



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



"It's Wonderful"

Writes a dealer to us, "how sales on the BEN-HUR keep up." Nothing wonderful about it because it is a wonderfully good cigar; its high quality was a pronounced innovation when it made its first appearance back in '88. and it has always been kept right up to the highest point of merit. Is it any wonder, then, that sales keep up as they do, and that it proves such a trade builder wherever shown?

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

Worden Grocer Co., Distributors
Grand Rapids, 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. Retail at 15 cents per jar.

Manufactured only by

U. S. Horse-Radish Company
Saginaw, Mich., U. S. A.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

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 10, 1909

Number 1329



KENT STATE BANK

Capital
Surplus & Profits
\$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

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NO PIECEMEAL WORK.

The unwisdom of looking ahead and counting the cost is strikingly afforded by the record of the Erie Canal; and yet as that record covers a whole century of time, embodies the history, as it were, of the entire development of this country west of the Alleghanies, it is not entirely fair to lay a charge in this case of lack of foresight.

Between July 4, 1817, and Oct. 26, 1825, the Erie Canal from the Hudson to Buffalo was completed at a cost of \$7,602,000.

In 1850 the canal was enlarged; again it was enlarged in 1855 and yet again in 1862. And now—in 1908-'09—the fourth enlargement is being made. Up to 1882 the canal had cost the State about \$127,000,000, but even at that, in 1882—when tolls were abolished—the canal had not only paid for itself in the fifty-seven years, but had given to the State a profit of about eight million dollars.

Had it been within the power of human intelligence to forecast the traffic of the Great Lakes, the phenomenal growth of our country industrially and commercially, the 442 miles of waterway embodied in the Erie system could have been built in accordance with the plans at present being carried out, it is estimated, at a cost of about \$150,000,000, or for about \$75,000,000 less than what this waterway will have cost when the present improvement is perfected.

The new main line canal from Troy to Buffalo will be 353 miles long, with locks 328 feet long in the chambers, 45 feet wide and 12 feet deep, which will permit the passage of boats carrying 2,500 tons of freight. Steam power driving regular screw propellers will be used and thus another long step in advance will have been taken.

To-day, while it may be impossible to form any clear idea as to what may be transportation conditions and facilities in this country a century

ahead, enough is already in evidence to see that within twenty-five years the Erie Canal system will show a minimum depth of 21 feet. Indeed, the standard of depth for improved inland waterways has already been officially established by our Federal Government. It is a standard, too, adopted for the Canadian ship canal from the St. Lawrence at Montreal to Georgian Bay on Lake Huron, as it is also the standard of the Lakes-to-the-Gulf Deep Waterway.

To be sure, a depth of 14 feet, such as the Erie Canal will have within the year, must be obtained before the 21 foot standard can be reached; but there is not only no need but there would be no wisdom in making an effort to secure consecutively (as has been done by New York) various depths from 3 1/2 feet up to 14 feet at various times. Enough is known already to strive for the ultimate 21 foot standard with the understanding that a canal across Michigan having a depth of 14 feet would answer the purpose temporarily, even although the ultimate result secured in this way would be much more costly than would a decision to go after the 21 foot standard and no other.

BEGUN NONE TOO SOON.

Those citizens of Grand Rapids and Central Michigan who are a little disturbed lest the propaganda undertaken by the Grand-Saginaw Valleys Deep Waterway Association is not a timely effort, and who are in doubt as to the wisdom of any agitation at all of such a subject at any time, are invited to read an editorial which appeared in the March issue of *The World's Work*, as follows:

"The movement for the improvement of our waterways is now too strong to leave doubt of its permanent success. Hitherto we have gone on appropriating enormous sums of money for the improvement of harbors and navigable rivers, now here, now there, without any comprehensive plan; and all of this work has been done with reference only to navigation.

"Now a well laid, comprehensive plan has grown out of the conservation movement, and we shall find ourselves in a little while going about the improvement of our inland waterways by a general system. This system will include work not only for the navigation of navigable rivers, but for the prevention of floods, the proper utilization of water power, the preservation of the soil and for the uses of water that make for public health. One bill was introduced in Congress authorizing a 2 per cent. bond issue of fifty million dollars to improve inter-state waterways. This particular bill may or may not become a law, but some large bond is-

sue is sure to be made within a reasonable time for such a purpose; and the Commission appointed by the President to report on this subject will be followed by some body of men to carry the work of investigation and plan-making forward."

In view of what has already been done by the National Rivers and Harbor Congress and by the Lakes-to-the-Gulf Deep Waterway Association, as well as the existence of the International Conservation Commission, it would seem to be an extremely fortunate thing that the proposition to put a waterway across Michigan has been agitated.

The movement has begun none too soon and the tentative project upon which the campaign is based is ample warrant to any progressive citizen of Michigan for giving his support to the effort.

COURAGEOUS COMPETENCY.

There is a deputy sheriff down in Brooklyn, N. Y., who deserves a gold medal for moral courage and patriotic discharge of his duty.

One Charles W. Morse has for some time been imprisoned technically in The Tombs of New York City preparatory to serving a fifteen years' sentence in Sing Sing, having been convicted of outrageous swindling as the head of the Ice Trust.

This man Morse, a man of great wealth—through his criminal contempt of the laws of the country—had been for some time permitted to leave The Tombs under guard and go to his office in Wall street and conduct his business as usual, even although a convict.

The Brooklyn deputy did not like the proceeding. He could not figure out why a lot of other convicts, poor men, men whom he knew to be poor but no worse, if as bad as Morse, should not be granted the same privilege. The thought worried him and so he called on the District Attorney to find out exactly the extent of his authority as an officer of the law. The Attorney rendered an opinion and upon the strength of it the deputy removed Morse from his palatial office forthwith and placed him safely back in The Tombs with the special privilege cancelled and with Morse upon an equality with the other convicts.

And yet there is to-day a strenuous effort being made by his friends to secure a pardon for Morse. At the head of the Ice Trust Morse outraged the community who trusted him—betrayed that trust—and the effort his friends are making is reprehensible in that it simply confirms the popular conviction that no criminal need pay the penalty of long years in prison if only he has the wealth to secure a pardon.



Simple Display But Still Quite Startling.

When a sale of bedspreads and other bedding is on there is nothing so well calculated to call attention windowwards than to have an elegant mahogany, bird's-eye maple or present-justly-popular Circassian walnut bedstead to show off your best goods in this class of merchandise. Even more eye-catching it would be if the rest of the pieces of the suit could be shown, also. Of course, the window space would have to be extra large to accommodate so much furniture, but often even in country stores there is a plenty. The bedstead shown need not be full size; a single "twin" bedstead would do nicely. That the bed must be "made up" with the utmost precision goes without saying; a careless fixing of sheets, pillows and coverlid would tend to defeat the purpose of the exhibit. A neat maid with regulation plain black dress and white cap and apron would add interest to the display. She could be carrying on her arm an extra supply of handsome towels. Or she might be seated in a rocking chair getting to sleep(?) a big wax doll arrayed for slumber. If a little dummy similarly prepared for the night were already reposing(?) in the bed the scene would be still more realistic. Or the changes could be rung on the situations of childhood by having the figures indulging in a pillow fight, one of them sitting up in bed while the other stood on the floor in the act of firing a pillow, and the background could be arranged like a room, with Nurse or Grandma suddenly appearing in the doorway.

Something seemingly human always adds much to a display.

Another way to do would be to have a gas fixture projecting from the wall in the rear of the room and have the two youngsters snugly tucked in bed, with Nurse or Grandma in the act of turning off the gas, which would be burning low.

A dealer who has a very large window to fill was telling me recently of a window something like this description which he got up, and he said it was the talk of the town and resulted in greatly increased sales in his bedding department. The exhibit was easy of arrangement and at the same time was a crowd-drawing one.

Black and Whites.

Black and white invariably create a striking combination, no matter which forms the background.

A haberdasher in a nearby town had as a background a pearl-white sateen curtain shirred on a pole. Such a curtain is always more effective if

shirred on a pole than if brass rings are employed. In front of this curtain, which extended to within about two feet of the ceiling, was a good-looking man-dummy arrayed in strictly-evening dress. On the arm of an adjacent small divan, upholstered in white brocaded furniture material, lay the swell evening overcoat and hat and gloves of the correctly-clad dummy. When this display had been allowed to stand for half a week, it was changed by the introduction of the dummy's valet, dressed as becomes a man's body servant, and he was assisting his lord with his overcoat.

Such a window had never been seen in the place before and created universal comment. What was more satisfactory, the exhibit was the direct means of this merchant disposing of several outfits of evening togs, which sales otherwise would probably not have been consummated.

Post-Easter Functions.

The latter part of Lent ever witnesses renewed activity among Roman Catholic and Episcopal society-people in the way of preparing for coming events after the sackcloth-and-ashes period of their church history, and it is well for clothing and dry goods stores to be prepared with special inducements in the way of extremely nice goods for the renewal of gaiety among the members of these denominations. Milliners proverbially take advantage of the joyous Easter season, but some other merchants do not reap the benefit they might from the church festival and the following merrymakings—to good a chance to be lightly thrown away.

St. Patrick's Day.

There's a lot adoin' every year on the recurrence of the day commemorating, I believe, the incident of the good Irish saint's driving the snakes out of Ould Ireland. All sorts of dealers from grocers to bookstore people—and occasionally hardware folk—go into the sale of "green goods" on this occasion, for the fun is far-reaching over the keeping of the day.

Simpler the Better.

A display gotten up by a young fellow who has the right idea of not overcrowding windows not long ago well exemplified his convictions:

The color scheme was black, shades of yellow and white. The background had a high boxpleated curtain of black velours. Into this at the right of the center was let an immense mirror, framed with white silk, unfurled. At each side of this was a broad column that reached eight or ten inches above the mirror. These,

also, were covered with the white silk. At the left of the panel ran a long low bench, carrying out the design of the high columns. The floor was covered with white felt, put on smooth. In front of the mirror stood a tall beautiful dummy—a decided brunette—whose rich coloring was set off by a Directoire gown of bright buff mirror velvet. A large picture hat surmounted her classic coiffure, the hat retailing for \$90, the long fluffy willow plumes bringing the price beyond the pocketbook of several women I know. The gown had the regulation slit at the side, with a fascinating glimpse of a shapely leg encased in black silk opera hose. The dress was very much decolette, a broad band of pearl trimming encircling the gleaming shoulders. The sleeves, that drooped to the middle of the hand, were of plain black net, shirred.

Posed gracefully on the seat at the left of the mirror was another young lady dummy, also wearing a Directoire gown. This costume also was a mixture of black and yellow, but the yellow was a pale biscuit shade. The prudish were shocked by the view of another well-rounded black silk stockinged leg, while those who would jump at the chance to pay out good cold cash to see "The Queen of the Moulin Rouge" in New York City fairly revelled in the spectacle!

This window certainly was never lacking for observers. The town has only 20,000 inhabitants and, while its storekeepers are enterprising and the dwellers wideawake, they don't go in especially for the unmodified Directoire costume.

"Tired Feeling" Has an Antidote.

For "that tired feeling" take chemicals. Prof. Angelo Mosso of Turin found in his experiments that the illness caused by overfatigue was due to the absorption of certain compounds into the blood, and that these substances when injected into other animals produced the same symptoms. The presence of such toxins is thought to be the explanation of the illness sometimes caused by eating the flesh of overhunted game or of overdriven cattle.

Liebig mentions a case in which the flesh of a roebuck which had struggled violently after being caught in a snare gave rise to symptoms of poisoning. Similar cases are recorded by Gantier, including one in which pigs were fatally poisoned through being fed upon the flesh of a horse that had died during its struggles when being broken in.

At first these poisonous products of fatigue were regarded as animal alkaloids similar to plant poisons like strychnine and bromine. But Dr. Weichart succeeded in isolating from the muscles of wearied animals a specific toxin, which when injected in small doses into animals gradually produced immunity and formed an antitoxin. In large doses the toxin produced all the symptoms of fatigue, followed by death. A simple method of producing an antitoxin has been described in a recent German patent.

When albumen is gently heated for

about ten hours with a chemical agent like dilute nitric acid, it is broken down into various products, one of which yields all the physiological effects of fatigue. In continuing the heating for a long period or on boiling the mass this toxic substance is destroyed, and among the products of its decomposition is one that neutralizes its action. This new substance may be separated from the other products of decomposition and from the accompanying mineral salts. When injected into the body it is stated to act as an antidote to the toxin of fatigue, preventing its injurious effects.

"Steelcrete" is At Hand.

The steelcrete age is a-coming. Although we are accustomed to speak of prehistoric man as belonging to the stone age, the real stone age is only dawning. Forestry has been declared a farce and fence posts are being grown by the farmers not by planting acorns but by pouring a mixture of cement, sand, and stone into molds. Hollow telegraph poles of reinforced concrete are common in France, and concrete piles are finding a wider field of usefulness every year. In Italy barges and scows of reinforced concrete are used.

Fireproof buildings of the stone "lumber" are too plentiful to excite comment, and concrete cottages and residences bid fair to be equally numerous ere long. Enough has been accomplished with reinforced concrete to show that "forests will soon be as little needed for building purposes as buffaloes for carriage robes or deer for dinners." The wonderful artificial stone called reinforced concrete is credited with all the essential properties of lumber save combustibility. And the want of this property is an advantage. Fire does not burn it quickly, nor rot consume it slowly. It has the strength of steel, the durability of granite, and promises to surpass all present attainments in the future when the wonders wrought to-day will be tomorrow's commonplaces with the steel buried in stone.

The ancient age of stone and the present age of iron are uniting to produce the coming age of "steelcrete," as the reinforced concrete has been called.

Austrian blankets are made in Yorkshire, England. Turkey rhubarb is neither obtained nor imported from Turkey, but comes from Siberia and is a Russian monopoly. German silver hasn't a particle of silver, but is a mixture of other metals. Prussian blue has nothing whatever to do with the Kaiser's kingdom, and honey soap never saw a beehive. Irish stew, appetizing as it is, is unknown in Ireland, and the Vienna roll was first made beyond the capital of Austria.

He is a dangerous man who spends much time drawing fine lines between shrewdness and sin.

The life absolutely sincere to the best it knows is the best sermon any can preach.

MORE EQUITABLE RATES.**General Conference To Be Held In Grand Rapids.**

At the regular meeting of the Grand Rapids Board of Trade, held last evening, Robert W. Irwin, chairman of the Transportation Committee, presented the following report, which was unanimously adopted:

The Transportation Committee has held three meetings the past month for the consideration of several important matters. It has decided that some action should be started before the Interstate Commerce Commission to compel the railroads to place Grand Rapids upon an equitable basis in the matter of the percentage of the basic rates to and from the Atlantic Seaboard.

The percentage applicable to Grand Rapids was fixed about twenty-five years ago, and comparison with many other cities in the Central Traffic Association territory shows that it is unjust, and that our section of the State is being discriminated against. Protests have been made by this body several times to the railroads asking for relief, but without success.

This is a matter in which the Interstate Commerce Commission has jurisdiction, and it seems as if our only hope of success is in an action before that body. There can be no doubt but what the equitable basis of fixing rates is upon mileage over the shortest workable route, because it is a well known principle in transportation charges that the shortest dis-

tance between two points govern in determining rates.

In this connection we quote the following from a recent decision of the Interstate Commerce Commission:

"It must be evident that distance is properly regarded as a factor in rate making, mainly because it is supposed to express differences in the cost of service."

Again they say:

"Distance is frequently disregarded by carriers in the making of their rates. The Commission has held that it may be under some circumstances disregarded to some extent. It has been repeatedly said, however, that distance ought, when possible, to be regarded, and we have never held that a carrier would be permitted to disregard it for purposes of putting two communities upon a commercial equality."

Again they say:

"Distance is recognized as an element in determining the amount of a rate upon the assumption that it corresponds in a degree with the cost of service."

Upon the basis of mileage over the shortest workable route, we are entitled to a percentage of 90, whereas we are now paying 96 per cent. of the Chicago rate.

In many other sections of Western and Northern Michigan the discrimination is even more. Take, for instance: Manistee pays 112 per cent., Ludington 100 per cent., Traverse City 115 per cent., while points across

the lake, such as Milwaukee, Sheboygan and Green Bay points, which are in every instance more than sixty miles west of the Michigan towns referred to above, are given 100 per cent. or the Chicago rate.

It is the judgment of your Committee that we should enlist the cooperation of all Western and Northern Michigan towns in the fight.

There is no doubt but what this entire section of our State is at a disadvantage in its development, owing to this discrimination, and our Board of Trade will be doing a great work for Western Michigan if it inaugurates a movement that will put this section upon an equality with other parts of the country in the matter of transportation. With this end in view we offer the following resolutions:

Resolved—That the Transportation Committee be and is hereby authorized to extend an invitation to the representatives of local Boards of Trade and shippers in Western and Northern Michigan to consider taking concerted action to secure, through the Interstate Commerce Commission, a reduction of the basic percentages for freight rates to and from the Eastern seaboard, said Committee to have full authority to arrange the time and plans for said meeting.

Resolved—That if at such conference it is decided to institute proceedings in this matter before the Interstate Commerce Commission that the Transportation Committee be authorized to proceed in the name of

the Board of Trade, it being understood that the cost of such action is to be provided by the shippers.

In the District Court of the United States for the Western District of Michigan—Southern Division. In Bankruptcy.

In the matter of David Levinson, bankrupt, notice is hereby given that, in accordance with the order of said court, the stock of merchandise, together with the accounts receivable, of said bankrupt will be sold by me at public auction to the highest bidder on Wednesday, the 17th day of March, 1909, at 1:30 o'clock in the afternoon of said day, at the store of said bankrupt, in the village of McBain, Missaukee county, Michigan. The said stock of merchandise consists of clothing, hats and caps, gentlemen's furnishing goods, dry goods, boots and shoes and rubbers, etc., and is appraised at \$1,800. The accounts amount to about \$450. The property will be sold subject to the approval and confirmation of the court. The inventory of the property may be seen at the office of the trustee, at the Grand Rapids Dry Goods Company, Grand Rapids, Michigan.

Dated Grand Rapids, Mich., March 6, 1909. John Snitseler, Trustee.

Peter Doran,

Attorney for Trustee.

There is sorrow without selfishness, but never selfishness without sorrow.

He who pursues two rabbits will succeed in catching neither.

If you want a Butter Color at all you want it good and satisfactory. Wells & Richardson Co.'s Dandelion Brand Butter Color (Purely Vegetable) was well proved long before it was offered.

Dandelion Brand Butter Color has behind it the recommendation of a sterling old firm.

This is just a little reminder of one of your good, quiet, automatic profit makers—Wells & Richardson Co.'s

Dandelion Brand



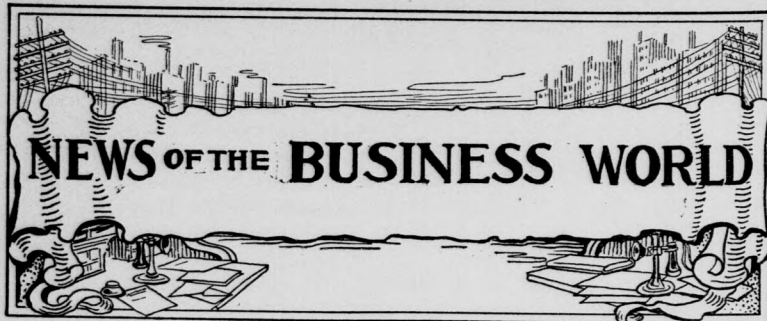
Butter Color

PURELY VEGETABLE

Dandelion Brand Butter Color won't need talk to sell it. And you'll be doing good business when you put it in stock.

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO., Manufacturers, BURLINGTON, VERMONT



Movements of Merchants.

Lapeer—Geo. J. Deverell has sold his shoe stock to Mitchell & Wing.

Nashville—John Ackett is succeeded in the meat business by Henry Roe.

Sunfield—F. E. Stowell succeeds Mead & Co., general merchants in business.

Ithaca—A men's furnishing store will be opened by Fred Randall, a local man.

Shepherd—L. E. Wenzel is succeeded in the grocery business by E. C. Wilson.

Detroit—C. E. Rall, confectioner, has opened another store at 23 Monroe avenue.

Highland Park—A hardware store has been opened by Robert Perritt and Howard Tyler.

Butternut—C. C. Messenger, of Stanton, has purchased the hardware stock of Osborn Bros.

Six Lakes—F. G. Rice is succeeded in the general merchandise business by J. W. Garfield.

Traverse City—L. Scott, dealer in groceries and meats, is succeeded in business by Joe Madison.

St. Louis—Preparations are being made by W. H. Lake to remove his bazaar stock to McBride.

Otsego—A. C. Bennett is succeeded in the confectionery and tobacco business by Irving Nichols.

Linden—D. M. Walsh is succeeded in the hardware business by Burns and Byron Orr, of Gaines.

Lansing—A ladies' and men's furnishing store will be opened by M. Desenberg, Jr., of New York.

Charlotte—John Tripp has purchased the clothing stock of his son, John Tripp, Jr., at Three Rivers.

South Range—The South Range Mercantile Co., Ltd., has increased its capital stock from \$10,000 to \$50,000.

Kalamazoo—The capital stock of the Kalamazoo Savings Bank has been increased from \$50,000 to \$100,000.

Bankers—W. A. Carpenter, who recently sold his general stock to Chas. Folger, will shortly re-engage in general trade here.

Rothbury—W. A. Butzer is succeeded in general trade by Wm. R. Dennis, but will continue the feed business as heretofore.

Fremont—W. W. Pearson & Reber Bros., having decided to close out their shoe department have sold their stock to G. Bode & Co.

Alma—Checks for 5 per cent. of their claims have been mailed to the creditors of the Lee Mercantile Co. by Trustee Robinson, making the amount they have received so far 45 per cent.

Fenton—B. H. Rollins and D. G. McFadyen, who succeeded Fred Viel in the grocery business, will also engage in the bakery business.

Mt. Pleasant—Frank B. Clark has sold his furniture and hardware stock to Phillip F. Johnson and Joseph Harper, formerly of Calumet.

Sparta—W. H. Christy is succeeded in the meat business by Oscar Lundquist. Mr. Christy will remain in the market as meat cutter.

Evart—C. E. West is succeeded in the machine shop business by Briggs Bros. Mr. West has accepted a position with the silk mills at Belding.

Norway—The Ontonagon Land Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Petoskey—Velen Titus of Detroit, has purchased the millinery stock in the Levinson Department Store and will conduct this business in the Levinson store.

Detroit—J. D. Leland, formerly engaged in the banking business at Durand, has purchased a half interest in the Derham Paper Co., for which he will travel.

Coats Grove—Harry L. Stowell, general merchant, has taken a partner and the business will now be conducted under the style of Stowell & Wunderlich.

Fowler—Mrs. C. B. Shackleton has sold her millinery stock to Durkee & Cross. Miss Durkee is one of the firm of Durkee & Butler, milliners, of St. Johns.

Big Rapids—John Ohlson is to erect a brick store building on Fourth street, which is to be occupied by the grocery stock of Mrs. F. F. Peterson.

South Boardman—About April 1 the South Boardman Hardware Co., composed of Chas. Prevost and Frank and Howard Leach, hopes to have its store ready for business.

Saginaw—B. J. Rockwood, for fifteen years employed by the Wm. Barie Dry Goods Co. in the cloak and suit department, will engage in this line of business for himself.

Thompsonville—G. O. Stockhill & Co. are succeeded in the furniture and undertaking business by F. C. Lee, who was formerly engaged in the same line of business at Honor.

Paw Paw—A new drug firm will conduct business under the style of the Paw Paw Drug Co. The members of the company are M. L. Decker, Ed. Bailey and Al. Hindenach, who will manage the new company. Mr. Hindenach has been employed as a pharmacist at the Charles Drug Co.'s store.

Allegan—W. J. Koloff has purchased the grocery stock of E. T. Messenger and will continue the business with Philip McLaughlin, who has been in the store with Mr. Messenger under the style of Koloff & McLaughlin.

South Range—A corporation has been formed under the style of M. Kevi & Co. to conduct a general mercantile business, with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$8,000 being paid in in cash.

Traverse City—E. D. Smith, for the past six years in the dry goods department of S. Rosenthal & Sons, of Petoskey, will become the silk and dress goods buyer for the dry goods store of J. W. Milliken, Inc., and will also act as salesman.

Kalamazoo—The dry goods business formerly conducted by J. R. Jones' Sons & Co. has been merged into a stock company under the same style with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in cash.

Marshall—J. Nagel, dealer in hardware and paints, has purchased the hardware stock of D. E. O'Leary and will conduct the business under the style of the Star Bargain House, carrying also enamel ware, crockery, glassware, groceries and dry goods.

Tustin—G. A. Swanson & Sons have sold their furniture stock to R. C. Merryfield, their grocery stock to Lovene & Stevenson and their hardware stock to Frank Costello and son Frank, who will continue the business under the style of Costello & Son.

Otsego—Frank A. Williams has withdrawn from the clothing and shoe business of Gamble & Williams and M. R. Gamble has taken Gale A. Newman, who has been in the store for the past three years, as a partner. Mr. Williams intends to go to Portland, Oregon.

Wexford—A new general store has been opened by R. Plotter, Dallas Slack and A. Christoffersen and will be conducted under the style of the Economy Mercantile Co. The company owns the building in which its stock is located and Mr. Christoffersen will manage the business.

Detroit—The shoe business formerly conducted by H. D. Rogers & Co. has been merged into a stock company under the name of the H. D. Rogers Co., which has an authorized capital stock of \$50,000 common and \$10,000 preferred, of which \$15,000 has been subscribed, \$10,000 being paid in in cash and \$5,000 in property.

Manufacturing Matters.

Detroit—The Sloane-Gilkeson-Dodson Co. has changed its name to the Detroit Overall Co.

Adrian—The Adrian Pin & Lock Co. has decreased its capital stock from \$200,000 to \$26,000.

Detroit—The capital stock of the Fee-Bock Auto Co. has been increased from \$2,500 to \$10,000.

Lansing—The Queen Bee Cigar Co., which conducted a manufacturing business, is succeeded by Otto Perry. Mr. Reitz, of the retiring Co. will devote his time to the business of the

Beilfuss Motor Co., of which he is President.

Detroit—The Strelinger Marine Engine Co. has increased its capital stock from \$75,000 to \$100,000.

Cass City—The Cass City Milling Co. has been incorporated with an authorized capital stock of \$12,000, of which \$7,500 has been subscribed and paid in in cash.

Detroit—The Lightner-Seely Co., which manufactures perfumes, has decreased its capital stock from \$60,000 to \$30,000 and changed its name to the Seely Manufacturing Co.

Eugadine—The Freeman Lumber Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed, \$24,000 being paid in in cash and \$26,000 in property.

Detroit—The Detroit Faucet Co. has been incorporated to make metal or wood faucets, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—A corporation has been formed under the style of the Detroit Instrument Co., which has an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,700 paid in in cash.

Detroit—The D. E. Meyer Cigar Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash and \$2,500 in property.

Rochester—The Rochester Elevator Co. has been incorporated to deal in farm produce with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,200 being paid in in cash and \$300 in property.

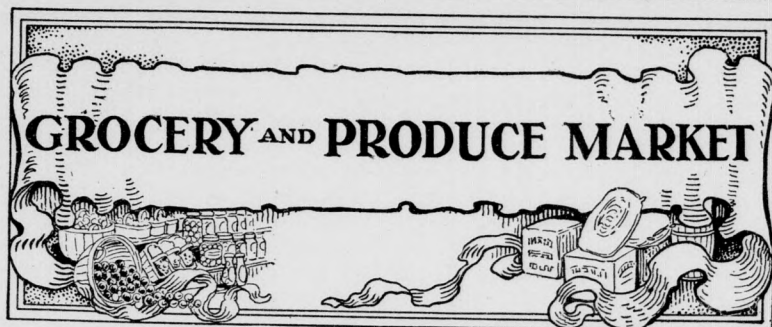
Bay City—The Michigan Turpentine Co. has been incorporated to distill, refine and manufacture turpentine, with an authorized capital stock of \$100,000, all of which has been subscribed and \$35,000 paid in in property.

Boyne City—The hardware stock of J. T. Boylan has been purchased by the Boyne City Manufacturing & Supply Co., which has consolidated it with its own stock. Mr. Boylan will have charge of this branch of the business.

Ludington—The Acme Window Screen Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$1,000 being paid in in cash and \$5,000 in property.

Detroit—The Brush-Detroit Motor Co. has been incorporated to deal in automobiles and their parts, with an authorized capital stock of \$6,000 common and \$5,000 preferred, of which \$9,700 has been subscribed, \$3,700 being paid in in cash and \$6,000 in property.

Ludington—A corporation has been formed under the style of the Gile Boat & Engine Co. has been incorporated to manufacture gas engines and launches and appurtenances thereto, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$5,000 being paid in in cash.



The Produce Market.

Apples—Barrel stock remains unchanged in price, but values are firming up. Some varieties of box stock are on a little higher level, Hood River fruit being now held at \$2.75@3. 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.

Beets—\$1.50 per bbl.

Butter—The market is steady and unchanged. There is a normal consumptive demand for all grades. The make of butter is larger than it was a year ago, and prices ruling are about 3c per pound lower. Present conditions are likely to exist through the present month. Storage butter is in about the normal supply, and the whole market is flat, with buyers taking for wants only. Fancy creamery is held at 29c for tubs and 30c for prints; dairy grades command 24@25c for No. 1 and 16@17c for packing stock.

Cabbage—\$3.75 per 100 lbs.

Carrots—\$1.50 per bbl.

Celery—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—Quotations are 2c lower than a week ago. Local dealers now pay 16c f. o. b. Grand Rapids. There is considerable discussion as to the storage situation for 1909 and the general sentiment is that prices on eggs will prevail at too high a level and that the usual disastrous year will follow a very prosperous one.

Grape Fruit—\$3.25 for California and \$4 for Florida.

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—The extremely light demand has affected the market, which shows a decline of 50c per box. Local dealers ask \$2.50 for Messinas and \$2.75 for Californias.

Lettuce—Leaf, 14c per lb.; Florida head, \$3 per large hamper.

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

Oranges—Are assuming a little firmer tone owing to the exceedingly good demand, but quotations are unchanged and for the fine quality of stock now offered values are very low. 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.

Tomatoes—Florida, \$3.25 per 6 basket crate.

Asparagus—California, \$3.50 per box.

The Drug Market.

Opium—Is steady at unchanged prices.

Morphine—Is unchanged.

Quinine—Is in good demand.

Acetanilid—Is weak and shows a fraction of decline.

Citric Acid—Is firm at the recent decline.

Cocaine—Is very firm and has advanced 15c per ounce.

Lycopodium—Is very firm and tending higher.

Santonine—Is very firm and advancing.

Buchu Leaves—Are very firm and advancing.

The Dahm & Kiefer Tanning Co. has been incorporated with an authorized capital stock of \$75,000 common and \$25,000 preferred, of which \$51,700 has been subscribed, \$1,570.52 being paid in in cash and \$50,129.48 in property.

The Marquette Lumber Co. has been incorporated to engage in the manufacture and sale of lumber and building materials, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Louis Vehon has engaged in the grocery business at 193 Broadway, having purchased his grocery stock of the Musselman Grocer Co. and his coffee of Edwin J. Gillies & Co.

The Hirth-Krause Company has sold a new stock of shoes to Rough-ton Bros., at 252 Plainfield avenue.

The capital stock of the Century Furniture Co. has been increased from \$50,000 to \$105,000.

The Grocery Market.

Sugar—The market on raws is very strong, both in this country and in Europe, and prices have advanced. Refined grades have also been advanced to a 4.65c basis New York and are strong at the advance. All indications point to a higher market in the near future.

Tea—Japans are reported as selling in a large way at full prices. Congous and Formosas hold steady. The Ceylon market is firm and good sales are being made. The market remains in about the same condition as reported last week.

Coffee—There have been no developments in the duty agitation, and the market will be unsettled until the question is settled. Mild coffees are steady and in fair demand. Mocha and Java are quiet at ruling prices.

Canned Goods—One of the factors which tend to keep the market down is the large quantity of poor grades on the market, a lot of which are green and almost unsalable. Corn continues to show weak tendencies, and from present indications there is no prospect of any higher prices. Some western packers have already named prices for 1909 pack, which are on the same basis as those of last year. The consumption of California canned fruits is being greatly stimulated on account of the exceedingly low prices for all varieties, but on account of the large supplies on hand, no advances in prices are looked for. Gallon apples continue on a very strong basis and are considered good property at present prices. It is said that there are none to be had from first hands. The better grades of salmon are at as high a price as possible without curtailing consumption; in fact, there is no market for the better grades, as those having the goods can get the prices. The lower grades are considered too cheap at present quotations and advances are expected.

Dried Fruits—Apricots are unchanged, strong and active. Raisins show some improvement, most holders now asking about half a cent more for fancy seeded than a few days ago. Currants are in fair demand at unchanged prices. Dates are strong and will advance ¼c this week. The demand is fair. Figs and citron are unchanged and quiet. Old prunes are glutting and depressing the market in a marked degree. Old goods have sold on a 1½c basis, and are not active even at that. New prunes are unchanged in price and apparently not very plentiful. The demand is being much interfered with by the large supply of old fruit. Peaches are so cheap at ruling prices (about 3½c coast) that quite a demand has sprung up.

Syrups and Molasses—Compound syrup is in moderate demand at unchanged prices. Sugar syrup is wanted as fast as made at ruling prices. The demand is light and the situation strong. Molasses is seasonably active and unchanged in price.

Cheese—The market remains unchanged, prices ruling on the former basis and the demand being normal for the season.

Rice—Fancy grades of Japans and heads have advanced all through the season, even when the low grades were declining, and now that the low grades have reached a better price, being about ¼c higher than last week, no weakening in the fancy grades is looked for.

Rolled Oats—Package goods have been selling on a lower basis than bulk on account of competition and there may be a further advance in packages.

Fish—Cod, hake and haddock are unchanged and dull by reason of the warm weather. Salmon is in fair demand at unchanged prices. Sardines of all grades are steady at ruling prices; demand fair. Mackerel shows no change for the week, and the situation is soft, in spite of very strong statistical position. The demand is light and all grades of Norway and Irish mackerel are nominally unchanged.

Provisions—All grades of hams, bellies and bacon are dull and unchanged. Pure and compound lard are firm and unchanged. There is a normal consumptive demand. Dried beef is in more ample supply and unchanged. The consumptive demand is good. Canned meats are unchanged and in normal consumptive demand. Barrel pork is firm and in fair consumptive demand.

Doings In Other Cities.

Written for the Tradesman.

The Common Council of Benton Harbor was about to allow street signs disfigured by advertisements to be tacked up at the crossings, when the Ossoli Society, which has civic betterment as one of its strong planks, brought the aldermen to their senses.

The East Side Improvement Association has been formed at Kalamazoo, with Edward M. Chidester as President, W. C. Lewis as Secretary, and a full list of officers and directors. New factories, better street car service and extensions are among the improvements wanted.

Playgrounds for the children of Calumet and vicinity will be established this summer through the efforts of the Associated Charities, the Woman's Club and the leading societies, churches and school officers of that city.

Members of the Muskegon Business Men's Protective Association are pleased with its workings. The members include grocers and butchers and they state that \$150,000 is a low estimate of the amount of old accounts they are carrying. One grocer who has been in business only three years and has an \$800 stock is carrying \$600 on his books.

The North Saginaw Club is the name of a new business organization in North Saginaw, formed as an auxiliary to the Board of Trade.

Almond Griffen.

The Grand Rapids Brass Co. has increased its capital stock from \$200,000 to \$250,000.

You can always measure a man by the things that provoke him to meriment.

SPECIAL MACHINERY.**Wonderful Mechanisms Employed by Local Manufacturers.**

Some of the machines used in the factories of Grand Rapids are wonders of ingenuity and "intelligence." Operations of the most complicated nature are automatically performed at lightning speed and with an accuracy that human skill can not equal. Metals, woods, fabrics and fluids are dealt with. There are machines now for everything and in all industries.

One of the most wonderful of the modern machines is the Mergenthaler linotype, which has done away with the hand compositor in the newspaper office and publishing houses. The operator sits at his ease touching the keys of a board in front of him that looks like a typewriter. When he has filled a line he lifts a lever and then goes on to fill another line while the machine converts the first into a type high leaden slug, upon the edge of which are the words he has just "set." A skillful operator in eight hours can do as much work on one of these machines as six or eight hand compositors could do in the same period, and when his day's work is done he can go home instead of staying to throw in his case.

The knitting works have a machine for sewing on buttons that is a good deal of a wonder. In appearance it is like an ordinary sewing machine. A girl feeds in the buttons one at a time and holds the fabric in place. Pressing the motor starts the machine at a lightning clip. The button jiggers around a few times and then the machine cuts and fastens the thread and is ready for the next button. The knitting machines are complicated affairs and as their operations are not visible they have a mystery that makes them interesting. The thread goes into them from different spools and the finished fabric comes out and is automatically wound on a roller. By various ingenious devices the pattern can be changed and various combinations of checks and stripes can be produced. By machinery a sock can be knit while the grandmother of other days was getting her needles ready. The knitting works here do not produce hosiery, but the principle is the same.

The shoe factories are full of machines that do wonders, and do them wonderfully quick. Putting in the eyelets for the shoe string is a matter of a few winks of the eye and the machine works automatically, the eyelets dropping into place as needed, and then forced into place and clinched, not while you wait but before you can think. The upper is attached to the inner sole and then to the sole itself in a few flashes and it is done better than it could be done by hand.

The brushes in carpet sweepers are made by machines that can not talk but act as though they could think. The spindle is first bored on machines made for the purpose and then is fed into the brushing machine. This machine picks up the tufts of bristle, jams them into the holes and anchors them there with wire, not one tuft but half a dozen at a time. Machines

of the same type are in use in the brush factory, and not only do away with much hand labor but turn out a better article.

Wooden screws used in bench vices are turned by an interesting machine. The rough bolt of round maple is put into place and as it revolves it is automatically pushed against a saw and it comes out a screw.

Some of the machines used in the metal working establishments are wonders to the novice. The youthful idea of iron and steel is that it is the hardest stuff on earth, but in the machine shop it is drilled, planed, sawed, polished and otherwise treated as easily as wood or butter. The processes are not so rapid as in the softer materials, but they get there. The Fox Typewriter Company has a number of special machines for turning out typewriter parts that are very ingenious. For instance, there is the process of making the type: The letters are first carefully outlined ten or twelve inches high and cut out, then are reproduced exact as to outline but many sizes smaller. The next process is to reproduce them again, reduced to the size desired in the hardest kind of steel. The last reproduction are the matrices or dies from which the type themselves are made in a press into which little metal disks are fed automatically.

The machines through which the lumber for hard wood flooring goes are interesting. In the planer the narrow board is given a smooth surface on one side and the reverse side is given the familiar groove that makes it easier to lay level and at intervals the name of the company is stamped. The nail holes are bored on the same machine. The last machine makes the end tongue and groove for matching.

The wood working factories have saws, planers, dovetailers and an endless variety of other machines, some of them complicated in their operations, but quick, accurate and as far as possible automatic.

Nearly every industry, in fact, has its special machinery to take the place of manual labor. Human skill and intelligence is still and always will be a mighty factor in the industries. The men who have skill and intelligence rise to positions of responsibility while ordinary men, those who lack energy or ambition or who may be content with their lot are waiters on and feeders of the machines which do the work.

Bound To Make a Sale.

A Paris shopkeeper wrote to one of his customers as follows:

"I am able to offer you cloth like the enclosed sample at nine francs the metre. In case I do not hear from you I shall conclude that you wish to pay only eight francs. In order to lose no time, I accept the last-mentioned price."

Killing Time.

She—I heard you singing in your room this morning.

He—Oh, I sing a little to kill time.

She—You have a good weapon.

Most Cosmopolitan Institution in the City.

In regard to its raw materials the Grand Rapids Brush Company is probably the most cosmopolitan institution in the city. The raw materials are chiefly bristles for the brush, wood for the backs and handles, varnish for the finishing, glue and wire—not a great variety of materials, but there is scarcely a quarter of the globe that is not drawn upon for supplies. The bristles come from China, Russia, India, Siberia and some from Germany. They come in the original packages as tied up by the native packers, and in the factory here are sorted as to length, color and quality. The great American hog is a short bristled animal, but these foreign bristles are four to six inches in length. In color they are pure white, jet black bristles, red, yellow and all the intermediate shades. The sorting is done by hand and the process of picking out the different colors is tedious. The Chicago Stock Yards yield a few bristles, but the American quality is not up to a high standard.

The wood that goes into the backs and handles of the brushes represent many lands. The most popular wood for brushes is colobola from Panama, and it is also one of the most expensive. It costs about 3½ cents a pound and there is much waste. Rosewood is from Brazil and Sumatra and costs 23 cents a foot. Satin wood is from South America, olive from Spain, Syria and California; padonk or vermillion wood from India and Africa, ebony from South Africa and Argentina; tulip and orange from the Philippines and the East Indies, carail from French Congo and snake wood from South America and Africa. Some of the native American woods are used, the most common being box.

In some of the heavy horse brushes are bristles from the mouth of the whale, stiffer and coarser than the hog bristle.

The varnishes which are used to finish the brush backs are made from gums that come mostly from India. Some of the glues are imported, but modern invention has greatly reduced the use of glue in brush construction, and where glue comes from does not make so much difference.

If all the countries that furnish supplies to the Grand Rapids Brush Company could be represented what a gathering of strange people it would be. Africa, Asia, South America, Europe, the islands of the sea and the cold waters of the Arctic circle would all have their delegates. And it is possible that some of us would much prefer not being out in that company after dark.

The Knowing Ducky.

This anecdote is told of Chief Justice John Marshall. Returning one afternoon from his farm near Richmond, Va., to his home in that city, the hub of his wheel caught on a small sapling growing by the roadside. After striving unsuccessfully for some moments to extricate the wheel he heard the sound of an ax

in the woods and saw a negro man approaching.

Hailing him, he said, "If you will get that ax and cut down this tree I'll give you a dollar."

"I c'n git yer by 'thout no ax, ef dat's all yer want."

"Yes, that's all," said the judge.

The man simply backed the horse until the wheel was clear of the sapling and then brought the vehicle safely around it.

"You don't charge a dollar for that, do you?" asked the astonished chief justice.

"No, massa, but it's wuf a dollar to learn some folks sense."

The ducky got his dollar without further questioning.

Flying Is the King of Sports.

The real conquest of the air will be made by flying for fun. Popular for speed as the automobile is, there always are young men who are willing to try something else. And from fifty to a hundred machines are expected to be in use throughout America by next autumn. Aeroplaning is exclusively a country sport. For a young man of good physique and nerve, with fair athletic judgment and presence of mind, the aeroplane offers an opportunity for recreation that has just enough of the spice of danger and the maximum of the rapture of pursuing.

A man who has at his disposal a stretch of meadow with flat fields nearby can learn to fly in a short time and with no great danger. Flying is called the king of sports. Even at the beginning the sense of resting on the air while you slide over it is without parallel. When little puffs of air tip the machine and you must balance on your wing there is another opportunity for exercising the faculties of tense muscle control that the athletes who have trained nerve and muscle together can appreciate to the full.

The hazard of black paint on plate glass is, it appears, by no means inconsiderable. Signs painted on plate glass done in solid black paint are in point of fact extra hazardous, as plate glass insurance companies have discovered to their cost. The practice of painting signs of this kind seems innocent enough, but the experience of conservative casualty companies fully justifies them in refusing to write such windows. The explanation of the hazard under consideration is to be looked for in the property of a black surface to absorb the sun's rays, by means of which, according to a writer in Rough Notes, an unequal expansion is produced throughout the plate and under the influence of a sudden gust of cold air or any other sudden change in temperature, a strain is developed which shatters the plate glass bearing the black paint. All black-painted signs on plate glass, no matter with what exposure, must be considered as hazardous risks.

Don't be too independent. Remember the man who sat up so straight that he fell off the seat backward and broke his neck.

A PRETTY GIRL CLERK.

How Lizzie Avenged the Wrongs of Her Class.

Written for the Tradesman.

Somehow, the sweet girl clerk, does not seem to get much of a show in literature. Perhaps this is because it is mostly men who write about employers and employees. Anyway, here is where she gets a show.

The pretty girl clerk is a fixture in a good many places of business, where she is expected to lend an air of refinement, and at the same time do a good job landing the cash. In return for this, she, too, often catches a pay envelope which looks like a rescue mission collection down in the bad lands. This is not satisfactory to the girl, but she has to work somewhere.

Of course there are merchants who pay their clerks the going wages, whether they are male or female, but there are others who expect to acquire the services of a prize beauty for the price of a hall bedroom and a pie piece which costs about twelve cents a throw.

In return for this luxurious existence, the sweet girl clerk is barred from getting weary or impatient with customers or her fellow clerks. Besides being on her feet all day, she is expected to show great joy at the prospect of an evening with the head clerk, the floorwalker, or even the freckled-faced young cub who sells pork in the grocery department. This is the point of this history, this extra demand on the time and strength of the pretty girl clerk.

Be it known that there are salesmen who haven't the pluck to amble down into the residence neighborhoods and draw out a child of leisure with nice eyes and a fund of conversation calculated to put a graphophone on the hummer. When they want to be seen with a charming creature at a theater or a late supper, this sort fall back on the sweet girl clerk. They know her and aren't afraid to ask her, and they don't feel when in her company as if they had been stealing sheep. If she won't go with them because she "hasn't anything to wear," or because she is tired to death, or for any other reason, they set her down as a grouch and knock her to the boss.

There was Lizzie. When she got the job at Bartlett's she needed the money. Before the death of her father she had traveled in a good class, and knew what it was to sit in a box at a play and linger over a fine supper later on. When she took the place she had no idea that the masculines would wax sweet on her and place demands on her evenings, but so it was.

One day after the floorwalker had left Lizzie's counter with a dent in his aristocratic face Bella sidled over to the new girl. Bella had been in the Bartlett store a long time, and knew all the wrinkles.

"What's the grouch with his jiblets?" she asked, as she came to where Lizzie was folding away her stock.

Lizzie looked up in amazement.

"Why," she said, "I don't know as there's anything the matter with him."

"My, but you're slow!" whispered Bella. "Where did he want you to go with him?"

"To the theater," was the slow reply. "And, may I ask, what's that to you?"

"That's fine!" said Bella. "I wish he'd take me! What are you going to wear?"

"I'm not going," said Lizzie.

"No?" said Bella, and went back to her counter, the light of astonishment showing in her bright eyes. In half an hour she was back at Lizzie's counter.

"Say, peaches," she said, "if you turn the floorwalker down you'll get fined until you owe the store a house and lot every Saturday eve."

"The idea!" said Lizzie.

"I don't know what you want to dump him for anyway," continued Bella. "He's a perfect gentleman, has fine table manners and don't get gay. Besides, I guess he's got a smash on you."

"Oh!" cried Lizzie, to whom many of Bella's words sounded strange and foreign.

"He'll show you a good time," added Bella, "and that ain't no josh. I'll leave me furnished room for a ride with him in a choo-choo any old night. He takes all the new girls out."

"I'm too tired to go out evenings," said Lizzie.

"Don't get too tired to freeze to your job," replied Bella.

"Do you mean to say," began Lizzie, "that if I don't meet these people socially I'll be—I'll be—I mean to say, they won't be good to me?"

"You're a mind reader," replied Bella, and she went back to her counter hoping to catch the floorwalker before he found courage to make a date with another girl.

Lizzie took the proposition home with her and laid it before Mother, and also Brother Ted, who was a broth of a boy and knew about all there is worth knowing in the world. Mother's handsome old face flushed, and Ted threw himself back in his chair and yelled.

"I'm afraid," said Mother, "that you'll have to give up the place."

"Don't you do it, Puss!" cried Ted. "You stand by your guns and take Mr. Floorwalker down the line! These nine-dollar men make me weary, anyway."

"Why," said Lizzie, "I'm not going to do anything of the kind. Whatever do you mean, anyway?"

"Take him out and blow him," said Ted. "Devastate his bank account. If I had that sad sweet smile of yours, Puss, I'd make him blow himself good and plenty. Honest, now, Puss!"

"I'm afraid," said Lizzie.

Then Ted took Lizzie out into the dining room and talked with her for an hour, and Lizzie went back and kissed Mother and went to her room with a smile on her face. Ted smoked many pipes that night and laughed until the people in the next house wondered if it was anything he had

been drinking that made him act so queerly.

So the next time the floorwalker requested the pleasure of Lizzie's company to the theater he got the answer he craved, and looked quite chesty all the rest of the day. If the girl hadn't refused him the first time, he wouldn't have been half so happy, or thought so much of her—which is a pointer for all sweet girl clerks to consider.

And it chanced that, right at the door of the play house, Lizzie and the floorwalker came upon Mr. and Mrs. Edward Cornell, who were old friends and had been put wise by Ted, and they were going to a box, and they thought there were two seats left in the box, and wouldn't Mr. Floorwalker see about it before he secured his tickets? Yes, there were two seats left in that box, fortunately, and they were only six dollars—six for the two and not for one! When Lizzie's escort sat down in his box he felt as if some one had held him up on a dark corner and robbed him of a year's salary.

It was a very fine play, something about a woman who couldn't make up her mind between her husband who spent his time in Wall street and a dark-eyed man who played the piano divinely and wanted her to go far, far away with him to an isle in some summer sea, latitude and longitude not given. The floorwalker wished he was in that summer isle when he thought of the supper he had promised after the show.

And after the show Mr. and Mrs. Edward Cornell were going to Bellmonico's for a light lunch, and they were certain Lizzie and her escort would enjoy it so. And little Lizzie smiled at the floorwalker and nodded, and so when the Cornells shot off in their red wagon the floorwalker had to buy another choo-choo for a few minutes at exorbitant rates and go after them.

"I'm so glad to meet a few friends," said Lizzie. "I just dote on supper parties. I'm sure there'll be a lot of people at Bellmonico's I know, and we'll have a splendid time. Don't you think the Cornells are awfully nice?"

So the floorwalker thought they were awfully nice, and wished they were up in the Polar Sea somewhere. There was just room at the table where the Cornells sat for two more, and Lizzie and her escort were so glad to be in time. When Cornell began to order Lizzie pinched him under the table to make him go faster, and the menu looked like a Roosevelt Cabinet at the beginning of the reign of Taft when he got done ordering.

When the floorwalker got the menu he nearly fainted, but Lizzie cheered him up with the remark that it was not worth while to order when Edward had made such a choice selection, and he began to wonder where he could borrow money on the watch the admiring clerks had made him a present of on Christmas.

It was an awfully jolly supper! Especially to Mr. and Mrs. Edward and Lizzie, and also to Brother Ted, who

was eating pretzels and drinking drip coffee over at another table! The floorwalker's knees were that weak that he was afraid they would rattle the dishes on the table.

When it was all over Mr. and Mrs. Edward went away in their buzz wagon, and Lizzie said to the floorwalker that if he'd call the shoofier she'd like to go home, and that she had had a perfectly lovely time, and she should always remember it. The escort did not say he had had a charming time, but he was dead sure he would always remember it. The money he had saved up for his life insurance almost paid his bill, and he told the proprietor that he was manager at Bartlett's and would send in a check next day. Ted was holding his sides as the poor fellow went out to look up a choo-choo.

Then it just happened that he came upon Lizzie, and she called him Brother Ted, and he called her Puss, and said she might ride home with him in his six cylinder if she chose. The escort nearly fainted for sheer joy. He was afraid if they got him up to the house they'd want him to buy the marble front next door. He didn't even take the Elevated that night. He walked! And Lizzie and Ted sneaked around the corner and took a surface car!

"She's a highflier," he says to the clerks now, "and will show you the diamond-wearers, but you want to save up for a year before you take her out."

"I'd like to know what you done to his jiblets?" asked Bella, the next day.

"Why?" asked Lizzie, "We had a perfectly lovely time."

"He told Chet this morning that he couldn't tell time by a pawnbroker's check," said Bella.

"You did it fine!" cried Ted, the next morning. "You ought to have a medal. Say, don't you think those fellows at Bartlett's will let the sweet girl clerk alone now?"

"Why," replied Lizzie, with a blush, "I hope so. Anyway, I think I've avenged the wrongs of my class."

Alfred B. Tozer.

Case For a Good Lawyer.

"Why are you so sad?" an acquaintance asked a young man whose aunt had just died. "You never appeared to care much for the poor lady." "I didn't," said the youth dolefully; "but I was the means of keeping her in a lunatic asylum during the last five years of her life. She has left me all her money, and now I've got to prove that she was of sound mind!"

Why He Was Humble.

"Bronson is one of the most humble men I ever saw."

"Yes. Arrogance seems to be wholly foreign to his make-up."

"I wonder why it is that he always has such a servile manner."

"I think it is because he is neither rich enough to get into a trust nor poor enough to belong to a union."

Many think they are fighting sin when they are having a good time stabbing sinners.



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OF BUSINESS MEN.

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E. A. STOWE, Editor.

Wednesday, March 10, 1909

COME ONE, COME ALL.

Strive as it may, the Grand Rapids Board of Trade can not achieve a greater benefit for the business interests of Grand Rapids, and for all business interests in West Michigan, than can be secured through the effort suggested at the meeting of the Directorate last evening, which is to take the form of co-ordinate effort to obtain a better basic rating on freight to the seaboard, for Western Michigan points.

And this effort, which has been intelligently, fairly and forcefully carried on by the Transportation Committee of the Board of Trade during the past five years, has naturally broadened and become more clear, until now it embodies every industrial and commercial point of importance in Michigan; so that a united effort on the part of all these centers can be made and will be successful.

With the Chicago base at 100 per cent., there is nothing rational or fair in placing Grand Rapids on a 96 per cent. basis, as at present; with all lake ports along the west shore of Lake Michigan on a basic par with Chicago, the idea of placing Grand Haven, Muskegon, Pentwater, Ludington, Manistee, Frankfort, Traverse City and Petoskey—to say nothing at all of Grand Rapids and Kalamazoo—on bases varying from 96 per cent. to 120 per cent. (the latter being the Petoskey rate) is worse than absurd. It is downright imposition and highway robbery.

These ratings were established twenty-five years ago when the population and the volume of business in Western Michigan were at least one-third less than they are at present; when freight handling facilities were in no sense comparable to the methods of to-day and when railway operating expenses, as compared with railway earnings, were much greater than they are at present.

Surely the creators of freight are, equally with those who carry freight, entitled to at least an equal share of the benefits thus produced and the several business organizations and communities in West Michigan will be entirely right in a united demand

for a revision of the basic rating on freight.

Every shipper should present his angle of the freight rate to the association which comes nearest to representing his territory. Then let that association get into the combined movement, so that when the matters go before the Interstate Commerce Commission—the Railways will be there with all the force they can muster, never fear—the case of the shippers, the freight producers, will be complete and effective.

OUR TOWN HALL.

It was an original and a happy thought which prompted the Committee having the project of a modern and adequate public assembly building for Grand Rapids in hand to decide upon "Town Hall" for the name of the structure.

Such a title will give the Grand Rapids enterprise individuality quite distinguishable from the scores of auditoriums all over the country; and, besides, if the building is to be what it should be, it will be planned and built so that it will, in truth, be a town hall.

That is to say, it will be adequate to provide accommodations not only for very large conventions, entertainments and exhibitions, but it will embody also suitable facilities for musical recitals, lectures, social gatherings and moderately attended meetings of various kinds, as well as public reading and amusement rooms, public baths, ten pin alleys, billiards, and so on, for the people—the entire town; and at a merely nominal cost to those who at present can not afford to avail themselves of such privileges.

Make the building a town hall in fact as well as in name.

Present methods of steel construction, of ventilation, heating, lighting and drainage and of proof against damage or destruction by fire will permit of an all-embracing and adequate plan of this character and it will be a very grave error if these methods are slighted in any degree.

Let the people know that such a structure is to be conducted as a sort of social center, open to all at a nominal cost, and indicate to them in a plain, clear manner just how it is to be conducted, as to rules to be observed, and then put the matter of bonding the city for \$250,000 with which to meet the original outlay up to the people, and the proposition will carry by an overwhelming majority.

And then, after the issue of bonds is authorized by the people, because of the assurance that the Town Hall is to be really a generous and always available resort for all; a health-giving, pleasure-providing, mind-improving institution; a tremendous builder of patriotism and civic righteousness; then will follow an unequalled opportunity for the men of wealth in this city to demonstrate their loyalty and civic pride.

For example, a donation of \$10,000, which can draw \$500 annually, would provide perpetually a public reading room with the best of technical and other periodicals as well as a liberal

list of illustrated weeklies and daily papers, free to all.

A donated fund of \$20,000, drawing 5 per cent., would provide perpetually a high grade May Music Festival, lasting two days, and open to all at, say, 25 cents admission. More than that, it would inspire the development, right at home, among the people, of a mixed chorus of 500 or more voices unequalled in the United States.

Another fund of \$50,000, drawing 5 per cent., would provide, for years to come, for local industrial exhibitions during our semi-annual furniture sales, which would—without the aid of staring, glaring signs and free from all clap-trap advertising—give Grand Rapids' industrial resources better publicity than could be secured in any other way.

A fund of \$100,000, yielding 5 per cent., would give annually to the people of Grand Rapids a series of grand orchestral concerts by the Chicago Orchestra, the Boston Symphony Orchestra, the New York Philharmonic Orchestra, the Pittsburgh Orchestra and the Cincinnati Orchestra—the greatest five orchestras in America.

Incidentally, the donors of such funds would thus establish memorials to their public spirit and generosity which would continue as long and with ever increasing impressiveness as Grand Rapids continues. And such memorials do not merely retain their value from a purely material standpoint. With the passing of the years there will come thousands of men and women who, expert as artisans, scientists, musicians, teachers, writers, merchants, manufacturers, bankers, farmers, statesmen, or even preachers, who will tell their children and their grandchildren how they received their original inspiration through the operation and effect of this or that fund contributed toward making a genuine and perfect success of the Grand Rapids Town Hall.

HE DIDN'T "KEEP STEP."

A man in comfortable circumstances built for himself in a small town a somewhat pretentious house of ten rooms. He put up two chimneys so located in relation to the floor plans that with two stoves, one in the kitchen and one upstairs, he could, with the aid of a fireplace in the parlor and the great stores of firewood on the place, heat the house very nicely. Just outside, close to a back porch, he had a well, equipped with windlass and buckets, and in the woodshed was a seventy-five barrel cistern fitted with a chain pump, while the usual outhouses were located conveniently to the main building. It was not only a "homey" place but about as good as any in town and represented an investment of about \$5,000.

Presently there came railways, factories and increased population. The town grew rapidly and the owner of the house grew old.

Then came other factories, additional railways and streets were paved, sewers were put in, a system of water supply was installed, sidewalks were demanded and furnished and telephones, interurban and city railway tracks were developed. Property values as well as taxes increased, fine

houses of twelve or fifteen rooms went up all about that citizen's home. The city had 50,000 inhabitants.

The elder son of the father urged and pleaded that a furnace and bath room be put into the old home, but the parent was obstinate. "It's been good enough for your mother and me and I guess it's good enough for anybody," was his stock reply.

Still the son begged. He wanted sewer and water connections made; he explained the value of a telephone and the convenience and economy of electric lights; he called attention to the poor sanitary condition of things and spoke of the high price of cordwood in support of his plea for a furnace and coal.

Still the father was obdurate, could not see the sense of spending a hundred dollars or more for a furnace when the two stoves were "almost as good as new," while as for a bath room he "wouldn't have one in the house."

At length the old man died and one clause in his will stipulated that to his "dearly beloved son" he devised and bequeathed "the old homestead, valued at \$15,000."

The son smiled sadly as the clause was read because he knew that while the land embodied in "the old homestead" was worth from seven to eight thousand dollars the worn, old fashioned residence would not pay for its removal. And he said as much to his mother, adding: "If father had only looked ahead and comprehended what was coming; if he had but acted on my suggestions, the place would today be worth the fifteen thousand."

"Yes, but think what sewers and furnaces and water pipes and all would have cost," she replied.

"That's just it," said the son, "all of it could have been done years ago cheaper than it can be done to-day, and he would have had some of the benefits. As it is, I will have to do it or lose a third or more of what he intended I should receive."

We believe, through careful enquiry, that all the advertisements in this paper are signed by trustworthy persons, and to prove our faith by works, we will make good to actual paid-in-advance subscribers any loss sustained by trusting advertisers who prove to be deliberate swindlers. Rogues shall not ply their trade at the expense of our subscribers, who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts. This offer holds good one month after the transaction causing the complaint; that is, we must have notice within that time.

A few drops of oil of lavender put into a bowl of hot water will give a pleasant perfume to a room.

The dyspeptic who cares for the last course at a dinner gets his just desserts.

There is only one way to the hearts of men—the way of your own heart.

THE COUNTRY ROAD.

Problems Which Farmers Have To Face.

In discussing the problems of the rural highway there are a number of highly important questions which arise for solution in connection with one, the roadbed; two, the roadside.

I wish to discuss in a somewhat narrow way certain important features of the roadside. The making of a clean, attractive and useful roadside in the country is a test of public spirit because it deals particularly with the things of the farmer along whose property a road passes which do not directly add to the income of the farm. In making a beautiful rural highway the importance of beauty as an element of satisfaction in traversing the country must be recognized. The occupations and amenities of life are so interwoven and intermixed that no one can live to himself alone in justice to himself or to society. The reward for unselfish exertion is just as real and just as important as the reward for an investment from which commercial results are expected, and the Scriptural injunction is everlastingly true as applied to those acts which find their objectivity in adding to the beauty of the country: "Whosoever shall seek to save his life shall lose it; but whosoever shall lose his life shall preserve it."

When a man plants a tree for the purpose of doing something for other people or for posterity and then watches its growth and development from day to day and year to year, with all its varied aspects, and, perhaps, finds he has enabled himself to enjoy the graceful movements of its branches in the wind or its cooling shade, as it tempers the heat of the sun, is paid a thousand times for setting it.

And, again, the man who makes a neat roadside along his premises, adding here and there bits of beauty and making a sidepath that is attractive to the pedestrian, soon finds his efforts seconded by those of his neighbor, and the spirit of improvement becomes contagious and all the expenditure of time and exertion in this way finds a compensation as real as that which arises from the successful cultivation of a field crop. First impressions make a great influence upon our minds and nothing will give a traveler a poorer and meaner opinion of a country and its inhabitants than a dilapidated condition of the things which are most readily seen from the highway.

Trees are not the only elements which can be employed in the proper embellishment of the country highway. Shrubs and vines and even wild flowers can be employed with the most satisfactory results. Artistic entrances to the farmsteads are a natural accompaniment of other embellishments of the highway and are a part of any well balanced scheme of betterment.

The choice of material to use in adding to the beauty of a highway must depend upon the character of the soil, the lay of the land and the kind of trees and shrubs and vines

that are hardy in any given location. By giving attention to these variations it will be seen that variety can be given to the roadside, which is one of the most important purposes to be subserved. For instance, upon high, dry, gravelly soil the Norway maple succeeds admirably, while in a dip of land with possibly a richer soil and more moisture the elm and the soft maple will flourish. The red osier and prickly ash are shrubs that can be planted where they will have wet feet and succeed, while others can be chosen which are adapted especially to drier soils.

If it is desirable to accentuate a knoll it can be done by planting trees that grow rapidly to large proportions. If it is desirable to minimize a dip through a valley varieties can be chosen which are somewhat dwarf in their habits of growth. It is interesting to add to the variety in highway embellishment by grouping trees rather than to have them in right lines, and, again, a most attractive landscape effect can be secured by planting for a long distance on either side a single variety.

In this matter of tree planting the Michigan statutes recognize the value of trees along the highway by giving a premium for planting them and making provisions for punishing those who injure or destroy them.

While, perhaps, the roadbed is the most important and distinctive feature of a country highway, still there are many pedestrians who enjoy a well-made pathway, and the law also recognizes the importance of this by protecting it in a way from injury by driving thereon. And in these days of the bicycle, when so many people get a keen enjoyment by riding through the country on the side paths, it seems to me their rights should be recognized while the rights of others are protected.

The question of what varieties of trees to use as leaders in the planting of highways must always, in a sense, be a matter of taste, and still there are a number of well-recognized species which do well under varying conditions which ought to be named as most prominent in lists of trees for this purpose. The hard and the soft maples and the Norway maple, the American elm, the linden and the white ash are the standard species. We are unfortunate in having a feeling that the oaks are too slow growing for the highway, and, still, where we have native oaks along our highways there is nothing more satisfactory or beautiful. The oaks are now grown in the nursery and can be secured for highway planting and produce effects that can be secured by no other species.

In connection with the selection of trees for highway planting we have hitherto been dependent almost entirely upon trees secured from the woods. These, however, are becoming more and more scarce each year and very good trees can be secured from the nursery for highway planting at reasonable rates if we are not too ambitious with regard to size at the time of planting. It is, however, possible for every farmer to raise his

own trees, perhaps not from the seed but from seedlings which he can secure at a very little expense. It is perfectly practicable to spend a very few dollars in seedlings a year old and put them out in rows, cultivating them in the same way that the garden is cultivated, and in three or four years have the finest kind of trees for planting on the highway.

The nut trees can be grown from nuts on the farm or in the garden for this purpose. While there are some objections to the planting of nut trees along the highway, these will be overcome with the greater respect which will be paid hereafter to trees which are planted for all the people along the highways, and it is perfectly possible that we shall, in the near future, plant fruit trees which from the character of their growth will be suitable for highway planting, and thus add another variation of wonderful attractiveness to the highways of the country. The Keiffer pear is admirably suited to this purpose because of its rapid and upright growth and the wonderful beauty of its autumn foliage.

It seems to me that one of the most interesting things that can be taught as an incidental to the curriculum of a country school is the way to grow trees for this purpose, and the children could be taught facts and methods that would interest them in the highways and make them policemen for the protection of those elements of beauty which are placed along the highways in the interests of the general public.

There are numerous questions arising in connection with the details of the best highway planting which can be worked out by degrees. For instance, it has become a habit among those who know little about the pernicious results which follow its practice to select trees and cut off the limbs, leaving them bare poles, as the best for roadside trees. The results of this kind of planting will always be disappointing. An ideal tree for the highway should be removed from the nursery or field to its place in the road with as much root system as possible, and then there should be as little cutting of the top as will comport with a proper balance between root and limb, and all of the cutting should be done among the smaller limbs so as to have the injury reduced to its lowest terms.

The question of distance where trees are planted regularly upon the highways is one to be thought of very carefully. Take trees like the elms and maples and ashes and when they have reached an age of twenty years or more they should not be nearer than sixty feet apart; but if it is desirable to get immediate effects, if they are planted thirty feet apart each alternate tree can be removed and the final result will be satisfactory without injury to the individual trees which are permanent.

The habit of naming roads in the country is one that should become a matter of general adoption. It, perhaps, is not so important as to name a city street, but in its way it is desirable and adds one of the attractions

to the highway. And in connection with this I think that the naming of farms appropriately and having a well chosen method of making a placard adds to the pleasure of everyone who traverses the highway. In the older regions of Europe it is very common to have the attention of the public drawn to any beautiful landscape by some appropriate card or finger board. Distances to leading places can well be designated, not with flaunting advertisements but as a simple matter of information for the public, which we thoroughly appreciate whenever we traverse a country with which we are not well acquainted.

An interesting and useful feature of country highways is an occasional watering trough for the refreshment of animals carrying the burdens upon the roads. The law of Michigan recognizes this and gives an appropriate premium to one who will install and maintain this feature on the highway.

In the selection of the factors for embellishing highways in Michigan the fact should be recognized that it is summer only a small part of the year and we desire to bring attractive things to the roadsides for the longer season when leaves are not in evidence. To this end trees with beautiful limb structures should be selected, shrubs with color in the limbs or in berries growing on them can be chosen and will be appreciated as fully as any attraction which depends upon foliage for beauty.

It is astonishing how quickly the effect of a good roadbed and proper roadside embellishment will have upon the whole country, and while it is important that the law should recognize a proper compensation for work of this kind, the basis of the best results must always be public spirit, and it is little for each farmer to do to maintain beautiful roadsides along his premises if the town or the county or the State will make for him a satisfactory roadbed. So we must always very largely depend upon the good will and proper spirit of the people, rather than upon the dominion of law, in the protection of the roadside effects which are most desirable.

In this whole matter the city and the country are equally interested and there should be a co-operation in securing the most desirable results. It is the denizen of the city who goes out into the country who really reaps the most exhilarating benefit from features of this kind, and he ought, through his influence, to secure to the farmer reasonable protection for the beautiful things that are brought into the landscape for the satisfaction of all the people who use the road. The urbanite should show his indignation and his willingness to aid the farmer in the protection of roadside embellishment by frowning upon any species of vandalism which reduces roadside beauty, and the appreciation shown by word and act of city people will be a stimulant almost greater than any other for farmers to take an interest in making the country roadsides beautiful and attractive.

There are many accessory benefits which might be mentioned in connection with this beautifying of the country highways. I might name the fact that birds and small animals enjoy the very things which we use as elements of beauty, and by attracting them we get better acquainted with their habits and we enjoy the same life that they enjoy the better because they come within our purview. The odors of growing vegetation are not only attractive to birds and squirrels, but all moving animate life enjoys the aroma which gives character to the different species of plants.

I do not know of any single thing which can be done in connection with rural life which will contribute to the welfare and happiness of our people more than the proper and appropriate development of the highways of the country, and it is astonishing, when we consider the wonderful values connected with the expenditure of energy in this direction, that we have so long allowed ourselves to be idle and thoughtless and careless with regard to this most important subject.

John Burroughs expresses a deep thought of the mind and heart in connection with this subject when he says: "The man who traverses a rich country highway is not isolated, but one with the things, with the farms and industries on either hand. He knows the ground is alive; he feels the pulses of the wind and reads the mute language of things. His sympathies are all aroused; his senses are continually reporting messages to his mind. Wind, frost, rain, heat and cold are nothing to him. He is not merely a spectator of the panorama of Nature, but a participator in it. He experiences the country he passes through, tastes it, feels it and absorbs it." Charles W. Garfield.

Mr. Garfield modestly refers to the premium that is paid farmers who plant trees. Few people are probably aware of the existence of a statute containing this provision, yet such a law was enacted in 1895 largely through the efforts of Mr. Garfield himself. It is to be found on pages 1,320 and 1,321 of the Compiled Laws of Michigan, articles 4,163, 4,164, 4,165 and 4,166. It includes a premium for maintaining watering troughs as well as planting shade trees. The full text of the statute is as follows:

Section 1. Shade trees shall be planted along both sides of the public highways, at the uniform distance, as near as may be, of sixty feet apart, and not less than twenty-three nor more than twenty-five feet from the center line of the highway, but the Township Board of any township may direct as to the distance which trees may be set from each other or from the outer line of the highway. All trees now growing upon the sides of any highway, and all trees that may be hereafter planted thereon, standing more than sixty feet apart, shall be preserved, and shall not be injured or removed, unless by direction of the commissioner of highways, and with the consent of the

owner of the adjoining land, unless such trees shall interfere with or obstruct the travel on the highway: Provided, that the provisions of this chapter in whole or in part shall not be deemed mandatory in townships in which the electors may by vote at a township meeting thus determine.

Sec. 2. Any person planting shade trees along the highway adjacent to property owned or occupied by such person shall be entitled to be credited twenty-five cents upon his highway tax for every tree so planted, but not to exceed in the aggregate 25 per cent. of such person's highway tax in any one year.

Sec. 3. In road districts where there are not trees planted and growing along the highways to the extent required by the first section of this chapter, the commissioner shall require that at least fifty trees per year be so planted in each district, and shall continue to require the same from year to year, until every highway in his township where the adjoining lands are cleared is supplied with shade trees, as contemplated by said first section, but not more than 25 per cent. of the highway tax shall be appropriated for such purpose in any one district in any one year. The overseer, acting under the direction of the commissioner, may require 25 per cent. of the highway tax of any person in any year to be paid in money, the same to be applied in planting shade trees along the highway adjoining the property of such person. The overseer shall particularly attend to the planting of such trees and shall allow no unsuitable tree, nor any tree wanting sufficient roots or vitality, to be planted, and he shall have the charge of and care for the same in the best manner for their growth.

Sec. 4. Any commissioner may cause to be constructed suitable watering troughs, basins or fountains by the roadside for the refreshment of persons and animals passing upon the highway, not to exceed one on some one of the more important roads in each road district, and may contract therefor with some suitable person in each such district, and may credit on the highway tax of such person a sum not exceeding ten dollars in full consideration for the erection of such watering trough, basin or fountain, and supplying the same with water for the first year, and five dollars annually thereafter for keeping in repair and supplying the same with water.

He Learned Too Well.

Octave Thanet tells a story of an old ducky in Florida who was anxious to learn to read so that he could read the Bible. He said that if he could read the Bible he would want nothing else. A friend of the narrator taught him to read. Some time afterward she visited his cabin and asked his wife how his Bible reading was getting on.

"Laws, Miss Fanny," said this person, "he jes' suttinly kin read fine. He's done got outen de Bible an' into de newspapers."

Of what trade are all of our Presidents? Cabinetmakers.

PARCELS POST.

Some Important Arguments Against the Measure.*

This is a great and glorious country. I sometimes think that we are getting to be too great; too glorious; that we are getting so swelled up that we are getting careless, and as for being free, we are free in a sense, but perfect slaves in many ways. But our resources are so great and inexhaustible, that our lords and masters who govern us at Washington seem to think that the more of the people's money they spend, the better law makers they are, and the happier and more contented the citizens of this wonderful country should be. This country is so resourceful that it can, for the present at least, stand even the extravagant and profligate spending of money that we now see pouring out of the national treasury each year.

This loose condition of things is beginning to attract attention. Each State and district represented in Congress desire their every representative to obtain from the public till as much as they can for river and harbor improvements, public buildings, etc. There seems to be no one to say when to stop spending money. The ordinary common-sense plan of not spending more than one's income is never thought of, with the result that, during a generation, our expenditures have increased about fourfold, without anything like a corresponding increase in population.

In 1907 the Government expenditures exceeded the income by \$58,000,000. In 1908 the excess of expenditures over the income, according to the Treasury report, will be \$114,000,000. In the year 1909 the deficit is estimated at \$143,000,000. It is pretty hard for an ordinary mind to grasp the significance of these vast sums.

In addition to all these things we now are again confronted with the demand for parcel-post legislation, to add its heavy burden of increasing the deficit of the Postal Department. Let us try to treat this subject of parcel post fairly, and to view it calmly and dispassionately from all sides, and determine if it is best for us to adopt it.

Let us see who are advocating it, and their reasons for so doing. The officials of the Post Office Department are striving to have parcel-post legislation enacted, and rather naturally, as they may honestly believe that a measure of this kind would enhance the value of the department and mark an achievement in methods that would crown their names with glory for ever and ever. It must be remembered, however, that the officials of the Post Office Department look at all matters concerning changes and developments in their department from a purely administrative standpoint, and the large economic questions involved of such vital interest to the country at large trouble them very little, if at all.

*Address of R. W. Shapleigh before the Retail Dealers' Hardware and Implement Association of Texas.

The catalogue houses advocate it. These large mail-order concerns have in the past maintained that they have not advocated the work for parcel-post legislation, but that they have been unfavorable to it. It is true that they have not openly advocated it in the past, but there is every reason to believe that they have been working for it secretly and under cover. See now what a change in their attitude! They came boldly forward and declare openly for these measures. They seem to have reached the conclusion that the influence of their many customers brought to bear upon Senators and Congressmen will more than outweigh any disadvantages that their open advocacy of this measure would cause.

Thus the issue is very clearly drawn, and justifies the position that the opponents to parcel post have taken in the past, that the parcel-post law would benefit only the large catalogue houses. These concerns have even gone so far as to send circulars and petitions to their customers and asked them to sign and forward them to Representatives and Congressmen. There is no question as to why these houses are advocating parcel-post legislation.

It can not be denied that this parcel-post idea is upon the first superficial glance attractive to the average legislator, who burns with the holy zeal to benefit the entire country, and particularly his own constituents, by his wisdom. Many Congressmen, no doubt, honestly believe that they would be doing the public a great service and go down in history as public benefactors if they aided in passing legislation that would apparently prove a blessing to the people of the country by enabling them to obtain their merchandise at so much less cost.

In this lies a great deal of the danger, and it must be our duty to educate the Congressmen in regard to the meaning and effects of the adoption of any parcel-post legislation and to convince them of the disastrous effect that it would have on the country at large.

Now, let's get down to facts and see just where we stand to-day, and to use a homely phrase, "Just what we are up against." At the adjournment of the last session, all parcel-post legislation had been defeated. The President in his message to the present Congress advocated some action on the parcel-post question and the rural-route scheme. The Postmaster-General in his annual report asked that an experimental limited local rural route parcel post be established in not to exceed four counties in the United States, for packages of fourth-class matter originating on a rural route, under such regulations as the Postmaster-General might determine. The result is that eight measures advocating parcel-post legislation in various forms have been introduced into Congress. These bills cover a wide variety of projects, and may not be very dangerous, but show the tendency to demand some legislation on this subject.

The bill that most vitally concerns us, and one that will have to be fought most bitterly on account of its apparent fairness and reasonableness, is Mr. Lafean's bill for experimental parcel post, the text of which is as follows:

Be it enacted, etc., That the Postmaster-General, for the purpose of ascertaining the practicability of establishing a rural parcel-post system on the rural delivery route throughout the United States, be and he is hereby authorized and directed to experiment and report to Congress on the first Monday of December, 1909, the result of such experiment, by establishing a limited local parcel post, confined entirely to rural delivery routes, and in not to exceed four counties in the United States, for packages of fourth-class matter, originating on a rural route, or at its distributing post office for delivery by rural carriers to patrons thereof, at such special rate of postage and under such regulations as the Postmaster-General may deem advisable, and that no parcel shall be accepted from any person acting as representative for any person or company not a resident of such rural delivery routes, or in the town from which they emanate, and that only such parcels be received for delivery at the special rates of postage as are offered by bona-fide merchants or dealers whose regular places of business are on such rural delivery routes, in the ordinary and regular course of their business and in their individual capacity, by residents on such routes.

This bill is in line with the recommendation of the Postmaster-General, and is very subtle and very dangerous. In the meantime, however, a general election has taken place; a new President has been chosen, and many changes in the personnel of Congress have taken place. It is generally believed that the present Postmaster-General will be succeeded by Frank Hitchcock, who, let us hope, may not be so eager a partisan of parcel-post legislation. These changes, however, will be of no effect until after this session of Congress. This session is a short one, and it is possible that in the stress of the many controversies and the large amount of business that will engage its attention the parcel-post matter may not be brought forward; but, on the other hand, there is always the danger that in the hurry of the legislation at the last moment some measures in regard to it may be passed without notice.

It cost the people in the United States last year over \$208,000,000 to run the Post Office Department, and there was a deficit in this department of \$17,000,000. The Postmaster hopes to show by the operation of the experiment of the rural post as outlined in Mr. Lafean's measure that the additional revenue obtained thereby would, when this measure was generally adopted, prove very profitable and wipe out entirely the present ever-increasing deficit. This is pure conjecture, and it may well be doubted if even the routes that might be established in the four counties would be self-sustaining, though they would

in all likelihood be established in the most populous parts of the country. Without doubt, if a general system of rural parcel post of this kind is established on all rural routes throughout the country, as would finally result, they could only be maintained at an enormous loss.

The provisions and safeguards that seem to be thrown around the home merchants in the Lafean bill are childish. Congress could not pass the bill with these restrictions, because they are so plainly unconstitutional. The danger is that Congress may pass a bill of this character without these restrictions.

We must resist with all of our strength the adoption of any parcel-post legislation whatever. Our platform and our slogan must be no parcel post of any kind, rural or otherwise, experimental or positive. Nothing in the shape of an entering wedge must be allowed.

A few of the reasons that make this attitude on our part reasonable are that the adoption of a parcel-post measure in any form is absolutely hostile to the interests of the retail merchants in the country and to the whole community in which they live; that the retail merchant does not want it; that it is contrary to public policy for the Government to engage in the business of transporting merchandise. It is a well-known fact that the strength and stability of any country are represented not by the inhabitants of the large cities, engrossed as they are in the mad pursuit of dollars, and with a mental horizon too often bounded by the limits of their city, but in the inhabitants of thousands and thousands of hamlets, villages and towns scattered all through this broad, beautiful country, where men can breathe ozone into their lungs from the air; where they have time to think, where they are not bound by the rivalry for riches and position or engrossed entirely in the race for power and preferment—and these are the people who would be injured by parcel post.

The reasons against the establishment of any measure of this kind have been so often and so thoroughly exploited that it is not necessary to reproduce them to-day, but if there was no other reason, the effect that a law of this kind would have on rural communities is the one argument sufficient to condemn it forever more.

Is it necessary to draw a picture of the future of these new prosperous and contented communities when parcel post has been established? Can you not see in your mind's eye the gradual decay that will surely overtake them? You can observe the shipping by freight of hundreds of pounds of merchandise by the catalogue houses to the initial point of the rural route, from there to be distributed by the rural parcel post to every farmer in the vicinity.

You can see how this will cause a gradual dwindling away of the business of the merchant in town; till it is necessary for him to close up and move away. You can note the decline in attendance at schools and in

the efficiency of the instruction. You can see the churches dwindling in membership, unable to pay their pastor, and finally having to close their doors. The traveling salesmen—those energetic and bright men who keep the people of the smaller places posted and in touch with outside matters and things, and who spend their money freely, and contribute so much to the prosperity and life of a town—find it does not pay them to stop there any more. The telegraph office finally closes; the livery stables abandoned from lack of patronage. The value of farm property and town lots decreases steadily; the loss of social life making the remainder of the inhabitants self-centered and narrow, and so on ad infinitum.

But let's draw the veil! It makes a horrible picture, but a true one. Could the United States long survive such a condition? It would result in the people of the rural districts, unable to make a livelihood there, flocking to the big cities, which are all packed and crowded, unable now to take the proper care of their destitute and poor. They have gone to the cities to swell the crowds of undesirable citizens that hibernate in steadily increasing numbers in the big places. The safety of the future of this country is in increasing the number of rural inhabitants, and to diminishing concentration in large cities.

To my mind this question of parcel post is the most vital and far-reaching subject that confronts the American people to-day. The pertinacity and vigor with which this subject is presented to Congress, session after session, and in so many and various specious and plausible guises, show that those behind it are determined and powerful, and that eternal vigilance can be our only price of safety, and if you in convention assembled here to-day can influence your Representatives of the great State of Texas in Congress to oppose and vote against any parcel-post measure, you will have accomplished enough to pay you many times over for the time and expense attending these conventions if the association lives to have a hundred of them, as I hope it may.

Now, let us consider the best way to counteract these measures. I will mention only the State of Texas, although I think this plan could be

successfully adopted in all the states. Texas is represented in Congress by 16 Representatives and 2 Senators. Each of these 18 men has a home and lives in the community. I respectfully suggest that you appoint a committee of the most energetic and active of your membership, whose duty it shall be to at once draw up a petition, protesting against any parcel-post legislation; such petition to be signed by every merchant in whatever line and every person of standing in the home town of each Representative and Senator in the State of Texas. Such petition should be presented to him by a committee of influential men and personal friends who are in sympathy with your work.

I believe in the personal equation. I believe that a direct request of a close friend is worth many petitions signed by strangers, which more often than not raise a feeling of antagonism in the recipient, and make him feel that he is being coerced.

On the other hand, every man likes to stand well in the community in which he lives and has his social life, where his children are born and raised, and it seems to me that in order to get quick and effective action, a direct personal appeal by friends and neighbors must be resorted to, and that quick work on this line will result in practical and prompt results.

A prominent French writer deplores the vanishing stock of the world's platinum, says the London Globe. All the known deposits are becoming exhausted, and the price is going up to a prohibitive extent. In 1876 the metal could be bought for \$100 the kilogram. Four years later it had doubled; in 1901 it had quadrupled, and to-day the price is \$1,200 per kilogram, or twice the price of gold. Even that is for crude platinum. The worked metal is twice as dear again. Considering how many industries are now absolutely dependent on platinum, the question of replacing it by some really efficient alloy or combination is acquiring vital importance.

The man who is constantly in the market buying experience will soon have nothing else.

Satan is known by the company he keeps.



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you will find to be the right name for our shirts, quality, make-up, style and price taken into consideration. We carry a complete line of men's and boys' work and dress shirts at popular prices.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

JOHN JACOB ASTOR.

Story of the Founder of the Great Fortune.

John Jacob Astor was born of a Dutch family that had migrated down to Heidelberg from Antwerp. Through some strange freak of atavism the father of the boy bred back and was more or less of a stone-age cave-dweller. He was a butcher by trade, in the little town of Waldorf, a few miles from Heidelberg. A butcher's business then was to travel around and kill the pet pig, or sheep, or cow that the tender-hearted owners dare not harm. The butcher was a pariah, a sort of unofficial industrial hangman.

At the same time he was more or less of a genius, for he climbed steeples, dug wells and did all kinds of disagreeable jobs that needed to be done, and from which sober and cautious men shrank like unwashed wool.

One such man—a German, too—lives in East Aurora. I joined him, accidentally, in walking along a country road, the other day. He carried a big basket on his arm, and was peacefully smoking a big Dutch pipe. He talked of music and he was regretting the decline of a taste for Bach, when he shifted the basket to the other arm.

"What have you in the basket?" I asked.

And here is the answer: "Noddings but dynamite—I was going up on der hill, already, to blow me out some stumps out."

And I suddenly bethought me of an engagement I had at the village.

John Jacob Astor was the youngest of four sons and as many daughters. The brothers ran away early in life, and went to sea or joined the army. One of these boys came to America and followed his father's trade of butchering.

Jacob Astor, the happy father of John Jacob, used to take the boy with him on his pig-killing expeditions. This for two reasons—one so the lad would learn a trade, and the other to make sure that the boy did not run away.

Parents who hold their children by force have a very slender claim upon them. The pastor of the local Lutheran church took pity on this boy who had such disgust for his father's trade and hired him to work in his garden and run errands.

The intelligence and alertness of the lad made him look like good timber for a minister.

He learned to read and was duly confirmed as a member of the church.

Under the kindly care of the village parson, John Jacob grew in mind and body—his estate was to come later. When he was 17 his father came to the parsonage and made a formal demand for his services. The young man must take up his father's work of butchering.

That night John Jacob walked out of Waldorf by the wan light of the moon, headed for Antwerp. He carried a big red handkerchief in which his worldly goods were knotted, and in his heart he had the blessings of the Lutheran clergyman, who walked

with him for half a mile and said a prayer at parting.

To have youth, high hope, right intent, health and a big red handkerchief is to be greatly blessed.

John Jacob got a job next day as oarsman on a lumber raft. He reached Antwerp in a week. There he got a job on the docks as a laborer. The next day he was promoted to checker-off. The captain of a ship asked him to go to London and figure up the manifests on the way. He went.

The captain of the ship recommended him to the company in London, and the boy was piling up wealth at the rate of a guinea a month.

In September, 1783, came the news to London that George Washington had surrendered. In any event, peace had been declared—Cornwallis had forced the issue, so the Americans had stopped fighting.

A little later it was given out that England had given up her American Colonies, and they were free.

Intuitively, John Jacob Astor felt that the "New World" was the place for him. He bought passage by a sailing ship bound for Baltimore, at a cost of five pounds. He then fastened five pounds in a belt around his waist, and with the rest of his money—after sending two pounds home to his father, with a letter of love—bought a dozen German flutes.

He had learned to play on this instrument with proficiency, and in America he thought there would be an opening for musicians and musical instruments.

John Jacob was then nearly 20 years of age.

The ship sailed in November, but did not reach Baltimore until the middle of March, having to put back to sea on account of storms when within sight of the Chesapeake. Then a month was spent later hunting for the Chesapeake. There was plenty of time for flute-playing and making of plans.

On board ship he met a German, twenty years older than himself, who was a fur trader and had been home on a visit. John Jacob played the flute and the German friend told stories of fur trading among the Indians.

Young Astor's curiosity was excited. The Waldorf-Astoria plan of flute playing was forgotten. He fed on fur trading. The habits of the animals, the value of their pelts, the curing of the furs, their final market were all gone over again and again. The two extra months at sea gave him an insight into a great business and he had the time to Fletcherize his ideas. He thought about it—wrote about it in his diary, for he was at the journal-age. Wolves, bears, badgers, minks and muskrats filled his dreams.

Arriving in Baltimore, he was disappointed to learn that there were no fur traders there. He started for New York.

There he found work with a certain Robert Bowne, a Quaker, who bought and sold furs.

Young Astor set himself to learn the business—every part of it. He was always sitting on the doorstep before the owner, carrying a big key

to open the warehouse, got around in the morning. He was the last to leave at night. He pounded furs with a stick, salted them, sorted them, took them to the tanner's and brought them home.

He worked and, as he worked, learned.

To secure the absolute confidence of a man, obey him. Only thus do you get him to lay aside his weapons, be he friend or enemy.

Any dullard can be waited on and served, but to serve requires judgment, skill, tact, patience and industry.

The qualities that make a youth a good servant are the basic ones for mastership. Astor's alertness, willingness, loyalty and ability to obey delivered his employer over into his hands.

Robert Bowne, the good old Quaker, insisted that Jacob should call him Robert; and from boarding the young man with a nearby war widow who took cheap boarders, Bowne took young Astor to his own house and raised his pay from \$2 a week to \$6.

Bowne had made an annual trip to Montreal for many years. Montreal was the metropolis for furs. Bowne went to Montreal himself because he did not know of anyone he could trust to carry the message to Garcia. Those who knew furs and had judgment were not honest, and those who were honest did not know furs. Honest fools are really no better than rogues, so far as practical purposes are concerned. Bowne once found a

man who was honest and also knew furs, but alas! he had a passion for drink, and no prophet could foretell his "periodic"—until after it occurred.

Young Astor had been with Bowne only a year. He spoke imperfect English, but he did not drink nor gamble, and he knew furs and he was honest.

Bowne started him off for Canada with a belt full of gold; his only weapon was a German flute that he carried in his hand. Bowne, being a Quaker, did not believe in guns. Flutes were a little out of his line, too, but he preferred them to flintlocks.

John Jacob Astor ascended the Hudson River to Albany, and then, with pack on his back, struck north, alone, through the forest for Lake Champlain. As he approached an Indian settlement he played his flute. The aborigines showed no disposition to give him the hook. He hired Indians to paddle him up to the Canadian border. He reached Montreal.

The fur traders there knew Bowne as a very sharp buyer, and so had their quills out on his approach. But young Astor was seemingly indifferent. His manner was courteous and easy. He got close to his man, and took his pick of the pelts at fair prices. He expended all of his money, and even bought on credit, for there are men who always have credit.

Young Astor found Indian nature to be simply human nature. The savage was a man and courtesy, gen-

AFTER YOU HAVE tried the mills that promise you a flour at a lower price, Mr. Grocer, and after you have had the experience that inexperienced dealers must buy—after your flour trade has been run down and kicks are hard and many—write us about

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tleness and fairly good flute playing soothed his savage breast. Astor had beads and blankets, a flute and a smile. The Indians carried his goods by relays and then passed him on with guttural certificates as to character to other Red Men, and at last he reached New York without the loss of a pelt or the dampening of his ardor.

Bowne was delighted. To young Astor it was nothing. He had in his blood the success corpuscle.

He might have remained with Bowne and become a partner in the business, but Bowne had business limitations and Astor hadn't.

Hence after a three years' apprenticeship Astor knew all that Bowne did and all he himself could imagine beside. So he resigned.

In 1786 John Jacob Astor began business on his own account in a little store on Water street, New York. There were one room and a basement. He had saved a few hundred dollars; his father, the butcher, had lent him a few hundred more, and Robert Bowne had contributed a bale of skins to be paid for "at thy own price and thy own convenience."

Astor had made friends with the Indians up the Hudson clear to Albany, and they were acting as recruiting agents for him. He was a bit boastful of the fact that he had taught an Indian to play the flute, and, anyway, he had sold the savage the instrument for a bale of beaver pelts, with a bear skin thrown in for good measure. It was a musical achievement as well as a commercial one.

Having collected several thousand dollars' worth of furs, he shipped them to London and embarked as a passenger in the steerage. The trip showed him that ability to sell was quite as necessary as ability to buy—a point which, with all his shrewdness, Bowne had never guessed.

In London furs were becoming a fad. Astor sorted and sifted his buyers as he had his skins. He himself dressed in a suit of fur, and thus proved his ability as an advertiser. He picked his men and charged all the traffic would bear. He took orders, on sample, from the nobility and sundry of the gentry, and thereby cut out the middleman. All of the money he received for his skins he invested in "Indian goods"—colored cloth, beads, blankets, knives, axes and musical instruments.

His was the first store in New York that carried a stock of musical instruments. These he sold to savages, and also he supplied the stolid Dutch the best of everything in this particular line, from a Bazoo to a Stradivarius violin.

When he got back to New York he at once struck out through the wilderness to buy furs of the Indians or, better still, to interest them in bringing furs to him.

He knew the value of friendship in trade as no man of the time did.

He went clear through to Lake Erie, down to Niagara Falls, along Lake Ontario, across to Lake Champlain and then down the Hudson. He

foresaw the great city of Buffalo, and Rochester as well, only he said that Rochester would probably be situated directly on the Lake. But the water power of the Genesee Falls proved a stronger drawing power than the lake front. He prophesied that along the banks of the Niagara Falls would be built the greatest manufacturing city in the world. There were flour mills and sawmills there then. The lumber first used in building the city of Buffalo was brought from the sawmills at "The Falls."

Electric power, of course, was then a thing unguessed; but Astor prophesied the Erie Canal and made good guesses as to where prosperous cities would appear along its line.

In 1790 John Jacob Astor married Sarah Todd. Her mother was a Brevoort, and it was brought about by her coming to Astor to buy furs with which to make herself a coat. Her ability to judge furs and make them up won the heart of the dealer. The marriage brought young Astor into "the best Dutch New York society," a combination that was quite as exclusive then as now.

This marriage was a business partnership as well as marital, and proved a success in every way. Sarah was a worker, with all the good old Dutch qualities of patience, persistence, industry and economy. When her husband went on trips she kept store. She was the only partner in which he ever had implicit faith. And faith is the first requisite in success.

Captain Cook had skirted the Pacific coast from Cape Horn to Alaska, and had brought to the attention of the fur-dealing and fur-wearing world the sea-otter of the Northern Pacific. He also gave a psychological prophetic glimpse of the insidious sealskin sacque.

In 1790 a ship from the Pacific brought a hundred otter skins to New York. The skins were quickly sold to London buyers at exorbitant prices.

The nobility wanted sea-otter, or "Royal American Ermine" as they called it. The scarcity boomed the price. Ships were quickly fitted out and dispatched. Boats bound for the whale fisheries were diverted and New Bedford had a spasm of jealousy.

Astor encouraged these expeditions, but at first invested no money in them, as he considered them "extra hazardous." He was not a speculator.

Until the year 1800 Astor lived over his store in Water street, but he then moved to the plain and modest house at 223 Broadway, on the site of the old Astor House. Here he lived for twenty-five years.

The fur business was simple and very profitable. Astor now was confining himself mostly to beaver skins. He fixed the price at one dollar to be paid to the Indians or trappers. It cost fifty cents to prepare and transport a skin to London. There it was sold for from \$5 to \$10. All of the money received for skins was then invested in English merchandise, which was sold in New York at a profit. In 1800 Astor owned

three ships which he had bought so as absolutely to control his trade. Ascertaining that London dealers were reshipping furs to China, early in the century, he dispatched one of his ships loaded with furs directly to the Orient with written instructions to the captain as to what the cargo should be sold for. The money was to be invested in teas and silks.

The ship sailed away and had been gone a year.

No tidings had come from her.

Suddenly a messenger came with the news that the ship was in the bay. We can imagine the interest of Mr. and Mrs. Astor as they locked their store and ran to the Battery. Sure enough, it was their ship, riding gently on the tide, snug, strong and safe as when she left.

The profit on this one voyage was \$70,000.

By 1810 John Jacob Astor was worth two million dollars. He began to invest all his surplus money in New York real estate. He bought acreage property in the vicinity of Canal street. Next he bought Richmond Hill, the estate of Aaron Burr. It consisted of one hundred and sixty acres just about Twenty-third street. He paid for the land \$1,000 an acre. People said Astor was crazy.

In ten years he began to sell lots from the Richmond Hill property at the rate of \$5,000 an acre. Fortunately for his estate, he did not sell much of the land at this price, for it is this particular dirt that makes up that vast property known as "The Astor Estate."

During the Revolutionary War Roger Morris, of Putnam county, New York, made the mistake of siding with the Tories and expressing himself too freely. A mob collected, but Morris and his family escaped, taking ship to England. Before leaving they declared their intention of coming back as soon as "the insurrection was quelled." The British troops, we are reliably informed, failed to quell the insurrection. Roger Morris never came back.

Roger Morris is known in history as the man who married Mary Philipse. And this lady lives in history because she had the felicity of having been proposed to by George Washington. It is George who tells of this in his journal, the George, you remember, who could not tell a lie. The lady pleaded for time, which the Father of His Country declined to give. He was a soldier and demanded immediate surrender. A small quarrel followed, and George saddled his horse and rode on his way to fame and fortune.

Mary thought he would come back, but George never proposed to the same lady twice. Yet he thought kindly of Mary and excused her conduct by recording, "I think ye ladye was not in ye moode." Just twenty-two years after this bout with Cupid, Gen. George Washington, Commander in Chief of the Continental Army, occupied the Roger Morris mansion headquarters, the occupants having fled. Washington had a sly sense of humor, and on the occasion of his moving into the mansion remarked



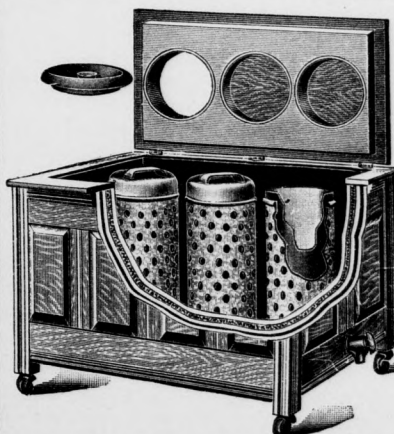
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CHOCOLATE COOLER CO.

67 Alabama St.

Grand Rapids, Mich.

to Col. Aaron Burr, his aide, "I move in here for sentimental reasons—I have a small and indirect claim on the place, anyway." It was Washington who formally confiscated the property, and turned it over to the State of New York as contraband of war.

The Morris estate of about fifty thousand acres was parcelled out and sold by the State of New York to settlers.

It seems, however, that Roger Morris had only a life interest in the estate, and this was a legal point so fine that it was entirely overlooked in the joy of confiscation. Washington was a great soldier, but an indifferent lawyer.

John Jacob Astor accidentally ascertained the facts. He was convinced that the heirs could not be robbed of their rights through the acts of a lease holder, which, legally, was the status of Roger Morris. Astor was a good real estate lawyer himself, but he referred the point to the best counsel he could find. They agreed with him. He next hunted up the heirs and bought their quit claims for \$100,000.

He then notified the parties who had purchased the land, and they in turn made claim upon the State for protection.

After much legal parleying the case was tried according to stipulation, with the State of New York directly as defendant, and Astor and the occupants as plaintiffs. Daniel Webster and Martin Van Buren appeared for the State, and an array of lesser legal lights for Astor. The case was narrowed down to the plain and simple point that Roger Morris was not the legal owner of the estate, and that the rightful heirs could not be made to suffer for the "treason, contumacy and contravention" of another. Astor won, and as a compromise the State issued him twenty year bonds bearing 6 per cent. interest for the neat sum of \$500,000—not that Astor needed the money, but finance was to him a game, and he had won.

In front of the old A. T. Stewart store there used to be an old woman who sold apples. Regardless of weather, there she sat and mumbled her wares at the passer-by. She was a combination beggar and merchant, with a blundering wit, a ready tongue and a vocabulary unfit for publication.

Her commercial genius is shown in the fact that she secured one good paying customer—Alexander T. Stewart. Stewart grew to believe in her as his spirit of good luck. Once, when bargains had been offered at the Stewart store and the old woman was not at her place on the curb, the merchant prince sent his carriage for her in hot haste "lest offense be given." And the day was saved.

When the original store was abandoned for the Stewart "Palace," the old apple woman with her box, basket and umbrella were tenderly taken along, too.

John Jacob Astor had no such belief in luck, omens, portents or mascots as had A. T. Stewart. With

him success was a sequence—a result—it was all cause and effect. A. T. Stewart did not trust entirely to luck, for he, too, carefully devised and planned. But the difference between the Celtic and Teutonic mind is shown in that Stewart hoped to succeed, and Astor knew that he would. One was a bit anxious; the other exasperatingly placid.

Astor took a deep interest in the Lewis and Clark expedition. He went to Washington to see Lewis and questioned him at great length about the Northwest. Legend says that he gave the hardy discoverer a thousand dollars—which was a big amount for him to give away.

Once a committee called on him with a subscription list for some worthy charity. Astor subscribed \$50. One of the disappointed committee remarked, "Oh, Mr. Astor, your son William gave us \$100."

"Yes," said the old man, "but you must remember that William has a rich father."

Washington Irving has told the story of Astoria at length. It was the one financial plunge taken by John Jacob Astor.

And in spite of the fact that it failed, the whole affair does credit to the prophetic brain of Astor.

"This country will see a chain of growing and prosperous cities straight from New York to Astoria, Ore.," said this man in reply to a doubting questioner.

He laid his plans before Congress urging a line of army posts, forty miles apart, from the western extremity of Lake Superior to the Pacific. "These forts or army posts will evolve into cities," said Astor, when he called on Thomas Jefferson, who was then President of the United States. Jefferson was interested, but non-committal. Astor exhibited maps of the Great Lakes and the country beyond. He urged with a prescience then not possessed by any living man, that at the western extremity of Lake Superior would grow up a great city. Yet in 1876 Duluth was ridiculed by the caustic tongue of Proctor Knott, who asked, "What will become of Duluth when the lumber crop is cut?"

Then Astor proceeded to say that another great city would grow up at the southern extremity of Lake Michigan. General Dearborn, Secretary of War under Jefferson, had just established Fort Dearborn on the present site of Chicago. Astor commended this and said, "From a fort you get a trading post, and from a trading post you will get a city."

He pointed out to Jefferson on his map the site of the Falls of St. Anthony. "There you will have a fort some day, for, wherever there is water power, there will grow up mills for grinding grain, and sawmills as well. This place of power will have to be protected, and so you will have there a post which will eventually be replaced by a city." Yet Fort Snelling was nearly fifty years in the future and St. Paul and Minneapolis were dreams undreamed.

Jefferson took time to think about it and then wrote Astor thus: "Your

beginning of a city on the Western coast is a great acquisition, and I look forward to a time when our population will spread itself up and down along the whole Pacific frontage, unconnected with us excepting by ties of blood and common interest—and enjoying, like us, the rights of self government."

The Pilgrim Fathers considered land that lay inland from the sea as valueless. The forest was an impassable barrier. Later, up to the time of George Washington, the Alleghenies were regarded as a natural barrier. Patrick Henry likened the Allegheny Mountains to the Alps that separated Italy from Germany, and said: "The mountain ranges are lines that God has set to separate one people from another."

Later statesmen have spoken of the ocean in the same way, as proof that a union of all countries under an international capital could never exist.

Great as was Jefferson, he regarded the achievement of Lewis and Clark as a feat and not an example. He looked upon the Rocky Mountains as Nature's separation of a people "bound by ties of blood and mutual interest but otherwise unconnected." To pierce these mighty mountains with tunnels and whisper across them with the human voice were miracles unguessed. But Astor closed his eyes and saw pack trains—mules laden with skins, winding across these mountains, and down to tide water at Astoria. There his ships would be lying at the docks ready to sail for the Far East. Jim Hill was yet to come.

A company was formed, and two expeditions set out for the mouth of the Columbia River, one by land and the other by sea.

The land expedition barely got through alive—it was a perilous undertaking, with accidents by flood and field.

But the route by the water was feasible.

The town was founded and soon became a center of commercial activity. Had Astor been on the ground to take personal charge a city like Seattle would have bloomed and blossomed on the Pacific fifty years ago.

But power at Astoria was subdivided among several little men, who wore themselves out in a struggle for honors and to see who would be greatest in the kingdom of heaven. John Jacob Astor was too far away to send a current of electricity through the vacuum of their minds, light up the recesses with reason and shock them into sanity. Like those first settlers at Jamestown, the pioneers at Astoria saw only failure ahead; and that which we fear we bring to pass. To settle a continent with man is almost as difficult as Nature's attempt to form a soil on a rocky surface.

There came a grand grab at Astoria, and it was each for himself and the devil take the hindmost; it was a stampede. System and order went by the board. The strongest stole the most, as usual, but all got a little. And England's gain in

citizens was our loss.

Astor lost a million dollars by the venture. He smiled calmly and said, "The plan was right, but my men were weak; that is all. The gateway to China will be from the Northwest. My plans were right. Time will vindicate my reasoning."

When the block on Broadway, bounded by Vesey and Barclay streets, was cleared of its plain two story houses, preparatory to building the Astor House, wise men shook their heads and said, "It's too far uptown."

But the free bus that met all boats solved the difficulty, and gave the cue to hotel men all over the world. The hotel that runs full is a gold mine. Hungry men feed; and the beautiful part about the hotel business is that customers are hungry the next day—also thirsty. Astor was worth ten million, but he took a personal delight in sitting in the lobby of the Astor House and watching the dollars roll into his palace that his brain had planned. To have an idea—to watch it grow—to then work it out, and see it made manifest in concrete substance—this was his joy. The Astor House was a bigger hostelry in its day than the Waldorf-Astoria is now.

Astor was tall, thin and commanding in appearance. He had only one hallucination, and that was that he spoke the English language. The accent he possessed at 30 was with him in all its pristine effulgence at 85. "Nobody would know I was a Cherman—ain't it?" he used to say. He spoke French, a dash of Spanish and could parley in Choctaw, Mohawk, Ottawa and Huron. They who speak several languages must not be expected to speak any one language well. Yet where John Jacob wrote, it was English without a flaw.

In all of his dealings he was uniquely honorable and upright. He paid and he made others pay. His word was his bond. He was not charitable in the sense of indiscriminate giving. "To give something for nothing is to weaken the giver," was one of his favorite sayings. That this attitude protected a miserly spirit, it is easy to say, but it is not wholly true. In his later years he carried with him a book containing a record of his possessions. He would visit a certain piece of property, and then turn to his book and see what it had cost him ten or twenty years before. To realize that his prophetic vision had been correct was to him a great source of satisfaction.

His habits were of the best. He went to bed at 9 o'clock and was up before 6. At 7 he was at his office. He knew enough to eat sparingly and to walk, so he was never sick. Millionaires, as a rule, are woefully ignorant. Up to a certain sum they grow with their acquisitions. Then they begin to wither at the heart. The care of a fortune is a penalty. I advise the gentle reader to think twice before accumulating ten millions.

John Jacob Astor was exceptional in his combined love of money and love of books. Fitz-Greene Halleck

was his private secretary, hired on a basis of literary friendship. Washington Irving was a close friend, too, and first crossed the Atlantic on an Astor pass. He banked on Washington Irving's genius, and lent him money to come and go and to buy a house. Irving was named in Astor's will as one of the trustees of the Astor Library Fund, and repaid all favors by writing "Astoria."

Astor died, aged 86. It was a natural death—a thing that very seldom occurs. The machinery all ran down at once.

Realizing his lack of book advantages, he left by his will \$400,000 to found the Astor Library, in order that others might profit where he had lacked. He also left \$50,000 to his native town of "Waldorf," a part of which was used to found an Astor Library there. God is surely good; for if millionaires were immortal their money would cause them great misery, and the swollen fortunes would crowd mankind, not only 'gainst the wall, but into the sea. Death is the deliverer; for Time checks power and equalizes all things, and gives the new generation a chance.

Astor hated gamblers. He never confused gambling, as a mode of money getting, with actual production. He knew that gambling produces nothing—it merely transfers wealth—changes ownership.

Astor was a member of the Dutch Reformed church, and yet he lived out his days with a beautiful and perfect disbelief in revealed religion.

He knew enough of biology to know that religions are not "revealed"—they are evolved. Yet he recognized the value of the church as a social factor. To him it was a good police system, and so, when rightly importuned, he gave, with becoming moderation, to all faiths and creeds.

A couple of generations back in ancestry there was a Jew who loved a Christian girl, and thereby moulled his religion. When Cupid crosses swords with a priest religion gets a death stroke. This stream of free blood was the inheritance of John Jacob Astor.

William B. Astor, the son of John Jacob, was brought up in the financial way he should go. He was studious, methodical, conservative and had the good sense to carry out the wishes of his father. His son, John Jacob Astor, was very much like him, only of more neutral tint. The time is now ripe for another genius in the Astor family. If William B. Astor lacked the courage and initiative of his parent, he had more culture, and spoke English without an accent. The son of John Jacob Astor, second, is William Waldorf Astor, who speaks English with an English accent, you know.

John Jacob Astor, besides having the first store for the sale of musical instruments in America, organized the first orchestra of over twelve players. He brought over a leader from Germany, and did much to foster the love of music in the New World.

Every worthy Maecenas imagines that he is a great painter, writer, sculptor or musician, side tracked by cares thrust upon him by unkind fate. John Jacob Astor once told Washington Irving that it was only business responsibility that prevented his being a novelist; and at other times he declared his intent to take up music as a profession as soon as he had gotten all of his securities properly tied up. And, whether he worked out his dreams or not, there is no doubt but that they added to his peace, happiness and length of days. Happy is the man who escapes the critics by leaving his literary masterpiece in the ink.—Elbert Hubbard in Pearson's Magazine.

John Hemmester Withdraws His So-Called Charity Offer.

Saginaw, March 8—There was a full attendance at the meeting of the Board of Directors of the Michigan Knights of the Grip, held at Saginaw Saturday, May 6.

Secretary Foley reported total receipts of \$678 since the last meeting, divided among the various funds as follows:

Death benefit	\$488
General	71
Charity	80
Honorary members	39

Treasurer Wittliff reported disbursements of \$1,628.21 and a balance on hand of \$3,202.53, divided among the various funds as follows:

Death benefit	\$1,961.80
General	502.21
Charity	484.25
Employment and relief	215.27
Promotion	39.00

Both reports were approved by the Finance Committee and accepted and adopted by the Board.

The report of the special Committee on the Hemmester fund was as follows:

Your special Committee, to whom was referred the matter of the John P. Hemmester proposition, laid before this Board at our meeting in Lansing, Jan. 16, beg leave to submit the following report:

Your Committee was called together at the Bancroft House, in this city, for the purpose of considering the proposition in its fullest detail on the 5th day of March, at which place your Committee received a letter from John P. Hemmester, who also appeared before your Committee in person, withdrawing the proposition to place a fund of five thousand dollars at the disposition of this Board, to be paid out in accordance with the conditions named in said proposition, surrounding the distribution of the proposed fund.

Mr. Hemmester informed your Committee that he had concluded to withdraw this proposition because of the fact that certain objections had been raised by some of the members of our association regarding the custody and control of the proposed fund, and that there seemed to be such a lack of unanimity regarding its custody and distribution on the part of our organization that he had decided to withdraw the proposition, relieve the Board and the association from any responsibility and that he would

attend to the distribution of this proposed fund himself.

Your Committee believes that this is a wise action on the part of Mr. Hemmester, that the offer was a generous one, that Mr. Hemmester's heart is still in the right place and that even now no worthy member of the M. K. of G. or any other traveling man who is actually in need will be turned down.

That the thanks of this association are due to Mr. Hemmester for his very generous offer and that we—through us as a Board extend to Mr. Hemmester our sincere thanks and the thanks of our association.

The above report was approved and a vote of thanks was extended to the Committee for the able manner in which it handled the matter.

The following death claims were allowed and ordered paid:

John Campbell, Philadelphia, Pa.; John B. May, Charlotte, Mich.

The claim of F. C. Townsend was not allowed.

The balance in the charity fund was transferred to the employment and relief fund and the charity fund was expunged from the records.

The following bills were presented and allowed:

W. D. Barnard, attending Board meeting

N. B. Jones, attending Board meeting

H. P. Goppelt, attending Board meeting

F. L. Day, attending Board meeting

A. A. Weeks, attending Board meeting

J. C. Wittliff, attending Board meeting

J. J. Frost, attending Board meeting

W. K. McIntyre Co., printing

J. C. Wittliff, salary

M. V. Foley, salary

A premium was authorized for new active members, payable to any member outside of the Board of Directors, to be paid out of the promotion fund, the Secretary to have dodgers printed and sent to each member in the next assessment.

A vote of thanks was tendered J. C. Wittliff for the very able manner in which he handled the new constitution without cost to the organization.

An order was authorized drawn on the Treasurer for \$75 postage for assessment No. 2 and postage on the new constitution.

The claim of W. A. Pitcher was held over to the June meeting, if not perfected by that time the claim not to be allowed.

The following appreciation of our late Brother Austin was adopted:

Whereas—It has pleased Divine Providence to call from his earthly duties our beloved brother, George C. Austin, a member of Post M, of Manistee.

Resolved—That in the death of Brother Austin his bereaved wife has lost a faithful and loving companion, the community an honored citizen and the Michigan Knights of the Grip a most worthy member.

Resolved—That we, the Board of Directors, in session this day at Saginaw, extend to the bereaved wife and friends our most heartfelt sympathies and condolence in this hour of great bereavement.

Resolved—That a copy of this preamble and resolutions be spread upon the minutes of our Board meeting and a copy be delivered to the bereaved wife.

There being no further business, the Board adjourned to meet at the same place Saturday.

M. V. Foley, Sec'y.

In many of the Greek islands diving for sponges forms a considerable part of the occupation of the inhabitants. The natives make it a trade to gather these, and their income from this source is good. In one of the islands a girl is not permitted to marry until she has brought up a certain number of sponges and given proof of her skill by taking them from a certain depth. But in some of the islands this custom is reversed. The father of a marriageable daughter bestows her on the best diver among her suitors.

The wisest men make mistakes, but only the heedless make the same ones twice.

Will Pay Your Rent

By sending an order for our famous and popular packages of candies and chocolates to retail at 5c, 10c, 25c and upwards and display them with prices, the people will do the rest.

Write for catalogue to the

Gunther Candie & Chocolate Co.

210 State St.

Chicago

MODERN LIGHT

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

SWEM GAS MACHINE CO. Waterloo, Ia.

G. J. Johnson Cigar Co.

S. C. W. El Portana

Evening Press Exemplar

These Be Our Leaders



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.

Some Seasonable Don'ts for Salesmen.

Don't talk too little.

Don't fail to obtain the name and address of the prospect.

Don't fail to hand him catalogues, etc.

Don't fail to follow up his call with some good strong letters, etc.

Don't make statements you can not prove and prove conclusively.

Don't fail to thank the prospect for his call.

Don't wear a tired, out-all-the-night-before look when you approach a prospect. Be cheerful—be active—be alert. Look and act the part of a live wire—not like one burned out.

Don't approach a prospect with a cigar in your mouth or in your hand.

Don't approach a prospect with a cigarette in your face.

Don't chew tobacco when talking—dividing your time between a cuspidore and the prospect. Remember you are selling merchandise—not tending bar or acting as "casekeeper."

Don't fail to be neat in your appearance—clean clothes, clean linen, clean shave and shined shoes, all are points that count with high-class salesmen.

Don't fail to see that the show cars and demonstrators are cleanly kept—many a sale has been lost by soiling the clothes of the prospect.

Don't load your mind up with a lot of small talk and superfluous arguments, but go loaded for bear.

Don't fire your arguments along too fast—but fire a good one, let it sink in and see if the prospect feels it before shooting another one.

Don't change from one point to another and then double back again—stick to each point until you have made it, then when the prospect is convinced, drop it. Hammering a nail after it is driven home only loosens it.

Don't try to prove several things at once—but prove them one at a time so the prospect can not dodge you.

Don't disparage the prospect's opinion or ideas.

Don't antagonize him, but act as though you knew you were going to be friends; whether you make a sale or not.

Don't take an argumentative attitude—but have your arguments well framed up ready for the firing line.

Don't limit yourself to one certain line of talk, but talk as long as you can do any good.

Don't forget that everybody respects a hustler and will usually throw business his way any time.

Don't attempt anything far-fetched or flowery—just be as natural as you know how—the same accent wouldn't do for both Seattle and Philadelphia.

Don't be afraid you won't make the sale. A display of fear or anxiety will lose a sale nine times out of ten.

Don't think because the prospect is not dressed like a fashion-plate, or does not sport a diamond as big as a pop-bottle, that his bank account is not a good one.

Don't forget that thoroughness beats brilliancy every time. Be re-

sourceful and brainy, but back it up with thorough work.

Don't cultivate the giving-up habit. Pay rolls were never made for quitters.

Don't fail to study yourself.

Don't fail to study other people—get a line on human nature by sizing up people.

Don't fail to know your own line thoroughly.

Don't fail to know competing lines as well.

Don't try to meet competition, but beat it, and don't beat it by "knocking"—the buying public hates a "knocker."

Don't think because the hill to successful salesmanship is a long one you must scramble up in a hurry—for you are liable to slip back. Make

Don't approach a prospect with your mind filled with depressing thoughts.

Don't brood over your troubles during business hours. Take them to bed with you at night—if you must—but don't get up with them in the morning.

Don't forget that belief, earnestness and enthusiasm have hypnotic influence over a prospect.—N. A. Hawkins in Salesmanship.

What the Darky Wanted.

P. M. Carlish, of Troy, Alabama, records the following conversation between a negro and a clerk which took place recently in the store where he is employed:

"Mister, have yer got any of this here reeds of sur'p?"

WHEN A DOLLAR IS STARTED GOING.

Mr. Wilkins had a dollar, so he said he guessed he'd pay A little sum he'd borrowed from a gentleman named Gray; Then Gray he took that dollar, and he said, "It seems to me I'd better pay that little debt I owe to McAfee;" Then McAfee the dollar paid upon a bill to Smart; By Smart 'twas paid to Thomson, and by Thomson paid to Hart. And so that coin kept rolling as a very busy "punk," Until it paid indebtedness amounting, in the chunk, To more than forty dollars, and it may be rolling yet, And all because this Wilkins thought he'd better pay a debt.

For when a dollar's started
On its debt-destroying way
There hardly is a limit
To the sums that it will pay.

Mr. Wilkins knew a kindness that he might have done for Gray. But he wasn't feeling kindly, so he thought it wouldn't "pay." Then Gray, not being grateful, said: "It really seems to me I've done sufficient favors for that blasted McAfee;" Then McAfee felt ugly, and he took a whack at Smart, Who passed it on to Thomson, who passed it on to Hart. And so no act of kindness was done through all that day, But many an act that rankled in a most unpleasant way; And many a soul was longing for the help to fit its need, And all because this Wilkins didn't do a kindly deed.

For a dollar or a kindness
Rule is still the same, I say;
If you wish to see it rolling
Better start it on its way.

your footing firm on each round—that's the surest way to reach the top.

Don't think it necessary to talk loudly in order to impress a truth. Quietness is just as impressive—unless your prospect is deaf.

Don't use technical terms in your demonstration without being certain the prospect understands them—use plain Anglo-Saxon.

Don't forget it—talk deliberately. Don't have a lot of "hangers-on" around the show room. Nothing detracts more from making sales than an audience of loafers.

Don't play tag with the prospect, but know when to close the sale and get the money.

Don't let a prospect promise to "see you next week sometime"—but make a definite appointment and see that it is lived up to.

Don't fail to mix ginger with your old methods.

Don't forget that the good salesmen work on "quality"—the poor ones on "price."

sibly it is quills of syrup, or syrup of squills, that you want."

"Yasser, yasser, dat's it—quills of sur'p! Gimme ten cents' wuth. I'se jest ben to ebery druggery in dis here town and they ain't nobody got any but you, an' Ise gwine ter gib you all my trade."

The obliging clerk put up one ounce of syrup of squills and there was a pleased customer.

Bankrupt Sale

The effects of the Dudley Butter Company of Owosso and Saginaw are offered for sale as a whole or in part, consisting of two complete creamery outfits. To parties interested a complete inventory will be mailed. Address

L. A. Sanderhoff, Trustee

Owosso, Mich.

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

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.



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

CLIMBING ON MERIT.

A Typical and Too Common Example.

Written for the Tradesman.

All merchants have an eye out, as a rule, as to the 14 or 15 year old lads they know, either casually or well, in their respective communities, for the reason that once in awhile one of them shows signs of industry, neatness and clear headed energy and ambition. And sometimes, it is quite possible, it will be very handy to know such a boy and to offer him a position in the store.

Less than 20 per cent. of the boys in public schools pass into high schools because, for one reason or another, they are required to earn an income, and so it happens that there are always plenty of youths 16 or 17 years of age on the lookout for employment.

Accordingly, when such a boy secures a position in a leading mercantile establishment of long standing and high position financially he is, of course, well pleased and his ambition moves upward several degrees or remains in suspension, according to temperament.

Thus, also, when a merchant gives a position to a boy whom he has observed somewhat critically, he decides mentally that if the youngster makes good within a reasonable length of time he will raise his wage from four dollars to five dollars a week. And as he reaches this conclusion he feels a thrill of satisfaction over having had a commendable impulse and muses: "Poor boy, he needs the money to help along at home."

And, full of ambition, hope and a determination to prove that the merchant's confidence has not been misplaced, the boy begins work—either in the office, the salesroom, the shipping department or somewhere—where his duties are commonplace but voluminous.

About the same time another boy begins work in the same establishment, with a somewhat blatant declaration that he is going to "begin at the bottom and learn the business from the basement up." Incidentally the first boy, who answers to the name of John, realizes that he has a competitor in the other chap, who is known as Arthur.

And so the race between John and Arthur has made a start and the employer smiles complacently as he realizes the fact.

The situation is appreciated also by the chief accountant as he notes that while John receives five dollars a week Arthur is allowed six dollars a week. It is appreciated, also, by the engineer and janitor of the establishment, who discovers Arthur in the furnace room surreptitiously smoking a cigarette and observes that gradually the order and neatness in the department where Arthur works is becoming demoralized, whereas the condition of things in the department where John is employed is distinctly improved.

And, coincidentally, the difference between the two boys is noticed by the managers of the two depart-

ments, chiefly because John does not watch the clock, whereas Arthur is typically a time-server.

Therefore the assistant to the President is quite unable (having received reports from the department managers) to account for the fact that with the beginning of the second year of service on the part of the boys he is directed to place John's wage at six dollars a week and to transfer Arthur to a higher position with a salary of \$600 a year.

* * *

Five years pass by. John has charge of the orders department at a salary of \$1,000 a year while Arthur has charge of the credits at \$2,000 a year. That is to say, orders were never in the history of the store more accurately or more promptly attended to, whereas the credit department is being looked after by an assistant, while Arthur gets down to business at any old time and quits at his pleasure, so that he may devote his time to social demands with two or three out-and-bats each week.

Meanwhile John has been noticed by outsiders and is held in high esteem as a chap who knows the business through and through, is a good salesman, a good executive and absolutely reliable in his devotion to the interests of the concern where he is employed. Indeed, he had been considered, at a meeting of bank directors, as just the person to take charge of and lift out of a hopeless, profitless rut a really good stand and opportunity, which had been permitted to go to the dogs.

When, at the end of the seventh year, everybody employed in the institution was both amazed and indignant because of the news that hereafter Arthur would act as assistant to the President, "having purchased a large interest in the concern," the oldest employe, a man who had been with the business upward of twenty years, remarked: "It's nothing new to me. I have seen scalawag sons, nephews, cousins and sons-in-law skip over the heads of good, competent and square men ever since I've been here."

Then, also, the secret which had been so well kept for seven years—that Arthur was a grandson of the proprietor—came out. And John tendered his resignation, to take effect forthwith.

Of course the employer expressed his regret and suggested his hope that John was not making a mistake; and, of course, John assured him that he need not lie awake nights worrying in his behalf.

* * *

Five years only were required for John to place the White Front Store at the lead of all retail establishments in the city and this in spite of periodical expressions by his former employer that he hoped John wouldn't take chances he couldn't handle.

When John's former employer, about this time, was invited to address the boys of the Y. M. C. A. on "Success in Business," he accepted the invitation gladly. And, on the quiet, he arranged with the Secretary to use every effort possible to secure

the presence of his grandson, Arthur, on the evening he was to speak.

The hall was packed because the promised speaker was known as a silver haired, dignified old gentleman, who, very wealthy, was a pillar of the church, an always ready contributor to the Association and a man looked up to by all citizens. He was really a very poor speaker, and so read what he had to say. In part it was as follows:

"The trouble with the average young man who starts out to make his mark in the world of business is that his sole aim is to begin at the top. He is not willing to begin with the rudiments, the drudgery. Instead of depending upon industry, loyalty, economy and absolute rectitude of purpose and practice, he fixes his eyes upon the luxurious, the foibles and fads, the outward show. He does not seem to realize that hard work, faithfulness and thrift will always win recognition that will be lasting and of the best; he puts up as his goal the things transient and absolutely worthless."

* * *

"Say, John, the old man made his spiel all right, didn't he?" remarked Arthur in a thick and muffled tone, half drunken pride and half doubtful appeal as the two former companion clerks passed out of the hall together. "Yes, he did pretty well," responded John as he caught the reeling man in both hands and saved him from a fall. And he continued, as he hailed a cab, "Come on home with me, Arthur, and straighten up."

The assistant to the President, safely seated in the vehicle and sufficiently normal to express himself, although half asleep, observed: "Just think how I've climbed up from the bottom. Isn't it a joke, John?"

John did not reply.

Charles S. Hathaway.

Not a Real Father.

An Episcopal minister, who had but recently moved to a small town in Northern Michigan, passed two youngsters on the street.

"Good morning, father," said one of them, misled by the clerical garb. "Don't you know nut'n?" said the other, contemptuously, when the minister was past. "Dat guy ain't no father. Why, he's married an' got two kids!"

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.



People eat

Holland Rusk

(Prize Toast of the World)

365

Days in

Every

Year

and the retail dealer makes a substantial profit on every package that's sold.

No grocery stock complete without it.

Holland Rusk Co.

Holland, Mich.

LARGE PACKAGE
RETAILS

10¢

WILLS

Making your will is often delayed.

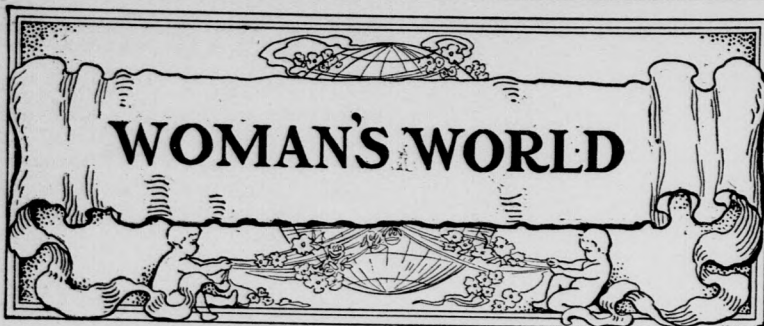
Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian



Shall a Man Propose More Than Once?

When a man has asked a woman to marry him and has been refused, the question whether he shall ask again is one which only himself can answer; none but he can judge of and rightly estimate the true inwardness of the case.

In the first place it is of the utmost importance that he should be certain of his own wishes in the matter; whether he truly is in love, or merely swept along by the wind of a passing fancy; whether the woman who has said "No" is so desirable in his eyes that he can not be happy unless he gets her. Nor is this phase of the question altogether easy to decide offhand. Men, as well as women, often mistake a passing fancy for a deep and abiding love, and later on find that their affection being without root withers away.

Every woman by whom a man strongly is attracted is, for the moment, to him the "one and only" in all the world, but time passes, the slide in the magic lantern of his heart is filled with another image, then another, and he equally is sure that each in turn is loved with the one love of his life, which, so far from being reprehensible, is a merciful Providence; constancy, where it serves no good purpose, ceases to be a virtue, and becomes a misfortune, if not a vice.

So far as is publicly known, no statistics yet have been compiled upon the subject, but observation and evidence go to prove that the average man marries somewhere about the fifth or sixth girl with whom he falls in love. There have been four or five young women, each of whom, for a longer or shorter period, he has regarded as the paragon of her sex; but he has already gotten over his infatuation and has married another, and probably congratulates himself upon the fact that he has done so—it would be most unfortunate for him and for his wife if he did not. Also it probably is equally a good thing for the four or five girls whom he did not marry.

Also the manner of the refusal should weigh heavily in the reception thereof. Any man with his fair share of common sense ought to know whether he is snubbed or the contrary; whether his suit is peremptorily declined or merely tentatively set aside; whether the negative is positive, or no more than the half affirmative of the old grammar rule.

Another thing which the wooer should take into consideration is that women from their youth up are

taught to repress their feelings and often are stiff and cold because of the effort at repression. Almost all women are more or less nervous, and mirth which is hysterical rather than merry often is resented as ridicule by a sensitive wooer. An attack of the kind may dash the cup of happiness from a woman's lips and incense her suitor past forgiveness. An involuntary smile will be taken for heartlessness by the man who is desperately in earnest. A humorous word will be an insult, a jest a proof of scorn. No man can bear to be laughed at, and his vanity if not his heart will receive a wound which not easily is to be healed. It is a pity, but women sometimes lose the men whom they love by a lack of self-control which is misconstrued into ridicule.

According to the novels of the day, the indefinite form of proposal appears to be in favor at present. It can not too strongly be insisted upon that this is unfair to both, more especially to the woman. If the man is in earnest, and no man who is not so ought to propose marriage, he clearly should make the woman understand that he is asking her to be his wife. She can not well urge him to be explicit, and while a well bred woman might thus lose her lover, an unscrupulous one might annex a man who had no intention of asking her to marry him. Such things have happened. It is easier to form an engagement of marriage than—for the man, at least—to break it.

Dorothy Dix.

"Wabby" Pole Causes Earthquake.

Among the many strange relationships which earthquakes hold to various natural phenomena, Prof. H. H. Turner, F. R. S., believes that there must be a direct connection between polar movement and the strain on the crust of the earth. For many years it has been observed that there are slight but irregular changes in latitude, or, in other words, the axis of our earth does not always point in the same direction. The pole wanders about in a mean position, sometimes in a path that is nearly circular, while at others it appears to be exceedingly irregular and even retrograde.

The world top is not spinning truly, but it slightly wabbles. When the change in direction of its axis is sharp large earthquakes have been frequent. If a swiftly moving body is compelled to turn a corner that it should be subjected to strains which might result in yielding is easily conceivable. Regarded from this point

of view, the times at which strata in seismic strain give way are to some extent governed by erratic movements in the rotation of our sphere. For the world taken as a whole our records do not carry us sufficiently far back to say whether earthquakes are increasing or decreasing in number.

From observations at the present time we know that every year sixty world shaking earthquakes are recorded. Sudden yieldings take place in the process of rocks folding, as, for example, in the building of mountain ranges. The popular idea that this class of earthquake are on the increase is simply because their origins have been in inhabited places. It is fortunate for humanity that the larger number of the earthquakes have origins beneath deep oceans or in deserts. Thirty thousand minor earthquakes are recorded every year.

These repeated shakings of the ground have been regarded as a curse to the race, but they are blessings in disguise. Each earthquake is an announcement that rocky strata are being folded like the bellows of a concertina when it is slowly closed. If this process were not in operation, Prof. John Milne, F. R. S., declares that every land surface would be covered by the rising tides. This would have occurred ages ago had there been no buckling crust. Earthquakes tell us that this buckling is still in progress, and, therefore, like a rainbow, indicates that the world is not yet to be destroyed by inundation.



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Karo

The Syrup of Purity and Wholesomeness.

Unequalled for table use
and cooking—fine for griddle
cakes—dandy for candy. Now
more favorably known than
ever before. Everybody wants
the delicate, charming flavor
found only in Karo, the
choicest of all
food sweets.



Extensive advertising campaign
now running assures a continued
demand and will keep your stock
moving.

Ready sales—good profits.
Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.

Are You Walking for the Other Fellow.

I sat in the office of a big corporation the other day when an unknown man from the outside—somewhere—came in for a bit of information.

He was a most prosperous, clean cut, well dressed, citizen type of man, probably 45 years old, clear spoken and carrying with him in every line of face and figure the conviction that here is a man who has succeeded in life. He might have been a greater success. Yes; for who shall measure what success is? But in public nowhere would any one have challenged him as a failure. No one would have failure called into his mind by the merest casual glimpse of the figure as he stood at the railing seeking his information. And this was the information he sought:

Incidental to the corporation business, almost, the corporation had a commodity for sale. As a strictly business proposition the president, vice-president, secretary, treasurer, executive committee and holders of stock down to the loneliest of single shares—all of them in executive session and considering this patronage of the potential patron at the railing—must have decided that they didn't care a tinker's continental whether this potential customer developed into a literal customer or whether he didn't.

But, impressive of face and figure as he knew himself to be, the caller at the railing wanted his specific information. And he received the

maximum of attention and office consideration as he talked.

"I'll take two of these," he said impressively, "provided you can fill the bill. I want to send them to friends in the country. But I don't want to be chasing all over the town to do it. I know I can buy them downstairs, but they'll not be wrapped and directed. Is there any way in which I can leave an order to have them wrapped, addressed and shipped to these friends?"

Well, there was no way to do it. The corporation was willing to do no more than meet the personal demands of customers at the established places of sale. But in making this fact plain to this prosperous, clean cut, cut, potential customer five minutes' time of an attendant at the railing was consumed. At which the potential customer, with a little snort of disapproval and contempt, turned aside and walked out as he had come. It was plain that this man who had come in as a potential customer had gone out sore and sour at the corporation which he had looked upon to serve him out of the established order of the corporation's business.

"Aha!" I thought to myself. "I recognize you at last! I thought I knew you when you came in; I'm sure of it now."

Do you recognize him? He's the man who all his life has been exacting that "the other fellow do the walking." He's the man who for years has been harnessing the general public to the shafts by which his drayage business at large as been

done free. For twenty years or more, in increasing volume and ratio, he has been exacting just a little more than the worth of his money of every person whom he has allowed reluctantly to see the color of it.

Look at the commonest of everyday incidents. You go to Jones' establishment and buy Jones' goods on Jones' own terms, paying cash for the purchase. In every possible sense Jones is obligated to make a delivery of the purchase at the place named in the contract. But the purchase doesn't come, or if it comes it is wholly unsatisfactory.

You may be incensed and angry with Jones, but you walk over to see him; he has your money and you haven't value received; it is absurd to expect Jones to come to see you and when you have walked over and rooted him out under handicap and finally get his ear to your complaint, Jones puts on the smoothest of smiles designed to make you feel ashamed of having walked over all that distance in order to show that you are out of patience with his methods.

You have done Jones' walking freely and willingly and submitted to Jones' implied and smiling rebuke for having done so!

How much of this kind of walking have you been doing, literally and figuratively? How much more of it are you going to do? It is a pertinent question, for the reason that the more you do of it the more you will be expected to do. It is a life job—if you'll take it! John A. Howland.

The Overworked Word "Sale."

There is a list of perhaps a dozen words which merchants credit with unusual potency in selling goods. When "price" is an argument at all, it is a good argument, and dealers use it for full face value. The favorite term for low price occasions, better liked than either "bargain," or "reduction," is the word "sale." The advertiser who does not use this expression is distinctly unfashionable.

In one month Spokane, Wash., merchants have announced the following sales:

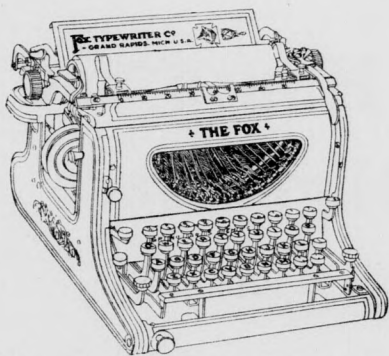
Advance sale, expansion sale, opening sale, special sale, room making sale, removal sale, closing out sale, clearance sale, month end sale, fall clearance sale, special purchase sale, pre-inventory sale, three days' sale, two dollar sale, rug sale of merit, shoe sale, a good waist sale, preholiday Morris chair sale, sensational sale of ladies' coats, annual Thanksgiving sale, Thanksgiving sale of linens, very special Thanksgiving sale, annual November sale, advertising sale, dissolution of partnership sale, big sale, cut rate sale, half price sale, forced sale, fire sale, challenge sale.

This is an average record of one new sale for each day of the month. —Printers' Ink.

Just as Effective.

Uncle Hiram — I suppose your mother gives you boys something when you are good.

Willie—No. Me and Johnny gets ours when we acts up.



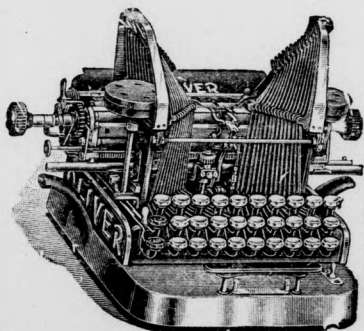
It Is Just Possible a Second-Hand Typewriter Would Do

We have them in large numbers—all kinds.

We get them in part payment for new Fox Visible Typewriters and then we fix them up here in our factory and sell them at low prices.

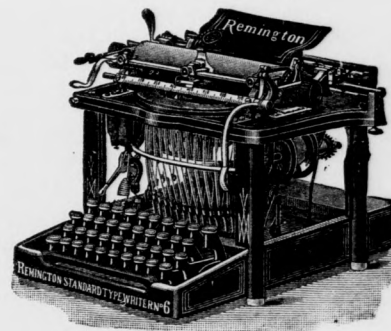
We have Remingtons, Smith-Premiers, Oliviers, Underwoods and some especially good bargains in some second-hand Fox "regular" models.

If you have only a small amount of correspondence it is quite possible that one of these machines would answer every purpose.



Just write us that you are willing to give the typewriter question some consideration and then see what we do. Write to-day.

FOX TYPEWRITER CO.
GRAND RAPIDS, MICHIGAN



A MATTR OF TEMPERAMENT.**A Little Homely Philosophy Paints the Picture.**

Written for the Tradesman.

"Fore I'd keep a cat 'round my store, an' a yaller cat at that," said Nate Norton as he entered the store, "I'd—"

"Keep a mangy cur dog forever at your heels," interrupted Thomas Wyles, the country merchant as he held open the front door and yelled, "Get out!" a command which the dog seemingly expected and which he obeyed without a whimper.

Apparently Norton had not heard the shout or seen his companion, and there was no evidence exhibited by Nate or by Wyles, of any feeling of ill will as to either cat or dog. The visitor had brought in six dozen of eggs and a crock of butter, which he placed upon the counter with an air which stated plainly that he considered them sold.

"Softenin' up a bit, eh?" remarked Wyles as he lifted the cloth from off the basket, and as he saw the eggs, he continued, "Hens begun layin'?"

"Begun," repeated Norton, "why, they haven't quit. My hens keep busy the year round—that is, some of 'em do," and with this he took off his overcoat and laid it over a salt barrel preliminary to taking a seat by the stove.

Wyles' store, as it was known all over the countryside, had no competitor within a mile circle; and for a crossroads mercantile establishment was a neatly kept, well lighted, well stocked institution, with a flowing well and watering trough out in front and a four-stall horse shed at its south side, free to all who traded there. Wyles was proprietor, book-keeper, chief clerk and porter, incidentally acting as Justice of the Peace now and then.

"Must keep your hens warm," said Wyles as he began counting out the eggs.

"Warm," repeated Norton, "you bet we do. Their house's as warm as this here store and a heap sight better lighted and ventilated; and Melissa, my wife, is a regular old maid 'bout keeping the place clean. An', say, lemme tell you somethin', hens won't lay 'less you work 'em. This puttin' a lot o' grain on a floor an' a mess o' mash in a big pan for 'em to fill up on without any strain on 'em is a mistake. We make our hens scratch for their grub. What's eggs fetchin' now?" he concluded, as though the idea had suddenly struck him.

"Last I bought," said Wyles, "I give 17 cents, but for strictly fresh, like these, I'm offerin' 19 cents in cash or 20 cents in trade."

"I asked what they're fetchin', not what you're offerin'," replied Norton with a zest as genuine as though the dickering they were engaged in had not been repeated, practically word for word, on an average of once a week for three or four years.

Norton had just consented to let the five pounds of butter go for 22 cents a pound, with the eggs at 20 cents, all cash, when Wyles, quite suggestively, asked: "Nate, where do

you sell the rest of your eggs and butter and who bought the sugar you made last spring?"

"What makes you ask, Tom?" enquired Norton.

"Oh, I was just wondering about it," half mused the merchant as he counted out the cash to pay for his purchases; at which Norton stooped and picked up the big yellow cat which, in the most friendly manner, had been rubbing himself against the farmer's legs. "Tom, what makes you keep this lazy cat around?" he asked in turn.

"Why do you ask me that, Nate?" said Wyles.

"Nothin', I was jus' wonderin', that's all," responded Norton just in time to receive his pay.

Putting a knotty chunk into the top of the big sheet iron heater, Wyles took the bits in his teeth and squarely facing Norton he said: "I want to tell you something, Nate. I know blamed well I don't buy all of your eggs an' I know that if you don't make more butter than I buy from you, your cows don't pay. Where does the stuff go?"

Norton simply stared at the man in blank amazement and made no answer.

"I don't want to pry into your affairs, Nate," Wyles continued, "but I've been watching you pretty closely and you don't seem to be getting on. I know there isn't a lazy hair in your head, an' I know you've got a good place and that you run it good so far as producing results. What puzzles me is, why don't you make more money?"

"Do I owe you anything, Tom?" asked Norton.

"No, it isn't that," quickly answered Wyles, "but, for example, why does your wife make butter when you both know there is more money in selling your milk to the creameries?"

Like a flash-light exposure the entire situation was revealed to Nate and he responded with loud laughter, which sent the cat scampering from his lap to the front of the store and which sent a hot flush of chagrin into the face of Wyles, "Why, you dog-goned lubber you," said Nate as he arose, "lemme ask you a question or two: Do I buy all the goods you sell?"

"Not by a good big lot," said Wyles as with a spring he seated himself on the counter.

"Well, then," observed Nate, "where on earth do you s'pose Melissa and me get enough to eat?"

"Why, you raise most of it," was the answer.

"You bet we do. An' we're high livers, too," said Nate. "We don't believe in starvin' our stomachs so 't we can feed folks we have never seen. We're willin' they shall have the leavin's if they pay for 'em, but we like eggs, we like good butter, we like maple syrup and—say, if they's anybody in this 'ere county who knows how to bake, boil, stew and cook anything under heavens, it's Melissa."

"Yes, but—" attempted Wyles.

"But nothin'. We make enough, Melissa and me, to pay taxes, do a

little somethin' for the church an' go to town every once in awhile to see the children—an' we've seen them all well started, too," continued Nate enthusiastically.

"That's just the point," broke in Wyles, determined not to surrender. "Your children. You want to leave them something, don't you? And what about your wife and yourself in old age?"

"We hain't never goin' to git old. Why, Tom," said Nate suddenly serious, "we have some of the children over home every week or two; we have neighbors in every day or so, an' durin' harvest, on Thanksgiving, Christmas and New Year's we keep open house, sort of a hotel like; everybody welcome and all willin' you bet."

"But don't you have any fears as to the future; don't you look ahead?" insisted Wyles.

"Sure we do," responded Nate as he took up his overcoat and began putting it on. "I've got enough cord wood stacked up back of the house to last two years and enough more that's sawed and split and piled to last another year. I've got enough grain, corn, oats and stuff to feed 500 hens for two years, my smoke house hangs thick with hams, shoulders and bacon and my root house, why, we haven't hardly begun to get into it. Then there's our cellar. You ought to see that cellar, more canned fruit and pickles, an' more cider an' apples, an' vinegar, than you've got in your darn ole store."

"That's all right and good," said

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

White House and Royal High Grade Coffee

Dwinell-Wright Co.
Boston, Mass.

Roasters



Judson Grocer Co.

Distributors

Grand Rapids, Mich.

Wyles, "but what about a bank account?"

"Say," responded Norton as he picked up his basket, "there's just one or two things Melissa 'n me have concluded not to talk about; an' that's one of 'em. We're willin' to leave a matter like that to God. An', by the way, I want a pound of tea, a pound of coffee—in the bean and not roasted—twenty pounds o' granulated sugar, a pound o' sal soda an' a package of bluen'."

The merchant made no further argument but busied himself filling the order, while Norton baited the cat with a bit of cheese he had found in the cheese screen. Then, with a piece of string he played the cat for awhile, smiling silently at the graceful antics of an animal who realized that he had met a friend.

"An', oh, yes," he said suddenly, "I want a spool of No. 40 white thread an' a package of fine-cut."

With his purchases safely stowed in his buggy, with his dog barking and leaping joyously about his horse's nose and with good-byes said Nate started for home, and as he glanced back at the store he mused: "I feel kinder sorry for that poor yaller cat, I'll be dog-goned if I don't."

And Wyles, standing in the door of his store to watch Nate, addressing himself, remarked: "There goes a lucky dog."

"Which one?" asked a new and unobserved arrival who was just in time to hear the comment.

Wyles greeted the stranger in an abstracted manner and then, suddenly arousing himself, added: "The one on four legs. Both of 'em for that matter." Charles S. Hathaway.

X Rays Are Still a Mystery.

The mystery of the X rays fascinates the physicists. Roentgen at first considered the rays to be longitudinal vibrations in the ether; Jaumann modified this conception and added a transverse component; Goldhammer and others preferred to regard the new rays as extremely short transverse vibrations akin to light waves; Stekes put forward a theory of irregular pulses in the ether; Nichelson suggested their identity with ether vortices. Lastly many physicists, including Roentgen himself, were at one time inclined to the view that the rays are flights of material particles differing only from cathode rays in the absence of an electric charge.

One by one most of these theories were abandoned as experiment yielded discriminating results until at the present time we are left with the ether pulse theory of Stokes, as modified by Sir J. J. Thomson, and the neutral pair theory supported by Prof. Bragg.

The ether pulse theory regards the X rays as so many individual electromagnetic disturbances which travel outward through the ether with the speed of light whenever a charged particle has its velocity altered. In the front of each pulse are electric and magnetic forces at right angles to each other and to the direction of propagation. For a pulse to contain much energy the charged particle must be moving with a speed not far from that of light, and the alteration in its motion must be effected suddenly.

On the neutral pair theory the Roentgen rays consist of pairs, or doublets, made up of a positive and

an equal negative charge, which possess rotational and a high translational velocity. Both theories account for the penetrating abilities of the rays, their ionizing properties, the lack of deviation in electric and magnetic fields, the absence of refraction and other special properties.

Penguins Puzzle the Ornithologist.

Ornithological puzzles are the penguins, with their curiously shaped wings and odd, unbirdlike upright carriage. The peculiarities of their wings suggest that the penguins are descendants of birds which used their wings rather than legs in the pursuit of prey under water, and as the struggle intensified between the competing individuals the most expert at this sort of swimming would get the most food and oust their less successful rivals. The winners gained advantages over their neighbors in proportion as their wings improved as swimming organs and, inversely and of necessity, became less suited to perform the work of flight.

In all other birds the feathers although shed annually are more or less gradually displaced. But in the penguins the new feathers all start in to being at the same time and thrust out the old feathers upon their tips, so that these come away in great flakes. And whereas in all birds save penguins the new feathers as they thrust their way through the skin end in pencillike points, formed by investing sheaths, in the penguins these sheaths are open at the tips and attached by their rims to the roots of the old feathers, and hence these are held to their successors until these have attained a sufficient length to insure protection against cold.

This curious device for retaining the warmth afforded by the old feathers until the new generation can fill their places is apparently due to the fact that penguins are essentially natives of the Antarctic regions, although some now inhabit the tropical seas.

The penguin's ancestry is not easy to unravel. But the evidence points to the stock which gave rise to the gannets on the one hand and the petrels on the other, while they may claim relationship more remotely with the divers, the anseres, the stork tribe and the birds of prey. Be this as it will, the penguins are an extremely ancient family, for penguins whose skeletons are practically indistinguishable from those of the penguins of to-day occurred in the distant eocene times. The link which defines the relationships is still missing.

Make Others Look Up.

Thinking of success doesn't make success, but it does make good nerves and good nerves give progressive force to mind power and success is certain to follow mind power. Never let yourself down in speech to be on a level with some one beneath you. Remain yourself and by being at least as intelligible as possible you will bring others up to you and they will honor you the more for it. I always believe that once in a while when you can shoot over a man's head you can make him look up. If he looks up, he will surely see you, and in business that's what we want.—Modern Methods.

Sermons can not take the place of sympathy.

Tradesman Company

Engravers

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

WOOD & PHOTO

TELEPHONE NO. 5095



How Our Clerks Can Make Themselves Valuable.

Have you ever considered the qualities and character which go to make up what is called a man of push? Have you ever asked yourself what it is that makes one salesman a man of push and another salesman just the opposite? What are the characteristics that this salesman has and which the other salesman has not? What does he do that gives him the superiority over his fellow salesman?

There are a great many lengthy definitions for this word push, which enter into all the fine points, but on summing up it will be found to consist mostly of two things: one is keeping your eyes open, and the other is keeping your hands busy.

All men may be progressive and pushing if they want to. It is not an exclusive trait limited to a favored class who are born with the virtue, but is rather more of a habit to be acquired, and is one that any person who makes up his mind that he is going to have it can get by persistent efforts. The formula consists mainly of hard work—putting in hour after hour, day after day, and never letting up until the goal is reached. Furthermore, it consists of noticing what is going on around you; what other men are doing; and learning from their success or mistakes how to improve yourself.

Our sales on fire goods during the past thirty days has been excellent, and it makes us feel extremely good natured toward you. We know by this that you have remembered them morning, noon and night, and that you fully appreciate how strong we are on these goods.

I started in to say that your sales of coal and wood heaters pleased us very much without looking up the records, but I ran up against a stone wall. Wood heaters show up on four of your sales slips and coal heaters on only one.

I would be glad to have each one of you make up a list just for your own personal use of the customers you have to whom you are going to make an earnest effort to sell either a coal or wood heater before the end of the month. Then see if you can not live up to it. In case this action will help your stove sales, it will be a good thing for you to do and will no doubt benefit you.

I put this to you in this way for the simple reason that I mean just what I say regarding the necessity of having a certain definite line of action mapped out in order to be successful in selling stoves. I am sure you would agree with me that no

man can be a successful stove salesman if he goes about it in a haphazard way, and simply because, a man says he does not want a stove when you ask him is no reason why you should take it for granted that he does not need any and that he won't buy one if it is presented to him in the right manner.

Stoves are a line which help you largely to increase your volume of sales—they run into money fast—but they are in the strict sense of the word a specialty which has to be talked and shown in order to be sold. One thing I want to suggest to you, as I think it will benefit you almost more than anything else you can do—it is that you make an earnest endeavor to have your customers increase their purchases when they buy. We do not want you to misunderstand us; we do not want you to overload your customers, as this is strictly against our policy; but quite frequently when a customer is in the market for stove repairs, or fire goods of any description, you can in a pleasant way indicate the goodness of your line of coal and wood heaters and in just that way effect many stove sales immediately that might otherwise hang fire and fail to materialize.

Now, if you tactfully acted upon this suggestion, using diplomacy and good judgment, it would mean that you would probably increase your stove sales 50 per cent. This is something that we are sure it will pay you to think over carefully.

While on the subject of tact and diplomacy, let me say here that tact is something that every salesman should possess. A knowledge of his customers, a knowledge of how to handle his customers and how to cater to all their little peculiarities, is necessary to sell goods. "Sugar catches more flies than vinegar." This is a rather homely saying, but it is true, not only in fly catching, but in trade catching.

Salesmen of pleasant disposition who use tact and those who can be agreeable to their customers under trying conditions are much more successful than those of an overbearing nature who try to command attention. You will find in nearly every instance that it is the salesman who has the most tact that wins the most trade, not only tact in his personal business relations with his customers, but tact in his approach, tact in the way he talks and shows up his goods.

We want you to take full advantage of the present cold weather snap and help us in reducing our large stock of stoves. Frankly, we need all

the business we can possibly get to bring our stock of heaters down to a reasonable amount. These goods take up considerable room and we don't want to carry over more than are absolutely necessary.

Last year was the first year since we have handled our present line that we did not show an increase in our sales over the preceding year. This, of course, is easily accounted for, as it was entirely due to the falling off of business during the early part of the year. We are anxious, however, to make up for this loss in 1909 and to keep up the prestige which we have built up on this splendid line of stoves.

Do you know, getting a customer to look over your stock of goods is largely a matter of education. For instance, in one department a salesman will tell us that his customers won't take the time to look through his stock. In a department right adjoining the first thing the salesman does—not with a few customers, but with every patron—is to show his profitable goods and go carefully through the stock, and the consequence is that one man is a long-order salesman, while the other man only gets what the customer wants to buy.

We regard our line of coal and wood heaters as one of the very best lines of specialties which we handle and control in our territory, and we feel, with the proper effort on the part of all our salesmen, the large stove business which we have already built up can be very materially increased.

We now ask you to push our line of coal stoves for the next thirty days harder than you ever did before, and I believe you can show a big increase in your business by doing so.

CASH CARRIERS
That Will Save You Money
In Cost and Operation
Store Fixtures and Equipment for Merchants
in Every Line. Write Us.
CURTIS-LEGER FICTURE CO.
265 Jackson Boulevard, Chicago

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

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The Holland Furnace cuts your fuel bill in half. The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel. Write us for catalogue and prices.
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Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems.

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Runabouts - \$80 to \$350
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I make a specialty of the sale of used automobiles and am the largest dealer in Western Michigan.
Send for my list. I can take your old car in exchange.

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Established in 1873

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

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A HOME INVESTMENT

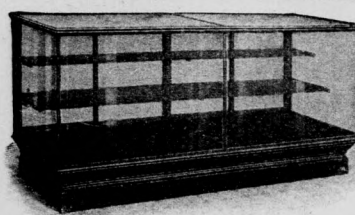
Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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



Display Case
No. 600

Display — Display — Display

That's what makes sales. Improve the appearance of your store and the trade will come your way. Let us tell you why our cases are superior to other cases.

Send for our catalog A.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

Branch Factory Lutke Mfg. Co. Portland, Ore.
New York Office and Showroom, 750 Broadway
St. Louis (same floors as McKenna Bros Brass Co.)
Office and Showroom, 1331 Washington Ave.
San Francisco Office and Showroom, 576 Mission St.

Under our own management
The Largest Show Case Plant in the World

That you may be fully informed on all the good points and can answer all stove enquiries promptly and intelligently we give you the following information. It is not a bad idea to memorize the best talking points of each stove, and then think up some more good reasons of your own and add them to those we give you here.

The manufacturers of our Base Burner have used the revertible flue principle for nearly three-quarters of a century, but never to better advantage than to its adaptation to our Base Burner heating stove.

It will hold fire for thirty-six hours with soft coal and for forty-eight hours with hard coal without additional fuel. The right and left linings are connected with the front bottom, then up the back flue. Thus every square inch of the surface radiates heat. No other heater of similar size affords such a powerful heating surface or requires so little fuel in its successful operation.

The design is beautiful and the stove presents a very attractive appearance. The following parts are elegantly nickelled; swing top, top ring, side wings, name plate, draft register and handles, foot rails and base. The body connected with the handsome front is of Wellsville polished steel, fitted air-tight. All doors machine ground, close fitting; illuminated feed door with automatic latch, smoke fender for soft coal, illuminated shaker door, ash door with nickel draft register, fire pot removable through feed door, draw center shaking grate, reinforced linings, patent pattern check and dust damper in lower back section, check damper in reversible collar, clean-out door in back, large bailed ash pan.

When used for hard coal the stove is provided with a self-feeding magazine and swing magazine cover.

The price at which we are offering this Base Burner will sell them, as we know of nothing else on the market that is sold at our price that will compare with it.

The great feature of our wood heater is the fact that it is the only really air-tight heater of its kind on the market, and the only wood heater that can be controlled absolutely by the draft damper on the top of the down-draft pipe. On account of the fire being controlled from one point it enables the user to regulate it to such an extent that there is no waste of fuel when it is not necessary or desirable to keep the fire going at full pressure.

Remember that all our wood heaters are lined from the bottom to the top. The cast swing lids make air-tight joints; there are no openings at the bottom through which air can enter. Most air-tight heaters sold by our competitors are furnished with a sheet-iron collar, which rusts out very quickly. All our wood heaters are furnished with cast-iron collars, which are fastened to the top with an extra cast-iron ring on the inside of the stove, making three thicknesses through which the bolts must pass.

The urns and ornaments used are substantial and are securely fastened

in place. The body is double beaded all the way around near the top and bottom. All bright parts are nickel-plated and highly polished. Consumes less than half the fuel of other wood stoves. Will hold fire thirty-six hours. Requires very little care. Burns chips, shavings, bark, roots, cord wood, corn cobs, sweepings, waste paper, etc.

We want you to push our wood heater, as the percentage of profit is as good as it is on the Base Burner, notwithstanding the fact that we are offering them at lower prices than any competitive stoves are sold for.

The lower portion in the base, as well as top portion of our gas heaters, are cast iron, strong and tightly fitted. Outside steel drums are of the very best grade of Wellsville blue polished, and inner tubes of heavy sheet steel, one oval-shaped drilled burner giving the effect and result of two burners. The fine collar is reversible for vertical or horizontal pipe. The valves operate with a key which can be kept away from the stove or hung on a nail, so that children can not interfere with the operation of the stove.

The air mixer is so constructed that it admits plenty of air to burner tube and can be easily adjusted to give a perfect combustion by merely loosening the set screws which hold the mixer shield in place.

We carry this gas heater in four sizes, ranging from 40 to 47 inches in height, and with base measuring from 16 to 25½ inches, and it is supplied in fancy nickel and plain styles.

Our line of oil heaters is especially finished to meet the requirements of high-grade trade. The heating drum is made of Russia iron instead of the ordinary polished steel, and base cylinder is made of smooth brass, highly nickel-plated. In fact, all of the parts are polished nickel instead of the ordinary white nickel. The burner on this stove has a smokeless wick-stop device, which prevents the flame burning too high. The oil tank is solid brass throughout and has the Ideal wick holder and extra feeder wick. A dial indicator registers the oil supply, so that there is no guesswork about the quantity of oil in the tank at any time.

We have sold great quantities of this oil heater and consider it one of the handsomest and most practical oil heaters on the market.

It is probably needless for us to say to you that we want you to push the sale of our coal hods, oilcloth rugs, pipe and elbows and stove boards; in fact, our entire line of fire goods, of which the above embrace some of the most important articles.

Our sales on fire goods have shown a nice increase each year and we confidently expect that this increase will be larger this year than in any previous year. We are preparing for an extra heavy demand this year, as a great many of our salesmen have promised to increase their sales fully 20 per cent. We hope that every man who has promised to increase his sales will remember that he has done so and "make good," as we are bas-

ing our buying on these promises.

You may think this is an old story, but please bear in mind the best stories ever written are the old ones, and that you very seldom read an article without gaining some new idea overlooked before. I therefore hope this one will be the means of causing you again to give the matter of our large stove stock your earnest thought and that you will derive some new ideas which will lead to your greater success in selling more of our stoves and fire goods.—S. M. S. in Hardware.

One Lives and Learns.

An old Captain and his mate went into a restaurant near the docks and ordered dinner. The waiter placed a plate of curious liquid before them.

"I say, young fellow, what's this stuff?" shouted the Captain.

"Soup, sir," replied the waiter.

"Soup? Bill," turning to his mate, "just think of that! Here you and me have been sailing on soup all our lives an' never knowed it till now."

Foster, Stevens & Co.

Wholesale Hardware

Fire Arms and Ammunition

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

10 and 12 Monroe St.

Grand Rapids, Michigan



"Sun-Beam" Brand Horse Collars

When you buy
See that they
Have the "Sun-Beam" label
"They are made to wear"

M'D ONLY BY
Brown & Sehler Co.
Grand Rapids, Mich.
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.

THE AMERICAN CASE AND REGISTER CO.

Alliance, Ohio

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

Foley & Smith, 134 S. Baum St., Saginaw, Mich.
Bell Phone 1958 J

Cut off at this line.

Send more particulars about the American Account Register and System.

Name

Town

State

STOCK MARKET SALE.

It Transferred Clothing From One Store To Another.

Written for the Tradesman.

"A man with a big breezy brain like yours," sneered Sidney Simpkins, "has no right to be doping away his time as the advertising manager of this so-called clothing emporium."

"Believe me," replied Mose Dittenhoffer, excitedly, "it's a legitimate job for me, and then think of the money I'm making."

"Yes, money for the other fellow," answered Sidney sarcastically. "Why, this stunt doesn't give you a show for ever having any cramps in your fingers when they do touch the coin."

"But, believe me again," interrupted Mose, "I want to lead an honest life."

"I know you want to," laughed Sidney, "but that's as far as you get, just the wanting."

It had always been a mystery why Sidney Simpkins, professional schemer, and his old money-mutilating pal, Mose, had ever split up, but such was the case and for months they had drifted apart, each working his own pet grafts and moving as the whistle of the police disturbed their dollar-collaring stunts.

But the irregular habits of both of these schemers kept them moving in circles, so it was only natural they should drift together again.

It happened by Sidney drifting through the deserted streets of Clayville, looking for one of the kind that Barnum said was born every minute. He bumped into Mose, and that individual resented the bump.

Moses Dittenhoffer, in his many scalloped escapades, had been sifted through the muddled atmosphere from the North to the South so many times that he had decided to take up a semi-simple life, and he was getting along noiselessly when he was disturbed by Simpkins.

As advertising manager of the Clayville Emporium, Mose had done his worst to make that store the popular fighting ground for the bargain hunters.

As soon as Sidney's lamps rested on the scenery which Mose was doctoring, he decided to take a long cemetery rest and give his thought factory time to have the machinery oiled.

He hung around Mose until that accidentally industrious individual knew that he was not long for the straight and narrow path.

"Say, Mose," announced Sidney one morning, "you are a child in arms when it comes to this advertising game. Your stunt is on a peanut stand, not trying to sell rags."

"On the level, old man," went on Sidney in arieved tone, "you don't know how it hurts me to cast my glimmers over an imitation man of your ability blindly groping around like a lost lamb. It's really a shame for you to breathe under a banner of advertising. You ought to be out teasing the children to buy taffy or tiddledly winks. At a child's party you sure would win the booby."

"Listen to me. I'm telling you where to get off. You are in the

zero class. Your brains have shrunk, evaporated, dried away until you've no more right to show your face in a live parade than a fish has to fly."

Mose was speechless with rage. He waved his arms and sputtered and fumed, and when he finally found his voice he humbly asked Sidney for advice, as he always did.

"What you want to do," said Sidney, "is to make these bargain mussers and these counter scratchers out here in Clayville get mixed up in a free for all. Start a Stock Market Sale."

"A Stock Market Sale?" asked Mose.

"Sure thing," replied Sidney. "That same old rip roaring, tearing, snorting grand noise that you can hear any old day down on Chicago 'change.'"

"Just think," went on Sidney, enthusiastically, "what beautiful, sweet, soulful music a noise of that kind would be out here in this silent slice of dear old mother earth."

"Well, spill out the big noise," interrupted Mose. "Show me how this stock market sale is to be pulled off and how to make a get-away before the cops get on."

"Don't worry about the cops, sonny," replied Sidney. "The stock market sale will stand the strong light. And take it from me that we'll put it all over the other guys out here."

"Well, go on, speed up," enthused Mose. "Give me the dope before I have forty foolish fits. How does the play work out?"

"Here goes, then. Hold on tight," said Sidney, "for I am started."

"When I blows into this buried burg and finds you trying to get rid of a bunch of shop-worn and unsalable goods to this bunch of mourners out here, now thinks I to myself, 'Huh, I'll rub some notions out of my head and start something that'll make these lubbers think Vesuvius has started again.' So one morning when I was eating my sawdust and near-coffee this stock exchange play was the dream."

"Now, Mosie," said Sid, patting his old pal on the back, "you get busy and advertise this stock market sale to start Monday morning. It's to last several hours every day. See? The idea is this," he explained: "The price will drop suddenly from \$2.50 to 50 cents. Then it might soar to \$2 again. You see it is a see-saw game with everybody in the air and wild with excitement."

"And I might as well explain right here," he hastened to say, "that the market will be manipulated by yours truly."

"What!" yelled Mose in a panic stricken voice, "you? you? Do you mean to say that you're going to be the book maker? Not on your life. If you do, it's a case of me being left at the post or dying behind the bars."

"Dry your little tears, Clementine," replied Sidney gently, "nobody has pinched your little wrist yet. Don't holler until you get stung."

"Now, look here, angel face," went on Sidney, "believe me, for I'm an honest man with a get-rich purpose

and I want to see that this scheme is built on a strictly society plan. It's a gamble through and through, but you know these pink tea followers are daffy over any kind of a skin game. If we don't relieve them of their coin they'll squander it on bridge, so say what you will, I'm after them with this scheme and I'll back it against the bunch in the field."

"Well," broke in Mose, "what would you say if I called you before you got on the starter's line?"

"I'd say," replied Sidney, showing his teeth, "that you would recover slowly in some local hospital or perhaps there would be more work for the undertaker."

"But listen, Mosie," he said kindly, "I've got this thing all doped out right, and you know enough about me to see that I don't look like a piece of cheese to get caught in a trap for any of these political mice to nibble."

"All right," answered Mose, "I'll place a bet on you once more, but, remember, cut the lemons out of this game."

"Take it from me, little one," said Sidney, "I'm here with the kicking straps on this time and watch me come over the tape while the bunch is at the quarter."

Somehow Mose got by the boss of the emporium with his scheme, and the hibernating denizens of Clayville were aroused from their Rip Van Winkle fest by the sensational stock market sale.

Starting Monday morning Sidney, the manipulator, filled a basket with tickets printed with prices ranging from 50 cents to \$5. At 10 o'clock, the advertised hour, a number was drawn which was posted on a bulletin board as the opening price on a certain line of merchandise. This one price held for five minutes. Then a new ticket was drawn and posted, and so on throughout the hour. The center of the long narrow store room was fitted with a pit like unto that of the real stock market.

The bargain brigade, scenting a sensation, was out in full force, flurried and frustrated.

From the very moment the sale began there was jamming, shoving, squeezing, crushing and all the damaging actions of a real pit scene. But all this seemed to be delightful to the maddened throng of society leaders and kitchen girls as the prices dropped and dropped and soared again.

Women were coming and going, not tripping gently or smiling sweetly, but like real genuine foot ball players in the midst of a fierce scrimmage.

With all this commotion and upheaval no one seemed to notice the brigade of heavyweight shoppers who made a rush for the center of the pit and held that position.

There was a wild scramble that no moving picture machine could catch or that no phonograph could record when the price first dropped to the 50 cent mark.

Only the heavyweights in the center were able to get these prize pickings. They quickly gobbled everything in sight and made a

stormy departure with their blacksmith arms loaded with valuable merchandise.

Before long the brigade of heavyweights was back again, and no sooner had they torn and fought their way to the pit and gained a stronger hold on that position than the bottom dropped out of the market again.

Then there was an onslaught that almost swept even the heavyweights from their feet.

This scene of fierce frenzied finance continued at certain intervals for several days until the owner of the clothing emporium found himself divested of stock and without enough cash to buy a cancelled meal ticket.

Then he gave Mose a fierce farewell and sent him flying through the doorway like an angry sky rocket penetrating the heavens on the Fourth of July.

Afterwards when Mose was telling Sidney his troubles, that hilarious individual had a series of fits and convulsions.

"Say, Mose," he laughed, "I'll give you a job in my new store."

"Your new store!" shouted Mose in unbelief.

"Why, yes, Clementine," said Sidney, "I would like to have you for a little cash girl. Here, little one," he said pointing his finger across the street, "do you see that dump over there filled with a mess of clothing? Well, that belongs to me."

"How did you get it?" asked Mose.

"I did it with my little bunch of heavyweights," laughed Sidney. "Do you not remember that crowd of strong-arms who did all the buying when the prices were on the toboggan?"

Mose's face fell, and it took that downward course it also gave forth a light of wisdom.

"I might have known," he said helplessly, "that you were gobbling up all those valuable goods at about 500 per cent. below cost. But, tell me, where in the world did you pick up that bunch of baby elephant shoppers?"

"Them beauties," said Sidney, "belong to my sewing circle and I keep them in reserve to knot comforts and to make life miserable for my friends. They are all hanging around now waiting for me to open the doors of my new store. Answer me quick, do you want the job?"

"Is a cash girl the best you can do?" asked Mose dejectedly.

"The very best."

But Mose had no choice. A cash girl looked like a meal ticket to him.

C. L. Pancoast.

A Chance.

"I understand," said the visitor, "that Crimson Gulch is going to enforce game laws."

"Yes," answered Bronco Bob. "We have decided that birds and four-legged critters oughtn't to have all the protection. In the interest of sport, we have decided to shut up the faro bank an' poker tables for a few weeks every year, so's to give the easy money a chance to accumulate."

How Do You Protect Your Profits?

Mistakes in change, forgotten charge sales, money paid out without record, losses which constantly occur in your store, result in loss of customers as well as money.

Why do *you* bear the responsibility and worry of trying to keep track of your accounts?

You cannot keep a personal watch of cash sales, money received on account, money paid out, and all the transactions in your store.

There are bound to be costly mistakes and losses which you cannot trace or prevent.

You do not have time to go to your open cash drawer each time money is added to or taken from it, and add up your cash to see that it is right.

Let a National Cash Register audit your accounts. It will give you a correct record of every transaction, prevent all mistakes, and save you money, time and worry.

It watches the details of your business every day, and you do not have to be present to see that your accounts are correct, and your transactions accurately recorded.

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*.

We guarantee to furnish you 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

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.....

AT THE INAUGURATION.

Druggist Explains the Splendid Time He Didn't Have.

Written for the Tradesman.

The druggist sat by the sloping-top table drawing pictures of a new store-front on a blotter. He is going to put in one of these modern display windows, with a plate-glass door at one side, and he dreams about it nights. The contractor came in and took a chair by the stove.

"Are you going to the inauguration?" he asked, as the druggist looked up.

"Say," replied the druggist, "if you see me starting for the inauguration, buy a buggy for an hour or two and convey me out to some foolish house."

"It will be mighty fine," said the contractor. "I've a good notion to go myself. What does it cost?"

The contractor has just finished a large public building and feels rich.

"Cost?" repeated the druggist.

"Why, it costs all you've got."

"Just to go to Washington and see fat old Bill Taft ride up to the Senate house on the left hand side of a carriage and back on the right? I guess not!"

"You haven't got any guess coming," replied the druggist. "It is always the fellows who haven't been through a thing who know all about it. You go to Washington expecting to shake hands with Bill Taft and hear him ask how the baby is, just as he did when he was out campaigning last fall, and you'll come home in the dumps."

"Oh, I reckon my chance is just as good as the next one's," urged the contractor.

"Exactly. Just as good. No better. You think you'll get to Washington and drop a postal card to your Congressman or your Senator and have him call around in the morning and show you the sights, and get you a chance to visit with Teddy and give Bill a few hints about the appointments in your State. Exactly! And your Congressman and your Senator will have about ten thousand just such patriots as you on their hands, and will be wondering if the whole menagerie back home is out of the cages."

"You must have got the glad hand good and plenty—not so you could notice it," said the contractor. "Have the high officials ever sent regrets for not meeting you with a brass band?"

"Jere!" said the druggist. "There wasn't one of the bunch knew I was in town. You see, it was this way: I rode all night in an upper berth with a perfectly lovely husband and three little children in the lower berth. Little Johnny didn't seem to thrive on the milk he was getting from the black man on the train, and pa-paw had to keep him on the move all the time. Toward morning I threw down my socks and suggested that pa-paw gag little Johnny, as far as the socks would go, and give the passengers a chance to dream the rest, but a sweet-voiced woman across the aisle cut in and said that no gentleman would think of such a brutal thing, and I calmed

down and heard that poor, abused pa-paw try to quiet the sweet-voiced mamaw until we tooted for the Washington station, and I felt as if I had been sitting up with a bob-tailed flush all night.

"After I had worked my way through the hackmen, and hotel touts, and patriots who lived in Washington and were waiting for families of nine to come from the home town and make merry in their five-room flat for a week, I stepped into a drug store and asked the man behind the fountain to give me a line-up on the inaugural parade. I wanted to get a room so I could sit in my window and see it go by while I meditated on the wonders of a Republican form of government.

"The man behind the fountain wore his hair in a thick bunch on his sloping brow, also his brains. He said the parade would pass through this street over here, and two blocks down, unless it turned so as to take in the other street three blocks up. I asked him what that prescription was worth, and he said they were giving 'em away with every glass of soda. I hadn't bought, but I did then, and he gave me a plugged half, and a lead quarter and a smooth dime for change out of a round, hard iron man I had taken in back in this good old store.

"With the above full instruction as to the route of the procession, I stepped into one of the hotels on the line and ordered a room with a front view of the parade. The clerk came coyly out from behind his diamond and said there was only one such room left in the house and I could have that for two hundred dollars a day, and I would have to engage it for a week and pay in advance, and I wouldn't be allowed to have guests up there, and no meals went with it, and messenger-boy service was extra, and if I wanted telegrams and mail delivered I would have to leave a deposit at the office, and I mustn't interfere with the people standing on the balcony built along in front of the window of the room, because they had paid and would appeal to the police.

"I backed away while the clerk was telling me about it and tacked across the street to a hardware store where there was a sign out. The clerk I met there told me that the lady upstairs would attend to my wants, as I went upstairs and passed inspection by a Chinaman at the door. The landlady said she lived there alone except for her guests, and had to be awfully careful. If she wasn't quite sure I was a perfect gentleman she wouldn't think of letting me have a room on any terms. But she was quite sure I was the tenant she had been looking for, and would I pay her now for the room with the window opening out on the parade? She said it was at the back of the building, but I could raise a window and get quite a good look by leaning out, and I could lean out and look as long as I wanted to between eleven-thirty and twelve. She had the room rented in phalanxes, and if I saw the procession coming at twelve o'clock

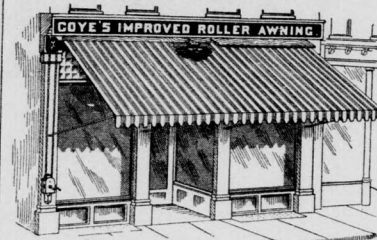
I must go right away, like a true gentleman, and let the party who had rented it from twelve to twelve-fifteen get a throw for his money.

"This was such a lovely game that I wished I was in with it, and I asked the child-hearted landlady how much I had to pay from eleven-thirty to twelve. She said it would be seventy-five dollars, as the procession was pretty sure to stroll along within my watch. The man who rented it from eleven to eleven-thirty paid seventy-four-fifty, as it was out of schedule time, and the man who got it from twelve on to twelve-fifteen paid seventy-nine-sixty.

"I went right down to the street and asked a policeman how much I would be fined if I was caught walking the street all night. He said I wouldn't be caught walking the streets all night, as the police had to protect the hotel men. It was so, he said, that if I wasn't in some place that I was paying money for before midnight I would be started out of town on my return ticket. They had no room for dead ones. I asked him if I couldn't hire a boat and anchor it out in the river, and he said that would be against the rules of the Amalgamated Association of Benevolent Room-Renters, as they had leased the river front as a background for folding beds and cotton cots. As the policeman began to look as if he suspected me of being about to make the attempt to leave Washington with money in my pocket, I slipped him the plugged half dollars I had taken from the clerk at the soda

Chas. A. Coye

Manufacturer of

Awnings, Tents
Flags and Covers

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11 and 9 Pearl St.
Grand Rapids, Michigan
Mention this paperLargest Exclusive Furniture Store
in the World

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

Klingman's Sample Furniture Co.

Grand Rapids, Mich.

Ionia, Fountain and Division Sts.

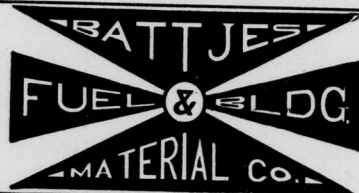
Opposite Morton House

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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ALL OTHERS ARE IMITATIONS

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

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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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REG. U. S. PAT. OFF.

Exclusive Sales Agents

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Fresh Goods

Always in Stock



PUTNAM FACTORY, National Candy Co.

GRAND RAPIDS, MICH.

fountain and hustled into a restaurant before he saw what he had drawn.

"The waiter who came up to me after an hour's wait, asked me why I had come to a table without a certified check. I told him I didn't know what a certified check was. He said that if I wasn't a false alarm I would leave ten dollars with the cashier and get a ticket. When I received my check from him, he explained, the cashier would pay me back the difference between the certified check and my check, if there was any. He said they had so many people run out without paying that they had to do it, although they hated to. I told the waiter that I wanted a porter-house steak, and a pair of eggs, and French potatoes, and red apple pie, and coffee, and he said that would be fourteen-sixty-three, and I would have to increase my deposit."

"You look the part," said the contractor. "Did anyone offer to sell you the Potomac River for twenty-three dollars?"

"There was a man sold me one cup of it for a quarter," replied the druggist. "At that rate I couldn't afford to buy it all. I paid thirty-nine-ninety-eight for a cot in a hall that night. The landlord said the ninety-eight cents was to pay for the plaster the snores knocked off the walls. He would answer almost any question you asked him quite civilly, that landlord. When I asked him what street I ought to stand on in order to get a good look at the inaugural parade, he said that Easy street was the only one that commanded a full view of the thing, and a man ought to be up at number one, at that, in order to get in right."

"I paid fifteen dollars for a seat on a scaffold that fell down before the parade came along, and it didn't come that way, anyhow, and when I did see it it looked like a brass sunset out on Goguac prairie, for all I could observe from where I stood was a bell-mouthed slide-trombone, or a tuba, or something in brass, and a man with brass buttons all down him."

"While the parade was passing one of the Washington specials made his inspection, and I had to wire home for money. Oh, you don't know that one? Well, the Washingtonian Home Protection Guild is pledged to see that a man who brings money there never takes any of it away with him, and I wasn't spending fluently enough, so they sent a man around to take it away from me. I existed on breakfast food until I got my money from home, and the pawnbroker I got my money of said I ought always to remember him with a kindly heart, for no other man in the town would have loaned me more than seventy-four cents on my \$100 watch. He loaned me one-forty-three. Oh, yes, I think I'll go to the inauguration—not if I know it."

"Did you get in on the ball?" asked the contractor.

"Ball?" repeated the druggist. "All the ball I saw was a codfish ball that a waiter served me one morning. I wouldn't devour it on account of its

age. Some of the bones in it were growing when I got it. I expect it is a whale by this time if none of the other buyers have sent it away as a relic. Jere! It makes me sick to hear people talk about getting to see Taft inaugurated."

"So you're not going?"

"Not this time," was the reply.

Alfred B. Tozer.

Watching the Other Fellow.

Some years ago a business man said to me that he never cared what his competitors were doing—that he was absolutely indifferent as to their plans, for he was producing pianos which gave him a very secure position.

The man who uttered these remarks has been gathered in by the Grim Reaper, and his business has been gathered—well, not quite all in, but closely approaching that not-to-be-desired point.

The most progressive men concede that in business it pays to watch your competitors, and not for an instant allow yourself to entertain the idea that you are above or superior to competition.

The rocks on which a great many men go to pieces are the rocks of Self-Superiority. When a man reaches a point where he considers that he is a little superior to his fellow men, he is on dangerous ground. He is getting ready to die a business death. The great military chieftains of history rather over-estimated than under-estimated the strength of opposing forces. In other words, they prepared for the worst, and when the final test came they won, simply because they were prepared to meet the enemy's forces by not under-estimating them.

Competition in modern life should really be an incentive—it should fire one's ambition. One man does not occupy a vantage ground where he is secure from any assaults that may be made.

The man who figures that he is absolutely impregnable will find to his great discomfort that little by little his business strength will be slipping away from him. The great business man studies competition. He studies successful business men and successful methods, and adopts those methods wherever possible in the conduct of his own affairs.

There is a reason for every man's success and a knowledge of how the great men of business, the captains of industry, have won their position can not fail of interest as well as to instruct those who indulge in the ambition to climb to higher things.

Genius—yes, but less genius than many people think. It is more everyday common sense and hard work that helps us to climb the ladder of success.

Watch the other fellow—yes.

And never under-rate a competitor.—Edward Lyman Bill in the Music Trade Review.

Minerals Are Now Considered Food.

Minerals as food is the theme of a modern medicine man's preachments. Dr. Henry Reed Hopkins believes that air and water are entitled

to be called foods, and that they are incomparably the more important. Without air man dies shortly; without water he can not survive long. But with air and water in abundance he can live for days, or even weeks, without any of those substances ordinarily accounted foods. Next to air and water Dr. Hopkins places, not the compounds of carbon, hydrogen and nitrogen, but the mineral salts regarded by some people as impurities rather than as proper constituents of the animal organism.

In addition to the four great elements, oxygen, carbon, hydrogen and nitrogen, there are found in living tissues calcium, potassium, sodium, magnesium and iron. These elements are found in combinations as phosphates, sulphates, carbonates and chlorides. Each is essential and indispensable to animal life. One advantage of the mineral nutrients is that they neither ferment nor putrefy.

Be Not Suspicious.

The way for a young man to rise is to improve himself every way he can, never suspecting that anybody wishes to hinder him. Allow me to assure you that suspicion and jealousy never did help any man in any situation. There may sometimes be ungenerous attempts to keep a young man down; and they will succeed, too, if he allows his mind to be diverted from its true channel to brood over the attempted injury.

Abraham Lincoln.

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THE ELEMENTS OF SUCCESS.

Principles Underlying All Business Plans Worth While.

What are the fundamental and inherent laws of successful business?

If you will read the different business magazines you will find many practical suggestions for the promotion and development of business. Most of them are useful, and yet I think that if you will take all the correct and practical ideas which ever have been suggested for the promotion of legitimate business you can boil them down to the two fundamental or inherent laws which I will name.

The first law is this: Convince the buyer that it is to his advantage to trade with you.

You see how simple it is. This is all there is to it—merely convince the buyer that it is to his advantage to trade with you.

If you will analyze this simple law, you will find that whenever you have your shoes polished, or when you pay a nickel for a newspaper on the train when you can buy it for a penny at a newsstand, or whenever you make a purchase of any kind you make it because at that particular time you think it is to your advantage to trade with the seller. It is no new law; it had existed ever since the dawn of commerce and it will prevail as long as trading is done.

But while this law seems very simple, the various steps for carrying the law into effect are numerous and must be modified from time to time to meet the ever varying changes which are taking place in the social and business world.

Every salesman knows what an advantage it is to enjoy this confidence. Let a man, for instance, call upon a new merchant. He has not yet gained that merchant's confidence. The merchant is, to a greater or less degree, suspicious, and the salesman is often put to his wits end to know what to say to have his statements believed. But after he gains the merchant's confidence, then needless argument is avoided; his statements require no verification because the buyer's mind is relieved of doubt and suspicion which are generally present when the salesman, for the first time, offers anything to sell to a stranger.

Consider for a moment the difference. Let a salesman go to a merchant whose entire confidence he enjoys and he finds that his statements are never doubted. On the other hand, let him go into another man's store whose confidence he has not gained and that merchant may be suspicious of every word he says. Every salesman here to-day must keenly appreciate this difference, for where you have the complete confidence of the buyer he frequently permits you to fix the prices and regulate the quantity and the assortment of the goods. I know salesmen who have the confidence of merchants to such a degree that the merchant simply says to them: "Look around; you know what I want; send me what I need." They do not question the

price or the assortment, for they have implicit confidence in the salesman.

But the practical question naturally arises, "How can this confidence be secured?" How can the firm, for instance, which is the seller, get the confidence of the man who is the buyer?

In the case of a firm, this confidence is often secured because of its general reputation for reliability. Sometimes through newspaper advertising—the advertisement inspires confidence and that confidence results in a sale. Confidence sometimes is gained by means of circular letters. A buyer may read something in a circular letter which directly appeals to his wants, and sufficient confidence is inspired to induce him to buy. I remember the time when John Wanamaker gained the confidence of the buying public by introducing that modern square deal principle in business: "If you are not satisfied with the goods bring them back and you will get your money back or we will exchange the goods for you." Some old merchants then said: "Wanamaker is simply paving the way to bankruptcy. Some people will buy things just for the fun of returning them; valuable dress goods will be cut up in odd lengths and returned; many people will change their mind after purchasing, and the losses to the business will be frightful." This theory was advanced against Mr. Wanamaker's proposition. But Mr. Wanamaker understood human nature better than these people did, and he established that modern fair principle of trade which has since become universal in nearly all spheres of modern retailing, and he gave this practical illustration of one form of gaining the confidence of the buying public.

So much for the firm. But how can the salesman inspire confidence?

The first meeting of the salesman with the merchant is one of the most important steps in the whole proposition. I have had some salesmen approach me whose personality was so irritating that I have been tempted to request them to leave the office. I have heard some salesmen talk in a way which led me to say to myself, "Good heavens, how I wish you would leave, because you are exhaling a spirit of discouragement, of suspicion and of meanness, which is bound to affect everybody who listens to you!"

On the other hand I have had men call on me who have shown such a spirit of cheerfulness and good humor that it has had just the opposite effect. The man who is blessed, naturally, with a spirit of cheerfulness and genuine human sympathy—the man who inherits or who cultivates a good, cheerful and wholesome smile has a great advantage in winning the confidence of the merchant.

I tell you a good, wholesome smile is universally recognized as the emblem of sunlight, of happiness and of success; it is inspiring; it helps to make an optimist out of the pessimist and it inspires confidence in the merchant that he can sell the goods you are trying to sell him. Fortunate is the man who can smile a genuine,

sympathetic smile, for it enables him to master the first point to gain the buyer's confidence and that point is cheerfulness.

The elements of human nature may be the same the world over, but the finished product varies greatly. You will find some men who are very austere or who are sour and morose and crabbed. Others may be "hale-fellow-well-met," and when you meet a man of that kind you may even slap him on the back in the most familiar manner and greet him by his first name. But the next man you meet may want to be addressed in a totally different manner. If a man is a thorough salesman he will try to size up the mental characteristics of the buyer and adapt himself to those characteristics. With the one man he may feel at perfect liberty to indulge in a hearty laugh, but in the other case he may find it wise to confine himself to a cheerful smile. But if he has mastered the principle of "adaptability" he will instinctively know that the hearty laugh in the one case and the cheerful smile in the other case were both effectual in exhaling the spirit of cheerfulness which is bound to have a beneficial effect upon the buyer.

Genuine sympathy is really the basis of a great deal of natural and hearty cheerfulness and adaptability. Suppose, for instance, you talk to a man in whom you have no sympathetic interest; and do not care who he is or what he is or anything about him except to make money out of him. What is the result? You will

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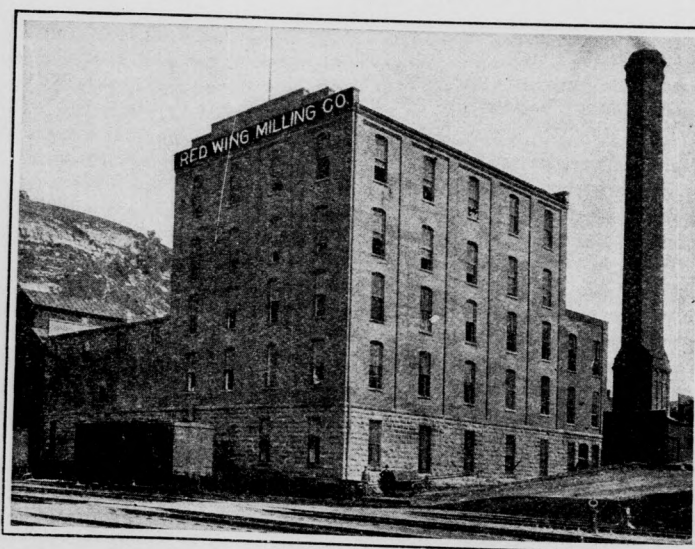
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betray your lack of sympathy in the expression on your face, in the tone of your voice, and in your choice of words; and although you may succeed in selling a bill of goods, it will require harder work and the other may be much smaller than it would have been if you had felt a genuine interest in the man's success and a genuine sympathy for the man himself. It is possible to develop a genuine sympathy for every living creature—and the salesman who develops this broad and genuine sympathy will find he possesses a most valuable assistant in effecting sales and ensuring a cordial reception in the future.

If everyone had a very quick mental temperament it would not take long to sell a bill of goods. If the salesman and the merchant both had a quick mentality business could be transacted very rapidly. But some men are not quick witted and patience is therefore a necessary feature with the successful salesman. Some men are not quick to respond to a sound argument or appeal, and it requires patience just as it does in fishing.

You must frequently play with the fish; you must give him line and let him go a little and draw him in again and again until finally you land him. Every successful salesman realizes that a great deal of patience must be exercised according to the character of the buyer.

The successful salesman is never "downed" unless the case is absolutely hopeless. There are such cases as we all know, but these cases are not so frequent as many of us think, and if every salesman persevered in using all the power and ammunition he possessed the number of hopeless cases would be considerably reduced.

When a man asks me to buy goods from him or to do business with him on a "charity" basis, an unfavorable impression is made on me that I rarely forget. When I buy goods I wish to buy them on business principles, and I want the salesman to show as much self-respect as I demand for myself. And who deserves to be more self-respecting than the intelligent salesman? The true salesman is one of the important business educators of the country. The valuable information which he brings to the merchant justifies him in feeling and in showing his "self-respect," and every merchant has a higher regard for the salesman who is self-respecting than for the salesman who is servile or who tries to sell goods through the "hard luck" story.

I have known of salesmen who, when they went into a town, selected the smallest stores in that town to start with. If you were to ask them, "Why did you try to sell the small men first?" their only reply would be that they were afraid to tackle the largest places first. The right kind of a salesman never does that. What would you think of a salesman, who in coming to Philadelphia, would first go up into Kensington and sell the small shops there, and afterwards come to the central portion of the city and attempt to sell John Wanamaker or the other

department stores? The man with confidence and courage will always sell the large customers first and visit the smaller one afterwards. This also involves another practical feature. You may succeed in selling a small order, but spoil your chance for selling to the larger customer because you sold to the smaller one first. It is far better to sell the large man first and try the smaller one afterwards, for you can better afford to run the risk of losing the small sale than the large one.

Every man who takes up the time of a merchant ought to be fully posted on his subject so that he can give reliable, truthful and convincing information upon that subject, and when he does that the merchant is going to respect him and the salesman is likely to gain his confidence. When I have to deal with a proposition which I do not fully comprehend, I always deal with some one who has convinced me that he thoroughly understands his subject, and in some cases where I had absolute confidence, I have said, "Do the work just as you would do it for yourself." That shows the result of confidence—and it illustrates what an advantage it is for a salesman to have full knowledge of his subject, over the one who has but a smattering or superficial knowledge.

If a man enters my office dressed like a dude I don't encourage him to remain very long. On the other hand, I feel free to say that I always feel like talking to a man and I have more confidence in him if his dress and his manner indicate that he is prosperous. You understand the distinction I make. I think if any of you should wear very "swell garments" I fear the average country merchant would not feel altogether easy in talking to you. On the other hand, if you call upon a merchant in seedy or sloughy garments, and thereby advertise that you are poor or unsuccessful, I don't think you will inspire the proper confidence. It is an easy matter in these days of moderate prices for well-fitting clothing for a salesman to dress in such a way that the merchant will believe from his appearance that he is prosperous; and this is important because prosperity begets prosperity. The world does not want to deal with failures. It wants to deal and associate with those who have the reputation of being prosperous and successful, and the dress, the statements and the manner of the salesman will have much to do with the impression made upon the merchant as to his success and prosperity.

This point, I think, is not understood by salesmen as clearly as it ought to be. I think later on, when the mental laws which govern men are more fully understood, that we will comprehend that concentration of thought in business problems will produce greater results than are thought possible at the present time.

In summing up the points involved in the first step, I wish to assure you that if the house and the salesman will carry out these fundamen-

tal features, confidence will be secured on the part of the buyer and the way properly paved for permanent and successful business.

But I have thus far discussed only the first step. I know some men who have gained the confidence of others, but who have landed in jail in consequence of it. One of the contemptuous terms to-day is, "He is a confidence man." What does that mean? It means that the man used effectual methods to gain the confidence of a buyer or of a person with whom he transacted business, and after he had secured his confidence, he betrayed or defrauded him. Don't forget that there is a marked difference between the "confidence man" and the "man of confidence," and that the betrayal of confidence after

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having gained it, is an unpardonable offense. The "man of confidence" treasures any confidence gained as a sacred trust and never is guilty of violating it.

Some salesmen have gained the confidence of a firm, or of a buyer, or of a man with whom they have any transactions, and the maintenance of this confidence imposes an obligation upon both the firm and the salesman.

It requires the firm to be absolutely reliable, to keep every promise made by themselves or their representatives, and to faithfully carry out every contract.

I alluded a few moments ago to the Baldwin Locomotive Works and I wish to add an illustration. When their business was still small they got a contract for two or three locomotives from a railroad company. This order was given and taken under certain specifications. The locomotives were built and after they were delivered a party representing the railroad company came back to Mr. Baldwin and said: "Mr. Baldwin, you did not strictly carry out those specifications." "In what respect?" "Why, you used boiler iron that is one-sixteenth of an inch thicker than the specifications called for. Why did you do that? That involved a greater expense to you and consequently less profit." Mr. Baldwin replied: "In our judgment the boiler iron specified in the contract was not safe, and no locomotive can go out of this establishment that is not in accordance with our ideas of safety." They incurred additional expense in using iron of additional thickness, but the Baldwin Locomotive Works gained and maintained the confidence of that railroad company, and that is the way the Baldwin Locomotive Works have fulfilled their contracts ever since, and that is one reason why they maintain the confidence of important corporations throughout the entire world.

Another feature is that a man must be charged only a fair price. By a fair price I mean a reasonable price for the quality of the article furnished.

Another point is that the firm must employ the best and most modern methods for doing business and insuring accuracy and promptness. I know of many cases where buyers failed to give orders to certain firms because they were not sure of prompt delivery or accurate service.

In many instances another feature is the mailing of effective business literature, and adopting the most effective advertising methods that are honorable, reliable and truthful.

But it is equally important to maintain the confidence existing between the buyer and the salesman. The salesman must be thoroughly familiar with every effective argument and use all his arguments to sell a bill of goods, but he must never lie. A lie may sell one bill but destroy future confidence and business with that party.

I believe that in these days of progressive commercialism there is no necessity of lying unless you are in a fake business—but when it

comes to legitimate merchandise, it is not necessary.

The next feature for maintaining confidence is to write out the order exactly as the buyer clearly understands it. In some cases a salesman may assume that a merchant intends to order certain things, without being sure of it. The merchant may not have expressed himself very clearly, but if the merchant gets goods which he thinks he did not order, there is dissatisfaction. The salesman may apologize and offer excuses, but nevertheless there is always a lurking feeling there which will always interfere with implicit and continued confidence.

The next feature to which I desire to refer for maintaining the confidence of the customer is for the salesman to impress upon the buyer the importance of effectively displaying the goods and intelligently distributing the advertising matter which is sent to the dealer, thereby helping to sell them.

Some of our representatives have said that they have gone to some customers from whom they expected to get a good order because there was no Pratts in sight, but were told they had plenty of the goods in their warehouse, where people could not see it.

If the salesman wishes to be true to the house and true to the merchant, he will urge the merchant to always have some Pratts' literature on the counter, and encourage him to make a proper display of the goods. In this way it will be using his knowledge to assist the merchant to sell the goods, and thereby not only serve the house and himself, but gain the confidence of the dealer.

The next point is to make it interesting to the clerk to recommend the goods.

The fifth point is, if goods are not selling rapidly, to find out the cause and earnestly help the customer to overcome the difficulty. There are two ways of doing this—a right way and a wrong way. I have had salesmen call on me to ask about the sale of their products. Some have asked in such a perfunctory way that they might just as well not have asked at all. I have had others who have carefully gone into minute details as to the distribution of advertising matter, and who have profoundly impressed me with their sincere desire to heartily co-operate, and in nearly all such instances the results have been beneficial. I come in contact with many men whom I believe have a real live interest in my personal success. If they had goods to sell they would be given the preference because of this interest. I meet some others who can sell only in the event of underselling the other party. This again illustrates the value of genuine sympathy. A man who has the sympathy of those with whom he comes in contact, and is in sympathy himself with the success of every man he meets, is going to leave an impression that will inspire and retain confidence, and if anything happens to go wrong, instead of be-

ing at once condemned, he will be given a fair chance to explain.

These methods, if understandingly and perseveringly followed, are sure to win success because they are all in harmony with the first fundamental law. And if the first law: "Convincing a buyer that it is to his interest to trade with you," were the only fundamental law and requisite to success, everybody would be successful; because it is easy to get customers if they are offered sufficient advantages. But her is where the "rub" comes because these advantages are necessarily limited by the operation of the second law, which is "that the total expense of conducting a business must be less than the total gross profit."

If this second law is not obeyed it will only be a question of time when such an establishment will go into bankruptcy. The obedience of this second law requires economy in manufacture, which means that the establishment must utilize up-to-date machinery. There must be no drones around. There must be a limit for transportation charges; for instance, we pay freight on goods, but there is a limit as to how far we can ship goods, because if they are shipped beyond a certain point the percentage of cost for transportation would make the transaction unprofitable. The second fundamental law also means a limit for selling expenses. How much can be profitably spent for the selling of goods? If the management of a house very unwisely said, "We don't care for expenses. We want the

goods sold," it would mean that they would do business without profit and, possibly, with great loss.

There must also be a limit to the costs of advertising and many other expenditures. All of us, at times, hear of bright and attractive ideas and advertising schemes for promoting business. We often hear people say, "Why don't you do this?" or "That is a splendid scheme," and many of these schemes are good, but the only way to decide those matters intelligently is this: What will the scheme or the advertising cost? How many goods will the scheme or the proposed advertisement sell? If the advertising means a disproportionate expense on the sale of the goods, no wise house can adopt it, because it means doing business at a loss. No intelligent salesman will encourage it nor expect it, for these expenses must be treated intelligently and on a practical basis. If the total cost of advertising exceeds a certain percentage, no wise business management can recommend it.

Finley Acker.

Worshipping the milestones does not hasten progress along the way.

Self-depreciation soon ceases if it be not contradicted.

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The H=O Company
Buffalo, N. Y.

THE FARMERS WON.

Resented the Slur That They Favored "Wet" Towns.

Written for the Tradesman.

"Down in Grant county, Indiana," said the traveling salesman, dropping his keyster down on the counter, "the farmers got even with the brewery crowd."

"Raise the price on barley?" asked the dry goods man.

"Not so you could notice it."

"What's the story? Go to it."

"It was funny," continued the salesman.

"Leave it to me," responded the merchant.

"There was a local option campaign on down there, not long ago," said the salesman, "and one of the arguments used by the brewery people was that the farmers wouldn't trade in a town where they couldn't get a little nip of something on a cold day, or a hot day, or any old day at all when they had the price and the thirst."

"That argument is often used."

"Well, the farmers heard about it, and they naturally resented being classed with beer bibblers, so they sent a committee to the Local Option Committee and asked what they were going to do about it. The members of the Committee said they did not know. They were doing the best they could with a little bit of money, but the breweries were sending a lot of cash into the county, and the result looked like a big guess.

"What are you doing to get out of the vote?" asked the farmers.

"Why," said the Committee, "we're running a campaign of education. We are getting wise speakers to come here and paralyze the Deimon Rum."

"Cut that out," responded the farmers. "Whatever you do, don't talk about rum in this campaign. Nobody drinks rum these days, and when you talk about rum you give yourselves away and show that you are not next to the game. The boys call for 'skee and hops, and don't you forget it."

"While the farmers were instructing the Committee as to the modern vocabular of the bad lands, a cheerful young man with a sof, silky mustache and a blue tie came into the Committee room and said it was all off on election day.

"W-h-a-t is it now?" asked the chairman, after he had concluded his shivers.

"Why," replied the cheerful young man, "I was sent out to hire four livery rigs for each precinct on election day."

"That looks like getting out the vote," said the farmers.

"Oh, we're going to do it right," ventured the local option chairman, proudly.

"Looks like it," added the farmers.

"But, hold on," said the cheerful young man with the blue tie, "I can't get a single rig on election day."

"Oh," said the chairman.

"Get double ones, then."

This from the farmers.

"They've all been hired, double and single," explained the cheerful

young man. "The rum power has stolen a march on us."

"There you go again," said the farmers. "Cut out the rum power and the demon rum."

"Anyway," panted the young man, "they've hired all the rigs for election day. If we get our people to the voting precinct we'll have to ride them in wheelbarrows."

"It is discouraging," said the chairman. "I don't know what we are going to do about it. This is an awful fight!"

"How many teams can you use election day?" asked the farmers, innocently.

"How many can we use?" repeated the chairman, "we can use enough to make a procession a mile long in every residence street. It is too bad, that's what it is!"

"Well," said the farmers, "there are a few horses in Grant county outside the city limits of Marion, or any other old town. You look up the people to go with the wagons, and we'll fill your streets so full of teams election day that you'll think it has been raining horses and lumber wagons."

"The chairman of the Local Option Committee bounced out of his swivel chair and tried to take the farmers in his arms, but they sidestepped him and started for the door.

"But my dear sir," began the chairman.

"That goes," said the farmers. "And you needn't put it in the newspapers, either."

"Well, the local option managers were a little doubtful concerning the good faith of the farmers, but they assembled a host of people to go with the wagons. There were men and women, and boys, and young girls, and the band of hope looked like a Sunday school picnic with ice cream and red lemonade to give away.

"About daylight on election day farm wagons began rumbling into town. There were fat horses and lean horses, and horses with their tails done up in nets and horses without any tails at all. And there were wagons, carriages, buckboards and carts. There were spring seats and slab seats, and bundles of hay to sit on. There were plain wagon-boxes and hayracks with two stories of seats like a theater, and four horses to pull 'em. There was a fife-and-drum corps from Vicker's school house, and a brass band in a double-boxed corn wagon. The town boys said they put the brass band in that walled-in vehicle so the listeners couldn't throw things at 'em. Anyhow, the boys made a noise, and that was the main thing."

"How much of this is dream?" asked the dry goods merchant.

"There it is in the paper," replied the salesman. "If you don't believe me, just introduce yourself to the literature of the day."

"All right," said the merchant. "Go on."

"Well, those wagons disseminated themselves over the city, and the livery rigs, in comparison, looked like a pinhead in a mile of pie. People who wouldn't have gone to the polls at all

that day, went just for the fun of the thing, and because everybody else was going. The livery rigs got the merry ha—ha—ha proper.

"Along about two o'clock the wagons wasn't quite so full, and the local option people began to worry. A lumbering old farmer with a fist like a ham cornered the chairman and held him up against the wall.

"Look here," he said to him, "you have 'phones in here—yes?"

"Sure," said the chairman.

"Then," said the farmer, "you get some beautiful lady that's got the ongray to the best society in her possession and get her down to this 'phone."

"Really," said the chairman, "I do not quite comprehend."

"The farmer with a hand like a ham picked a fair lady out of the workers in the room and got her down to the 'phone. In about a second the chairman heard a one-sided conversation like this:

"Why, Mr. So-and-So, is this you? Yes, Nellie. Thought you'd know my voice. Oh, I'm down at the Local Option Committee rooms. How is it going? Fine. How many men are there about your shop who haven't voted? Why, you haven't voted yourself? But you will, won't you? Yes, we'll send a wagon after the men. Will you get them all out? Oh, yes, you may have two wagons if you need them. And will you 'phone to some of your friends and ask them to come and vote? Oh, yes. Please, please, please! I'm ever so grateful!"

"And I'll be blessed if that horny-

handed farmer didn't send ladies out to about forty 'phones, and he kept them busy, too. Nothing to it! The farmers just made things hum there."

"I see," said the merchant.

"We'll show 'em," said the tillers of the soil, "that we don't come to a town to trade just because there's a few gin-mills in it! Anyway, if you people sell less beer we'll have a better market for our crops. If a man peddles his substance out for hops he doesn't buy so many vegetables."

"How did it come out? Just you look in the papers. About two thousand for dry. I don't blame the farmers, do you? Brewery people made a mistake in putting out any such claim, eh?"

"It seems so," replied the merchant. "But the thing that gets me is the old farmer being wise to that 'phone racket."

"Never you mind the farmers," said the salesman. "All the statesmen of any account we've got come from the plow, and don't you forget it. You can't put it all over a farmer and make him like it." Alfred B. Tozer.

The reason the bigot advertises his one idea so vigorously is that it is his whole stock in intellectual trade.

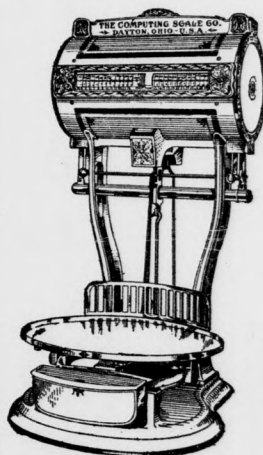
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THE MELTING POT.

Best Method of Treating Foreign-Born Citizens.

Written for the Tradesman.

The foreigner! What shall we do with him? How shall we treat him? I mean you and I as individuals. The Government must have a well-defined policy. That we will leave to our representatives—our National legislators—but as private citizens we must decide these questions; we must choose a certain course of action toward those who come from foreign lands to become citizens of this country.

Suppose we are the descendants of New England parents, or suppose our ancestors have resided in this country for several generations, and we consider ourselves thoroughly American in character. Our ideals, our aims and ambitions are in full accord with the purposes of a free government—a government by the people and for the people. We declare this to be a land of liberty and intend that it shall ever thus remain. We consider that we have an unquestioned right to live in this land, but the foreigner, what right has he to be here? Let us see.

For various reasons emigration to this country has been encouraged in the past. Years ago it was: "Come one, come all. Occupy the vast uncultivated lands; develop the natural resources of the country; make yourselves homes; add to our wealth and power as a nation." There seemed to be no question, no expectation of the part of our people but that under our free institutions, with our privileges of education, the foreigners would generally become peaceable, law-abiding, patriotic citizens—in fact, thoroughly Americanized.

With or without invitation the foreigners came in ever-increasing numbers until it began to be realized that we were receiving many undesirable as citizens. Paupers and criminals were being sent to this land that other nations might be rid of the expense of keeping, guarding and repressing them. Laws have been enacted, regulations have been put in force, and measures adopted to prevent undesirable emigrants from coming to or remaining in this country. With reference to those already here and those still permitted to come what are our obligations as individuals?

We are quite apt to reverse the question. We look upon the foreign-born of our population as under great obligation to this country. And so they are. Many seem woefully ignorant of such obligations. Hence, for our own good, for our peace and prosperity, we must teach them their duties. That is our obligation. We can not discharge it by refusing to have anything to do with them. We can not altogether avoid them in business or community life. We can not absolutely refuse to deal with them without displaying prejudice. We have a right to choose our associates to a certain extent, and we have a right to follow our preferences as to with whom we deal, but we should not shirk our obligations

simply because they are disagreeable.

It is our duty to help the unfortunate and distressed when it is within our power to do so. And it is because they are unfortunate and distressed that many have come to this land. The more we study the history of various nations the more we know of the condition and lives of the common people of those countries, the better we understand their habits and customs, the better shall we be prepared to help them become intelligent, useful citizens of this country.

It will not do them any good and it will not do us any good to condemn every foreigner who does not live up to our ideas of the way they should live. The habits of a lifetime, the customs of many generations can not be outgrown or discarded immediately, even if there is an appreciation of the fact that our ways are better for them than their former ways. It may require several generations to transform some people into desirable citizens. National characteristics are not soon eliminated by new environments. We make a grand mistake when we make no allowance for national characteristics.

It is pleasant to contemplate the happy condition which we are sometimes assured will finally result in this land when we shall be so blended and amalgamated that no one can claim any distinct national origin. All will be American-born, American-bred and possess a true American type of character. But can no one foresee what a turmoil, what a confusion, what strife and antagonism must be endured before such an end can be attained. Is it wise, is it desirable, is it right that all nations and peoples should be so commingled? Was the command given to the ancient Israelites to abstain from in-

termarriage with other nations simply that they might retain their separate nationality and distinct religion? Or was it that a better strain of manhood might be built up? Who shall say that the strong antipathy to marriage with other races and peoples which some nations exhibit is not a divinely planted instinct for the benefit of all.

Some of our people deplore the fact that foreigners in this country are wont to flock together so much. In many instances each nationality lives in colonies or communities by themselves, separated as much as possible from our native population and from the people of other nationalities. They have their own schools, churches and societies and deal as much as possible with their own people. We think they should be more scattered among American people that they may sooner learn our ways and adopt our methods. Do we fully consider all the aspects of this matter? Do we not expect too much? Would we do any better if we were to seek a home in a strange land?

It is quite natural that a stranger in a strange land should seek those who speak the same language and who have preceded him to this country. He needs help to find employment; he needs instruction as to the ways of the people; he needs to learn somewhat of the language before he can be of much service to an American employer. He can obtain this needed help and instruction from those of his own nationality much easier than from those who do not understand his speech or his former habits of life. And then it relieves him of lonesomeness and homesickness; it helps him to be more contented if he can occasionally mingle with people of his native land. We

must have patience until another generation has grown up. Then we may expect some advance in the desired direction. But we must not expect too much.

This matter of blending the races is something which should not be hastened. Those who make a study of breeding live stock tell us there is an affinity between certain breeds which in crossing the blood tends to strengthen desirable characteristics. In breeds where no affinity exists,

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crossing tends to deterioration, produces undesirable results, undoes much that careful selection and pure breeding has built up and is altogether unprofitable.

Is this less true in the human family? History furnishes many examples of the evil effects of intermarriage of those of distinct races and peoples. The halfbreed is usually considered lower than either of the people from which he originated. He is said to possess the worst qualities of both parents—to combine and augment the evil tendencies and to exhibit less of the good.

If this be true, what unfortunate creatures are those of the first generation resulting from intermarriage of antagonistic races or peoples! And it is true that they are unfortunate. They are not welcome associates with the people of either father or mother. From earliest childhood they are subjected to ill treatment solely on account of their mixed blood. Among schoolmates they are ridiculed, insulted and tormented; in society they are neglected, shunned and ostracised; in business they encounter strong opposition for no more valid reason than race prejudice. They are indeed martyrs, and perhaps fathers and mothers of such children also realize somewhat of the opprobrium which is bestowed upon the whole family. They must either believe that it is their destiny to suffer for the good of some future age or else they must ever regret the mistake of their youth and warn others not to follow their example.

Race prejudice is not the entire cause of invective against foreigners nor of the unfriendly feeling which exists in the minds of certain ones. We are told that the foreigners are crowding the native-born workmen out of their vocations; that they work for less wages, live on food fit only for swine and send or carry their earnings back to their native land, while American workmen with families to support are left without employment.

There are two sides to many questions, and although the foregoing statements may be true, the matter looks different when we learn somewhat of the other side. A man who was in charge of a gang of about 100 Italians engaged in railroad construction said their working force was complete every day; they knew about how much work could be accomplished and could plan accordingly. They could depend upon their Italians being on hand ready for work on Monday mornings or following pay days as regularly as at other times, whereas, if their laborers were of all sorts, such as can usually be hired for such work, only a small fraction of the number would be on hand or in condition to work on Mondays or immediately after day days.

In such a case who is to blame for the foreigner with no family in this country displacing the American laborer with a dependent family? Any business man who is a business man would do just as the railroads do—

employ the man who can be depended on.

Who sets the workman up to complain about the foreigner? The saloonkeeper and the proprietor of every kind of business, stand or amusement which thrives upon the follies or vices of the people. Because the foreign worker does not squander the bulk of his earnings at such places he is condemned, and the spendthrift, the drinking, carousing laborer whom he displaces is condoned with as being unfairly treated and encouraged in his hostility toward the foreigner.

It is not the duty of every one to go out of his way to find foreigners to sympathize with and to aid. It is not wise to devote our entire attention to helping to improve the condition of foreigners among us to the neglect of our native population. It is our duty to treat every one as a human being and to recognize that he has the same right to live on this earth as we have. It is our duty to treat every one fairly, honestly and decently and not condemn without reason.

Every one who desires the betterment of his fellows, the advancement of his country and people, must rise superior to personal likes, dislikes and prejudices. "If it be possible, live peaceably with all men;" "do good as you have opportunity," and at the same time require the foreigners to obey the laws of the land and respect the rights of our own people.

A great many of our foreign-born population seem to distrust every one not of their own nationality. If every merchant and business man would endeavor by his dealings to prove to such people that he is strictly honest and worthy to be trusted, it might help to overcome this spirit of clannishness of which so much may be seen. E. E. Whitney.

The Tailor's "S. B. L."

"Did you ever notice how the tailors while measuring a man for a suit of clothes mix in a few letters occasionally among the numbers?" asked a downtown lawyer recently of a friend. "Whenever I have been measured for a suit of clothes the tailor always said, 'S. B. L.' in a subdued voice as he took the measure for the length of my trousers. I often wondered what this secret signal meant, and on one occasion made so bold as to ask, but was put aside in some casual way, which plainly showed me that the tailor did not wish me to know the meaning of the mysterious S. B. L."

"Well, I never knew what these letters meant until one day this winter, when I stumbled across the solution quite by accident. I was waiting to have my measure taken while a strapping big fellow was on the rack. As he measured the length of the trouser leg the tailor said: '33, S. B. L.' 'Yes,' came back the reply from the big fellow, and d—d bow legged, too.' All these years tailors had been accusing me of being 'slightly bow legged,' and I had never caught on until I was practically told the answer in that accidental way."

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Little Sermon About Woman and Her Shoes.

You know, I'm getting discouraged about women again. It's too bad, too, for, as a shoe store man, I had begun to think that she was climbing along toward common sense quite rapidly. Why? Only this: For quite a period she took kindly to such shoes as she ought to wear—good solid soles, medium heels, broad and low, extension edge, nice pliable and fine, but firm leather of pretty good weight, and round toes. Gee! But they looked nice.

Ever pay much attention to the rear view of a female crossing a street where she has to lift her skirts a little, or a young woman who does not wear very long skirts? My, what a revelation! Take some of these shop girls, for instance. They may be rigged out in wonderful style up above, a hat that is a blinger, skirt as neat as they make 'em, waist and jacket all to the good and fancy style and neat and all that, but when you look down at the shoe—that tells the story. There goes one now. Those shoes that she has on cost \$3, and they aren't six weeks old, and look at them. Heels both away over, uppers bulging at the ball, and the girl walks like a frozen toed hen. Yes, I sold the shoes to her. Couldn't help it. She wouldn't have anything else, and we didn't have anything else to sell her if she would. It wasn't her fault, and it wasn't our fault, but—if she looked at these high heeled, narrow toed things we have here that looked so nice as we held them up in our hands for her to admire, and said: "No, thank you," and went out with her nose in the air, it would not be long before the manufacturer would be trotting around a line of man-like shoes for us to make popular with the women, so, after all, it comes back to the old proposition that it is the women after all who make the styles.

I was talking with a good customer on this point the other day, and she denied the truth of it. She insisted that it was all the fault of the manufacturers who insisted that their designers should get up something for their particular line which should be a little different and, of course, there are not many variations of a round toe and a solid heel, while, when you begin to shape the toe and the heel and make the latter of varying heights, the designer can get up something for his employer which is novel and different. And everybody will have to admit that the present day shoes are prettier than the manlike styles. I still held that the women

should insist on the other thing, when they could get it—if they wanted it—and she came back at me with a new one: "If you men can handle things so easily," she said, "why don't you? The dress coat and vest are supposed to be the conventional thing from generation to generation, the boy is supposed to be in line to receive his grandfather's dress coat when he is done with it, and, if it fits, go on and wear it—and there was a time when this thing could actually be done, but the tailors have changed all that. Every year the tails are a little shorter, or a little longer, the notch is perfectly square cornered or it is rounded, the edge is braided or it isn't, the silk lining is allowed to show on the lapel, or such a showing is a crime, there is braid down the seam of the pants, the same are large and full or they are tight, and if you wear them in any way but just the way the men of this year's new clothes are wearing them, you look like 'the last leaf upon the tree,' and you have to hike out and spend money when you don't want to and sell the old suit, when it is good for years more of wear—or until you get too fat to wear it—to a waiter for eight dollars in tips. Oh, yes, you men are wonders when it comes to telling the manufacturers what you will and what you will not wear."

And so for a little space I didn't have a word to say. Still, it comes back to the same old proposition that women, some of them, don't seem to care how their feet look. A. Small Sizer insists that it is because they can't see them so well as men can—that is their own feet. He says that when women get so that they all wear bloomers and can see their own feet pretty much all of the time it will make a lot of difference. I don't know, perhaps it will.

Did you ever chance to have any trade from well-to-do English women who were just new on this side and buying their first pair of American shoes? I have, and the shoes they take off are such good, sensible, solid, pneumonia saving foot covers. Occasionally I have struck some who have yielded to the "American Invasion," and have on some of the shoes made in the United States, and sold in American stores over there, and, while they are certainly more beautiful than the English sort, and it isn't very patriotic to say it, it would be better for the English women to stick to their own. Better for their feet and their health.

But it does not take the English women long to become acclimated, and when they do they are more per-



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sistent for the light soles and the high heels than our own product. Women are about the same the world over, with the same opportunities—I mean, you understand, by that, merely in the matter of dress and shoes. I get so crazy disgusted sometimes, when a woman who weighs nearly one hundred and sixty pounds, and has a foot that will draw, at sight, full six or six and a half on the stick, and ought to have at least EE to go along with it, comes in here and tries to get into a five D, and makes an awful beef because the shoes are so heavy that they make her feet so tired. Not a third as tired as such women make me. A shoe to cover a seven EE foot has to be heavy if it's honest. You can't put together a shoe of that size made out of the skin of beasts and not have some weight to it, and that's where some of these English women come out strong. They want lots of room for their feet—don't you infer for a minute that they don't care to have their shoes fit. They do. They want them to fit perfectly, not a bit too large nor yet too small. I was in a shoe store in Chester, England, once where they were selling a woman a pair of English-made shoes. She was typically high class English, and she had not been Americanized as to her footwear. She wanted a good solid, fine quality shoe, and she was making just as much work for the salesman as an American woman would, only she was doing it in a different way and more of it. It was a little too "close" here and a "bit spare" there and another pair did not set smoothly and wrinkled "so that it hurt"—fancy that, not because it did not look well, but because the wrinkles hurt. And she fiddled around in that shoe store quite a lot before she got what she wanted, and after she had gone out I had the salesman show me a duplicate of her purchase. It was a glove calf, or satin calf, I should call it, one of the finest, nicest skins I ever saw, a lace, fairly high cut, with a square top, rather low vamp with a diamond tip of the same leather skived thin, toe rounded, but not so wide as I supposed English women usually wore, sole hand sewed like a man's shoe and of good thickness, and a pair of heels that were just one inch high measured from the shank under the sole. They certainly were shoes, and I want to say to you, as one shoe man to another, that when that woman got that pair of foot covers on those number five and a half feet of hers, they fitted strictly right, and no man on top of earth, in the business or out of it, would have wanted to see her feet dressed in any other manner. I'm saying this to you on the straight.

But what's the use of being peevish about it? We are in the trade to sell them what they want. God bless the women, I say, and if they have chilblains, as an awful lot of high class customers do, in the Northern climates, we shoe dealers want to know how to cure them. I have told you my way, haven't I? I haven't? Well, you put it right down somewhere and don't forget it when some

customer comes in who winces when you try on a shoe, and says: "I guess my feet are too much swollen to-day to make it worth while to try to fit them, I'll come in again," you just tell her the always sure remedy of I. Fitem: Soak the feet at night in the water in which potatoes have been boiled until they are done. I mean the potatoes done, not the feet. It makes a difference, the water from underdone potatoes won't quite answer. Boil the potatoes until they are soft, save the water, do the trick for two or three evenings and the opposition to close fitting shoes on the part of the feet is a thing of the past.

Don't forget that, and you'll have women coming in, with tears in their eyes and smiles on their lips to thank you—but you needn't thank me, it's a pleasure, I'm sure.—Ike N. Fitem in Boot and Shoe Recorder.

The Origin of the Spoon.

The suggestion is offered by an exchange that the domestic spoon probably owes its origin to the shell. Shells of the mussel, scallop and oyster, it is believed, were used in prehistoric times as spoons and ladles, the handle being formed of a piece of wood split at one end to hold the shell firmly. Some savage nations make similar spoons up to the present day, and the old Highland custom of offering whiskey in a shell has been probably handed down from generation to generation for untold ages. Westman, in his "History of the Spoon," gives Roman specimens, which are very simple in design—something like silver caddy spoons—and are much shorter in the handle than those from Egypt. Those for common use were generally made of bronze, iron or brass. They clearly show how the shell-shape was retained, and their marine origin is also preserved in the name for a spoon—cocheare—derived from choclea, a shell or cockle. The Celtic spoon also closely resembled the shell in form, though made of bronze. The horns of various animals, such as the ox, bison and ram, were often used as drinking cups, and as the material was found suitable it was sometimes used with wood, ivory, metal, etc., for spoon making. Hence the ancient expression, "to spoil a horn to make a spoon."

Accommodating Himself to Circumstances.

The colonel of a volunteer regiment camping in Virginia came across a private on the outskirts of the camp, painfully munching on something. His face was wry and his lips seemed to move only with the greatest effort.

"What are you eating?" demanded the colonel.

"Persimmons, sir."

"Good heavens! Haven't you got any more sense than to eat persimmons at this time of the year? They'll pucker the very stomach out of you!"

"I know, sir. That's why I'm eatin' them. I'm tryin' to shrink me stomach to fit me rations."

Disagreeable Features of Wine-Tasting.

The "wine-taster" has many irksome things to do in his daily life to keep in trim for his daily work. He must watch his food and his exercise and altogether guard his health as carefully as a prizefighter about to go into the ring.

His vocation is one that is practiced in European countries more generally than here, but the members of his profession in this country are becoming more numerous each year with the advance of winemaking here.

The best hour for wine-tasting, it is said, is the middle of the morning—so far as possible, about two hours after breakfast, and midway between that meal and lunch. A wine-taster never smokes in the morning, and high-flavored food of any kind is absolutely unknown to his breakfast table.

Most difficult of all wines to taste are those which are known as "green"—i. e., young wines. This is especially the case in all wines of the Bordeaux type, and tasters of mature experience have before now passed as "good" six-month-old wine, which a twelve-month later has turned out to be poor both in quality and flavor.

Another curious difficulty which besets the taster is the fact that wine which tastes excellent "in the cask" sometimes taste poor in the bottle.

The wine-taster has before him a number of "tasting glasses," so made as to allow of their contents being shaken up without being spilled. The shaking of wine brings out its aroma

to the full extent, and scent is invariably the first test wine is put to by the taster.

After carefully smelling each separate sample the taster rejects all those that do not please him, and then he allows about ten minutes to elapse.

Next he sips the samples one by one, sometimes eating between them a tiny disc of dry bread. A conscientious taster never swallows wine he is examining. His palate tells him all he wants to know.

All winetasting must be done absolutely "blind"—that is to say, the bottle from which the samples are taken must be put out of sight. This is most important, for it is extraordinary to what extent a label or merely the appearance of a bottle may prejudice the wine-taster in his choice. A good wine-taster, it is said, is born, not made.

His Love Like the Ocean.

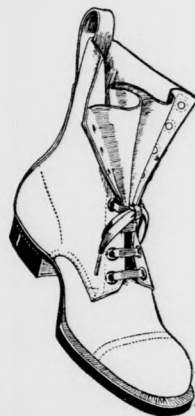
Gerald—My love for you is like the boundless ocean.

Geraldine—Exactly the way I take it.

Gerald—What do you mean?

Geraldine—With a good many grains of salt.

MAYER Honorbilt
Shoes Are Popular



A High Cut
H. B. HARD PAN
Carried in Stock

Some Shoe Dealers Jump at an Opportunity

And others don't get up till they are called. Now we don't like to say, we want you to do this or do that. The mere fact that we want you to see our new Spring lines, is no reason why you should unless you want to.

But we believe firmly that your strongest possible guarantee for a business-pulling, money-making, satisfaction-giving spring trade is a liberal stock of

"H. B. HARD PANS"

For Men and Boys

The growth of sales and popularity of this line is due to honest, thorough and through shoe making—we are educating the public to the comfort and wear value in "H. B. Hard Pans"—but one reliable dealer in each town can secure this line—the prestige and the profits go to him.

We believe it will be to the advantage of any retailer to spend at least a half hour in looking over the complete line of samples our salesmen now on the road are showing.

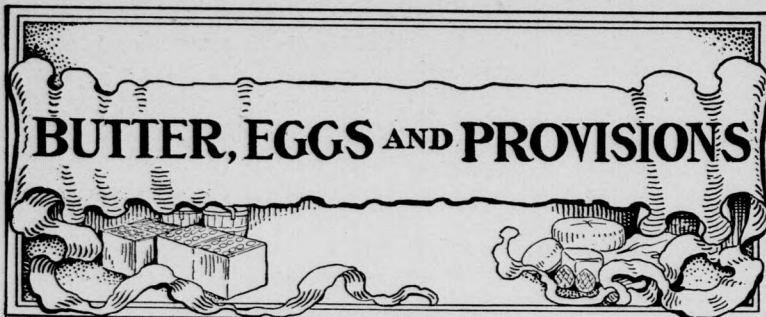
Prompt deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.





BUTTER, EGGS AND PROVISIONS

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 6—The advance in the coffee market was so marked that a halt has been called, and for a day or so quietude has reigned in the speculative market. For the spot article traders report a sleepy condition. Buyers are taking only enough to keep assortments unbroken and seem unwilling to do more than this. At the close Rio No. 7 is quoted at $8\frac{1}{4}$ @ $83\frac{1}{2}$ c for invoice lots. In store and afloat there are 4,122,586 bags, against 3,850,211 bags at the same time last year. Mild coffees are steady and quiet, with rather more call for Maracaibos and Savanillas than for other sorts. Good Cucuta, $10\frac{1}{2}$ c.

Teas are rather quiet, and will probably be so until it is definitely settled about the duty. At the moment Formosas, Pingsueys and Young Hysons are attracting most attention and strength is also displayed in Ceylon and Indias. Proprietary brands are reported as meeting with good call and, taking it all in all, the tea trade is in better shape than for some time.

Little change in the general condition of the sugar market is to be noticed. There is simply an every-day trade and, of course, not a great amount of activity can be expected in mid-winter. Quotations vary as to refiner from 4.50c to 4.55@4.60c.

Although rice in the New York market is probably on a lower level than at the Southern mills, there is mighty little activity displayed here and buyers simply seem to stand and wait. No change is to be noted in the price level, good to prime domestic being quoted at $5\frac{1}{2}$ @ $53\frac{1}{4}$ c.

Spices are steady. The demand is slow and supplies are apparently large enough to meet all requirements. Quotations show little, if any, change.

New molasses, Ponce, to arrive in about three weeks, is quoted at 35 @ 37 c for extras and 37 @ 39 c for extra fancies. The demand for domestic is quiet and grocers' grades are in limited call as the season is pretty well advanced. Good to prime open kettle, 22 @ 30 c. Syrups are quiet and in limited supply.

Canned goods are in the doldrums and yet some claim that matters might be worse and have, in fact, been worse. The weak spot, perhaps, is in the tomato situation. Buyers are clamoring for concession notwithstanding the fact that the article is apparently down to a level that

leaves absolutely no margin for the packer. There are, of course, all qualities at all prices, but 65 c f. o. b. for standard 3s seems to be about the going figure. Corn is being disposed of in a fairly satisfactory way by retailers and new stock will come on a market pretty well cleaned up, although there is no probability of a famine in the canned article. Peas move rather slowly and buyers take only the smallest lots and apparently want the cheapest. Little, if any, business has been done in futures and matters seem to be left to themselves, neither buyer nor seller showing much disposition to talk business.

Top grades of butter are fairly steady, but the bulk of the supply is not of this quality and the market is weaker. Creamery specials, $29\frac{1}{2}$ @ 30 c; extras, $28\frac{1}{2}$ @ 29 c; held specials, 28 @ $28\frac{1}{2}$ c; extras, 27 @ $27\frac{1}{2}$ c; Western imitation creamery, 22 c; factory, $19\frac{1}{2}$ @ 20 c; process is working out at 22 @ 23 @ 24 c.

Cheese is without particular change. Demand is fair and the supply is now being pretty well cleaned up. Full cream, $15\frac{1}{2}$ @ $16\frac{1}{2}$ c.

The cold wave shut off the supply of eggs to some extent and the market is firmer, but as soon as the trains are running again and the arrivals set in there is likely to be a decline again. At the moment Western firsts are quoted at not over 21 c; seconds, 20 @ $20\frac{1}{2}$ c. Eggs are retailing at about 23 c, although many quote at 20 c.

To Remove a Ring from Swollen Finger.


A simple method of removing a ring from a swollen finger is thus detailed by a correspondent of the Medical World: First have the patient hold the hand up, for a few minutes, and while holding it so rub gently from tip of finger toward hand. Then wet a piece of soap and rub it all over the finger. Then take a piece of coarse sewing thread, push one end under the ring, drawing the end through and below the ring. Hold this firmly. Now commence winding the other end (which ought to be about ten inches long) around the finger, commencing as near to the ring, above it, as possible, and wrap very closely, holding the thread taut, so as to make as tight a bandage as possible. Wrap the finger until you reach above the knuckle, or to the end of the finger if necessary. Now, holding tight the end that is left, begin with the end of thread below the ring and begin to unwind. This will bring the ring up the finger

as far as the thread is wound, and thus the ring can be easily removed. This plan, if adopted in time, will save much pain, trouble and the necessity for filing the ring from the finger, and possibly a surgical operation.

The man who is anxious to let you know that God is on his tongue usually has the devil in his heart.

Hiding a tallow dip under a bushel does not make it an arc light.

Love's little deeds loom largest on the recording angel's books.



Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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

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 AND EGGS

are what we want and will pay top prices for. Drop us a card or call 2052, either phone, and find out.

We want shipments of potatoes, onions, beans, pork and veal.

T. H. CONDRA & CO.

Mfrs. Process Butter 10 So. Ionia St. Grand Rapids, Mich.

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.

New York Greenings and Baldwins
Get our prices
M. O. BAKER & CO.
Toledo, Ohio

Custom Tanning

Deer skins and all kinds of hides and skins tanned with hair and fur on or off.

H. DAHM & CO.,
Care E. S. Kiefer's Tannery.
Phone Cit. 5746 Grand Rapids, Mich

The Perfection Cheese Cutter

Cuts out your exact profit from every cheese
Adds to appearance
of store and increases cheese trade

Manufactured only by
The American Computing Co.
701-705 Indiana Ave. Indianapolis, Ind.

Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining **all the buckwheat taste.** Insist on getting **Wizard Buckwheat Flour.** Send us your buckwheat grain; we pay highest market price.

Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

The Building Up of a Small Business.

The fostering of a small business is one of the most delicate and difficult of procedures. It requires quite a degree of cleverness, considerable courage and much hard work. The tendency of the average small business is to try to get over the ground over-quickly—to walk before it learns to creep—and oftentimes it falls down completely through its own temerity. And, naturally enough, the whole game of business is but man-in-action, and the impulse of the average American is GO! GO!! GO!!!

Let the man who is building up a small business stop and take counsel with himself. His better judgment will say to him:

"Don't forget that yours is a small business and that the normal growth is a slow and a gradual growth.

"Don't forget that a forced growth is usually disastrous in the end, and it is not worth the price in the beginning. The hothouse plant flourishes more quickly and bears beautiful blooms in a short time, but soon dies, whereas, the sturdy garden plant grows slowly, and when it does bud forth it keeps on blooming long after the former has wilted and died.

"Don't forget that your success does not depend upon your being known to every man, woman and child in the community.

"Don't forget that you have a sane, fixed expense and that there is a limit to the amount a small business like yours can afford to invest in advertising.

"Don't forget that your business must have a personality, be known for a certain thing: up-to-dateness or cleanliness, or variety of goods, or quality of goods, or low prices, or some such thing that people will always remember when they think about a certain sort of merchandise.

Don't forget that intelligent and courteous, obliging, painstaking attention on the part of your clerks is a factor that goes a great way in building up of a business."

This logical course of reasoning will bring the owner of a small business to the inevitable conclusion that it takes time, thought, study, patience and hard work to bring about the result he hopes to attain—that of making his business a big institution eventually. Get into the habit of doing things on a larger plan. If yours is a small store run it with as much system as the big fellow does his store, and it won't remain small very long.

Study Others' Window Displays.

Visit some nearby town or city and there study displays and store interiors.

Do not do it in a spirit of rivalry or criticism. Be unbiased.

Go to learn some other ideas and methods not your own. You may be as full of new ideas as an egg is full of meat and yet the other fellow may have some new ideas in window trimming and store furnishing that never occurred to you.

It never comes amiss to study the ideas of other live shoe dealers whose places of business are within reach.

You may be able to get some new ideas from the trade publications, and also from traveling salesmen who call on you; but you will admit there is nothing so adds to your store of knowledge as going and seeing and exchanging ideas and opinions with men in your line of business in neighboring towns and cities.

Staying at home narrows or warps the opinions and ideas of many retailers of shoes. The retail establishments of your town may be wondrously enterprising, but it must be remembered that most of the new ideas and thoughts come from the outside world where people are more metropolitan in their tastes and where there are limitless resources for creating and planning out or rather harmonizing those things that attract the attention of the passing throngs. A shoe dealer must place in a show window specially attractive articles to secure an audience.

In order to attract customers to the shoe dealer's window its contents should be changed from time to time. Sameness is wearisome and even a thing of beauty and style in a shoe store window is not a joy forever. Get new ideas, even if you must take a day off and go out of town to see how the other fellow does it. It will be a good investment.—Shoe Trade Journal.

The Valley Road To Happiness.

Most folks think that they must take the hill road to happiness. They find it rough and stony, and often turn back, discouraged and disappointed.

But there is a better way—right around by the valley road. Just because it is so easy, it is not traveled nearly so much as it ought to be.

This road runs a good way around worry of all kinds. Worry is the cinder in your eye, the boil under your arm. You can hardly stand it until you have paid some one a big price to get the cinder out; but worry costs ten times as much, and then you just grin and bear it. How foolish!

Everybody is kind on the valley road to Happiness. All the folks take time to give a good word to those they meet, and say: "I'm so glad to see you!"

There is time at noon on the valley road to stop and rest a while. Going by the hill road folks "eat and run." It wears them out before their time, and then they wish that they had taken the valley road. Let's not hurry.

There is something to do by the valley road; that helps to make us happy. Sitting still never made any one happy.

On the valley road folks dream and say: "I wish I could." Then they add, quickly: "I will!"

You never meet Envy on the valley road. The hilliest and the hardest road is the one Envy travels.

The valley road is taken by those who help others. That alone satisfies. Gold in the bank draws interest; seed sown brings crops; service

Are you taking the valley road? for others puts stars in the crown.

Edgar L. Vincent.

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.

For Potato or Bean Bags

write to ROY BAKER, Grand Rapids, Mich.

Bags of every description, both new and second hand.

Four Kinds of Coupon Books

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

Tradesman company - - - Grand Rapids, Mich.

POUND TO PACKAGE.

Trend of the Times in Manufactured Goods.

For over a quarter of a century the Michigan Tradesman has advocated the enactment of food laws for the protection of the people and for the guidance of the distributor and the manufacturer. As the result of this agitation, which has been heartily supported by a very moral force in the commonwealth, Michigan now has a food department, with a full complement of officials, charged with the enforcement of the law.

Similar agitation in all parts of the country found expression two years ago in the enactment of the National food law, which have worked no hardship to reputable manufacturers, but have tended to improve the position of the manufacturer who is making good food and the jobber and retailer who wish to sell goods of standard quality only. It is now very generally conceded that the Federal law is here to stay and, such being the case, it is the duty and the privilege of every state to enact laws which shall be in thorough harmony with the provisions of the Federal law, to the end that uniformity in food regulations may exist from one end of the country to the other. This is necessary for two reasons: In the first place, it is only fair to the manufacturer, who may be selling his products in as many states as there are in the Union. It is only fair to the retailer because he may wish to draw his supplies from distant parts of the country, to meet the demands of discriminating customers.

In some states there has lately arisen a public clamor that package goods be branded with their exact net weight, but the retail grocers, as a class, do not join in this clamor, because they are entirely satisfied with the goods as they are. They are "sound articles of commerce," are put up in an attractive manner in handsome and sanitary packages and sold at a uniform price in all parts of the country. The consumer knows exactly what he is buying and the exact price he is paying therefor. He purchases the package in the full realization that its contents are of standard value; that no one can obtain any different quality or lower price than he can; that if anything in the package is wrong the manufacturer stands back of the goods with his guaranty and reputation.

The proposition to stamp the exact weight on package goods of this character was not born in the brain of the consumer or conceived in the mind of the retailer, but owes its origin to the fantastic ideas of men who are continually seeking to revolutionize the world by changing conditions simply for the sake of a change; who would be quite as likely to insist that the notation as to weight be left off the package in case it was stamped thereon. Congress evidently took this view of the situation when it refused to embody this feature in the food laws which were enacted two years ago.

At the time of the passage of the

National food law by Congress a provision requiring compulsory weights or measures on all food packages was discarded as unnecessary and inadvisable and the model weight and measure provision of the present law enacted.

Only two States, North Dakota and Nebraska, have food laws requiring weight or measure to be branded on packages. The North Dakota law was passed prior to the National law, and the meaning of the Nebraska law has been in doubt, and is now being interpreted in harmony with the National law. In both States, however, there is a strong demand for their repeal.

It has been found that a compulsory weight and measure labeling provision operates injuriously both to the consumer and to the retailer, keeping out of the State a number of well known food products which, although labeled in conformity with the National law and the laws of all other states, could not be lawfully sold in these two jurisdictions. Manufacturers prefer to lose their trade rather than meet such a harsh and unnecessary requirement in the law of any one or two states.

The enactment by any state of a law requiring weights or measures on all packages of food is a blow to uniform food legislation and leads directly to the chaos and confusion which the passage of the National food law, a model statute, was designed to prevent.

Diversity of legislation, especially legislation relating to food products, ought to be an exception tolerated only in case of utmost necessity. Uniformity should be the first consideration of state and National lawmakers in the interest of all commerce and trade.

A product lawfully labeled under the statutes of the United States ought to have lawful entrance to the markets of every state of the Union.

There is no necessity for the adoption of a weight clause different from the National since the consumer is fully protected against fraud by the provisions of existing law.

The various states have strict statutes against the sale of short-weight goods and the use of short weights or measures. Under these statutes any dealer fraudulently selling a product for any given weight or measure is subjected to severe penalties.

The food laws of nearly every state, moreover, contain provisions against false or misleading statements, or any deception, which also furnish full protection to the consumer against short weights or measures.

There is no necessity to require weights on all food packages in point of fact. Few articles of food are today ordered or sold by weight or measure. The unit fixed by demand and custom is the package. Take for example table cereals, canned fruits, preserves, vegetables, meats, fish, sauces, pickles and other condiments, extracts, flavors, confections, pastry, crackers, biscuits, chewing gum, jelly, gelatine, pop-corn and table delicacies—they are all sold in can, jar or package form. The consumer, having

made one purchase, determines if he likes the contents, and again orders the same package at the same price. The weight or measure of the package gives him no concern. He becomes acquainted with a certain style, size and brand at a definite price.

This increasing demand for package goods is based upon the very natural desire of the consumer to be able to purchase a second time that which he has tasted and found to be to his liking.

Certain food chemists assert that package and bottled goods are frequently made to look larger than they really are, and that a fraud is thereby put upon the purchaser against which he should be protected. This argument answers itself. The manufacturer who utilizes this means condemns his own product. The consumer is the first to discover the fraud, since he it is who opens the package, and the advocates of universal weight and measure branding laws pay a doubtful compliment to the consuming public when they suggest that any consumer would continue to buy a package containing less than its appearance indicates, and thereby persist in defrauding himself. The very fact that a consumer continues to buy an article of a certain brand or manufacture is the surest evidence that that particular brand is honestly made and sold. The man who pays the money is the best authority.

Practical manufacturers and many food chemists concede that it is impossible without weighing or measuring individual packages to state the exact weight or measure upon labels, because of the inevitable variances in the articles which go into the package. Take, for example, the different fruits or vegetables, peaches, pears, tomatoes, figs, raisins, etc.

It follows that if each individual package is weighed and stamped the expense must be added to the cost of the product and be borne by the consumer.

Another element which adds to the difficulty of branding the exact weight or measure on many food products is the fact that products frequently lose in weight and volume from evaporation, shrinkage, friction and jar during transportation and from other causes. This fact is known to chemists, consumers and manufacturers, and yet under a strict weight clause a manufacturer would be obliged at his peril to declare a weight or measure upon his package at the date of packing which should always remain true.

Food control officers, recognizing the physical difficulties involved in complying with a weight clause, sometimes urge that the state would recognize such difficulties and would be lenient as to slight fluctuations in weight or measure. This leniency, however, could hardly be relied upon, since it is clear that a package which, under compulsion of a statute, has been branded to show a weight of, for example, one pound, and upon examination several months later is found to weigh only 15 3-5th ounces, is just as surely within the condemnation of the statute as a similarly

branded package weighing 13 ounces. If compulsory weight and measure branding laws are placed upon the statute books it is the duty of the enforcing officer to administer them thoroughly without squinting at half ounces.

The real burden of such a law would fall upon the retailer, since it is he who makes the sale to the consumer and is subject to the penalty of the statute.

Unless he wishes to rely upon an uncertain guaranty, which of course would speak as of the date when the goods were packed, without taking into consideration elements of shrinkage by evaporation and otherwise, he must weigh or measure each individual package.

Under a broad weight and measure statute the retailer would be required to brand or label at the time of sale every package which he makes out of bulk, i. e., out of a barrel or larger package which he buys from the wholesaler or manufacturer.

The weight and measure provision of the National food law is sufficient to meet all requirements for the protection of the consumer.

The object of requiring a statement of weight or measure on food packages is the prevention of deception upon consumers. If the consumer, however, buys an article of food in jar, can or package form not containing a statement of weight or measure he is certainly not deceived, since the weight or measure of the package is not an element in the purchase. If, on the other hand, the consumer buys an article by weight or measure and the manufacturer or retailer delivers a false weight or measure, either or both can be punished under existing laws.

The enactment by any state of a compulsory weight and measure law differs from the National law and is unnecessary to protect the consumer against fraud or deception. It would be difficult and in many cases impossible to comply with. It would increase the expense of food production without adding value to the product. It would result in restriction and injury to local state trade. It invites retaliatory measures by other states. It is opposed to the principle of uniformity between state and National laws, which is considered of supreme necessity in matters of food production.

All state food laws should so far as possible be uniform with the National food law.

For any state to set up its own commercial requirements in the administration of its pure food law would again prove the failure of the experiments which dazzled the individual thirteen colonies when the colonies engaged in commercial wars, New York levying tribute on the truck vegetables of New Jersey and on the fire-wood of Connecticut and these colonies retaliating in kind. We sometimes forget that it was this very failure which led to the establishment of our present system of government, with complete power in Congress over inter-state commerce, in order to secure harmony and free-

dom in the exchange of commodities between the various states.

This historical failure must be continually brought to the attention of the people, otherwise our legislative and administrative representatives would fall into the error of Colonial days and set up different requirements on some commercial subject from that prevailing under National laws and under the laws of the various states. Such a course would bring our State into direct antagonism to the National law and the laws of the other states, and a backward step would be taken which would not redound to the credit of the states, either as a matter of good neighborhood, of comity or of wise commercial policy.

It is folly to drive reputable manufacturers from the market or to exclude their products, no matter where originating. Otherwise manufacturers in one state will be met with retaliatory laws in the markets of other states. Pure and unadulterated articles of food imperatively demand a single uniform rule operating equally in all the states, as much for the benefit of our home manufacturers as of others. When labeled under the National law they ought to be as welcome and lawful in all the states as are the various products, natural and manufactured, of this State. Uniformity of law on this subject for the equal benefit of consumers and producers is imperative, and no selfish state policies, no matter how loudly they are proclaimed or ingeniously stated, can prevail. Within National boundaries food producers, so long as their articles are pure and truthfully branded, must be left free to find their markets, untrammelled by trade barriers and discriminations arising from diversity of law among the states.

If changes in the branding provision of food laws on this or any subject are desired, the people should act first through Congress, and later in identical terms through the state legislatures, so that freedom of competition may be unrestrained and the consumer may purchase pure articles of food from the widest possible selection, of any quality he may desire, in any market, on equal terms; and the producer, in turn, may find a market for his products on an equal footing with every other producer.

She Would Not Be There.

A young lady whose beauty is equal to her bluntness in conversation was visiting a house where other guests were assembled, among them the eldest son of a rich manufacturer. The talk turned on matrimonial squabbles. Said the eligible parti: "I hold that the correct thing for the husband is to begin as he intends to go on. Say that the question was one of smoking. Almost immediately I would show my intentions by lighting a cigar and settling the question forever."

"And I would knock the thing out of your mouth," cried the imperious beauty.

"Do you know," rejoined the young man, "I don't think you would be there!"

BIG DAMAGES ALLEGED.

Libel Suit for \$100,000 Against Food Magazine.

The Calumet Baking Powder Co., of Chicago, on Feb. 27 entered suit in the Circuit Court of Cook county against the publishers of the National Food Magazine, formerly known as "What To Eat," for \$100,000 damages for the publication of an alleged libelous article in the issue of Feb. 1, 1909.

At the World's Pure Food Exposition, held at the Coliseum in Chicago in November, 1907, the Calumet Baking Powder Co. received the highest award for baking powder, which fact it has been advertising, reproducing a fac simile of the certificate of award which was granted it. In its February issue the National Food Magazine has made this award the subject of an article alleging it was obtained by illegitimate methods, through influence exercised by an officer of the Calumet Baking Powder Co., thus casting a very serious reflection upon the integrity of the Commission on Tests.

After an investigation, it appears that when the World's Pure Food Exposition was organized, letters were sent to twelve eminent scientists (chemists, physiologists, physicians), inviting them to serve on the Commission on Tests, and they all accepted their appointments in writing. Later, in order to remove all opportunity for crookedness, this Commission of scientific men insisted upon an agreement with the Exposition Co. that their recommendation for awards should be absolutely final and not subject to review or alteration by any other body. In fact, they refused to serve under any other condition. They held a regular meeting, where all members were present in person or by proxy, including Dr. H. W. Wiley, and transacted business in a thorough and conscientious manner. They selected chemists of whose integrity they were certain to make the necessary analyses and instructed them fully what tests to apply to each food product entered in competition. They further instructed these chemists to report back to the Commission on Tests and under no circumstances to give the results of their work to the officers of the Exposition Co. or to any exhibitor. After a consideration of these analyses the Commission on Tests directed that awards be granted to a number of food products, among them the Calumet Baking Powder Co.

Neither the Calumet Baking Powder Co., nor any officer of it, had anything whatever to do with the promotion, management or granting of awards at this exposition. It simply leased space, installed an exhibit and received an award.

Immediately after the appearance of this article in the National Food Magazine the Royal Baking Powder Co. sent to nearly every newspaper in the country extracts from it attacking this award and the quality of Calumet baking powder. These extracts were to be printed as solid news items and not as advertisements or as emanating from them.

If the Royal Baking Powder Co. was not directly responsible for the original article in the National Food Magazine, it immediately took advantage of it in this manner.

The facts in the case prove that the Calumet Baking Powder Co. honestly and honorably received this highest award on baking powder and should be justly proud of same.

Calculated piety is the poorest kind of calculation.

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.
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We are manufacturers of

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For Ladies, Misses and Children

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LITTLE FELLOWS'
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YOUNG MEN'S CLOTHES

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Green Ribbon for St. Patrick's Day

Number two at 25 cents per piece.

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It is the correct shade for this purpose. Mail orders given prompt attention.

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Look us over.

Grand Rapids Dry Goods Co.

Wholesale Dry Goods

Grand Rapids, Mich.



All Great Business Heads Not Residents of Cities.

Written for the Tradesman.

"I want to tell you," said the schoolmaster, "that all the great business heads are not resident in the city. There have been great enterprises undertaken by comparatively unknown men, who never saw the inside of a mercantile house."

"Something new on tap now, Tom?" queried the drummer from Jackson.

"Not new but old, my boy. I am thinking of Nab Fenway, the greenest specimen that ever struck the pike, a veritable country gawky who didn't know where to put his hands when he was in the presence of the gentler sex. He was a real out and out greenhorn and no mistake; the butt of all good natured fun, rather half witted in most things—in fact, the dunce of the school."

"And so this half-witted chap is the hero of your tale, Mr. Tanner," and the drummer settled himself for another smoke. He had often heard the somewhat loquacious schoolmaster, and when he was at leisure, as now, nothing suited him better than to listen to a story of ye olden time.

"Nab Fenway was nothing if not original," proceeded the master. "He was one of my pupils at the Rockland school forty years ago, and I honestly tried my best to make something of him. His parents were dead and he had a hard time of it making a living. He ceased coming to school after he was 19 and went to work on a farm for ten a month and board.

"Although most of the smart young fellows made sport of Nab he did not seem to mind. He had many original ideas, and in some respects was as keen as a brier. I liked the boy in a way and more than once went out of my way to help him. He seemed to appreciate a kindly word and often came five miles to see and discuss his plans with me.

"'Nobody else takes an interest in what I say,' the boy confided to me. 'They all think I am a poor fool—but you are different.' His eyes would kindle and his plain face would light up with the fire of something akin to genius while he talked.

"He confided his dearest thoughts to me; his ideas on this and that; his anxiety to get on in the world. He meant to become an inventor and sometime startle the world with something in mechanics never before heard of. I smiled at his talk and assured him that his ambition was a laudable one. When, however, he imparted to me in a low, husky, excited voice that he had discovered perpetual motion I frowned at once

and coolly informed him that he must not harbor such foolish ideas.

"My sharp calling down dampened his ardor. His face grew solemn and he sat shuffling his big feet and saying not a word for a long time. At length he lifted his eyes to my face and said, while a tear rolled down his cheek: 'So you don't think I am right about this perpetual motion business?' I assured him that I certainly knew that he was wasting his time on a chimera like that. He dropped his face into his hands and remained in that dejected attitude for a long time. I felt sorry for the boy, but what else could I do? Certainly it would not have been a kindness to fall in with his ideas and lead him on to hopeless failure."

"No," said the drummer, "you did perfectly right. I can see the ending of your story all right enough."

"Well?"

"Once knocked out of his fool's paradise, your hero turns his mind to other things, and finally invents something worth while and became a second Edison." The drummer removed his cigar and smiled knowingly. "That's the way with them all. First going off these geniuses are more than half fool. Something pops into their heads, however, and it comes out a real live invention. Ha! ha! I've been there before, Mr. Tanner."

The master frowned as if displeased.

"Anything more?" he asked. "Perhaps you know the story better than I do. If so—"

"No, no, Tom," interjected the drummer quickly. "I meant no harm. Go on and finish the tale. I suppose Nab Fenway is now a member of Congress, or a judge on the bench; it doesn't matter, I want to hear the last of it all the same."

"When the boy lifted his face again, now wet with tears, he asked in a doleful minor key what he was good for anyhow. 'I've dreamed dreams and thought big things and now you knock me down with your good sense as a butcher does an ox with an ax. I ain't good for anything in this world. Being a farmer's drudge for board and clothes isn't worth living for; I'd rather die and have done with it.' Wasn't that a corker? I was almost sorry I had said anything against his fooling with perpetual motion. He might have enjoyed himself with dreams and been none the worse after all."

"True enough," agreed the man from Jackson.

"I soothed the poor chap as best I could; assured him that farming

was an honorable calling, and that he might some day own a big farm, stocked with cattle, sheep and hogs, have money in the bank and become the big man of his township. At that he brightened a little. 'I ain't cut out for that,' he declared, 'but I don't s'pose there's much use striving for anything better.' He wiped his eyes with a yellow cotton handkerchief and took his departure.

"I did not see Nab Fenway again until five years later. He came then into my school office with a broad smile on his face and a warm handshake for his old teacher. He had certainly changed in those five years. He was a man now, with a straight body, well carried head and an easy swing to his step. His clothes fitted him; they were well cut, and his every move indicated confidence in himself and a fair share of worldly prosperity.

"I invited him home with me. There, beside the fire, he told me his story. He was in a prosperous commission business, buying and shipping produce, rapidly climbing upward into the area of the business world; happily married, with one tot at home to call him dad. I was interested. He had given no more thought to inventions after that interview with me in the long ago. Instead, he turned his ideas toward Mother Earth and got his start from the soil, and sandy soil at that.

"After he left me, with his castles tumbled into eternal smash, he went back to his farm work, resolved on remaining what he was, a common plowboy, for the rest of his days. The farmer had a daughter about Nab's age who seemed to feel sorry for her father's workingman. She came to him one day with a paper in her hand and pointed out a paragraph that opened the boy's eyes and set him to thinking. It had something to do with squashes."

"From perpetual motion to squashes!" exclaimed the drummer. "What a fall was there, my countrymen!"

"Not a bit of it as you shall hear," went on the master. "The price of Hubbard squashes was at that time very high in the Boston market. Nobody seemed to think it worth while to raise more than a few in the garden at that time. An idea popped into the head of Nab when Julia told him, with sparkling eyes, that a man could make a nice little speck raising squashes for the Boston market. 'If I was a man that's what I'd do.'"

"The boy had great faith in Miss Julia. He knew a man down near the Lake Michigan shore who had farmed a forty unsuccessfully and who was then at work in one of the mills at a town on the lake. Nab had saved a little money and when his year was up he quit the farmer and visited the city of lumber and sawdust by the lake. Seth Caster told him he could have the use of his land for a year for simply paying the taxes. The youngster quickly clinched the bargain, went into the woods for the winter, came out in the spring and hid him to the sand

forty. Hiring a team he went to work.

"He planted thirty-five acres to Hubbard squashes and cared for them faithfully all through the growing season. Men called him a fool. He was laughed at and geyed unmercifully. This had so often been his lot Nab stood it like a major, trusting to Providence and hard work for his innings. He had them, too, despite all the sneers and jibes of the rabble."

"He made good, eh?"

"That he did. He shipped several carloads of squashes, sold them at a good price, and found when he reckoned up in the fall that he had the snug sum of three thousand dollars to his credit in the bank. That was the beginning. To-day Norburt Fenway lives in Chicago, retired, wealthy and respected. He and Julia, his wife, are happier as old lovers than they were in the hey-day of their youth."

Old Timer.

Good on the Lawyer.

A lawyer of this city, distinguished in his profession, owns a delightful summer home at one of the Northern Michigan resorts. His neighbors there tell this story about his youngest child, a girl not more than 6. After much coaxing she prevailed on her father to buy her a donkey and cart. The first day of the donkey's arrival, he was permitted to browse on the lawn. The child followed the little animal about, and thinking his countenance wore an uncommonly sad expression she cautiously approached, and stroking his nose gently with her little hands, said: "Poor donkey, you feel lonesome, don't you? But, never mind, papa will be here to-morrow, and then you will have company."

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

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If You Go Fishing

and don't catch anything,
just remember that

Hotel Livingston

Grand Rapids

has an exceptionally appetizing way of cooking FISH that someone with better luck just caught.

Movements of Michigan Gideons.

Detroit, March 9—Eighty-five Bibles have been ordered for the Oriental Hotel. This will give to each guest room a copy of the Word and make this annex to the Griswold House equally favored with it. This gives to the Postal & Morey hotels 216 copies of the Bible, which allows one book to each guest room for the hotels under their management.

Another auxiliary came to our ranks recently: A fine daughter arrived in the home of our good brother, W. D. Van Schaack. We are glad to hear that both mother and child are doing well and hope that we may soon be privileged to again hear the sweet voiced song from the lips of the mother in our Griswold House meetings.

George A. Webb ran in from Indianapolis to be at home over the Sabbath and, of course, we were all pleased to have him, with his wife, at the Sunday night service to favor us with music, which added so much to the occasion.

What do you think! That Capital City of ours is laying plans to capture the next National convention. Well, after the metropolis has tried for three successive years to land it, and came within a hair's breadth last year of so doing, the boys of Camp No. 1 are liable to get up and hustle so that our State should be enabled to capture the prize. Possibly it is a good thing for the competition, for work necessary for the securing of it to our fair State is now likely to be done.

The service at the Griswold House Sunday night was largely attended, the room being well filled. Brother Dan. Bennett led the meeting, choosing the 103d Psalm as his theme. Miss Evo was at her best and rendered two solos in a very beautiful manner. This sweet singer is gifted with a wonderful voice, and with her capabilities makes possible wonderful results in the touching of men's hearts. She will be engaged in special services out of the city for some time in the near future and thus we will be deprived of her presence. She will be missed but warmly welcomed on her return. Brother and Sister Webb sang a duet which proved their value to a service of this kind and we only wish they might more frequently be present.

The Gideons' hearts were made to rejoice to have J. J. Kinsey, former Camp President, at the meeting. Also for the many testimonies recognizing the value of placing Bibles in the guest rooms of the House, which were so highly appreciated, not only as a new feature in the traveler's life, but one of real value. The question now for the Camp to consider is, Which hotel next and how will the funds be obtained?

R. A. Baskerville, of this city, made a Northern trip last week, selling hot water heaters.

Gilbert H. Harrison, of Benzonia, representing the Royal Tailors, of Chicago, was at Charlevoix over Sunday and attended Congregational services.

W. D. Barnard, of Manistee, made

his Northern Michigan trip last week and sent a long well-filled package of orders to his firm by special messenger. Aaron B. Gates.

Resolutions of Condolance and Sympathy.

At a meeting of Grand Rapids Council, No. 131, U. C. T., the following resolution was unanimously adopted:

Whereas—It was the will of Almighty God and Supreme Counselor of the Universe to take from the home and fireside of our esteemed brother, L. B. Glover, his dearly beloved wife; therefore be it

Resolved—That we, as a Council and as individuals, extend him our most sincere and heartfelt sympathy in his hour of great sorrow and sad bereavement, hoping that we may help to brighten his desolation by a warmer grasp of a friendly and brotherly hand and contribute some ray of light and comfort to him in this his darkest hour.

Resolved—That a copy of these resolutions be sent to our esteemed brother and to the Michigan Tradesman and also transcribed on the records of the Council.

W. B. Holden,
W. E. Mellinger,
F. B. Ewing,
Committee.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, March 10 — Creamery, fresh, 24@30c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 20c.

Live Poultry — Fowls, 15@16c; ducks, 16@17c; geese, 13c; old cox, 10@10½c; springs, 15@16c; turkeys, 18@22c.

Dressed Poultry — Fowls, 15@16½; 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.

Rea & Witzig.

As a steamer was leaving the harbor of Athens, a well-dressed young passenger approached the captain and, pointing to the distant hills, inquired: "What is that white stuff on the hills, captain?" "That is snow, madam," answered the captain. "Is it, really?" remarked the lady. "I thought so myself, but a gentleman has just told me it was Greece."

An Owosso correspondent writes as follows: W. E. Lemon, who for the past few months has been with the W. W. Kimball Co., at Grand Rapids, has a position with the Acetylene Apparatus Manufacturing Co., of Chicago, as traveling representative in New York, where he will take up his work the coming year.

An Adrian correspondent writes: George A. Cochrane succeeds E. G. Kuney as traveler for the Michigan Fence Co., and has started out on his first trip into eastern Ohio territory. He will make his headquarters in Adrian.

BE OF GOOD CHEER.

"Of all virtues," says S. C. Goodrich, "cheerfulness is the most profitable." It is easy to sing in sunshine, but remember that the robin sings still more sweetly in the rain. This is fickle weather, and the more we can drive the gloom of despondency away, the sooner the times will really brighten for us.

Did you ever think how much better things look when we are in good humor? The man or woman who enters your door for the purpose of making a purchase may be in a cheerful mood. If you meet them with a long face, their ardor at once cools. They have less interest in the article, and in five cases out of ten will leave without making the purchase. If, on the other hand, they feel depressed themselves, the goods do not look right. It takes your most cheery mood to banish the blues and throw upon your stock the bright sunshine of well meaning, honest cheer.

"Blessed are the joy-makers," says Dr. Holmes; and, again, "Mirth is God's medicine; everybody ought to bathe in it." We have the best of evidence that cheer is conducive to longevity, which is certainly sufficient reason for maintaining it. While the chronic grumbler may attain to a good old age, he does it in spite of his melancholy, rather than through it. On the other hand, the most active old people are, as a rule, the most cheery.

As a means of business, don't allow April weather to disarrange your moods and feelings. If you see the clouds gathering, go to the door and inhale a few long, full breaths of fresh air, if the situation does not warrant a brisk five minute walk. Fight the clouds of depression and cultivate the ability to whisk them away from those around you. In no other way will your goods appear in the light they deserve.

THE DISCARDED BOX.

You have many boxes and other packages which are of no use except for kindling, yet you sometimes destroy them with regret, thinking what a bonanza some of them would have been in your own family at one time.

This is the season when the housewife is making many changes in her home, renovating, packing away and in various ways needing some of the

things which you are throwing on the waste heap. She would lift her hands in amazement at a realization of what you are destroying. Yet you must have the place cleared of trumpery; and unless she will come to the rescue, the destroying element must be given full sway.

Next time you are tempted to burn a well-made box, set it aside and see if you can not dispose of it in another way. Some little girl in need of a book case will come in, and be delighted at the offer of one almost ready to use, or her mother may be in need of one for a window seat and shirt waist box combined. She will readily see the possibilities in a smooth wooden box of suitable dimensions and will enquire if you have a pretty piece of cretonne or mercerized goods with which to cover it. Perhaps a stain and varnish, or a coat of paint will appeal to her. In either case you will not only receive her thanks for the box, but probably her order for the necessities with which to convert it into a thing of use and beauty.

This is certainly a more profitable way of disposing of waste material than dumping it onto the rubbish heap, and it is one which will be gratefully remembered by patrons whose wants are thus supplied.

The New York Herald devotes considerable space to recounting the gastronomic progress of New York. The manager of one of the large hotels asserts that in his place alone the consumption in one month was 61,981 pounds of beef, 33,452 pounds of filet, 11,500 pounds of mutton and lamb, 24,267 poultry, 7,810 squabs, 566,000 oysters, 10,110 lobsters, 11,768 pounds fish, 23,049 pounds butter, 83,868 eggs, 22,000 quarts of milk, 11,000 quarts of cream and 3,673 pounds of coffee. Enormous quantities of game imported from Europe are used daily in the hotels and restaurants. Bear meat was a recent feature and one shipment of seventy-five wild boars from Germany quickly disappeared at New York's tables. Game from Europe can now be imported more quickly and advantageously than it can be obtained from the American Far West. Asparagus at \$2 for six or seven stalks was a recent specimen of edible extravagance.

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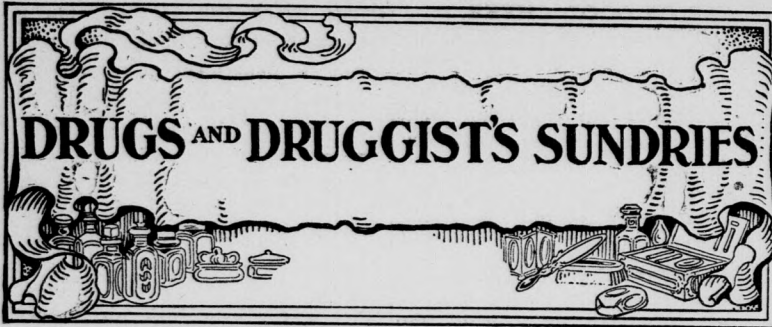
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Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.
 Next Meeting—Grand Rapids, March 16, 17 and 18, 1909.

Michigan State Pharmaceutical Association.

President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. E. Way, Sparta.

How the Druggist Got Rich.

Written for the Tradesman.

Druggist Brown sat at his desk intent on some figuring. It was nearly closing time and the streets were almost deserted.

Brown had just called up the City Treasurer and learned that his taxes were \$92.80 and he was trying to figure out where the money was coming from. Certainly he could raise it easily enough if he could collect a small part of his outstanding accounts.

Br-r-r went the telephone.

"Hello!"

"Send me up a stick of licorice and five cents' worth of flax seed—Charlie has an awful cough," was what he heard.

"Say," continued the voice, "send me a sample bottle of Dr. King's New Discovery."

The druggist told his customer that his delivery boy had gone home and he would have to wait until he closed and he would bring the articles himself. It meant a walk of three blocks out of his way to deliver the stuff, but he knew he would make an everlasting enemy if he refused, and this customer owed him \$17.25.

As he hung up the receiver the door opened and in came old Dr. Perkins.

"Hello, Brown," he called out.

"Good evening, doctor," replied the druggist.

"Here is a prescription for Mrs. Rankin; send it over right away," continued the doctor. And helping himself to the best cigar in the case, he went out.

The druggist looked at the prescription. It was only a fifteen cent preparation; but the Rankins owed him \$12 already and Mr. Rankin was out of work.

The next minute Miss Nellie Van Camp came in.

"Oh, Mr. Brown, I want some more of that fine perfume, and a box of imported Roger & Gallet face powder, and ten cents' worth of postage stamps, and please may I use your phone," she exclaimed in one breath.

The Van Camps were society peo-

ple, always had their purchases charged and paid their bills when they had to; which was usually about once a year.

The druggist charged the articles, also ten cents for the use of the phone, as it was a long-distance call.

His next customer was a small boy with a coupon for a free sample bottle of cough cure. He got the bottle and, after rubbing his dirty wet mittens on the showcase, went out, leaving the door open behind him.

Following the boy customer came Hayes, the hardware man, and a neighbor of his. They each bought a 5 cent cigar and Hayes bought some other things, and after kicking about "the druggist's profit"—Hayes always got his drugs at wholesale as he was on the druggist's liquor bond—paid for them and went out. The sale amounted to eighty-five cents.

The druggist started for the back of the store hoping he would be able to prepare the prescription for Mrs. Rankin and get away before any one else came in, for he was tired. But Fate was not so kind to him. He had not yet finished his task when the telephone rang and a surly voice wanted to know when he was going to send that licorice and flax seed, ending by saying, "If you don't want to deliver the goods we will get them elsewhere."

Brown mollified the customer the best he could, telling him that he would send the goods over in a few minutes. Hanging up the receiver, he turned to meet Mrs. Jamison and several other ladies who had just come in.

"Just the man we wanted to see!" exclaimed Mrs. Jamison smiling.

"We have just been having a meeting to devise some way of raising \$1,500 to buy a pipe-organ for the church, and knowing you would be pleased to help I put you down for ten dollars."

Poor Brown groaned. Why did they always come to him first? If there was money to be raised for the church, he was generally the first victim; if it was charity, he got the first chance; if it was a Fourth of July celebration, Brown first. He was completely disgusted but signed opposite the ten dollars and the ladies left the store.

"Twenty-four years in the drug business," he soliloquized, "and not a cent better off than when I started. No vacations, or Sundays off, no evenings with my family, only work, work, and still there are people who talk of the druggist's '100 per cent.' profit, and call him 'old stingy' when he puts his name down for ten

dollars on the church subscription, saying, 'A man who gets money as easily as you do ought to give twenty-five.'

"Looks as if Jack would have to cut one year off his college course and I see where I am elected to wear that old overcoat another winter. But, of course, they must have their pipe-organ—couldn't get to Heaven without that," he continued, and added, "such is life."

Slowly he counted the \$14.35 in the cash register, representing his day's cash sales, and putting it into the safe started out to deliver the ten cent order and the fifteen cent prescription. W. B. Minthorn.

Some Winter Candy Hints.

Aniseed Drops.

Sugar, crystal A..... 5 lbs.
 Water 22 ozs.
 Cream tartar 40 grs.
 Oil anise 40 min.
 Red color, enough.

Put the sugar in a suitable container; add the water and the cream of tartar. Cook to 335 degrees Fahrenheit; pour out on an oiled slab; as it cools add the oil of anise and the color; fold over until cool enough to handle, then work thoroughly and stamp into "drops."

Wild Cherry Drops.

Sugar, crystal A 4 lbs.
 Water 1 pt.
 Cream tartar 24 grs.
 Essence bitter almond 3 drs.
 Powdered orris 3 drs.
 Red color, enough.

Cook the sugar, water and cream of tartar to 335 degrees Fahrenheit. Pour out on an oiled slab; let it cool a little; add the extract, the orris and the color. When cool enough, work thoroughly and stamp into "drops."

Hoarhound Drops.

Hoarhound 2 ozs.
 Sugar 20 lbs.
 Water 8 pts.
 Cream tartar 90 grs.

Boil the hoarhound with 3 pints of water until reduced to 1 pint, and squeeze through muslin. Cook the sugar with 5 pints of water and the cream of tartar to 335 degrees Fahrenheit; add slowly the infusion of hoarhound and cook the batch to 340 degrees. Pour out on an oiled slab, fold over the edges as it cools and when cool enough stamp into tablets.

Licorice Drops.

Sugar 12½ lbs.
 Water 3 pts.
 Cream tartar 1 dr.
 Powdered extract licorice.. 1 oz.
 Oil wintergreen 30 min.
 Oil anise 20 min.
 Powdered charcoal 1 dr.

Cook the sugar, water and cream of tartar to 340 degrees Fahrenheit; pour out on an oiled slab; add the other ingredients, and fold and knead until well mixed; then stamp into "drops."

"Sky Holes" Are Real Puzzlers.

Holes in the sky have puzzled the astronomers with their depths that no telescope can fathom; their dark void spaces which form here and there large black spots in the midst of the

luminous star dust, especially in the Milky Way. Sundry hypotheses have been advanced to explain these strange appearances. The simplest of all is that we have here celestial deserts altogether without stars. But E. E. Barnard of the Yerkes observatory believes that these abysses have objective existence and are filled with nebulous matter. They are empty of stars, but not of substance, and reveal to us in certain regions of space the existence of a dark nebulous substratum.

Since the hypothesis of Laplace, the nebular hypothesis, has been opposed by that of Lockyer, that is, by the meteoritic hypothesis, according to which the nebulae are not necessarily destined to develop into suns, it seems probable that these sidereal formations of gaseous matter, like the stars themselves, are not eternal; that they are born and disappear, and that after their death they may remain obscure and invisible in the shades of space, except when their presence is revealed to us by the absorption that they exert on the light of more distant stars.

However the connection that exists between the nebular and the celestial voids, the strange fact that the outer layers of a nebula seem to melt into the darkness of the sky, as if this obscurity were something really tangible, all these peculiarities, even now so little known, will doubtless some day aid in revealing to us the real constitution of the universe.

Making Mucilage in the Prescription Bottle.

When dispensing bismuth subcarbonate, sodium bicarbonate, magnesium carbonate, or similar ingredients with pulverized tragacanth compound, don't use a mortar. Just roughly mix the powders, including the pulverized tragacanth compound, on a paper. Put an ounce or two of water into the bottle and pour the roughly mixed powders from the paper into the bottle and shake. Not a lump of any kind will be found. This method is quicker than using a mortar and it results in a very good preparation.

Syrup of Marshmallow.

Marshmallow root 50 parts
 Alcohol 30 parts
 Sugar 650 parts

Water, a sufficiency.

Wash the marshmallow root in cold water and macerate, with frequent shaking, for three hours, in a mixture of alcohol 30 parts, water 400 parts, and strain without pressing. Heat the strained liquid to the boiling point, and filter while warm. In 350 parts of the filtered liquid dissolve the sugar, heating to the boiling point.

Making Ointments of Balsam of Peru.

Many have experienced difficulty in compounding ointments containing balsam of Peru. The balsam can be readily incorporated into any base by first treating it with a small quantity of potassium hydroxide.

WHOLESALE DRUG PRICE CURRENT

Acidum	60@ 8	Copaiba	1 75@ 1 85	Scilla	50@ 50
Benzoleum, Ger.	70@ 75	Cubebae	2 15@ 2 25	Scilla Co.	50@ 50
Boracic	16@ 23	Erigeron	2 35@ 2 50	Tolutan	50@ 50
Carbolicum	16@ 23	Evechthitos	1 00@ 1 10	Prunus virg	50@ 50
Citricum	50@ 55	Gaultheria	2 50@ 4 00	Zingiber	50@ 50
Hydrochlor	3@ 5	Geranium	2 50@ 4 00		
Nitrosum	8@ 10	Gossypii Sem gal	70@ 75	Tinctures	
Oxalicum	14@ 15	Hedeoma	3 00@ 3 50	Aloes	60@ 60
Phosphorium, dil.	44@ 41	Juniper	40@ 20	Aloes & Myrrh.	60@ 60
Salicylicum	44@ 41	Lavendula	90@ 60	Anconitum Nap'sF	50@ 50
Sulphuricum	13@ 15	Limons	2 00@ 2 25	Anconitum Nap'sR	50@ 50
Tannicum	75@ 85	Menta Piper	1 75@ 1 90	Arnica	50@ 50
Tartaricum	38@ 40	Menta Verid	3 00@ 3 50	Asafoetida	50@ 50
		Morruhuac, gal.	1 60@ 1 85	Atrope Belladonna	60@ 60
Ammonia		Myrica	3 00@ 3 50	Aurant Cortex	50@ 50
Aqua, 18 deg.	4@ 6	Olive	1 00@ 1 20	Barosma	50@ 50
Aqua, 20 deg.	6@ 8	Piscl Liquida	10@ 12	Benzoin	50@ 50
Carbonas	13@ 15	Piscl Liquida gal.	40@ 40	Benzoin Co.	50@ 50
Chloridum	12@ 14	Ricina	94@ 100	Cantharides	50@ 50
		Rosae oz.	50@ 70	Capsicum	50@ 50
Aniline		Rosmarini	21@ 20	Cardamon	50@ 50
Black	2 00@ 2 25	Sabina	90@ 100	Cardamon Co.	50@ 50
Brown	80@ 100	Santal	2 40@ 2 50	Cassia Acutifol	50@ 50
Red	45@ 50	Sassafras	85@ 90	Cassia Acutifol Co	50@ 50
Yellow	2 50@ 3 00	Sinapls. ess. oz.	40@ 45	Castor	50@ 50
		Succini	40@ 45	Catechu	50@ 50
Bacca		Thyme	40@ 50	Cinchona	50@ 50
Oubebae	28@ 30	Thyme, opt.	1 60@ 1 80	Cinchona Co.	50@ 50
Juniperus	10@ 12	Theobromas	15@ 20	Columbia	50@ 50
Xanthoxylum	30@ 35	Tigil	10@ 12	Cubebae	50@ 50
				Digitalis	50@ 50
Balsamum		Potassium		Ergot	50@ 50
Copaiba	65@ 75	Ri-Carb	15@ 18	Ferri Chloridum	50@ 50
Peru	2 75@ 2 85	Richromate	13@ 15	Gentian	50@ 50
Terabin, Canada	75@ 80	Bromide	25@ 30	Gentian Co.	50@ 50
Tolutan	40@ 45	Carb	12@ 15	Guaiaca	50@ 50
		Chlorate	12@ 14	Guaiaca ammon.	50@ 50
Cortex		Cyanide	30@ 40	Hyoscymus	50@ 50
Abies, Canadian.	18	Iodide	2 50@ 2 60	Iodine	50@ 50
Cassia	18	Potassa, Bitart pr	30@ 32	Iodine, colorless	50@ 50
Cinchona Flava	60	Potassa Nitras opt	7@ 10	Kino	50@ 50
Buonyma atro.	20	Potassa Nitras	6@ 8	Lobelia	50@ 50
Myrica Cerifera	15	Prussiate	23@ 26	Myrrh	50@ 50
Prunus Virginl.	15	Sulphate po	15@ 18	Nux Vomica	50@ 50
Quillala, gr'd.	24			Opil, camphorated	50@ 50
Sassafras, po 25	20			Opil, deodorized	50@ 50
Ulmus	20			Quassia	50@ 50
		Radix		Rhatany	50@ 50
Extractum		Aconitum	20@ 25	Rhel	50@ 50
Glycyrrhiza, Gla.	24@ 30	Althae	30@ 35	Sanguinaria	50@ 50
Glycyrrhiza, po.	28@ 30	Anchusa	10@ 12	Serpentaria	50@ 50
Haematox	11@ 12	Arum po	20@ 25	Stromonium	50@ 50
Haematox, 1s	13@ 14	Calamus	20@ 40	Tolutan	50@ 50
Haematox, 1/2s	14@ 15	Gentiana po 15	12@ 15	Valerian	50@ 50
Haematox, 1/4s	16@ 17	Glycyrrhiza pv 15	16@ 18	Veratrum Veride	50@ 50
		Hellebore, Alba	12@ 15	Zingiber	50@ 50
Ferru		Hydrastis, Canada	2 50@ 2 60		
Carbonate Precip.	15	Hydrastis, Can. po	2 60@ 2 70	Miscellaneous	
Citrate and Quina	2 00@ 2 10	Inula, po	18@ 22	Aether, Spts Nit 3f 30@ 35	
Citrate Soluble	55	Ipecac, po	2 00@ 2 10	Aether, Spts Nit 4f 34@ 38	
Ferrocyanidum S	15	Iris plox	35@ 40	Alumen, grd po 7 3@ 4	
Solut. Chloride	15	Jalapa, pr.	25@ 30	Annatto	50@ 50
Sulphate, com'l	2	Maranta, 1/4s	25@ 30	Antimoni, po	40@ 50
Sulphate, com'l, by	70	Podophyllum po	15@ 18	Antimoni et po T	40@ 50
bbl. per cwt.	7	Rhel	75@ 100	Antifebrin	50@ 50
Sulphate, pure	7	Rhel, cut	1 00@ 1 25	Antipyrin	50@ 50
		Rhel, pv	75@ 100	Argentil Nitras oz	10@ 12
Flora		Sanguinaria, po 18	20@ 25	Arsenicum	60@ 65
Arnica	20@ 25	Scilla, po 45	20@ 25	Balm Gilead buds	60@ 65
Anthemis	50@ 60	Senega	35@ 40	Bismuth S N	1 65@ 1 85
Matricaria	30@ 35	Serpentaria	50@ 55	Calcium Chlor, 1s	10@ 12
		Smilax, M	25@ 30	Calcium Chlor, 1/2s	10@ 12
Folia		Smilax, off's H	48	Calcium Chlor, 1/4s	10@ 12
Barosma	45@ 50	Spigella	1 45@ 1 50	Cantharides, Rus.	20@ 20
Cassia Acutifol.	15@ 20	Symplocarpus	25@ 30	Capsici Fruc's af	20@ 22
Tinnevely	25@ 30	Valeriana Eng.	15@ 20	Capsici Fruc's po	20@ 22
Cassia, Acutifol.	25@ 30	Valeriana, Ger.	15@ 20	Cap'i Fruc's B po	20@ 22
Salvia officinalis.	18@ 20	Zingiber a	12@ 16	Carmine, No. 40	20@ 22
1/4s and 1/2s	8@ 10	Zingiber j	25@ 28	Carphyllus	20@ 22
Gummi				Cassia fructus	35@ 35
Acacia, 1st pkd.	45@ 50	Semen		Cateceum	35@ 35
Acacia, 2nd pkd.	45@ 50	Anisum po 20	13@ 15	Centraria	10@ 10
Acacia, 3rd pkd.	45@ 50	Apium (gravel's)	4@ 6	Cera Alba	50@ 55
Acacia, sifted sts.	18@ 20	Bird, 1s	7@ 8	Cera Flava	40@ 42
Acacia, po	45@ 50	Cannabis Sativa	70@ 90	Crocus	30@ 35
Aloe, Barb	22@ 25	Cardamon	15@ 18	Chloroform	34@ 64
Aloe, Cape	25@ 25	Carul po 15	25@ 30	Chloral Hyd Crss 1	35@ 1 50
Aloe, Socotri	45@ 50	Chenopodium	12@ 14	Chloro'm Squibbs	20@ 25
Ammoniac	55@ 60	Corlandrum	75@ 100	Cinchonid'e Germ	38@ 48
Asafoetida	35@ 40	Cydonium	2 00@ 2 25	Cinchonidine P-V	38@ 48
Benzoinum	50@ 55	Dipterix Odorate 2	00@ 2 25	Cocaine	2 80@ 3 00
Catechu, 1s	13@ 15	Foeniculi	7@ 9	Corks list, less 75%	45@ 45
Catechu, 1/2s	14@ 15	Foenugreek, po.	4@ 6	Creosotum	45@ 45
Catechu, 1/4s	15@ 16	Lini	3@ 6	Creta, bbl. 75	11@ 11
Comphorae	60@ 65	Lini, gr'd. bbl. 2%	3@ 6	Creta, prep.	11@ 11
Euphorbium	40@ 40	Lobelia	75@ 80	Creta, precip	11@ 11
Galbanum	21@ 20	Pharlaris Cana'n	9@ 10	Creta, Rubra	11@ 11
Gamboge	25@ 1 35	Rapa	5@ 6	Cudbear	24@ 24
Gauclacum po 35	45@ 45	Sinapis Alia	8@ 10	Cupri Sulph	8@ 10
Kino	45@ 45	Sinapis Nigra	9@ 10	Dextrine	7@ 10
Mastic	45@ 45			Emery, all Nos.	8@ 8
Myrrh	50@ 50	Spiritus		Emery, po	8@ 8
Opium	45@ 47	Frumentil W. D.	2 00@ 2 50	Ergot	60@ 65
Shellac	60@ 65	Frumentil	1 25@ 1 50	Ether Sulph	35@ 40
Shellac, bleached	60@ 65	Juniperis Co.	1 75@ 2 00	Flake White	12@ 15
Tragacanth	70@ 1 00	Juniperis Co O T	1 65@ 2 00	Gaula	30@ 30
		Saccharum N E	1 90@ 2 10	Gambler	8@ 9
Herba		Sst Vinl Galll	1 75@ 2 00	Gelatin, Cooper.	60@ 60
Absinthium	45@ 60	Vini Albia	1 25@ 2 00	Gelatin, French.	35@ 60
Eupatorium oz pk	25	Vini Oporto	1 25@ 2 00	Glassware, fit boo 75%	75@ 75
Lobelia	25			Less than box 70%	11@ 13
Majorum oz. pk	23	Sponges		Glue, brown	11@ 13
Mentha Pip. oz pk	23	Extra yellow sheeps'	1 25	Glue, white	13@ 25
Mentha Ver. oz pk	23	wool carriage	3 00@ 3 50	Glycerina	18@ 24
Rue	25	Florida sheeps' wool	3 00@ 3 50	Grana Paradisi	25@ 25
Tanacetum V.	22	carriage	1 25	Humulus	35@ 60
Thymus V. oz pk	22	Grass sheeps' wool	1 25	Hydrarg Amm'o	12@ 12
		Hard, slate use.	1 00	Hydrarg Ch. Mt	87@ 87
Magnesia		Nassau sheeps' wool	3 50@ 3 75	Hydrarg Ch Cor.	87@ 87
Calcined, Pat.	55@ 60	carriage	3 50@ 3 75	Hydrarg Ox Ru'm	97@ 97
Carbonate, Pat.	18@ 20	Velvet extra sheeps'	2 00	Hydrarg Ungue'm	50@ 60
Carbonate, K-M.	18@ 20	wool carriage	2 00	Hydrargyrum	75@ 75
Carbonate	18@ 20	Yellow Reef, for	1 40	Ichthyobolla, Am.	90@ 1 00
		slate use	1 40	Indigo	75@ 1 00
Oleum				Iodine, Resubli	3 85@ 3 90
Absinthium	4 90@ 5 00	Syrups		Iodoform	3 90@ 4 00
Amygdalae Dulc.	75@ 85	Acacia	50@ 50	Liquor Arsen et	25@ 25
Amygdalae, Ama	8 00@ 8 25	Aurant Cortex	50@ 50	Hydrarg Iod.	25@ 25
Anisi	1 75@ 1 85	Ferri Iod	50@ 50	Liq Potass Arsenit	100@ 1 10
Aurant Cortex	4 00@ 4 25	Ipecac	50@ 50		
Bergamul	8 50@ 9 00	Rhel Arom	50@ 50		
Cajuputi	8 50@ 9 00	Smilax Om's	50@ 50		
Carophylli	1 10@ 1 20	Senega	50@ 50		
Cedar	50@ 50				
Chenopadii	3 75@ 4 00				
Cinnamoni	1 75@ 1 85				
Citronella	50@ 60				
Conium Mac	80@ 90				

Lupulin	40@ 40	Rubia Tinctorem	12@ 14	Vanilla	9 00@ 9 00
Lycopodium	70@ 75	Saccharum La's	18@ 20	Zinci Sulph	7@ 7
Macis	65@ 70	Salacin	4 50@ 4 75		
Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50		
Mannia S. F.	60@ 70	Sapo, G	15@ 15		
Menthol	2 65@ 2 85	Sapo, M	10@ 12		
Morphia, SP&W	2 90@ 3 15	Sapo, W	13@ 16		
Morphia, SNYQ	2 90@ 3 15	Seidlitz Mixture	20@ 22		
Morphia, Mal.	2 90@ 3 15	Sinapis	20@ 22		
Moschus Canton.	40@ 40	Sinapis, opt.	30@ 30		
Myristica, No. 1	25@ 25	Snuff, Maccaboy,	51@ 51		
Nux Vomica po 15	10@ 10	DeVoes	51@ 51		
Os Sepia	35@ 40	Snuff, S'h DeVoes	51@ 51		
Pepsin Saac, H &	1 00@ 1 00	Soda, Boras	6@ 10		
P D Co	1 00@ 1 00	Soda, Boras, po.	6@ 10		
Piscl Liq N N 1/2	1 00@ 1 00	Soda et Pot's Tart	25@ 28		
gal doz	2 00@ 2 00	Soda, Carb	1 1/2@ 2		
Piscl Liq qts	1 00@ 1 00	Soda, Bl-Carb	3@ 5		
Piscl Liq pints.	1 00@ 1 00	Soda, Ash	3 1/2@ 4		
Pil Hydrarg po 80	50@ 50	Soda, Sulphas	2@ 2		
Piper Alba po 35	30@ 30	Spts. Cologne	2@ 2		
Piper Nigra po 22	18@ 18	Spts. Ether Co.	50@ 55		
Pix Burgum	5@ 5	Spts. Myrcia	2@ 2		
Plumbi Acet	12@ 15	Spts. Vini Rect bbl	2@ 2		
Pulvis Ip'et Opil 1	30@ 30	Spts. Vini Rect 1/2 b	2@ 2		
Pyrethrum, bxa. H	50@ 50	Spts. Vini R't 10 gl	2@ 2		
& P D Co. doz.	75@ 75	Spts. Vini R't 5 gl	2@ 2		
Pyrethrum, pv.	30@ 35	Strychnia, Crys'l 1	10@ 13		
Quassia	8@ 10	Sulphur Subl	2 1/2@ 3		
Quina, N. Y.	17@ 27	Sulphur, Roll	2 1/2@ 3 1/2		
Quina, S Ger	17@ 27	Tamarinds	3@ 10		
Quina, S P & W	17@ 27	Terebenth Venice	28@ 30		
		Thebromae	50@ 55		

Grand Rapids Stationery Co.

Valentines, Hammocks
and
Sporting Goods134-136 E. Fulton St.
Leonard Bldg.

Grand Rapids, Mich.

Fine
Half-
tone
Plates
of Fur-
niture.
Catalogs
CompleteTradesman
Company
Engravers
and Printers
Grand Rapids, Mich.

1909

Hazeltine & 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

Raisins and Dates
Olives
Package Coffee
Wheat
Winter and Spring Wheat Flour
Feeds and Meal

DECLINED

Canned Tomatoes

Index to Markets

By Columns

Col	1	2
A	Ammonia	Ammonia
B	Baked Beans	Baked Beans
C	Canned Goods	Canned Goods
D	Dried Fruits	Dried Fruits
E	Farinaceous Goods	Farinaceous Goods
F	Feed	Feed
G	Gelatin	Gelatin
H	Herbs	Herbs
I	Ice	Ice
J	Jelly	Jelly
K	Licorice	Licorice
L	Meat Extracts	Meat Extracts
M	Mince Meat	Mince Meat
N	Molasses	Molasses
O	Mustard	Mustard
P	Nuts	Nuts
Q	Olives	Olives
R	Pipes	Pipes
S	Pickles	Pickles
T	Playing Cards	Playing Cards
U	Potash	Potash
V	Provisions	Provisions
W	Rice	Rice
X	Salad Dressing	Salad Dressing
Y	Saleratus	Saleratus
Z	Salt Soda	Salt Soda
1	Salt Fish	Salt Fish
2	Seeds	Seeds
3	Shoe Blacking	Shoe Blacking
4	Snuff	Snuff
5	Soap	Soap
6	Soda	Soda
7	Soups	Soups
8	Spices	Spices
9	Starch	Starch
10	Syrups	Syrups
11	Tea	Tea
12	Tobacco	Tobacco
13	Twine	Twine
14	Vinegar	Vinegar
15	Wicking	Wicking
16	Woodenware	Woodenware
17	Wrapping Paper	Wrapping Paper
18	Yeast Cake	Yeast Cake

1

ARCTIC AMMONIA

12 oz. ovals 2 doz. box .75

AXLE GREASE

1 lb. wood boxes, 4 doz. 3 00

1 lb. 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

1 lb. can, per doz. 90

2 lb. can, per doz. 1 40

3 lb. can, per doz. 1 80

BATH BRICK

American 75

English 85

BLUING

6 oz. ovals 3 doz. box 4 00

16 oz. round 2 doz. box 7 50

BROOMS

No. 1 Carpet, 4 sew 2 75

No. 2 Carpet, 4 sew 2 40

No. 3 Carpet, 3 sew 2 25

No. 4 Carpet, 3 sew 2 10

Parlor Gem 2 40

Common Whisk 1 25

Fancy Whisk 1 25

Warehouse 3 00

BRUSHES

Solid Back 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

CANDLES

No. 3 90

No. 2 1 25

No. 1 1 75

CANNED GOODS

Apples 2 75

Blackberries 2 75

Standards 2 75

Beans 2 75

Baked 85

Red Kidney 85

String 70

Wax 75

BLUEBERRIES

Standard 1 35

Gallon 6 25

BROOK TROUT

2 lb. cans, spiced 1 90

Little Neck, 1 lb. 1 00

Little Neck, 2 lb. 1 50

Clam Bouillon 1 50

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

Good 1 00

Fancy 1 45

FRENCH PEAS

Sur Extra Fine 22

Extra Fine 19

Fine 15

Moyen 11

GOOSEBERRIES

Standard 1 75

Hominy 85

Standard 85

Lobster 2 25

1 lb. 2 25

1 lb. 2 25

Picnic Tails 2 75

Mackerel 1 80

Mustard, 1 lb. 1 80

Mustard, 2 lb. 2 80

Soused, 1 1/2 lb. 1 80

Soused, 2 lb. 2 75

Tomato, 1 lb. 1 50

Tomato, 2 lb. 2 80

Mushrooms 24

Hotels 24

Buttons 28

2

OYSTERS

Cove, 1 lb. 85

Cove, 2 lb. 1 60

Cove, 1 lb. Oval 1 20

PLUMS

Plums 1 00

Plums 2 50

PEAS

Marrowfat 90

Early June 95

Early June Sifted 1 15

PEACHES

Pie 90

No. 10 size can pie 3 00

PINEAPPLE

Grated 1 85

Sliced 95

PUMPKIN

Fair 85

Good 90

Fancy 1 00

Gallon 2 50

RASPBERRIES

Standard 0

SALMON

Col'a River, talls 1 95

Col'a River, flats 2 25

Red Alaska 1 35

Pink Alaska 90

SARDINES

Domestic, 1/2 s 3 1/2

Domestic, 1/4 s 5

Domestic, 1/2 Mus. 6 1/2

California, 1/2 s 11

California, 1/4 s 17

French, 1/2 s 18

French, 1/4 s 18

SHRIMPS

Standard 90

Succotash 85

Good 1 00

Fancy 1 25

STRAWBERRIES

Standard 1 40

Fancy 1 25

TOMATOES

Good 1 10

Fair 85

Fancy 1 40

Gallons 2 75

CARBON OILS

Perfection 10 1/2

Water White 10

D. S. Gasoline 13 1/2

Gas Machine 24

Deodor' Nap'a 12 1/2

Cylinder 29

Engine 16

Black, winter 3 1/2

CEREALS

Breakfast Foods

Bordeau Flakes, 36 1 lb. 2 50

Cream of Wheat 36 2 lb. 4 50

Egg-O-See, 36 pkgs. 2 85

Excella Flakes, 36 lb. 4 50

Excella, large pkgs. 4 50

Force, 36 2 lb. 4 50

Grape Nuts, 2 doz. 2 70

Malta Ceres, 24 1 lb. 2 40

Malta Vita, 36 1 lb. 2 85

Mapl-Flake, 36 1 lb. 4 05

Pillsbury's Vitos, 3 dz. 4 25

Ralston Health Food 36 2 lb. 4 50

Sunlight Flakes, 36 1 lb. 2 85

Sunlight Flakes, 20 1 lb. 4 00

Vigor, 36 pkgs. 2 75

Voigt Cream Flakes 4 50

Zest, 20 2 lb. 4 10

Zest, 36 small pkgs. 2 75

Rolls 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 24 2 lb. packages 3 50

CATSUP

Columbia, 25 pts. 4 15

Snider's 2 25

Snider's 1/2 pints 1 35

CHEESE

Acme 15

Elsie 12

Gem 15 1/2

Jersey 16 1/2

Warner's 16 1/2

Riverside 14 1/2

Springdale 15 1/2

Brick 16 1/2

Leiden 15

Limburger 16 1/2

Pineapple 40

Sap Sago 22

Swiss, domestic 16

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 65

CHICORY

Bulk 5
Red 7
Eagle 5
Frank's 7
Schener's 6

CHOCOLATE

Walter Baker & Co.'s
German Sweet 24
Premium 31
Caracas 31
Walter M. Lowney Co.
Premium, 1/4 s 32
Premium, 1/2 s 32

COCOA

Baker's 39
Cleveland 41
Colonial, 1/4 s 35
Colonial, 1/2 s 32
Epps 42
Huyler 45
Lowney, 1/4 s 36
Lowney, 1/2 s 36
Lowney, 1 s 40
Van Houten, 1/4 s 12
Van Houten, 1/2 s 20
Van Houten, 1 s 20
Webb 30
Wilbur, 1/4 s 39
Wilbur, 1/2 s 40

COCOANUT

Dunham's 1/4 s & 1/2 s 26 1/2
Dunham's 1/4 s 27
Dunham's 1/2 s 28
Bulk 12

COFFEE

Common 10@13 1/2
Fair 14 1/2
Choice 16 1/2
Fancy 20

SANTOS

Common 12@13 1/2
Fair 14 1/2
Choice 16 1/2
Fancy 19

MARACALBO

Fair 16
Choice 19
Fancy 19

GUATEMALA

Choice 15
Fancy 19

JAVA

African 12
P. G. 25
P. G. 31

MOCHA

Arabian 21
New York Basis
Arbuckle 17 50
Dilworth 14 75
Jersey 15 00
Lion 14 50

McLaughlin's XXXX

McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

EXTRACT

Holland, 1/2 gro boxes 95
Felix, 1/4 gro 1 15
Hummel's foil, 1/4 gro. 85
Hummel's tin, 1/4 gro. 1 43

CRACKERS

National Biscuit Company
Seymour, Round 6
N. B. C. Square 6
N. B. C. Soda 6
Select Soda 8
Saratoga Flakes 13
Zephyrette 13

OYSTER

N. B. C. Round 6
Gem 6
Faust, Shell 7 1/2
Sweet Goods 10

ANTHROP

Anthrop 10
Cadet 11
Cartwheels 8
Cassia Cookie 9
Cavalier Cake 14
Currant Fruit Biscuit

6	7	8	9	10	11
Spring Wheat Flour 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, 1/4s ..6 70 Ceresota, 1/8s ..6 60 Lemon & Wheeler's Brand Wingold, 1/2s ..6 30 Wingold, 1/4s ..6 20 Wingold, 1/8s ..6 10 Worden Grocer Co.'s Brand Laurel, 1/2s cloth ..6 50 Laurel, 1/4s cloth ..6 40 Laurel, 1/8s cloth ..6 30 Laurel, 1/2s cloth ..6 30 Voigt Milling Co.'s Brand Voigt's Crescent ..6 00 Voigt's Flouring ..6 00 (whole wheat flour) 6 00 Voigt's Hygienic ..5 45 Graham ..5 45 Voigt's Royal ..6 50 Wykes & Co. Sleepy Eye, 1/2s cloth..6 20 Sleepy Eye, 1/4s cloth..6 10 Sleepy Eye, 1/8s cloth..6 00 Sleepy Eye, 1/2s paper..6 00 Sleepy Eye, 1/4s paper..6 00 Meal Bolted ..4 00 Golden Granulated ..4 10 St. Car Feed screened 30 00 No. 1 Corn and Oats 30 00 Corn, cracked ..28 50 Corn Meal, coarse ..28 50 Winter Wheat Bran..28 00 Middlings ..29 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal ..34 00 Cottonseed Meal ..29 50 Gluten Feed ..30 00 Malt Sprouts ..25 00 Brewers' Grains ..28 00 Hammond Dairy Feed 25 00 Oats Michigan carlots ..58 Less than carlots ..60 Corn New ..73 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage ..15 Hops ..15 Laurel Leaves ..15 Senna Leaves ..25 HORSE RADISH Per doz. ..90 JELLY 5 lb. pails, per doz..2 25 15 lb. pails, per pail ..55 30 lb. pails, per pail ..98 LICORICE Pure ..30 Calabria ..25 Sicily ..14 Root ..11 MATCHES C. D. Crittenden Co. Noiseless Tip ..4 50@4 75 MOLASSES New Orleans Fancy Open Kettle..40 Choice ..35 Good ..22 Fair ..20 Half barrels 2c extra MINCE MEAT Per case ..2 90 MUSTARD 1/2 lb., 6 lb. box ..18 OLIVES Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 45 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz. ..75 Queen, pints ..2 50 Queen, 19 oz. ..4 50 Queen, 28 oz. ..7 00 Stuffed, 5 oz. ..90 Stuffed, 3 oz. ..1 45 Stuffed, 10 oz. ..2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob ..90 PICKLES Medium Barrels, 1,200 count ..6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat ..85 No. 15, Rival, assorted 1 25 No. 20, Rival, enam'd 1 50 No. 572, Special ..1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle ..2 00 No. 632 Tour'n't whist 2 25 POTASH 48 cans in case Babbitt's ..4 00 PROVISIONS Barreled Pork Mess ..16 50 Clear Back ..20 00 Short Cut ..17 00 Short Cut Clear ..17 00 Bean ..15 00 Brisket, Clear ..19 00 Pig ..24 00 Clear Family ..16 00 Dry Salt Meats S. P. Bellies ..11 Bellies ..11 Extra Shorts Clear ..11 1/2	Lard Pure in tierces ..11 1/2 Compound Lard ..8 1/2 80 lb. tubs ..advance 7 1/2 50 lb. tubs ..advance 7 1/2 20 lb. pails ..advance 7 1/2 10 lb. pails ..advance 7 1/2 5 lb. pails ..advance 7 1/2 8 lb. pails ..advance 1 Smoked Meats 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 ..21 Picnic Boiled Hams ..14 Boiled Hams ..19 Berlin Ham, pressed ..9 Minced Ham ..9 Bacon ..12 1/2@13 1/2 Sausages Bologna ..4 Liver ..7 Frankfort ..9 Pork ..9 Veal ..7 Tongue ..7 Headcheese ..7 Beef Boneless ..15 00 Rump, new ..15 50 Pig's Feet 1/2 bbls., 40 lbs. ..1 00 1/4 bbls., 40 lbs. ..1 00 1 bbl. ..8 00 Tripe Kits, 15 lbs. ..80 1/2 bbls., 40 lbs. ..1 60 1/4 bbls., 80 lbs. ..3 00 Casings Hogs, per lb. ..30 Beef, rounds, set ..25 Beef, middles, set ..70 Sheep, per bundle ..90 Uncolored Butterine Solid dairy ..10 @12 Country ..10 @12 Canned Meats Corned beef, 2 lb. ..2 50 Roast beef, 1 lb. ..1 50 Roast beef, 2 lb. ..2 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 RICE Fancy ..7 @ 7 1/2 Japan ..5 @ 6 1/2 Broken ..6 1/2 SALAD DRESSING Columbia, 1/2 pint ..2 25 Columbia, 1 pint ..4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALEFATUS Packed 50 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 SAL SODA Granulated, bbls. ..85 Granulated, 100 lbs cs. 1 00 Lump, bbls. ..80 Lump, 145 lb. kegs ..95 SALT Common Grades 100 3 lb. sacks ..2 25 60 5 lb. sacks ..2 15 28 10 1/2 lb. sacks ..2 05 56 lb. sacks ..32 28 lb. sacks ..17 Warsaw 75 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks ..24 Granulated, fine ..80 Medium, fine ..85 SALT FISH Cod Large whole ..@ 7 Small whole ..@ 6 1/2 Strips or bricks ..7 1/2@10 1/2 Pollock ..@ 5 Halibut Strips ..14 Chunks ..15 Holland Herring Pollock ..@ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2s. 4 50@5 25 White Hoop mchs. 60@75 Norwegian Round, 100 lbs. ..3 75 Round, 40 lbs. ..1 90 Scaled ..13 Trout No. 1, 100 lbs. ..7 50 No. 1, 40 lbs. ..3 25 No. 1, 10 lbs. ..90 No. 1, 8 lbs. ..75 Mackerel Mess, 100 lbs. ..14 50 Mess, 40 lbs. ..6 20 Mess, 10 lbs. ..1 65 Mess, 8 lbs. ..1 35 No. 1, 100 lbs. ..13 00 No. 1, 40 lbs. ..5 60 No. 1, 10 lbs. ..1 50 No. 1, 8 lbs. ..1 25 Whitefish No. 1, No. 2 Fam 100 lbs. ..9 75 3 50 50 lbs. ..5 25 1 90	SEEDS 10 lbs.1 12 55 8 lbs.92 48 SEEDS Anise ..10 Canary, Smyrna ..4 1/2 Caraway ..10 Cardamom, Malabar 1 00 Celery ..15 Hemp, Russian ..4 1/2 Mixed Bird ..4 Mustard, white ..10 Poppy ..9 Rape ..6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small ..1 25 Bixby's Royal Polish ..85 Miller's Crown Polish.. 85 SNUFF Scotch, in bladders ..37 Maccaboy, in jars ..35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family ..4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars ..3 60 Savon Imperial ..3 00 White Russian ..3 15 Dime, 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 Marcellines, 100 cakes ..5 80 Marcellines, 100 cakes 5c 4 00 Marcellines, 100 ck toil. 4 00 Marcellines, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer ..4 00 Old Country ..3 40 Soap Powders Lautz Bros. & Co. Snow Boy ..4 00 Gold Dust, 24 large ..4 50 Gold Dust, 100-5e ..4 00 Kirkoline, 24 4lb. ..3 80 Pearline ..3 75 Sealine ..4 10 Babbitt's 1776 ..3 75 Roseine ..3 50 Armour's ..3 70 Wisdorm ..3 80 Soap Compounds Johnson's Fine ..5 10 Johnson's XXX ..4 25 Nine O'clock ..3 35 Rub-No-More ..3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots ..9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand ..2 25 Scourine Manufacturing Co Scourine, 50 cakes ..1 80 Scourine, 100 cakes ..3 50 SODA Boxes ..5 1/2 Kegs, English ..4 1/2 SPICES Whole Spices Allspice ..10 Cassia, China in mats. 12 Cassia, Canton ..16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboy ..22 Cloves, Zanzibar ..16 Mace ..55 Nutmegs, 75-80 ..25 Nutmegs, 105-10 ..25 Nutmegs, 115-20 ..20 Pepper, Singapore, blk. 25 Pepper, Singp. white. 25 Pepper, shot ..17 Pure Ground in Bulk Allspice ..14 Cassia, Batavia ..23 Cassia, Zanzibar ..26 Cloves, African ..24 Ginger, Cochon ..18 Ginger, Jamaica ..25 Mace ..65 Mustard ..18 Pepper, Singapore, blk. 27 Pepper, Singp. white. 28 Pepper, Cayenne ..20 Sage ..20 STARCH Corn Kingsford, 40 lbs. ..7 1/2 Muzzy, 20 lbs.5 1/2 Muzzy, 40 lbs.5 Gloss Kingsford ..7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy ..5 48 lb. packages ..4 1/2 16 lb. packages ..4 1/2 6 lb. packages ..6 50lb. boxes ..4 SYRUPS Corn Barrels ..31 Half barrels ..33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 15 1 1/2lb. cans 2 dz. in cs. 2 15	Pure Cane Fair ..16 Good ..20 Choice ..25 TEA Japan Sundried, medium ..24 Sundried, choice ..32 Sundried, fancy ..36 Regular, medium ..24 Regular, choice ..32 Regular, fancy ..36 Basket-fired, medium 31 Basket-fired, choice ..38 Basket-fired, fancy ..43 Nibs ..22@24 Siftings ..9@11 Fannings ..12@14 Gunpowder Moyune, medium ..30 Moyune, choice ..32 Moyune, fancy ..40 Pingsuey, medium ..30 Pingsuey, choice ..30 Pingsuey, fancy ..40 Young Hyson Choice ..30 Fancy ..36 Oolong Formosa, fancy ..42 Amoy, medium ..25 Amoy, choice ..32 English Breakfast Medium ..20 Choice ..30 Fancy ..40 India Ceylon, choice ..32 Fancy ..42 TOBACCO Fine Cut Cadillac ..54 Sweet Loma ..34 Hiawatha, 5lb. pails. 55 Telegram ..35 Pay Car ..33 Prairie Rose ..49 Protection ..40 Sweet Burley ..41 Tiger ..41 Plug Red Cross ..31 Palo ..41 Hiawatha ..41 Kyo ..35 Battle Ax ..37 American Eagle ..33 Standard Navy ..37 Spear Head, 7 oz. ..47 Spear Head, 1 1/2 oz. 44 Nobby Twist ..55 Jolly Tar ..39 Old Honesty ..43 Toddy ..34 J. T. ..33 Piper Heldsick ..69 Boot Jack ..86 Honey Dip Twist ..40 Black Standard ..40 Cadillac ..40 Forge ..34 Nickel Twist ..52 Mill ..32 Great Navy ..36 Smoking Sweet Core ..34 Flat Car ..32 Warpath ..26 Bamboo, 16 oz. ..25 I X L, 5lb.27 I X L, 16 oz. pails. 31 Honey Dew ..40 Gold Block ..40 Flagman ..40 Chips ..33 Kiln Dried ..21 Duke's Mixture ..40 Duke's Cameo ..43 Myrtle Navy ..44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream ..35 Corn Cake, 2 1/2 oz. 25 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. 8oz. 20-22 Silver Foam ..24 Sweet Marie ..32 Royal Smoke ..42 TWINE Cotton, 3 ply ..20 Cotton, 4 ply ..20 Jute, 2 ply ..14 Hemp, 6 ply ..13 Flax, medium N ..24 Wool, 1 lb. balls ..8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B ..15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver ..15 WICKING No. 0 per gross ..30 No. 1 per gross ..40 No. 2 per gross ..50 No. 3 per gross ..75 WOODENWARE Baskets Bushels ..1 10 Bushels, wide band ..1 25 Market ..40 Splint, large ..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	Bradley Butter Boxes 2lb. size, 24 in case.. 72 3lb. size, 16 in case.. 68 3lb. size, 12 in case.. 63 10lb. size, 6 in case.. 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each ..2 40 Barrel, 10 gal., each..2 55 Clothes Pins Round head, 9 gross bx 55 Round head, cartons .. 70 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete ..40 No. 2 complete ..45 Case No. 2, 12 sets 1 50 Case, mediums, 12 sets 1 10 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring ..90 Empire patent spring 80 No. 1 common ..80 No. 2 pat. brush holder 80 12lb. cotton mop heads 1 40 Ideal No. 1 ..80 Pails 2-hoop Standard ..2 15 3-hoop Standard ..2 50 2-wire, Cable ..2 50 3-wire, Cable ..2 40 Cedar, all red, brass ..1 25 Paper, Eureka ..2 20 Fibre ..2 70 Toothpicks Hardwood ..2 50 Softwood ..2 75 Banquet ..1 50 Ideal ..1 50 Traps Mouse, wood, 2 holes.. 22 Mouse, wood, 4 holes.. 45 Mouse, wood, 6 holes.. 70 Mouse, tin, 5 holes ..65 Rat, wood ..80 Rat, spring ..75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 ..9 25 18-in. Cable, No. 2 ..8 25 16-in. Cable, No. 3 ..7 25 No. 1 Fibre ..9 25 No. 2 Fibre ..9 25 No. 3 Fibre ..8 25 Washboards Bronze Globe ..2 50 Dewey ..1 75 Double Acme ..2 75 Single Acme ..2 25 Double Peerless ..4 25 Single Peerless ..3 50 Northern Queen ..3 50 Double Duplex ..3 00 Good Luck ..2 75 Universal ..3 65 Window Cleaners 12 in.1 65 14 in.1 85 16 in.2 30 Wood Bowls 13 in. Butter ..1 25 15 in. Butter ..2 25 17 in. Butter ..3 75 19 in. Butter ..5 00 Assorted, 13-15-17-19 3 25 Assorted, 15-17-19 ..3 25 WRAPPING PAPER 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 cut 13 Wax Butter, full count 20 Wax Butter, rolls ..19 YEAST CAKE Magic, 3 doz.1 15 Sunlight, 3 doz.1 00 Sunlight, 1 1/2 doz. ..50 Yeast Foam, 3 doz.1 50 Yeast Cream, 3 doz.1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo ..18 Whitefish, No. 1 ..14 Trout ..10 Halibut ..9 1/2 Herring ..7 Bluefish ..16 Live Lobster ..35 Boiled Lobster ..35 Cod ..11 Haddock ..8 Pickerel ..10 1/2 Pike ..8 1/2 Perch ..6 1/2 Smoked, White ..13 Chinook Salmon ..16 Mackerel ..25 Finnan Haddie ..12 1/2 Roe Shad ..9 Shad Roe, each ..9 Speckled Bass ..9 HIDES AND PELTS Hides Green No. 1 ..10 Green No. 2 ..10 Cured No. 1 ..10 1/2 Cured No. 2 ..10 1/2 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2 Pelts Old Wool ..@ 20 Lambs ..40 @ 85 Shearings ..35 @ 80 Tallow No. 1 ..@ 5 No. 2 ..@ 4 Unwashed, med.@ 17 Unwashed, fine@ 13 CONFECTIONS Stick Candy Standard ..7 1/2 Standard H H ..7 1/2 Standard Twist ..8 Cases Jumbo, 32 lb.7 1/2 Extra H H ..10 Boston Cream ..12 Big stick, 30 lb. case 8 Mixed Candy Grocers ..6 1/2 Competition ..7 Special ..8 Conserve ..7 1/2 Royal ..12 Ribbon ..10 Broken ..8 Cut Loaf ..8 1/2 Leader ..8 Kindergarten ..10 French Cream ..9 Star ..11 Hand Made Cream ..16 Tremio Cream mixed 14 Paris Cream Bon Buns 10 Fancy-in Pails Gypsy Hearts ..14 Coco Bon Buns ..14 Rudge 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 4 Moss Drops ..10 Lemon Sours ..10 Imperial ..1 Nat. Cream Opera ..12 Nat. Cream Bon Buns 12 Golden Waffles ..13 Red Rose Gum Drops 10 Auto Bubbles ..13 Fancy-in 5lb. Boxes Old Fashioned Moais es Kisses, 10lb. bx 1 30 Orange Jellies ..50 Lemon Sours ..60 Old Fashioned Hore- pound 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, ast'd. 1 20 Brilliant Gums, Crys. 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 On Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assmt'g 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 Pop Corn Cracker Jack ..3 25 Checkers, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s ..3 25 Oh My 100s ..3 50 Cough Drops Putnam Menthol ..1 00 Smith Bros.1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake ..15 Almonds, California sft. shell ..12@13 Brazils ..12@13 Filberts ..12@13 Cal. No. 1 ..16 Walnuts, soft shell 15@16 Walnuts, Marbot ..@ 13 Table nuts, fancy 13@13 1/2 Pecans, Med.@ 13 Pecans, ex. large ..@ 14 Pecans, Jumbos ..@ 16 Hickory Nuts per bu. Ohio new .. Cocoanuts .. Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves ..@ 55 Walnut Halves ..30@32 Filbert Meats ..@ 27 Alicante Almonds ..@ 42 Jordan Almonds ..@ 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted ..6 1/2 @ 7 Choice, H. P. Jum- bo ..@ 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 1/2
Chucks .6 @ 7 1/2
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 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
60ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha.
Java and Mocha Blend.
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 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

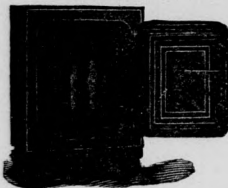
Poles

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 burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95
Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

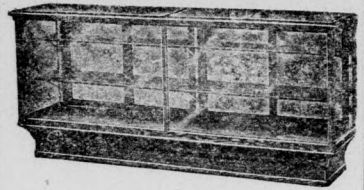
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Butler Brothers

New York

Chicago St. Louis

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Wilmarth
THE CASE WITH A CONSCIENCE

When your cases bear the above
mark you have a good case—a de-
pendable one. Would you like to
know more about this kind? Write

WILMARTH SHOW CASE CO.

936 Jefferson Ave.
GRAND RAPIDS, MICH.

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages... \$2 00
3 Quires, 240 pages... 2 50
4 Quires, 320 pages... 3 00
5 Quires, 400 pages... 3 50
6 Quires, 480 pages... 4 00

INVOICE RECORD OR BILL BOOK

So double pages, registers 2,880
invoices. \$2 00

Tradesman Company

Grand Rapids, Mich.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare good printing with poor. You know
the satisfaction of sending out printed
matter that is neat, ship-shape and up-
to-date in appearance. You know how it
impresses you when you receive it from
some one else. It has the same effect on
your customers. Let us show you what
we can do by a judicious admixture of
brains and type. Let us help you with
your printing.

Tradesman Company
Grand Rapids

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.

Retail Druggists—We bought entire stock of the famous Dunkley Canning Co.'s concentrated syrups for soda fountain, first-class shape. Will sell at price that will move it. Write us. W. Maxwell Co., Kalamazoo, Mich. 424

Mr. Merchant—I can trim your windows as they ought to be, also write your cards. If you need a hustler, write No. 413, care Michigan Tradesman. 413

Dustless sweeping compound. Send 25c for recipe. Makes 100 pounds for 50 cents. Parks Co., Odell, Ill. 422

Small laundry with real estate, living rooms above. Junction town of 2,000. No competition. Expenses light. Good opening for right man. L. B. 658, Clare, Mich. 421

For Sale—Cheese factory equipment nearly new. Also building for creamery industry, fine location. W. J. Pettit, Stanton, Mich. 420

For Sale—Controlling interest in a small department store. Excellent location, moderate expenses, business established. Stock guaranteed new and clean. Present owner not a store man and has other interests. Best city in Michigan for business, over 30,000 inhabitants. Don't write unless you have at least \$5,000 in cash to invest. Address H. B., care Michigan Tradesman. 419

For Sale—A model little shoe store, clean and up-to-date. Invoices about \$5,000. Good town of 2,400. Write Lock Box 23, Sheridan, Ind. 418

A few hundred dollars will start you in business. Just now I know of a few splendid openings for retail stores and I know something about a line that will pay big profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 412

Wanted—A brick and tile plant to locate in Tustin, Mich. Plenty of good material and shipping facilities. Tustin is located 86 miles north of Grand Rapids, Mich., at the junction of the G. R. & I. and M. & G. R. R. If interested in a good proposition please write the Secretary Tustin Board of Trade. 416

Learn to letter show cards by my natural, easy method. At a price within your reach. Full particulars mailed free. Bert L. Daily, Dayton, Ohio. 415

Wanted—Second-hand grocer's refrigerator. Give size, make and price. Address No. 408, care Tradesman. 408

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

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 \$2,500, 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—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

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

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

For Sale—Drug stock, old established, up-to-date business in beautiful town of 1,000 in Central Michigan. Fine farming country. Factory in town. Have other interests. Address X. Y. Z., care Tradesman. 374

For Sale—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—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

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

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

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

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

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

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 \$6,000, 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

For Exchange—Two houses in Grand Rapids for stocks of merchandise. E. D. Wright, c-o Musselman Grocer Co. 384

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

Just closed a 15 day reduction sale for F. E. Holmes & Co., Durand, Mich. Write them and ask them about the results of the sale.

Wanted—To buy, for spot cash, shoe stock, inventorying from \$3,000 to \$8,000. Price must be cheap. Address Quick Business, care Tradesman. 187

Wanted—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.

Wanted—Position by experienced pharmacist. Address Pharmacist, care Michigan Tradesman. 423

HELP WANTED.

Wanted—Good tinner for general work in small town. B. W. & I. E. Hewitt, Maple Rapids, Mich. 414

Wanted—Drug clerk with one or two years' experience in store and at soda fountain. Address X. Y. Z., care Michigan Tradesman. 417

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.

COUPON BOOKS

SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS

ACCURACY
ASSURE PROFIT
CONTENTMENT

We make four grades of book in the different denominations.

CIRCULARS ON INQUIRY
AMPLES

TRADESMAN COMPANY,
GRAND RAPIDS, MICH.

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.

MICHIGAN'S REFORMATORY.

"If practical, economical and businesslike management is to be preferred to political gallery plays," says Warden Otis Fuller, speaking for the Michigan Reformatory at Ionia, "the Board of Control of this institution does not appear to suffer by comparison with those in any other states, most of which have salaried boards."

And, again, he says, in speaking of a report as to a similar institution in another State, they have what is called "trade school instruction," in deference, no doubt, to the feelings of those members of the Legislature who have large union labor constituencies. Here (at Ionia) we call it just what it is—prison labor to earn prison food and we defend it as such. We do not call making reed chairs to sell and washing the prison dishes, 'trade school instruction.' We are not seeking to bamboozle union labor for the benefit of candidates for office."

This frank sort of talk on the part of Warden Fuller is called out by a request for a statement as to the establishment of a trade school for the inmates of the Reformatory at Ionia, and their employment on contracts.

His report shows that there is a graded school of eight grades, under a competent teacher who has made a success in his work and which gives a good grammar school education. It has a high grade library for the unlimited use of the perusers; it has a chaplain who conducts religious services three times a week and gives his whole time to moral instruction and supervision of the prison mail. The report says: "We teach fewer trades. But this is not an age of trades. It is an age of machinery and the machines are not operated by tradesmen. Where one young man acquires a special trade a hundred enter the workshops, the saw mills, the lumbering woods, railroad construction and work upon farms untrained."

"It is, then, entirely illogical to claim that because a young man steals your horse, blows your safe, picks your pocket, forges your name or assaults your daughter he should at once become the special care of sentimental philanthropists and should be given a costly trade school education at the expense of those he has plundered; that the one criminal should be given a special education denied to the hundred honest workers. It is worse than illogical—it is long haired sentimentalism run amuck or political expediency seeking votes."

THE FARMER'S WIFE.

She may come into the store with dust-laden clothing or hair disarranged by the wind. She may be entirely lacking in a knowledge of the petty changes of styles with the seasons, yet you can help her in many ways—make her feel at home—and she can also help you.

As a rule, the woman tied down to the farm realizes her condition all too keenly. She sees articles the uses of which are not quite clear to her; yet she is too sensitive to ex-

pose her ignorance by questions, and so passes on without gaining the information. Your town resident would not hesitate to ask an explanation of any new form, but the rustic dweller is not certain what is unusual and fears to display lack of familiarity with some common article.

If you see her looking in a hesitating or enquiring manner at anything, take occasion to casually call it by name and in a manner that will give her the clue as to its uses. If she asks any questions take pains to let your answer be comprehensive. A bargain may be closed. If not, you are at least cementing a business confidence which will yield returns in the end.

If she is obliged to wait while a horse is being shod, have a comfortable seat for her; hand her the morning paper or find time to exchange at least a pleasant word now and then; make her feel that she is not in the way; that she is neither a bore to you nor to herself.

As a rule, she is quick to make practical application of any idea gained. If her money can now be spent only on the bare necessities, the time may come when she can indulge in more of the luxuries than her city friend. Her home is apt to be permanent. Make her a friend and you have her one for life.

FALSE REPORTS CANCELED.

One can not but indulge in fancies as to what must be the feelings of certain press correspondents after the perfect avalanche during the past week of splendid analyses and unqualified approvals of both Theodore Roosevelt and President Taft.

For thirty days previous to the inaugural of President Taft all sorts of claims and predictions were sent out by press correspondents, showing beyond question that there were very serious differences of opinion and even bitter breaches in the friendship so long existing between the ex-President and our present President.

Fortunately, these reports were not believed to be true by 1 per cent. of the American people; so that the wonder is, in view of what both gentlemen have publicly and without any qualification whatever stated as to their respective estimate and regard, each for the other, that men who are recognized as competent to hold responsible positions as press correspondents should go so far and so absurdly wrong in their stories.

It has come to pass that the time-honored expression, "It isn't true, because it is in the paper," is not so frequently heard as was the case a decade ago; but a few confirming examples, such as have been afforded during the past month, will resuscitate the cant phrase and with renewed vigor.

In all probability the world has never known of two men so eminent as are President Taft and Mr. Roosevelt who have had greater faith in and admiration for each other than have these two gentlemen. And, moreover, there is every evidence that Mr. Taft will refrain from being a mere replica of Mr. Roosevelt as

President of the United States. It is equally certain that Mr. Roosevelt would not, if it were possible for him to do so, which it is not, expect or even hope to exert any influence upon the administration of Federal affairs by the President.

Mr. Taft is going to "make good" as the Nation's Chief Executive beyond any question; and it will be absolutely without the help of Mr. Roosevelt, who has pointedly demonstrated that he has completed his work as President. Thus it comes about that the Republican party, with the aid of its magnificent host of friends in the Democratic party, has been able to provide for sixteen years of continuous splendid statesmanship and rule for our country at large.

Mr. Roosevelt has afforded, it is true, a wonderful schedule of possibilities which, realized, will be of inestimable value to the people; but the full accomplishment of these desired results embodies the grand task that has been assumed by Mr. Taft and no more loyal man or able could be chosen to face such a work. And among all Americans there is not one who will be better pleased or more demonstrative in expressing satisfaction as President Taft progresses with the work than will Theodore Roosevelt.

THE PERSONAL EQUATION.

This can not safely be omitted from any transaction. Be it great or little, an article of permanent use or transient life, there is a personal element which, in justice to yourself and your patron, you can not afford to ignore. The showy candy which attracts the child would not be appropriate to offer to the aristocratic lady preparing a treat for her equally aristocratic friends. The gingham which the richest girl in town would choose for a dress should not be identical with the apron of the working woman. The clothing, food stuff, and little dainties which we term luxuries have each their groups of legitimate customers.

The salesman who makes it a point to solve this personal equation most completely at once is pre-eminently successful. He saves time, both to himself and to the customer, by a comprehensive conception of the grade of goods which is desired. He may be told the price limit. He may, from a personal knowledge of the patron, have a general idea without detailed directions. If he should err in offering a grade too expensive, she will possibly think the price is extravagant. If he should run to the other extreme, she may gain the impression that his goods are shoddy; possibly, still worse, she may feel insulted at being offered such poor stuff. At best, there is time lost, with more or less danger that patience and respect may have been materially lessened.

Strive to bear in mind the general needs of customers when buying goods; mark individual tastes and eccentricities as displayed in every day trade, and make it a point to take individual needs, tastes and resources into consideration with each attempt at a sale.

THE FOOD CHOPPER.

A prominent hardware man heads his advertisement with "How to Make Good Things Quickly—Sausage, Mince Meat, Salads, Soups." A practical demonstration of the superiority of his chopper over the old-fashioned chopping bowl and knife is offered to all interested. And now, when salads, minced meats and nut butters are in such popular demand, the offer is an enticing one to all housekeepers.

The convincing argument is a trial of the machine, for which purpose vegetables and other materials are kept constantly at hand. One may see the little chopper a dozen times and doubt the veracity of the man who claims for it a capacity of two pounds of raw meat in a minute; but when it is once set to work and the doubter is given a hand at the crank there can be no further questioning as to efficiency. The rate at which it works and the quality of the finished product leave the old chopping knife far in the rear.

There is added conviction if the goods are sampled. A handful of salted peanuts is speedily converted into an excellent grade of nut butter. Home-grown hickory nuts, delicious for combining in fudge and frosting for cake, are as quickly transformed. The ease with which peppers, onions and other fiery products are reduced speaks audibly for the chopper. The fact that anything may be ground coarse or fine at the will of the operator is also patent. In short, the lukewarm party at entering the store is apt to leave it an enthusiast.

To the practical demonstrator belongs the victory. If you have a good machine, don't spend your time sounding its praises. Set it to work and let it do its own talking.

BUSINESS CHANCES.

Bakery in town 10,000. Everything in best of order, modern machinery, run by electricity. Well-known in district. Good shipping trade; town improving. Only bakery in town. Good chance for steady man. Write G. F. Buchheit, New Decatur, Ala. 426

Weather Proof Signs—I make signs that will last three and four years in all sizes and shapes. I furnish hangers so you can fasten to wire fences. Advertise your business. Chas. H. Trapp, 710 Kansas Ave., Topeka, Kan. 425

For Sale—Bakery and confectionery in city of 5,000. Address T. H. King, Spar-ta, Wis. 432

For Sale—Cheap, a nearly new double wall soda fountain, counter, stools, steel tanks, charging outfit, etc. J. L. Wallace, Kalamazoo, Mich. 431

For Sale—Men's, boys' and children's clothing stock that is now one of the departments in a department store. The reason for sale, we desire the room for other merchandise. A bargain will be given to the right party. Enquire Box 196, Port Huron, Mich. 433

Wanted—Position by German speaking hardwareman who understands general merchandise. Best of recommendations. Address Lock Box 8, Bear Lake, Mich. 430

For Sale—Old-established implement, vehicle and harness business in good Southern Michigan town of 1,400; A1 country surrounding; good reason for selling. For particulars address Lock Box 57, Bronson, Mich. 429

Does Christ Say: Go to church. By Rev. Felix J. O'Neill. A remarkable booklet deserving widespread publicity. Rev. John Talbot Smith, L.L. D. 2 cents each by the 100 net. Sample copy 6 cents stamps. Church Publications, Box 42, Stafford Springs, Conn. 428

For Sale—A clean up-to-date \$5,000 stock of crockery, glassware, notions and novelties, in a city of 15,000. Also a two-story brick building which stock is now located in. Best location in city. Stock or building can be bought separately. Good reason for desiring to sell. For information address Lock Box 52, McBain, Mich. 427

If Your Customers Find the Cut of Our "QUAKER"



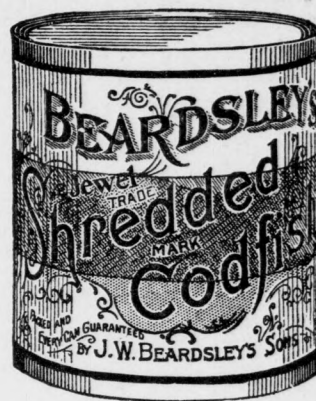
on their packages of Coffee
and Spices they will be
certain they bought
the RIGHT KINDS.

Worden Grocer Company

Grand Rapids

The "Right Kind" Wholesalers

A Grocer Will Fool Himself



if he tries to fool his customers with *any* imitation of **Beardsley's SHREDDED Codfish**. When they find the **quality** is "not there" he will soon find the **sale** is "not there."

The brains that give a man *cash* in his pocket teach him to keep *imitations* out of his stock.

In three styles: Cartons for sale from October to May, and Tins and Glass (handy tumbler) for Summer months.

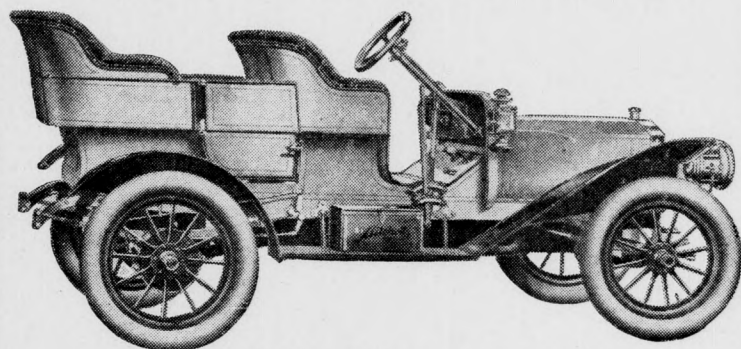
ABSOLUTELY PURE. GUARANTEED UNDER
THE NATIONAL PURE FOOD LAW.

EVERY PACKAGE HAS RED BAND

J. W. Beardsley's Sons
NEW YORK CITY

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 upholstering or Mitchell blue with black upholstering.

Body—Metal. Tonneau roomy, seats 3 comfortably and is detachable; options in place of tonneau are surry body, runabout deck or single rumble seat.

Ignition—Battery and \$150 splitdorf magneto.

In addition to the Model K Touring Car there are a \$1,000 Mitchell Runabout and a 40 H. P. seven passenger Touring Car at \$2,000.

Over \$11,000,000 of Mitchell cars have been made and sold in the last seven years. Ask for catalogue.

The Mitchell Agency, Grand Rapids

At the Adams & Hart Garage

47-49 No. Division St.

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

Open Letter to the Merchants of Michigan

IN 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.