Gideons conducted evening service at the Grand River avenue Baptist church Feb. 28. Subject, "A Bible in every Guest Room in every Hotel in the U. S." The pastor, D. H. Cooper D. D., the choir and the members were present to make the meeting one grand success. The organist and the choir seemed at their best and every heart seemed in tune to aid the cause. L. R. Mont Gomerie sang solos, clear sweet and touching. The writer read the Scripture with comments: "Thy word is a lamp to my feet and a light to my path." Psalms 119:105. We owe the life of our soul to the death of our Savior. But for the light of the world, we had all been in darkness. Jesus said: "I am the light of the world. He that followeth me shall not walk in darkness, but shall have the light of life." The word of God is a lamp and a light. It discovers the manifold mysteries. It directs the course of men and comforts their hearts amid the darkness of the world. It reveals to us things divine and eternal and guides us to glory and happiness. Without the word of God, man would be left on a boundless ocean, stormy and dark, without compass, quadrant, chart, in obscurity, without a gleam of light to tell where our brittle bark would strike. But God, who is rich in mercy, has not left us in this deplorable condition. The Sun of Righteousness has risen to the enlightening of our way across the sea of life; to cheer the darkness that surrounds us and point to the port of heaven.

J. M. Paterson offered prayer touching the needs of the needy asking divine direction. Chas. M. Smith gave the address, commenting on the verses read and using others showing the need of Bibles in every guest room. The influence of a Bible on the dresser of each guest room even in the still hours of the night, is constantly speaking in "The still small voice." The Book on the dresser takes us back to childhood, back to a Christian home, to mother's prayers, to Sunday School, to happy youth, clean and pure, and we go to the Book for comfort. Thy word is true from the beginning, and every one of Thy righteous judgments endure forever. Jesus said in John 17:17 Sanctify them through thy truth, thy word is truth.

At the close of the address the pastor, Doctor Cooper, gave words of encouragement and cheer and asked for a liberal offering, and the result was gratifying. The Grand River avenue Baptist Church will furnish Bibles for the Oriental Hotel, Detroit. This church has been very loyal to Detroit Gideons, and all Gideons. The Gideons are open for invitation from other churches to solicit for Bible Fund.

Aaron B. Gates.

**Gripsack Brigade.**

F. M. Scott, who traveled several years for the Lemon & Wheeler Company, died at El Paso, Texas, Feb. 20. The particulars of the death are thus described by the Fremont Indicator: Mr. Scott died of pneu-

monia, having left here February 11 to spend the remainder of the winter in the Southwest, where the dry climate had a beneficial effect on a throat affection which had given Mr. Scott trouble for years. Thursday, February 16, J. B. Scott, son of the deceased, received a telegram announcing the illness of his father and indicating the character of the disease. Mr. Scott had been ill four days before notifying the family here. He was seized with pneumonia on Sunday evening, February 14. During the day he had been in the company of the Fremont party, including Mr. and Mrs. F. H. Smith, and appeared to be in his usual health. Upon receipt of the message conveying the news of his father's illness J. B. Scott sent a cheering telegram, telling him of his coming, and left at once, by the quickest possible route. The son reached Albuquerque, N. M., Saturday, a few hours' ride from El Paso, and there the message of his father's death was delivered to him. Mr. Scott was a member of the Masonic fraternity and of the Maccabees and Modern Romans. He was 51 years old, and is survived by a widow and one son. He was held in the highest esteem by his friends, and his death is causing universal sorrow.

W. A. McWilliams, representing the Vinkemulder Co., Geo. H. McWilliams, traveling for the Jas. S. Kirk Soap Co., and H. D. McWilliams, traveling salesman for E. E. Hewitt, all of whom cover Michigan territory, have been called upon to mourn the death of their parents, their father, John McWilliams, aged 85, having passed away on Feb. 12, his illness having been caused by a cancer. Their mother, who was 77 years old, outlived her husband until Feb. 24, dying of heart disease. Mr. and Mrs. McWilliams had been residents of Lowell for eighteen years and were universally respected.

**Doing in Other Cities.**

Written for the Tradesman.

Free auction sales for farmers have been started in Adrian under the auspices of the Adrian Industrial Association.

Mayor Seitz wants a Boosters' Club in Benton Harbor, and a public meeting will be called soon to see what may be done about it.

Ionia is waking up along civic improvement lines and as usual the ladies of the town are starting the ball rolling.

The Water Board of Marquette is investigating the merits of the system of water purification by ozone, a plan that is in operation at Lindsay, Ont.

Through the activity of the Commercial Club and other organizations Kalamazoo has secured a long list of conventions for the coming two years.

Saginaw has a population of 61,585, according to the new city directory just issued, a gain of about 3,000 over last year.

The city attorney of Ft. Wayne has introduced several bills in the Indiana Legislature looking toward the upbuilding of the park and boulevard system of the city.

Almond Griffen.

**What Eighty Degrees of Frost Means.**

It is difficult for us to form any conception of the degree of cold represented by the eighty degrees of frost recorded from certain parts of Russia. Sir Leopold McClintock tells how in one of his Arctic expeditions, a sailor was foolish enough to do some outdoor work at precisely this temperature. His hands froze, and when he rushed into the cabin and plunged one of them into a basin of water so cold was the hand that the water was instantly converted into a block of ice. At twenty-five degrees, Dr. Kane says, "the mustache and under lip form pendulous beads of dangling ice. Put out your tongue and it instantly freezes to this icy crust. Your chin has a trick of freezing to your upper jaw by the luting aid of your beard; my eyes have often been so glued as to show that even a wink was unsafe." During a theatrical performance given by the crew of his ship at an inside temperature of thirty degrees "the

condensation was so excessive that we could barely see the performers. Their hands steamed. When an excited Thespian took off his coat it smoked like a dish of potatoes. Any extra vehemence of delivery was accompanied by volumes of smoke."—Dundee Advertiser.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, March 3—Creamery, fresh, 24@30c; dairy, fresh, 18@22c; poor to common, 14@18c.

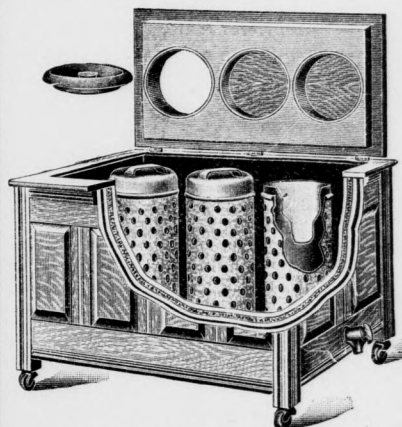
Eggs—Strictly fresh, 22c.

Live Poultry — Fowls, 15@16c; ducks, 16@17c; geese, 13c; old cox, 10@10½c; springs, 15@16c; turkeys, 18@23c.

Dressed Poultry — Fowls, 15@16½c; 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, \$2.50; red kidney, hand-picked, \$2.25; white kidney, hand-picked, \$2.40@2.60.

Potatoes—75@80c per bu.



## Grand Rapids Ice Cream Refrigerators

Are used in all Ice Cream Parlors. If you are not allowed to run a beer saloon, why not run an Ice Cream Saloon? We manufacture all styles of Ice Cream Refrigerators, and since local option is staring us in the face, there are a great many new ice cream parlors opening up in all parts of the country, and old established concerns are putting in up-to-date equipments. Write us for prices and discounts.

CHOCOLATE COOLER CO.

67 Alabama St.

Grand Rapids, Mich.

## We Pay the Highest Prices

For Citizens Telephone, Bank and other good local stocks, also are in a position to secure Loans on Real Estate or

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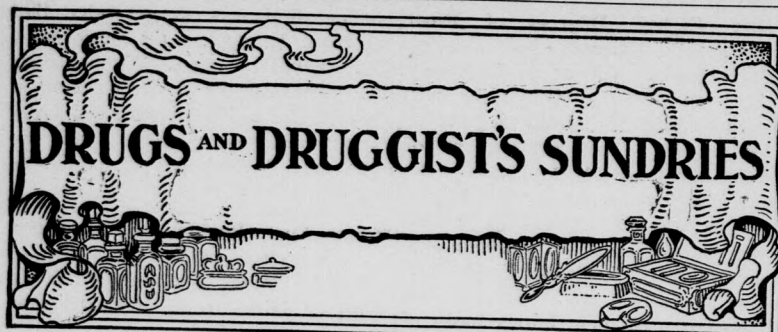
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TRADESMAN COMPANY, Grand Rapids, Mich.





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#### How the Clerk Can Make Himself Indispensable.

If every licensed pharmacist employed in a retail drug store would take the same interest in the profits of his employer that he would if the business were his own, it would not be long until conditions would so change that he would have no complaint to make, so far as his compensation was concerned.

It is a regrettable fact that in the education of the pharmacist the commercial side of his profession is seriously neglected, if not entirely overlooked. He is not taught to be a salesman. This is one reason why a large part of the business which properly belongs to the drug store is now drifting toward the department stores where first class salesmanship is one of the first qualifications on the part of the employee. In the average drug store the best educated pharmacist is little more than a cash boy or a wrapping clerk when it comes to salesmanship.

Whenever you come in contact with a druggist who combines the technical knowledge of his profession with that of first class salesmanship, you invariably find a successful druggist, financially and otherwise. It is this character of druggists that makes the biggest successes and becomes the most powerful antagonists of the department stores throughout the large cities.

The retail drug clerk who wishes to succeed in his profession must be a first class salesman as well as a first class pharmacist. When this has been accomplished by him the question of his compensation will adjust itself. No employer is going to lose the services of a clerk who is a profitable employee for him. The way to make yourself profitable to your employer is to devote your energies to salesmanship and direct that salesmanship towards articles and preparations in which your employer is interested and in which he makes the greatest profit.

I happened to be in a retail drug store the other day when the telephone rang. A clerk took down the

receiver and repeated the order of the customer: "You want a good mouth wash? All right. I would suggest —" (mentioning the name of a well-known advertised product). The proprietor happened to be standing there and I looked at him. He turned to the clerk with a displeased expression on his face and said, "Don't you know that we have a better preparation of our own upon which we make double the money that we do on this article?" The clerk said, "Yes, but the customer asked me what I thought was the best, and I didn't think of our preparation." The proprietor said, "I employ and pay you for thinking. Your services are no longer required here—get your money."

Don't you think that that drug clerk would have remembered his own preparation if he had been proprietor of that store and such goods were called for? I do.

To become a good salesman two things are necessary—a thorough knowledge of the goods and tact. Some men are born with a great deal of personal magnetism which makes them able to sell almost anything at any price to anybody; they are exceptions and they are fortunate. The man who is less brilliant naturally must of necessity acquire the art of salesmanship in a systematic and scientific manner. A thorough knowledge of the goods means more than familiarity with the makers' names and wholesale and retail prices. It should include the "reason why" for everything concerning them and a comprehensive idea of how and from what materials they are made. Knowledge of any kind comes from three sources—observation, study and introspection.

In selling goods when a man knows what he is talking about; the quality and price back of him; he will carry conviction in the very earnestness of his voice and manner. And the best of it is that the real thing in that line can not be imitated.

In a few months of systematic effort at self-improvement in salesmanship you will be a better buyer for the store than a clerk and all things are possible to the man who has accurate commercial knowledge and can sell the goods.

Another way a drug clerk can build up his importance with his employer is by cultivating a personal trade, both in and out of working hours. Be so courteous and obliging to your customers that they desire to trade with you, that they will, in many cases, wait for you when you are busy. Advertise your employer's

store when out among your friends. It will all come back to you because no employer fails to appreciate such interest on the part of one who is working for him. If you can accommodate a customer by opening up after hours, you needn't tell the proprietor what you have done, he'll hear of it soon enough and it will be placed to your credit. C. H. Goddard.

#### Formula for a Chapped Hand Lotion.

We think the addition of resorcin to the following formula will prove satisfactory:

Quince seed .....	90 grs.
Boric acid .....	30 grs.
Salicylic acid .....	20 grs.
Glycerin .....	1½ ozs.
Cologne water .....	4 ozs.
Water .....	4 ozs.
Spirit lemon, q. s.	

Triturate the quince seed with four ounces of boiling water, adding the boric and salicylic acids, and strain through muslin. Then add this to the glycerin, cologne water spirit of lemon previously mixed.

Put up in four-ounce bottles with corks which have hard rubber tops and wrap in the thinnest of transparent tissue paper.

A minute pinch of the aniline dyes, fluoresceine or uranine, will impart a very beautiful fluorescent opaline effect to this jelly lotion. The fluoresceine should be used in the form of a concentrated solution, of which a drop at a time should be added cautiously.

The great difficulty most druggists experience in the preparation of toilet creams is to obtain a clear or a white preparation. Where quince seed (which makes the least objectionable mucilage) is used the greatest mistake is the use of dirty seed or the failure to filter the mixture properly. Only clean selected quince seed should be used. The seed can be cleaned by rubbing in flannel or soft cloth. By filtering the cream through a felt filter a perfectly clear preparation may be obtained.

One of the nicest applications for softening the skin is cocoa butter. Experiment with it. R. E. Dyer.

#### A Flaky Cold-Cream.

To make a light, flaky cold cream pour the melted wax and oil into the hot mortar, and then pour the rose water borax solution at once into the hot, almost boiling, oil. Be sure to have the rose water boiling hot. Continue the stirring with the pestle until the cream congeals, always describing an eight within a circle. The result will be a light, flaky product similar to some of the fine proprietary cold creams now on the market.

#### Judge Sustains Counter Prescribing.

Counter prescribing is still practiced to a greater or less extent. Hence the importance of a decision just rendered by a St. Louis judge who held that a druggist, in selling a whooping cough medicine to a woman who asked his advice, was not going beyond his clear rights. The case, however, will be appealed to a higher court. The doctors of St. Louis are making an issue of it.

#### How Woman Shopper Makes Change.

It is the man shopper, everywhere out of proportion to the woman shopper, who in making his purchase digs up as nearly as possible the exact change for the purchase. The woman shopper, notoriously, hands out bills for the smallest of purchases—and goes home with a purse full of "chicken feed" minor coins.

There is a material cause for the fact, however.

Universally the man carries his small change in a trousers pocket. Too many of these smaller coins are heavy and troublesome to carry. He needs enough of them to make his car fare easy of access and he wants a few pennies among them for purchase of his paper. Unconsciously he learns to keep these reserve small coins in about the same numbers, gauged by the weight of them in his pocket.

On the other hand, the woman carries her purse divided into compartments, into which she must dive at every purchase. These coins stand upon edge, out of which condition the larger coins naturally rise more prominently to her mind. A half dollar in this way obscures a dozen dimes, nickels and pennies at the bottom of the purse, and reaching for change with gloved fingers makes the possibility of selection in a small purchase more difficult.

Thus, if her bill be 11, 21 or 4 cents, opening her purse to make payment, a prominent half dollar almost inevitably comes to her hand. Or, in absence of a half, the silver quarter is there in the same comparative prominence. In this way the salesman at notion counters all of an afternoon may be making change for her and loading up the pocketbook with nickels and dimes and pennies, to be obscured at the bottom of her purse. All of which, if she has shopped sufficiently, leaves the shopper prepared to stop in the passageway of an elevated station or on the platform of the pay-as-you-enter street car and count out five copper cents carefully and methodically as her fare home.

Any man, occasionally hurrying to an elevated station to catch a fast approaching train, is familiar with this woman shopper, either on her way downtown or heading for home. If she beats him to the ticket window he is reconciled to waiting for the next train, almost inevitably!

Not one woman in ten has exact change in a single 5 cent piece for her car fare. Either she stands in the passageway, waiting for her change from a half dollar, or she stands there counting out her pennies one by one. And when her change is laid upon the glass plate in front of her she scorns the practical uses of the sloping brass chute which would allow her to gather up every coin at one sweep of the fingers and palm. She picks up each individual piece between thumb and finger as if in all the bright lexicon of youth there could be no such word as "hurry!" John Fox.

When you brand a vice as harmless you have augmented its power to hurt.



## WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	
Aceticum	60 8	Cubeabae	2 15 21 85
Benzoinum, Ger.	70 75	Erigeron	2 35 22 50
Boric	12 12	Evechthitos	1 00 21 10
Carbolicum	16 23	Gaultheria	2 50 40 00
Citricum	50 55	Geranium	oz. 75
Hydrochlor	3 5	Gossypii Sem gal	70 75
Nitrosum	3 10	Hedeoma	3 00 23 50
Oxalicum	14 15	Juniper	40 21 20
Phosphoricum, dil.	44 41	Lavendula	90 23 60
Salicylicum	1 1/2 5	Limons	2 00 21 25
Sulphuricum	1 1/2 5	Mentha Piper	1 75 21 90
Tannicum	75 85	Menta Verid	3 00 23 50
Tartaricum	38 40	Morhuae, gal.	1 60 21 85
Ammonia		Myrica	3 00 23 50
Aqua, 18 deg.	4 6	Olive	1 00 23 00
Aqua, 20 deg.	6 8	Picls Liquida	10 12
Carbonas	13 15	Picls Liquida gal.	10 40
Chloridum	12 14	Ricina	34 21 00
Aniline		Rosae oz.	6 50 27 00
Black	2 00 22 25	Rosmarini	21 00
Brown	80 21 00	Sabina	90 21 00
Red	45 50 50	Santal	24 50
Yellow	2 50 23 00	Sassafras	85 50 60
Baccae		Sinapis, ess. oz.	40 45
Cubeabae	28 30	Succini	40 45
Juniperus	10 12	Thyme	40 50
Xanthoxylum	30 35	Thyme, opt.	21 60
		Theobromas	15 20
		Tigll	1 10 21 20
Balsamum		Potassum	
Copaiba	65 75	Bi-Carb	15 18
Peru	2 75 22 85	Blechromate	13 15
Terabin, Canada	75 80	Bromide	25 30
Tolutan	40 45	Carb	12 15
Cortex		Chlorate	12 14
Abies, Canadian.	18	Cyanide	30 40
Cassiae	20	Iodide	2 50 22 50
Cinchona Flava	18	Potassa, Bitart pr	30 32
Buonymus atro.	60	Potass Nitras opt	7 10
Myrica Cerifera	20	Potass Nitras	6 8
Prunus Virginl.	15	Prussiate	23 26
Quillaja, gr'd.	15	Sulphate po	15 18
Sassafras, po 25	24	Radix	
Ulmus	20	Aconitum	20 25
Extractum		Althae	30 35
Glycyrrhiza, Gla.	24 30	Anchusa	10 12
Glycyrrhiza, po.	28 30	Arum po	2 25
Haematox	11 12	Calamus	20 25
Haematox, 1s	13 14	Gentiana po 15	12 15
Haematox, 1/2s	14 15	Glycyrrhiza pv 15	16 18
Haematox, 1/4s	16 17	Hellebore, Alba	12 15
Ferru		Hydrastis, Canada	2 50
Carbonate Precip.	15	Hydrastis, Can. po	2 50
Citrate and Quina	2 00	Inula, po	18 22
Citrate Soluble.	55	Iteacae, po	2 00 21 10
Ferrocyanidum S	40	Iris plox	35 40
Solut. Chloride	15	Jalapa, pr.	25 30
Sulphate, com'l, by	2	Maranta, 1/4s	25 30
bbl. per cwt.	70	Podophyllum po	15 18
Sulphate, pure	7	Rhei	75 81
Flora		Rhei, cut	1 00 21 25
Arnica	20 25	Rhei, nv.	75 81
Anthemis	50 60	Sanguinari, po 18	15
Matricaria	30 35	Scilla, po 45	20 25
Folia		Senega	85 90
Barosma	45 50	Serpentaria	60 65
Cassia Acutifol.	15 20	Smilax, M	2 25
Tinnevelly	25 30	Smilax, off's H.	4 8
Cassia, Acutifol.	25 30	Spigella	1 45 21 50
Salvia officinalis,	18 20	Symplocarpus	2 25
1/2s and 1/4s	8 10	Valeriana Eng.	2 25
Uva Ursi	8 10	Valeriana, Ger.	15 20
Gummi		Zingiber a	12 15
Acacia, 1st pkd.	40 45	Zingiber j	25 28
Acacia, 2nd pkd.	40 45	Semen	
Acacia, 3rd pkd.	40 45	Anisum po 20	15
Acacia, sifted sts.	40 45	Alum (gravel's)	13 15
Acacia, po	45 50	Rird, 1s	4 6
Aloe, Barb	22 25	Cannabis Sativa	7 8
Aloe, Cape	25 30	Cardamon	70 80
Aloe, Socotri	45 50	Carul po 15	15 18
Ammoniac	55 60	Chenopodium	25 30
Asafoetida	35 40	Coriandrum	12 14
Benzoinum	50 55	Cydontum	75 81
Catechu, 1s	40 45	Dilatrix Odorate 2	00 22 25
Catechu, 1/2s	40 45	Foeniculum	2 18
Catechu, 1/4s	40 45	Foenugreek, po.	7 9
Comphorae	60 65	Lini	4 6
Euphorbium	40 45	Lini, gr'd. bbl. 2 1/2	3 6
Galbanum	40 45	Lobelia	75 80
Gamboge, po. 1	25 30	Pharlaris Cana'n	9 10
Gaultheria po 35	40 45	Rapa	5 6
Kino, po 45c	40 45	Sinapis Alba	8 10
Mastic	40 45	Sinapis Nigra	9 10
Myrrh, po. 50	40 45	Spiritus	
Opium	60 64 70	Frumentum W. D. 2	00 22 50
Shellac	45 55	Frumentum	1 25 21 50
Shellac, bleached	60 65	Juniperis Co.	1 75 23 50
Tragacanth	70 71 00	Juniperis Co O T 1	65 22 00
Herba		Saccharum N E 1	90 22 10
Absinthium	45 60	Snt Vini Galli	1 75 26 50
Eupatorium oz pk	25	Vini Alba	1 25 22 00
Lobelia oz pk	25	Vini Oporto	1 25 22 00
Majorum oz. pk	25	Sponges	
Mentha Pip. oz pk	25	Extra yellow sheeps'	
Mentha Ver. oz pk	25	wool carriage	1 25
Rue	39	Florida sheeps' wool	3 00 23 50
Tanacetum, V.	22	carriage	1 25
Thymus V. oz pk	25	Grass sheeps' wool,	1 25
Magnesia		carriage use	1 00
Calcined, Pat.	55 60	Hard, slate use	1 00
Carbonate, Pat.	18 20	Nassau sheeps' wool	3 50 23 75
Carbonate, K-M.	18 20	carriage	1 25
Carbonate	18 20	Velvet extra sheeps'	2 00
Oleum		wool carriage	2 00
Absinthium	4 90 25 00	Yellow Reef, for	1 40
Amygdalae Dulc.	75 85	slate use	1 40
Amygdalae, Ama	8 00 23 25	Syrups	
Anisi	1 75 21 85	Acacia	50 50
Aurant Cortex	4 00 24 25	Aurant Cortex	50 50
Bergamuti	8 50 29 00	Ferr Iod	50 50
Cajuputi	8 50 29 00	Ipecac	50 50
Caryophylli	1 10 21 20	Rhei Arom	50 50
Cedar	50 50	Smilax Off's	50 50
Chenopadii	3 75 24 00	Senega	50 50
Cinnamon	1 75 21 85	Tinctures	
Citronella	50 60	Aloes	60 60
Conium Mac	80 90	Aloes & Myrrh.	60 60

Lupulin	40	Rubia Tinctorum	12 14	Vanilla	9 00 2
Lycopodium	70 75	Saccharum La's	18 20	Zinci Sulph	70 75
Macis	65 70	Salacin	4 50 24 75	Oils	bbl. gal.
Magnesia, Sulph.	3 10 5	Sanguis Drac's	40 50	Lard, extra	85 90
Mannia S. F.	60 70	Sapo, G	10 15	Lard, No. 1	60 65
Menthol	2 65 22 85	Sapo, M	10 12	Linseed, pure raw	42 45
Morphia, SP&W	2 90 23 15	Sapo, W	13 14	Linseed, boiled	43 46
Morphia, SNYQ	2 90 23 15	Seidlitz Mixture	20 22	Neat's-foot, w str	65 70
Morphia, Mal.	2 90 23 15	Sinapis	18	Spts. Turpentine	70 75
Moschus Canton.	2 90 23 15	Sinapis, opt.	30	Whale, winter	70 75
Myristica, No. 1.	25 26	Snuff, Maccaboy,	40	Paints	bbl. L.
Nux Vomica po 15	35 40	DeVos	51	Green, Paris	29 33 1/2
Os Sepia	35 40	Snuff, S'h DeVos	51	Green, Peninsular	13 18
Pepsin Saac, H &	50 60	Soda, Boras	6 10	Lead, red	7 1/2 8
P D Co	50 60	Soda, Boras, po.	6 10	Lead, white	7 1/2 8
Picls Liq N N 1/2	50 60	Soda et Pot's Tart	25 28	Ochre, yel Ber.	1 1/2 2
Picls Liq qts	50 60	Soda, Carb	1 1/2 2	Ochre, yel Mars	1 1/2 2
Picls Liq plnts.	50 60	Soda, Bi-Carb	3 5	Putty, commer'l	2 1/2 3
Pil Hydrarg po 80	50 60	Soda, Ash	3 1/2 4	Putty, strictly pr	2 1/2 3
Piper Alba po 35	50 60	Soda, Sulphas	2	Red Venetian	1 1/2 2
Piper Nigra po 22	50 60	Spts. Cologne	2 60	Shaker Prep'd	1 25 21 35
Pix Burgum	12 15	Spts. Ether Co.	50 55	Vermillion, Eng.	75 80
Plumbi Acet	12 15	Spts. Myrcia	2 50	Vermillion Prime	American 13 15
Pulvis Ip'cet Opil 1 30 21 50	50 60	Spts. Vini Rect bbl	5	Whiting Gilders	9 15
Pyrethrum, bxs. H	50 60	Spts. Vini Rect 1/2 b	5	Whit's Paris Am'r	9 15
& P D Co. doz.	75	Spts. Vini R't 10 gl	5	Whit's Paris Eng.	9 15
Pyrethrum, pv.	25 30	Strychnia, Crys'l 1 10 21 30	5	Whit's Paris Am'r	9 15
Quassia	8 10	Sulphur Subl	2 1/2 3	Whiting, white S'n	9 10
Quina, N. Y.	17 27	Sulphur, Roll	2 1/2 3	Varnishes	
Quina, S Ger	17 27	Tamarinds	8 10	Extra Turp	1 60 21 70
Quina, S P & W.	17 27	Terebenth Venice	28 30	No. 1 Turp Coachl	10 21 20
		Thebromae	50 55		

## Grand Rapids Stationery Co.

Valentines, Hammocks  
and  
Sporting Goods

134-136 E. Fulton St.  
Leonard Bldg.

Grand Rapids, Mich.



Fine  
Half-  
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Plates  
of Fur-  
niture,  
Catalogs  
Complete

Tradesman  
Company  
Engravers  
and Printers  
Grand Rapids, Mich.

1909

## Hazeltine &amp; Perkins Drug Co.

Grand Rapids, Mich.

Drugs

Chemicals

Patent Medicines

Druggists' Sundries

Stationery

Hammocks and Sporting Goods

Orders solicited with prompt service and accuracy assured.

P. S.—Our Sundry Salesmen will call in a few days  
with a full line of samples. Please preserve for them your  
list of wants.



## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Green Hides  
Spring Wheat Flour  
Cheese

## DECLINED

Fresh Fish  
Stick Candy

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## 1

## ARCTIC AMMONIA

12 oz. ovals 2 doz. box .75

## AXLE GREASE

1lb. wood boxes, 4 doz. 3.00

1lb. tin boxes, 3 doz. 2.35

3 1/2 lb. tin boxes, 2 doz. 4.25

10 lb. pails, per doz. 6.00

15 lb. pails, per doz. 7.20

25 lb. pails, per doz. 12.00

## BAKED BEANS

1lb. can, per doz. 90

2lb. can, per doz. 1.40

3lb. can, per doz. 1.80

## BATH BRICK

American 75

English 85

## BLUING

Arctic

6 oz. ovals 3 doz. box 40

16 oz. round 2 doz. box 75

Sawyer's Pepper Box

No. 3, 3 doz. wood bxs 4.00

No. 5, 3 doz. wood bxs 7.00

## BROOMS

No. 1 Carpet, 4 sew. 2.75

No. 2 Carpet, 4 sew. 2.40

No. 3 Carpet, 3 sew. 2.25

No. 4 Carpet, 3 sew. 2.10

Parlor Gem, 3 sew. 2.40

Common Whisk 90

Fancy Whisk 1.25

Warehouse 3.00

## BRUSHES

Solid Back 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

No. 3 90

No. 2 1.25

No. 1 1.75

## SHOE

No. 8 1.00

No. 7 1.30

No. 4 1.70

No. 3 1.90

## BUTTER COLOR

V. & Co.'s 25c size 2.00

W. & Co.'s 50c size 4.00

## CANDLES

Paraffine, 6s 10

Paraffine, 12s 10

Wicking 20

## CANNED GOODS

Apples @ 1.00

Gallon 2.75 @ 3.00

## Blackberries

2lb. 1.25 @ 1.50

Standards gallons @ 5.50

## Beans

Baked 85 @ 1.30

Red Kidney 85 @ 1.30

String 70 @ 1.15

Wax 75 @ 1.25

## Blueberries

Standard 1.35

Gallon 6.25

## Brook Trout

2lb. cans, spiced 1.90

Clams

Little Neck, 1lb. 1.00 @ 1.25

Little Neck, 2lb. @ 1.50

## Clam Bouillon

Burnham's 1/2 pt. 1.90

Burnham's pts. 3.60

Burnham's qts. 7.20

## Cherries

Red Standards @ 1.40

White @ 1.40

## Corn

Fair 75 @ 85

Good 1.00 @ 1.10

Fancy 1.45

## French Peas

Sur Extra Fine 22

Extra Fine 15

Fine 15

Moyen 11

## Gooseberries

Standard 1.75

Hominy 85

## Lobster

1/2 lb. 2.25

1 lb. 4.25

Picnic Tails 2.75

## Mackerel

Mustard, 1lb. 1.80

Mustard, 2lb. 2.80

Soused, 1 1/2 lb. 1.80

Soused, 2lb. 2.75

Tomato, 1lb. 1.50

Tomato, 2lb. 2.80

## Mushrooms

Hotels @ 24

Buttons @ 24

## 2

## OYSTERS

Cove, 1lb. 85 @ 95

Cove, 2lb. 1.60 @ 1.85

Cove, 1lb. Oval @ 1.20

## PLUMS

Plums 1.00 @ 2.50

## PEAS

Marrowfat 90 @ 1.25

Early June 95 @ 1.25

Early June Sifted 1.15 @ 1.80

## Pineapple

Grated 85 @ 2.50

Sliced 95 @ 2.40

## Pumpkin

Fair 85

Good 90

Fancy 1.00

Gallon 2.50

## RASPBERRIES

Standard 0

## SALMON

Col'a River, talls 1.95 @ 2.00

Col'a River, flats 2.25 @ 2.75

Red Alaska 1.35 @ 1.50

Pink Alaska 90 @ 1.00

## SARDINES

Domestic, 1/4s 3 1/4 @ 4

Domestic, 1/2s 5 @ 6

Domestic, 3/4s Mus. 6 1/2 @ 9

California, 1/4s 11 @ 14

California, 1/2s 17 @ 24

French, 1/4s 7 @ 14

French, 1/2s 18 @ 28

## SHRIMPS

Standard 90 @ 1.40

## SUCCOTASH

Fair 1.00

Good 1.25 @ 1.40

## STRAWBERRIES

Standard 1.25 @ 1.40

## TOMATOES

Good @ 1.10

Fair 95 @ 1.00

Fancy 1.40

Gallons @ 2.75

## CARBON OILS

Perfection @ 10 1/4

Water White @ 10

D. S. Gasoline @ 13 1/2

Gas Machine @ 24

Deodor'd Nap'a @ 12 1/2

Cylinder @ 34 1/2

Engine @ 22

Black, winter 8 1/4 @ 10

## CEREALS

Breakfast Foods

Bordeau Flakes, 36 lb. 2.50

Cream of Wheat 36 lb. 4.50

Egg-O-See, 36 pkgs. 2.85

Excella Flakes, 36 lb. 4.50

Excella, large pkgs. 4.50

Force, 36 lb. 4.50

Grape Nuts, 2 doz. 2.70

Malta Ceres, 24 lb. 2.40

Mapl-Flake, 36 lb. 2.85

Pillsbury's Vitos, 3 dz. 4.25

Ralston Health Food 36 lb. 4.50

Sunlight Flakes, 36 lb. 2.85

Sunlight Flakes, 20 lb. 4.00

Vigor, 36 pkgs. 2.75

Voigt Cream Flakes 4.50

Zest, 20 lb. 4.10

Zest, 36 small pkgs. 2.75

## Rolled Oats

Steel Cut, 100 lb. sks. 3.25

Monarch, bbl. 6.10

Monarch, 90 lb. sacks 2.90

Quaker, 18 Regular 1.50

Quaker, 20 Family 4.60

## Cracked Wheat

Bulk 3 1/2

24 2 lb. packages 3.50

## CATSUP

Columbia, 25 pts. 4.15

Snider's pints 2.25

Snider's 1/2 pints 1.35

## CHEESE

Acme @ 15

Elmie @ 12

Gem @ 15 1/2

Jersey @ 15 1/2

Warner's @ 16 1/2

Riverside @ 14 1/2

Springdale @ 14 1/2

Brick @ 15

Leiden @ 15

Limbinger @ 16 1/2

Pineapple 40

Sap Sago @ 60

Swiss, domestic @ 10

## 3

## CHEWING GUM

American Flag Spruce 55

Beeman's Pepsin 55

Adams Pepsin 55

Best Pepsin 45

Best Pepsin, 5 boxes. 2.00

Black Jack 55

Largest Gum Made 55

Sen Sen 55

Sen Sen Breath Perf 1.00

Long Tom 55

Yucatan 55

Hop to it 55

Spearmint 55

## CHICORY

Bulk 5

Red 7

Eagle 7

Frank's 7

Schener's 6

## CHOCOLATE

Walter Baker & Co.'s

German Sweet 24

Premium 31

Caracas 33

Walter M. Lowney Co.

Premium, 1/4s 32

Premium, 1/2s 32

## COCOA

Baker's 39

Cleveland 41

Colonial, 1/4s 35

Colonial, 1/2s 33

Epps 42

Huyler 45

Lowney, 1/4s 36

Lowney, 1/2s 36

Lowney, 1s 36

Lowney, 1s 40

Van Houten, 1/4s 12

Van Houten, 1/2s 20

Van Houten, 1s 40

Webb 30

Wilbur, 1/2s 39

Wilbur, 1s 40



6	7	8	9	10	11
<b>Spring Wheat Flour</b> Roy Baker's Brand Golden Horn, family, 6 00 Golden Horn, bakers, 5 90 Duluth Imperial, 6 00 Wisconsin Rye, 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2s, 6 80 Ceresota, 3/4s, 6 70 Ceresota, 1/4s, 6 60 Lemon & Wheeler's Brand Wingold, 1/2s, 6 20 Wingold, 3/4s, 6 10 Wingold, 1/4s, 6 00 Worden Grocer Co.'s Brand Laurel, 1/2s cloth, 6 20 Laurel, 3/4s cloth, 6 10 Laurel, 1/4s & 1/2s cloth, 6 00 Laurel, 1/2s cloth, 6 00 Voigt Milling Co.'s Brand Voigt's Crescent, 6 00 Voigt's Flour, 6 00 Voigt's Hygienic Graham, 5 45 Voigt's Royal, 6 50 Wykes & Co. Sleepy Eye, 1/2s cloth, 6 20 Sleepy Eye, 3/4s cloth, 6 10 Sleepy Eye, 1/4s cloth, 6 00 Sleepy Eye, 1/2s paper, 6 00 Sleepy Eye, 3/4s paper, 6 00 <b>Meal</b> Bolted, 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 <b>Dairy Feeds</b> 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 <b>Oats</b> Michigan carlots, 55 Less than carlots, 58 <b>Corn</b> New, 67 No. 1 timothy carlots, 10 00 No. 1 timothy ton lots, 11 00 <b>HERBS</b> Sage, 15 Hops, 15 Laurel Leaves, 15 Senna Leaves, 25 <b>HORSE RADISH</b> Per doz., 90 <b>JELLY</b> 5 lb. pails, per doz., 25 15 lb. pails, per pail, 55 30 lb. pails, per pail, 98 <b>LICORICE</b> Pure, 30 Calabria, 25 Sicily, 14 Root, 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip, 4 50 @ 75 <b>MOLASSES</b> New Orleans Fancy Open Kettle, 40 Choice, 35 Good, 22 Fair, 20 Half barrels 2c extra <b>MINCE MEAT</b> Per case, 2 90 <b>MUSTARD</b> 1/2 lb., 6 lb. box, 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz., 75 Queen, pints, 2 50 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 90 Stuffed, 3 oz., 1 45 Stuffed, 10 oz., 2 40 <b>PIPES</b> Clay, No. 216 per box, 1 25 Clay, T. D., full count, 60 Cob, 90 <b>PICKLES</b> Medium Barrels, 1,200 count, 6 00 Half bbls., 600 count, 3 50 Small Half bbl, 1,200 count, 4 50 <b>PLAYING CARDS</b> 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 Tourist, 2 25 <b>POTASH</b> 48 cans in case Babbitt's, 4 00 <b>PROVISIONS</b> 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 <b>Dry Salt Meats</b> S. P. Bellies, 11 Bellies Extra Shorts Clear, 11	<b>Lard</b> Pure in tierces, 11 1/2 Compound Lard, 8 1/2 80 lb. tubs, advance, 1/4 50 lb. tubs, advance, 1/4 20 lb. pails, advance, 1/4 10 lb. pails, advance, 1/4 5 lb. pails, advance, 1/4 8 lb. pails, advance, 1/4 <b>Smoked Meats</b> Hams, 12 lb. average, 11 1/2 Hams, 14 lb. average, 11 1/2 Hams, 16 lb. average, 11 1/2 Hams, 18 lb. average, 11 1/2 Skinned Hams, 12 1/2 Ham, dried beef sets, 21 California Hams, 8 Picnic Boiled Hams, 14 Boiled Hams, 19 Berlin Ham, pressed, 9 Minced Ham, 9 Bacon, 12 1/2 @ 15 <b>Sausages</b> Bologna, 4 Liver, 7 Frankfort, 9 Pork, 9 Veal, 7 Tongue, 7 Headcheese, 7 <b>Beef</b> Boneless, 15 00 Rump, new, 15 50 <b>Pig's Feet</b> 1/4 bbls., 40 lbs., 1 00 1/2 bbls., 80 lbs., 3 00 1 bbl., 8 00 <b>Tripe</b> Kits, 15 lbs., 80 1/2 bbls., 40 lbs., 1 00 1/4 bbls., 80 lbs., 3 00 <b>Casings</b> Hogs, per lb., 30 Beef, rounds, set, 25 Beef, middles, set, 25 Sheep, per bundle, 90 <b>Uncolored Butterine</b> Solid dairy, 10 @ 12 Country Rolls, 10 1/2 @ 16 1/2 <b>Canned Meats</b> Corned beef, 2 lb., 2 50 Corned beef, 1 lb., 1 50 Roast beef, 2 lb., 2 50 Roast beef, 1 lb., 1 50 Potted ham, 1/2s, 50 Potted ham, 1/4s, 50 Deviled ham, 1/2s, 50 Deviled ham, 1/4s, 50 Potted tongue, 1/2s, 50 Potted tongue, 1/4s, 50 <b>RICE</b> Fancy, 7 @ 7 1/2 Japan, 5 @ 6 1/2 Broken, 5 @ 6 1/2 <b>SALAD DRESSING</b> Columbia, 1/2 pint, 2 25 Columbia, 1 pint, 4 00 Durkee's, large, 1 doz., 4 50 Durkee's, small, 2 doz., 5 25 Snider's large, 1 doz., 2 35 Snider's small, 2 doz., 1 35 <b>SALERATUS</b> Packed 60 lbs. in box Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 1/2s, 3 00 <b>SALT SODA</b> Granulated, bbls., 85 Granulated, 100 lbs. cs., 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 <b>SALT</b> Common Grades 100 3 lb. sacks, 2 25 60 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 05 56 lb. sacks, 32 28 lb. sacks, 17 <b>Warsaw</b> 56 lb. dairy in dria bags, 40 28 lb. dairy in dria bags, 20 <b>Solar Rock</b> 56 lb. sacks, 24 <b>Common</b> Granulated, fine, 80 Medium, fine, 85 <b>SALT FISH</b> Cod Large whole, @ 7 Small whole, @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, @ 5 <b>Halibut</b> Strips, 14 Chunks, 15 <b>Holland Herring</b> 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 <b>Trout</b> No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 <b>Mackerel</b> Mess, 130 lbs., 15 00 Mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 14 00 No. 1, 40 lbs., 5 80 No. 1, 10 lbs., 1 65 No. 1, 8 lbs., 1 35 <b>Whitefish</b> No. 1, No. 2, Fam 100 lbs., 9 75 @ 3 50 60 lbs., 5 25 @ 1 90	<b>SEEDS</b> 10 lbs., 1 12 55 8 lbs., 92 48 Anise, 10 Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 Mustard, white, 10 Poppy, 9 Rape, 6 <b>SHOE BLACKING</b> Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 <b>SNUFF</b> Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rappie in jars, 43 <b>SOAP</b> J. S. Kirk & Co. American Family, 4 00 Dusky Diamond, 50 80z, 2 80 Dusky D'nd, 100 6oz, 3 80 Iap 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 cakes 5c, 4 00 Marseilles, 100 ck. toilet, 4 00 Marseilles, 1/2 lb. toilet, 2 10 A. B. Wrisley Good Cheer, 4 00 Old Country, 3 40 <b>Soap Powders</b> Lautz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 00 Kirkoline, 24 1lb., 3 75 Pearline, 3 75 Soapine, 4 10 Babbitt's 177, 3 75 Roseine, 3 50 Armour's, 3 70 Wisdom, 3 80 <b>Soap Compounds</b> Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-No-More, 3 75 <b>Scouring</b> Enoch Morgan's Sons. Sapolio, gross lots, 9 00 Sapolio, half gr. lots, 4 50 Sapolio, single boxes, 2 25 Sapolio, hand, 2 25 Scourine Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 50 <b>SODA</b> Boxes, English, 5 1/2 Kegs, English, 4 1/2 <b>SPICES</b> Allspice Cassia, China in mats, 10 Cassia, Canton, 16 Cassia, Batavia, bund, 28 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 55 Cloves, Amboyana, 22 Cloves, Zanzibar, 16 Mace, 65 Nutmegs, 75-80, 35 Nutmegs, 105-10, 25 Nutmegs, 115-20, 20 Pepper, Singapore, blk., 15 Pepper, Singp. white, 25 Pepper, shot, 17 <b>Pure Ground in Bulk</b> Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 25 Cloves, Zanzibar, 24 Ginger, African, 15 Ginger, Cochon, 15 Ginger, Jamaica, 25 Mace, 65 Mustard, 18 Pepper, Singapore, blk., 17 Pepper, Singp. white, 28 Pepper, Cayenne, 20 Sage, 20 <b>STARCH</b> Corn Kingsford, 40 lbs., 7 1/2 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 <b>Gloss</b> Kingsford, 40 lbs., 7 1/2 Silver Gloss, 40 lbs., 7 1/2 Silver Gloss, 16 3lbs., 6 1/2 Silver Gloss, 12 6lbs., 8 1/2 <b>Muzzy</b> 48 lb. packages, 5 16 5lb. packages, 4 1/2 12 6lb. packages, 4 1/2 50 lb. boxes, 4 <b>SYRUPS</b> Corn Barrels, 31 Half barrels, 33 20lb. cans 1/2 dz. in cs., 2 10 10lb. cans 1/4 dz. in cs., 1 95 5lb. cans 1/2 dz. in cs., 2 10 3 1/2 lb. cans 1/4 dz. in cs., 2 15	<b>Pure Cane</b> Fair, 16 Good, 20 Choice, 25 <b>TEA</b> 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 <b>Gunpowder</b> Moyune, medium, 30 Moyune, choice, 32 Moyune, fancy, 40 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 <b>Young Hyson</b> Choice, 30 Fancy, 36 <b>Oolong</b> Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 <b>English Breakfast</b> Medium, 20 Choice, 30 Fancy, 40 <b>India</b> Ceylon, choice, 32 Fancy, 42 <b>TOBACCO</b> Fine Cut Cadillac, 54 Sweet Loma, 34 Hiawatha, 5lb. pails, 55 Telegram, 40 Pay Car, 33 Prairie Rose, 49 Protection, 40 Sweet Burley, 41 Tiger, 41 <b>Plug</b> Red Cross, 31 Palo, 35 Hiawatha, 41 Kilo, 35 Battle Ax, 37 American Eagle, 37 Standard Navy, 37 Spear Head, 7 oz., 37 Spear Head, 14 1/2 oz., 47 Nobby Twist, 55 Jolly Tar, 39 Old Honesty, 43 Toddy, 34 J. T., 33 Piper Heldsick, 69 Boot Jack, 36 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 34 Nickel Twist, 52 Mill, 32 Great Navy, 36 <b>Smoking</b> Sweet Core, 34 Flat Car, 32 Warpath, 26 Bamboo, 16 oz., 25 I X L, 5lb., 27 I X L, 16 oz. pails, 31 Honey Dew, 40 Gold Block, 40 Flagman, 40 Chips, 33 Kilin Dried, 21 Duke's Mixture, 40 Duke's Cameo, 44 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum Yum, 1lb. pails, 40 Cream, 38 Corn Cake, 2 1/2 oz., 26 Corn Cake, 1lb., 22 Plow Boy, 1 1/2 oz., 39 Plow 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. 80z, 20-22 Silver Foam, 32 Sweet Marie, 32 Royal Smoke, 42 <b>TWINE</b> Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 13 Flax, medium N, 24 Wool, 1 lb. balls, 8 <b>VINEGAR</b> 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 <b>WICKING</b> No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 <b>WOODENWARE</b> Baskets Bushels, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, clothes, large, 8 25 Willow, clothes, me'm, 7 25 Willow, clothes, small, 6 25	<b>Bradley Butter Boxes</b> 2lb. size, 24 in case, 72 3lb. size, 16 in case, 68 5lb. size, 12 in case, 63 10lb. size, 6 in case, 60 <b>Butter Plates</b> No. 1 Oval, 250 in crate, 35 No. 2 Oval, 250 in crate, 40 No. 3 Oval, 250 in crate, 40 No. 5 Oval, 250 in crate, 60 <b>Churns</b> Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 50 <b>Clothes Pins</b> Round head, 9 gross bx, 55 Round head, cartons, 70 <b>Egg Crates and Fillers</b> Humpty Dumpty, 12 dz., 20 No. 1 complete, 20 No. 2 complete, 25 Case No. 2, 12 sets, 1 50 Case, mediums, 12 sets, 1 50 <b>Faucets</b> Cork, lined, 8 in., 70 Cork lined, 9 in., 70 Cork lined, 10 in., 90 <b>Mop Sticks</b> Trojan spring, 90 Eclipse patent spring, 80 No. 1 common, 50 No. 2 pat. brush holder, 50 12lb. cotton mop heads, 1 40 Ideal No. 7, 80 <b>Pails</b> 2-hoop Standard, 2 15 3-hoop Standard, 2 30 2-wire, Cable, 2 40 3-wire, Cable, 2 40 Cedar, all red, brass, 1 20 Paper, Eureka, 2 25 Flare, 2 70 <b>Toothpicks</b> Hardwood, 2 50 Softwood, 2 75 Banquet, 1 50 Ideal, 1 50 <b>Traps</b> Mouse, wood, 2 holes, 22 Mouse, wood, 4 holes, 45 Mouse, wood, 6 holes, 70 Mouse, tin, 5 holes, 60 Rat, wood, 80 Rat, spring, 75 <b>Tubs</b> 20-in. Standard, No. 1, 8 75 18-in. Standard, No. 2, 7 75 16-in. Standard, No. 3, 6 75 20-in. Cable, No. 1, 25 18-in. Cable, No. 2, 25 16-in. Cable, No. 3, 25 No. 1 Fibre, 10 25 No. 2 Fibre, 9 25 No. 3 Fibre, 8 25 <b>Washboards</b> 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 <b>Window Cleaners</b> 12 in., 1 65 14 in., 1 85 16 in., 2 30 <b>Wood Bowls</b> 13 in. Butter, 1 25 15 in. Butter, 2 25 17 in. Butter, 3 75 19 in. Butter, 5 00 Assorted, 13 15-17, 2 30 Assorted, 15-17-19, 3 25 <b>WRAPPING PAPER</b> Common straw, 1 1/2 Fibre Manila, white, 2 1/2 Fibre Manila, colored, 4 No. 1 Manila, 4 Cream Manila, 3 Butcher's Manila, 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls, 19 <b>YEAST CAKE</b> 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 <b>FRESH FISH</b> 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 Pickercil, 10 1/2 Pike, 8 1/2 Perch, 6 1/2 Smoked, White, 13 Chinook Salmon, 15 Mackerel, 25 Finman Haddie, 12 1/2 Roe Shad, 10 Shad Roe, each, 9 Speckled Bass, 9 <b>HIDES AND PELTS</b> 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 <b>Pelts</b> Old Wool, 20 Lambs, 40 @ 85 Shearings, 35 @ 80 <b>Tallow</b> No. 1, 5 No. 2, 4 <b>Wool</b> Unwashed, med., 17 Unwashed, fine, 13 <b>CONFECTIONS</b> Stick Candy, Pails Standard, 7 1/2 Standard H H, 7 1/2 Standard Twist, 8 <b>Cases</b> Jumbo, 32 lb., 7 1/2 Extra H H, 10 Boston Cream, 12 Big stick, 30 lb. case, 8 <b>Mixed Candy</b> Grocers, 6 1/2 Competition, 7 Special, 8 Conserve, 7 1/2 Royal, 12 Ribbon, 10 Broken, 10 Cut Leaf, 8 Leader, 8 1/2 Kindergarten, 8 French Cream, 10 Star, 9 Hand Made Cream, 16 Premio Cream mixed, 14 Paris Cream Bon Bons, 10 <b>Fancy-in Pails</b> Gypsy Hearts, 14 Coco Bon Bons, 14 Ridge Squares, 13 Peanut 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, 14 Moss Drops, 10 Lemon Sours, 10 Imperial, 10 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 10 Auto Bubbles, 13 <b>Fancy-in 5lb. Boxes</b> Old Fashioned Molasses Kisses, 10lb. bx, 1 30 Orange Jellies, 50 Lemon Sours, 50 Old Fashioned Horre- 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, as'd, 1 20 Brilliant Gums, Cryst., 60 A. A. Licorice Drops, 90 Lozenges, plain, 60 Lozenges, printed, 65 Imperial, 60 Mottos, 65 Cream Bar, 60 G. M. Peanut Bar, 60 Hand Made Crms, 80 @ 90 Cream Wafers, 65 String Rock, 60 Wintergreen Berries, 60 Old Time Assorted, 2 75 Buster Brown Good, 3 75 Up-to-date Assmt, 3 75 Ten Strike No. 1, 6 50 Ten Strike No. 2, 6 00 Ten Strike, Summer as- sortment, 6 75 Scientific Ass't., 18 00 <b>Pop Corn</b> Cracker Jack, 25 Checkers, 5c pkg, cs, 3 50 Pop Corn Balls, 200s, 1 35 Azulikit 100s, 3 25 Oh My 100s, 3 50 <b>Cough Drops</b> Putnam Menthol, 1 00 Smith Bros., 1 25 <b>NUTS—Whole</b> Almonds, Tarragona, 16 Almonds, Drake, 15 Almonds, California, 15 shell, 12 @ 13 Brazil, 12 @ 13 Filberts, 12 @ 13 Cal. No. 1, 12 Walnuts, soft shell, 15 @ 16 Walnuts, Marbot, 13 @ 13 1/2 Table nuts, fancy, 13 @ 13 1/2 Pecans, Med., 13 Pecans, ex. large, 14 Pecans, Jumbos, 16 Hickory Nuts per bu., Ohio new, 6 Cocoanuts, 25 Chestnuts, New York, State, per bu., 12 <b>Shelled</b> Spanish Peanuts, 7 @ 7 1/2 Pecan Halves, 30 @ 32 Walnut Halves, 30 @ 32 Filbert Meats, 27 Alicante Almonds, 42 Jordan Almonds, 47 <b>Peanuts</b> Fancy H. P. Suns, 5 1/2 @ 6 Roasted, 6 1/2 @ 7 Choice, H. P. Jum- bo, 6 1/2 @ 6 1/2	



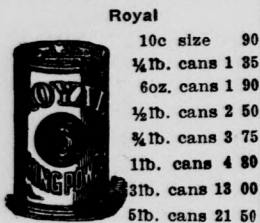
## Special Price Current

### AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .55 6 00

### BAKING POWDER



Royal  
10c size 90  
1/4 lb. cans 1 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 lots .31  
El Portana .33  
Evening Press .32  
Exemplar .32  
Worden Grocer Co. brand  
Ben Hur  
Perfection .35  
Perfection Extras .35  
Londres .35  
Londres Grand .35  
Standard .35  
Puritinos .35  
Panatellas, Finas .35  
Panatellas, Bock .35  
Jockey Club .35

### 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

Carcass .6 @ 9 1/2  
Hindquarters .7 @ 10  
Loins .9 @ 14  
Rounds .6 @ 8 1/4  
Chucks .6 @ 7 1/4  
Plates .6 @ 4 1/2  
Livers .6 @ 6

#### Pork

Loins .@ 12  
Dressed .@ 8  
Boston Butts .@ 10  
Shoulders .@ 8 1/2  
Leaf Lard .@ 11 1/2  
Shoulders .@ 9

### Mutton

Carcass .@ 10  
Lambs .@ 14  
Spring Lambs .@ 14

### Veal

Carcass .6 @ 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 29

#### 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  
80ft. .1 65

Galvanized Wire  
No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb. . . . .  
White House, 2 lb. . . . .  
Excelsior, M & J, 1 lb. . . . .  
Excelsior, M & J, 2 lb. . . . .  
Tip Top, M & J, 1 lb. . . . .  
Royal Java . . . . .  
Royal Java and Mocha . . . . .  
Java and Mocha Blend . . . . .  
Boston Combination . . . . .  
Distributed by Judson  
Grocer Co., Grand Rapids.  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fleibach 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 feet . . . . . 5  
No. 2, 15 feet . . . . . 7  
No. 3, 15 feet . . . . . 9  
No. 4, 15 feet . . . . . 10  
No. 5, 15 feet . . . . . 11  
No. 6, 15 feet . . . . . 12  
No. 7, 15 feet . . . . . 15  
No. 8, 15 feet . . . . . 18  
No. 9, 15 feet . . . . . 20

#### Linen Lines

Small . . . . . 20  
Medium . . . . . 26  
Large . . . . . 34

#### 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's .1 50  
Knox's Acidu'd. doz. 1 25  
Oxford .75  
Plymouth Rock .1 25

### SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

### SOAP

Beaver Soap Co.'s Brands



100 cakes, large size .6 50  
50 cakes, large size .3 25  
100 cakes, small size .3 85  
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

### TABLE SAUCES

Halford, large . . . . . 3 75  
Halford, small . . . . . 2 25

## Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

New York

Chicago St. Louis

Minneapolis

# HOLLAND RUSK

(Prize Toast of the World)

moves off the shelves so fast even active flies don't get a chance to alight.

Then with a substantial profit on every package, don't you think it's the kind you ought to sell?

Put in a stock today and make more money.

Holland Rusk Co.  
Holland, Mich.

Retails



LARGE PACKAGE

10¢

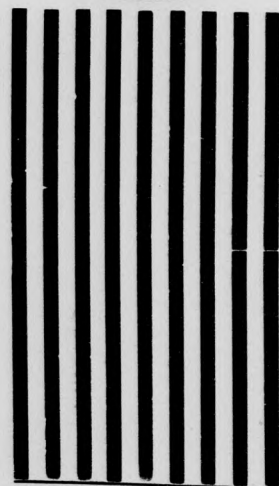


## Never One Single Lapse In Quality

### Just Questions

What coffee but "White House" dares to talk about "Clean scores?" What coffee ever came to Michigan that more nearly exemplifies strict coffee honesty than "White House?" What coffee did YOU ever taste that suited you as well as "White House?"

The answers to these questions are significant of the reasons why "White House" has made friends with the whole state—with your customers.



## Dwinell-Wright Co.

Principal Coffee Roasters

Boston

Chicago

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.



# 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.

New and second-hand show cases, computing scales, soda fountains from \$25 to \$300. Counters, cash registers, wall cases, ice cream tables, chairs, stools, office desk. All kinds of fixtures. Michigan Store & Office Fixtures Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 404

To be given free, a physicians' four thousand per year practice, with the purchase of a drug stock reduced to invoice \$1,000. Reason for selling, death of proprietor. Address A. M. W., Michigan Tradesman. 406

For Sale—The only exclusive wall paper and paint store in town 15,000 inhabitants. Invoices \$1,500, can reduce. 14 West Huron St., Pontiac, Mich. 405

Printing at lowest prices. Send for our special offer and samples. Mendels & Sons, Grand Rapids, Mich. 403

For Sale—Grocery stock and fixtures invoicing \$1,200. Town 5,000. Reasons for selling. Address 402, Tradesman. 402

For Sale—Two stores, one clothing and one dry goods; will sell separate or together; stock in fine condition; will invoice about \$25,000; situated on the best corner in a town of 2,000; surrounded by good farming country; all fixtures are new, including cabinets for clothing and ladies' ready-made garments; good reasons for selling. A snap for a good live business man. Will sell at a fair discount. Address E. Byrd Squire, Worthington, Indiana. 401

For Sale—A baker shop and complete outfit; good business established in a prosperous mining city of 3,500 inhabitants. Price \$350. Address Atty. J. Ed. Thomas, Westville, Ill. 400

For Sale—Fine white oak and pine timber in Eastern Oklahoma, real cheap; large or small bodies. Write at once to S. S. Osborn, Chanute, Kan. 399

Notice—For fine level land, part cleared, part timber, part timothy, at \$15 to \$35 per acre, in an enterprising country, no irrigation needed, mild winters, call on C. E. Long, Greer, Idaho. 398

At A Bargain—Twelve boys' papier mache clothing forms. Ages 4 to 16. Houseman & Jones, Grand Rapids, Mich. 397

California self-supporting homes, Twin-cities colony, near Sacramento. No floods. Perfect health. Purest water. Moderate summer. Oranges ripen in winter. Acre, \$75. B. Marks, Box 112, Galt, California. 396

Wanted—Small soda fountain. Must be cheap. Address No. 395, care Tradesman. 395

For Sale—At a sacrifice, new \$400 National cash register. Big bargain. Address E. R. David, Central Lake, Mich. 394

For Sale—Entire stock dry goods, carpets and linoleums; all new. Store for rent. Located in thriving town. M. Ruben, Lowell, Mich. 393

Locations for New Stores—It is my business to find openings for new stores. I know of many in many different parts of the country. I also know many things about a retail line that will pay handsomely on a comparatively small investment. I will be glad to tell you about them if you are thinking of going into business for yourself, or want to make a change. Write me to-day. Edward B. Moon, No. 7 Randolph St., Chicago, Ill. 392

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

Wanted—Stock dry goods or general merchandise for Michigan land. Will pay cash difference. Address Lock Box 113, Toledo, Iowa. 387

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

Wanted—To know of a good location for veterinary surgeon or will buy good practice. Address No. 382, care Michigan Tradesman. 382

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 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

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 550 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

Drugs and groceries—Stock and fixtures about \$1,300, new and clean, low rent. Located in hustling country town north of Grand Rapids. Right price on account of sickness. Address No. 364, care Michigan Tradesman. 364

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

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

## 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, 3495 A. Pine St., St. Louis, Mo. 340

Only Bakery—Short order restaurant and confectionery business in city of 1,500 population. Paying well. Will stand investigation. Write quick, Lock Box 414, LaPorte, Iowa. 381

For Sale—Clothing and furnishings stock. 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—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

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

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.

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

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.

Competent, reliable general office man with seven years' experience wants position with live manufacturing or jobbing concern. All references. Address Reliable, care Tradesman. 407

## HELP WANTED.

Wanted—First-class salesmen to sell our new metal brood coop on commission. A good side line. Mention territory covered. Address Altofer Bros., Roanoka, Ill. 391

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—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.



### PASSING OF THE SAND LOT.

Again the "sand lot" element of the Western coast has been heard of, to be again greeted with the impatience which its impudence deserves; and now that it has received the setback it has been begging for, it is hoped that the sand lot and all that the term implies will be relegated to the oblivion that it should long ago have secured.

The point that especially needs driving home is that the hoodlum ought never to be dallied with. His very existence is a threat to the neighborhood, the state, the nation that tolerates him. He lives to illustrate the "Give him an inch and he'll take an ell," and so far, wherever his head has failed to receive the death-dealing blow it deserves, it has never yet failed to show that its existence has been a mistake. It is little to the purpose now to assert that the sand lot has always been a "rough neck," that it is, has been and is going to be for a great many years the bane of the Western coast; that "at heart Dennis is all right and that with patience and careful handling he is coming out all right." There is no doubt that looking on the bright side shows the optimist at his best; but, it is respectfully submitted that even optimism has its limits. Does any one pretend to deny that Ruef and San Francisco's notorious Mayor are the legitimate descendants of the sand lot; and is extended and convincing argument needed to prove that the man who did his best to kill District Attorney Heney was another one of the law-defying litter?

The country can now afford to laugh at California's ridiculous attitude over the Japan matter and to jeer at the yelp of protest from Arizona's badland stretches; but in the quiet that has followed the wind-storm there arises the wonder if the sand lot hoodlum and "the little dog under wagon" are to be again allowed to repeat at pleasure their untimely and undesirable performances. California, be it remembered—it is the behest of the sand lot—wants it to be distinctly understood that she is not as the other states are. She "fasts"—is fast?—"twice(!) in the week and she gives tithes of all that she possesses." Consequently the State with the Golden Gate on the Silver Sea is not to be hampered or in any way interfered with by the rest of the country at large, even if it be under the dictation and control of the United States.

The laugh, however, has its bitter side. The sand lot element under another name undertook along in the early sixties to settle the same question of State supremacy at the point of the sword. South Carolina, it will be remembered, then took the lead and fired the first gun. She insisted that "it is a right of the State Legislatures to interfere whenever in their judgment this Government transcends its constitutional limits and to arrest the operation of its laws;" but that State and the rest of her erring sisters entertain that revolutionary idea no longer. The part still continues to remain less than

the whole; and now that the better element of California has come again to its senses the timely question arises whether that sand lot business has not been an irritant long enough and whether the time has not now come for getting rid of it once for all.

It hardly needs the statement that the same pest is by no means limited to California. Looking the fact fairly in the face it is the sand lot idea that comes into the business office and demands the right to run the business according to that well known sand lot idea. The day's work is eight hours, at a dictated price, by a workman, skilled or unskilled, to be retained whether satisfactory or the reverse, and to be discharged at the risk of a boycott. "You put up your money at your own risk. You hire the men I send you at my rates and you are going to manage your own business as I tell you to or you are going to shut down. See?"

The down trodden working man, following the example of the lowly worm, has turned and has organized; and now the cruel foot, that was going to crush, comes in contact with a brad, prepared for it, and—doesn't crush! Ergo, organization is the antidote for labor's every ill. He gets up a confederation and it works. "Dennis" is again to the front and is made President with a big P. Again he is "it." Again he swaggers and swears and eructates. Again "might is right," and the old medieval maxim, the shame of the ages, has full swing. A Governor, imperious with power, presumes to interfere with the modern spirit of progress and a bomb, hurled by Dennis's unerring right hand, removes the tyrant and the land is free!

It is hardly that, but it is getting to be. The sand lot is getting to be fenced in. The boycott is found to have clearly defined limits and, what is especially encouraging, is the fact that the courts have located the limits. To-day three open defiers of the law are finding out what real liberty means, and that same world, which these same men represent, is beginning to wonder if the time for the passing of the sand lot has not come. The general impression is that it has come, coupled with the idea equally as general that the passing can not take place a minute too soon.

### A PLACE FOR EVERYTHING.

A day or two ago two men were lingering in a general store talking, as is the custom in most country places. One chanced to lean against a counter on which was a collection of post cards. One fell to the floor, which was replaced by the author of the accident. Shortly after he repeated the displacement and, although recognizing the fact, evidently considered the effort of a second picking up too great. His companion, however, restored the card to its place. Again the mischief was repeated, and again it was left for the innocent man to put things to rights. Finally, by a finishing stroke of awkwardness, the entire collection of perhaps fifty cards was landed on the floor. Although the offender did this time manage to join in the work

of restoration, there were, as a result of the accident, a number of soiled cards. The owner said nothing, but can we blame him for glaring rather fiercely at the author of this predicament?

Had the cards been in a special case the accident would have been averted, and with it the tinge of ill-feeling which was mutual at the end of the occurrence. In a general store where there is more or less of the waiting which is akin to loafing, even although it be in most instances but a necessary form of accommodating customers who must wait for a car, for the mail, or for a horse to be shod, it is especially important that all goods have their regular place and that this be a secure one; for no one will willingly purchase a post card that has been soiled, a book that is conspicuously illumined with fingermarks or a package of crackers which are open to the public. Loose articles may escape the pilferer, but they are prone to fall eventually into the class of damaged goods, sold at discount.

### VERY CLASSY PRIVILEGE.

Of course every member of Congress, unless physically unable to do so, will be, technically at least, in his seat as legislator at Washington on Thursday, when Judge Wm. H. Taft will be formally inducted into office as President of the United States. Equally, of course, Congress will adjourn immediately after the inauguration.

Following this will come a lapse of eleven days before the special session of Congress will be called to order to take up the revision of the tariff.

And what will the Congressmen and Senators busy themselves about meanwhile?

Ten days in Washington, ordinarily during a recess, is boring.

And then, too, Congressmen are allowed 20 cents a mile as "mileage" for necessary travel between Washington and their respective homes.

It is possible to cross the continent and back again in luxurious comfort within nine days, and thus have two entire days at home to devote to business, so that any member of Congress may, if he deems it necessary, visit his home and have a maximum of ten days, a minimum of two days or any one of the happy mediums between the two extremes—according to the location of homes—for attending to necessary business.

How many of the distinguished members will permit an opportunity so fortunate to escape their notice?

And how many, knowing that by virtue of exigencies they may be "excused" if they find they are unable to get back to Washington on time, will discover most important business to detain them and so will escape, for the time being at least, the responsibility of helping to take up the tariff revision?

Incidentally, the difference between the 2 cents per mile charged by the railways and the 20 cents a mile allowed by the Government, will permit the occupancy of drawing rooms, participation in three good meals per, with now and then

a tip to waiter or porter, en route, and then some.

How many of our esteemed statesmen will avail themselves thus of our generosity and patience? Wait and observe.

### The Foolishness of Funny Advertising.

The advertisers who make their appeal to the public through the medium of Mother Goose rhymes and nursery pictures are still very numerous, and as quickly as one either sees the light or depletes his bank balance, another seems to bob up and take his place.

These gentlemen apparently never tire of carrying on their philanthropic campaigns for the amusement of the benighted people. The poor people, of course, could not comprehend good, plain, sensible, convincing advertisements.

No, certainly not. They must be coaxed into buying a product by the persuasive quality of generous quantities of pap in the form of insane verse.

Because of some successful advertiser, who has established a wide market for his commodity by the employment of attractive, result-producing copy, chooses to later carry on a general publicity campaign, in which he uses advertisements calculated to amuse, it does not follow that a man with a new product, or one not widely known, should follow suit and fill his advertisements with puerile verse and silly gush. It's a mighty poor proposition that hasn't enough good points about it which, if brought out, wouldn't make convincing selling arguments.

Of course—there would be no "long-haired genius" about this common-sense method of advertising. But by giving people sensible, convincing reasons why they should buy an article, it would produce results, a thing which "cute" rhymes accompanied with grotesque drawings will not do.

A clown prancing through the street with a sign on his back personifies some advertisers' idea of good advertising. They can not distinguish between good advertising and freak advertising.

Experience teaches that the very best advertisements printed are those which present in a clear, forcible, convincing manner the salient points about a product; the points which have actual selling value and create in the reader a desire to purchase. Such text as this, combined with good type selection and artistic illustration, will produce the sort of advertising which can be depended upon to yield results and give prestige to the concern which uses it.—Printer's Ink.

### BUSINESS CHANCES.

Wanted—Second-hand grocer's refrigerator. Give size, make and price. Address No. 408, care Tradesman.

For Sale—Merchant tailor shop in town of 4,500; only tailor in town; not even a bushing shop; can be bought cheap; fine location; old established business. Write for further information, M. J. McPhee, Alma, Mich. 411

For Sale—Confectionery, bakery and ice cream parlor. Good location. Doing big business. Poor health. Must sell. Address Baker, care Tradesman. 410

For Sale—A cheese factory at Moscow, Mich. Complete to make cheese. New building with living rooms. Good dairy country. Address C. C. Beatty, Morenci, Mich. 409



## ? Want 25 New Customers ?

The McCaskey Register Co.,  
Alliance, Ohio.

Gentlemen:—We would not be without your REGISTER for three times the price, if we could not get another. We have operated it **twenty-five** days and have gotten **twenty-five** new customers. We don't need a book-keeper, and go to bed at night knowing that we **have not lost anything by forgetting to charge.** Our customers come up and **pay their bills** without any squabbling now, and tell us what they owe instead of asking, "What do I owe you?"

Yours truly,  
(Signed) Carter & Sanders,  
Elgin, Texas.

The McCASKEY ACCOUNT REGISTER is a **trade winner, a money saver** and the **greatest collector** ever invented. Information free. Drop us a postal.

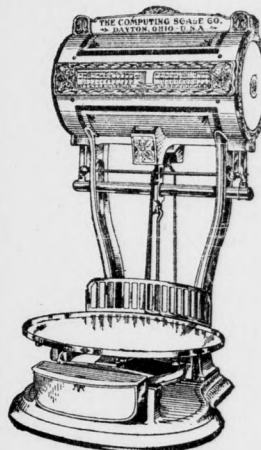
**The McCaskey Register Co.**  
Alliance, Ohio

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

Grand Rapids Office, 35 No. Ionia St.  
Detroit Office, 63 Griswold St.

Agencies in all Principal Cities

## 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.

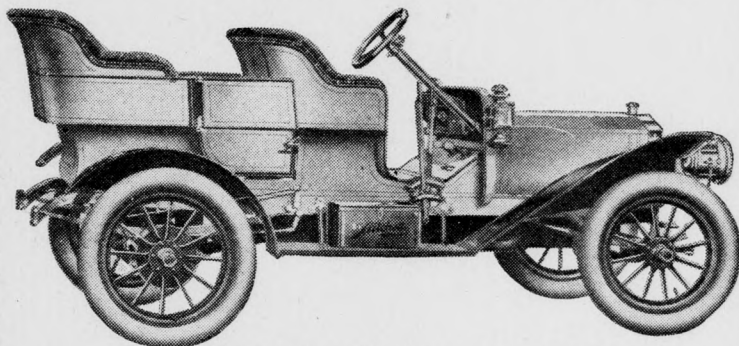


**Moneyweight Scale Co.**

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.



"GET SOME"

## They Keep on Eating

Your customers don't eat one meal and make that last a month. They keep on eating **Van Camp's Pork and Beans**, for instance. Why not sell a dozen cans at a time by offering a small discount and make your profit on a month's food instead of one meal? This plan has already proven a success.

**The Van Camp Packing Co.**

Indianapolis, Indiana



# Open Letter to the Merchants of Michigan

**I**N TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely: a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world, except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out **after you** as well as your property.

Suppose you **are** successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

**Grand Rapids Safe Co.**