

MICHIGAN TRADESMAN

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Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, MARCH 17, 1909

Number 1330

The Awakening

I am soul-sore and bended and weary,
And my being is ancient and gray;
The heart in my bosom is dreary,
And I long to be up and away.
I want to re-spend what I squandered,
I seek but one chance to repay;
For last night my soul wakened and wandered
O'er the road to the gone yesterday.
Oh, the wrongs that can never be righted!
And the wounds that can never be healed;
The darkness that could have been lighted;
The truths that too late were revealed;
The burdens so readily shifted;
And the thorns that I should have withdrawn;
The anguish that might have been lifted
From a heart that was thoughtlessly torn;
The clean things my foolish feet muddied;
The innocent ones I judged wrong;
The home that with sorrow I flooded;
The deaf ear I turned to life's song;
The struggler so easily aided;
The reckless one I might have checked;
The heartlessness that I paraded;
The dear ones I hurt with neglect;
The flower I robbed of its beauty
And tossed in a day to the slime;
The hour I faltered in duty;
The whim whose indulgence was crime.
Oh, God! though I face Thee repentant,
I ask not Thy mercy as yet;
I seek not to find Thee relentant
Until the to-morrow is met.
I thank Thee that Thou hast unshuttered
The blindness that darkened my soul.
My prayer to Thee now is not uttered
In hope to default conscience' toll,
I ask Thee to see me in sorrow
And grant me the prayer that I pray—
That I may make right on the morrow
The wrongs that I wrought yesterday.

Herbert Kaufman in Everybody's Magazine.



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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.

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Reduce your rate if possible.

Look after your interests if you have a loss.

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

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Policyholders Service & Adjustment Co.

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Successful retailing consists of securing legitimate profits on salable merchandise and judicious granting of credits.

Holland Rusk (Prize Toast of the World)

Spells SUCCESS because it pays the grocer a good profit and its quality paves the way to ready sale in any locality.

Put in a stock at once.

Large package retails 10 cents.

Holland Rusk Co.

Holland, Mich.



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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.



Our Package

"As You Like It" HORSE-RADISH

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

Manufactured only by

U. S. Horse-Radish Company

Saginaw, Mich., U. S. A.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

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KENT STATE BANK
Capital
Surplus & Profits
\$665,000.00
Assets
\$6,000,000.00
PAID ON SAVINGS BOOKS 3%
PAID ON SAVINGS CERTIFICATES 3 1/2%
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

SPECIAL FEATURES.	
Page.	
2.	Credit to Cash.
3.	Clearly Fraudulent.
4.	News of the Business World.
5.	Grocery and Produce Markets.
6.	Successful Salesmen.
7.	Appalling Figures.
8.	Editorial.
9.	Unique Celebration.
12.	The Old Employee.
14.	Men of Mark.
15.	New York Market.
16.	Cranky Customer.
17.	Store Signs.
18.	Plunging for Trade.
20.	Wholesaler and Retailer.
21.	Simple Truth.
22.	You Know This Lady.
24.	Team Work.
27.	The Old Worker.
28.	Public Confidence.
29.	Fruit Growing.
30.	Review of the Shoe Market.
32.	Too Much St. Patrick.
33.	More Food Fights.
35.	Civic Betterment.
36.	Butter, Eggs and Provisions.
38.	Stoves and Hardware.
39.	Gradual Growth.
40.	Commercial Travelers.
42.	Drugs and Chemicals.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

AIM HIGH.

"Hitch your wagon to a star," was Emerson's advice, while Young expressed the thought of aspiration in "Too low they build who build beneath the stars." The enterprising advertising man has already, by means of kites and sky scrapers, suspended his product seemingly in the heavens; and we can but wonder what, with the flying machines and other new-fangled things, will be the outcome at the close of the next decade.

If he literally falls a trifle short of Emerson's mark he can, at least, follow out the thought which it stands for. The man who is never satisfied, who is looking for something better, is the one who usually find it. If the one who sits down content comes upon a brilliant it is strictly by luck; but he who is forging ahead for improvement gets it in many instances.

Aim to increase your trade; to grow in esteem of your comrades; to build up a bigger and a better business. "Whoever is satisfied with what he does has reached his culminating point—he will progress no more. Man's destiny is to be not satisfied, but forever unsatisfied," says F. W. Robertson. If your patrons are satisfied with your goods, your service and your prices, can you not contrive some way to increase this satisfaction? Your rival is already conjuring his wits to improve upon his present methods—and upon yours. He will do it; you must, or fall behind in the race. If any customer has shown dissatisfaction in any way, who is to blame? And how can the evil be remedied? In hunting for a single flaw you may surprise yourself by finding several. If not, still look higher; let your ideals expand, and strive to accomplish their materialization.

THE EASTER POST CARD.

It should be the aim of the dealer always to uplift rather than to de-

grade public taste. In the larger purchases one must keep some of the cheaper grades, even if it does grind upon his own conception of beauty. Not every one has the money to pay for the more beautiful materials, no matter how much their appreciation of them. But in post cards there is an excellent chance to maintain a high mark; and at Eastertide, more than any other season except Christmas, the standard may be set at the highest notch.

While the serious aspect may be proclaimed by choice verses, the appropriateness of flowers furnishes a multitude of subjects suggestive of joy; and for the little folks the bunnies and eggs assume shapes so fantastic that they touch the humorous vein in the adult heart.

Order your stock early and see that the goods are choice, varied in subject, pure in thought and artistic in execution. If your patronage is largely from adults, Easter lilies, violets and kindred flowers with appropriate greetings will usually be in demand. The juvenile taste will run more to the things with life or to the gaily colored eggs symbolical of it. Any unique design out of the ordinary, and at the same time suggestive and timely, is sure to find favor. A bunch of pussy willows may be most attractive, either in the hand of a sweet faced maid who carries in her other hand a hatful of gaily colored eggs or growing at the side of a brook in which a flock of ducks or geese are taking a bath. Again, the willow bank with "pussies" just peeping out may also show the big eyes and ears of a bunny which has sought shelter in the tall grass at its roots. Arrange the subjects tastefully, with regard both to color and design.

THE SAMPLE PACKAGE.

When the small sample packages come into your hands do not hand them out promiscuously or dump them down and let every one help themselves. Because they cost you nothing do not imagine that they will bring you no returns. This depends, first, of course, upon whether the article has real merit; second, upon the way you treat this opportunity.

Consider first who would be likely to be interested in it. The washwoman would not care for fancy caramels, but an extra kind of laundry soap would appeal to her most forcibly, and if it was satisfactory she would order "more" as forcibly as did Oliver Twist.

If you have a customer who is a lover of good cereals and fastidious as to their quality she should not be forgotten when you have anything new in this line. If the samples are distributed without thought or consideration you may send a

choice brand of tobacco to a rabid anti-tobacconist or a new coffee to a cold or hot water crank. Any such misfit adds not a whit to the estimation in which your customer regards you, but may detract seriously from it. It gains no sale for the goods. It is a worse than waste of time and material.

On the other hand, just suggest to Mrs. B., "We have a new kind of cocoa that I wish you would try and report results." She is flattered by the consideration given her, and even although it proves no better than that which she commonly uses she will feel in duty bound to give you an order as recognition of her ability to judge. More, if it is a choice brand, you have her for a regular customer sure. It pays to see that your pearls are not cast before swine.

WATCHING THE PROFIT SIDE.

Some of us have found instances like that related by the poet, where "A man may keep on keeping store, When it will not keep him."

But while we may not exactly keep our goods, as did "Jim Parks," there are always some on which the profit is so small that the few we handle the more money we make. As a sample, a man in a small country town offered a farmer an axe handle for a quarter. "Just what I paid for it," was the statement of the dealer. "You see one has to do quite a business at that rate to make a living." "But it probably cost you less than the man who made it," was the retort, to which the dealer assented.

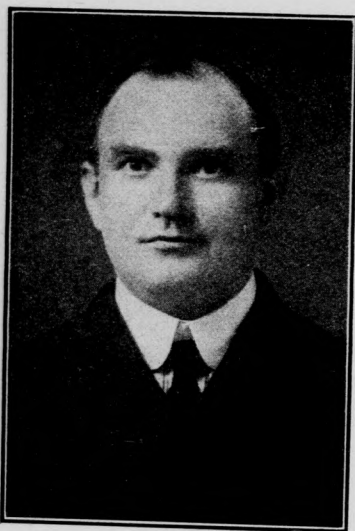
And now the question arises, Why be so silly as to call this business? And yet there are many instances in country trade where this is really good business after all. Supposing that the farmer who whittles out these handles evenings and rainy days can make one in an evening. He figures that he is just twenty-five cents ahead, but it is not probable that he would even whittle for much less. On the other hand, the buyer considers this all he can afford to pay. But as he is a good customer of the local dealer it pays him in the end to help them to come together, even if there is no profit for him. He will get it back in trade by and bye.

Butter and eggs in the local market see much of this buying and selling to local customers at the same price. This is possibly a relic of the old time dealings before the days of cold storage, when the dealer paid in trade. But it is still business that pays, for both buyer and seller have increased confidence in you for it. The bulk of the produce is consigned to city houses at a profit, and you have the increased local trade that good will brings.

CREDIT TO CASH.

Association Formed By Grand Rapids Traveling Man.

Barney E. Stratton, traveling representative for the Judson Grocer Co., recently purchased a stock of general merchandise at Stittsville. He found that the custom at Stittsville and in all the towns in Missaukee county, for that matter, was to extend unlimited credit, which not only deprived the merchants of that district of much of the working capital to which they are entitled, but prevented them, in many cases, from discounting their bills. He thereupon started an agitation to organize a district association for the purpose of securing the general adoption of the cash and coupon book system, and at a meeting held at Falmouth last week, the Missaukee County Mercantile Association was organized, with Albert Buning, of Falmouth, as President and G. DeBree, of Vogel Center, as



Secretary. It was decided to adopt the cash system on May 1. Where it is not possible for the customer to pay cash, he will be given a coupon book in exchange for a note bearing 6 per cent., which is expected to be good at the bank. Eleven merchants signed the membership roll of the Association as follows:

Thos. Voltman, Falmouth.
A. Buning, Falmouth.
E. M. Terpening, Falmouth.
Scheper & Eising, Vogel Center.
G. DeBos, Vogel Center.
G. DeBree, Vogel Center.
J. W. Modders, Moddersville.
J. Nederhoed, Forward.
R. A. Williams, Butterfield.
A. Huitsing, Prosper.
B. E. Stratton, Stittsville.

Treasurer Stanton, of the Judson Grocer Co., who is also credit man for the establishment, was so much pleased over Mr. Stratton's activity in the matter that he presented him with a new hat in behalf of the house and it is not at all unlikely that the other members of the Association will feel equally grateful to him as soon as they have demonstrated the efficiency, economy and safety of the cash system of doing business.

The Tradesman is requested, in this connection, to republish an excellent article, on the subject of Changing

from Credit to Cash, which appeared in these columns some weeks ago, as follows:

In changing from a credit to a cash system the knottiest problem for the retailer to solve is how to go at it from the start. Any change so radical as reversing the financial basis of a retail business must be given much thought and careful consideration.

A retail business which has been run on a credit basis has a certain working order or policy of operation.

The installation of a cash system means the complete change of that working order. It is an entirely revisionary step and requires a course of education for the store's customers.

What Credit System Means.

- 1 Slow pay—and no pay at times.
- 2 Merchant is asked to sell as close on credit as the mail order house and the competing cash stores sell for cash.
- 3 Merchant is forced to tie up his capital in accounts receivable.
- 4 Merchant can not take advantage of discounts on bills.
- 5 Merchant must pay interest for accommodation, while he can not charge interest on accounts due him.
- 6 Customers who pay cash do not want to pay credit prices.
- 7 It is human nature for the debtor to fear or hate the creditor.
- 8 Credit system is contrary to nature.
- 9 Credit system and overbuying are causes of failures.

What Cash System Will Accomplish.

- 1 The cash system is the rock on which young merchants may build with confidence and the assurance of prosperity.
- 2 Cash system prices draw the best trade.
- 3 Cash system merchants are able to take advantage of discounts.
- 4 Cash system merchants can give trade benefit of low prices.
- 5 Cash system merchants can always pay cash and better prices for produce.
- 6 Cash buying merchants are always sure to get a chance at special bargains and lowest prices offered by jobbers.
- 7 Cash system saves cost of collections.
- 8 Cash system does away with losses of forgotten charges and bad debts.
- 9 People who have run the limit of credit at credit store become cash store customers.
- 10 The cash system way is the only fair and square way for both merchant and customer.
- 11 Cash system enables merchant to sell at a small margin of profit and meet all kinds of competition.

Facts to Consider.

- 1 Can the people in your community pay cash?
- 2 What conditions control the financial situation of your town?
- 3 Can your trade zone be broadened?
- 4 Can you break away entirely from the credit habit?
- 5 Are your customers ready for a complete change?

Things To Be Considered in Indian Window.

Anything "Indianny" is sure to come in for a generous slice of the youngsters' praise, as there are a number of ways to which the goods may be put in the line of amusement.

In such a display, if you carry a varied stock of these goods, don't mix them up but have different times of exhibition.

Is the display intended to boom sales of small-boy Indian play-suits and buckskin gloves? Then fail not to introduce a wigwam. Have the door-flap but partially opened back, so as to excite curiosity to peer into mysterious shadows; kids love to investigate spooky corners—in the daytime.

Have little dummies posed in the characteristic attitudes of childhood. If they had hold of hands and were walking around the skin tepee it would be a happy way of arranging them.

Should the display be intended especially to feature gloves, and if the process of putting on will not entail breakage of frail fingers, by all means have gloves on each of the half dozen or so pairs of hands.

If an exhibit of such sort is made to ring in with a legal holiday where flags may be used be free with their employment. Place them on the wall and background, stick one larger one in the top of the tent and have one in each child's hand when they are supposed to be encircling the tent ring-around-a-rosy fashion.

Of course the headpiece of long feathers must not be omitted. These give style to the play-dress; no respectable brave who loves to be seen of his brother Red Men would dream of walking down the Fifth avenue of his tribe without his long string of tail feathers!

In front of the tent there may be an electric-lighted fire of fagots, with a singing(?) kettle of vegetables strung over it on a pole, and over this have a little Red Man standing in the act of stirring the chunks of cabbage and other vegetables with a long pine stick.

Indian life would not be complete without its complement of canines, so if procurable have half a dozen of the plaster animals in the exhibit. And, anyway, Indians or no Indians, who ever heard of a Real Boy that didn't love a dog?

Such a window could not fail of instilling in the heart of every little masculine beholder a desire to imitate (in Father's back yard) the Simple Life of the plains—and you really can't imitate this kind of Simple Life without the proper togs, don't you know!

A Realistic Display.

Every once in a while a dealer in carriages, if he have large window space, should install in it an elegant carriage all trigged out as for prancing up and down the street.

Let the harness on the horses be of the shiniest and everything else of the finest the dealer keeps.

Get from some dry goods store a pretty lady dummy dressed stun-

ningly as for driving. If there is but one horse, drawing a single carriage, have the lady dummy holding the ribbons, and be sure to turn her smile towards the spectators as much as possible; even a dummy's ballet-dancer smile that won't come off is heaps better than no smile at all, so give the public the benefit of it.

In a window of this description prepare a real-dirt road, with a strip of greensward at either side.

A papier mache coachdog trotting along contentedly underneath the carriage, or his live brother curled up asleep on the grass, would add interest to the scene.

A small placard down by the glass might read:

This
Pretty
Girl
Purchased
Her Turnout
at
Blank's
Go and Do Thou
Likewise

It might be well to have a photo taken of this exhibit and a cut made to use on a nicely-printed circular to mail to any one the saddlery merchant hears of who is contemplating the ownership of a new equipage.

New Raglan Raincoat.

Appearing in some of the advance-spring windows, in anticipation of early motoring—when the roads shall have cleared up a little and the weather be too warm for a winter garment but a need still be felt for some protection against the slightly raw winds—is an extra light raincoat. The stuff in which it is made up is from across the Big Pond, and so closely woven as to scarcely require waterproofing to render it impervious to moisture. The collar is on the military order and for the rest the cut is generally raglan. The coat extends below the knees and is so generous in proportions that the utmost ease is assured its fortunate possessor.

Run into the Ground.

"Green for spring," said a well known local haberdasher, "will simply run itself into the ground. When everybody takes to wearing any particular style or color its very popularity will kill it deader than the proverbial doornail. Green is a good color and there is scarcely a person, man, woman or child, but can wear some one or two shades of it. But already every rag, tag and bobtail are taking it up and by settled hot weather it will be numbered with the has-beens. Too bad, but can't be helped."

Display of Shoe Lasts.

For jolly St. Patrick's Day one shoe dealer threaded all the shoes in his windows with narrow green ribbons, setting them on a cream white felt floor. All around the middle of the window, at the backgrounds and ends, he had shoe lasts (they are always cream color) hanging with the same shade of green ribbon as in the shoes. In the center of the window was one of the largest of mocking bird cages with a big fat hen inside whose feathers had something

more than seen the green paint brush. On top of her prison stood a medium size placard reading:

I
Chuck
for
Jones'
Good Shoes

Of course, everybody laughed at her henship, but she didn't seem to mind it a bit.

Hardly a store but pays homage to the good ould Irish saint in the windows.

Jandorf up on Monroe street, in his enclosed — thus sanitary — windows, has a fine exhibit of villainous snakes and many sorts of green candies. One large candy dish, holding about as much as a peck measure, is filled with tiny transparent marbles that "suhtenly" look good enough to eat!

Why Not a Spring Opening?

There is no reason why hardware dealers generally should not hold spring openings and many reasons why they should. In doing this the example set by the dry goods and other houses should be followed. The story should be put in such a thoroughly clean and attractive condition as would not allow the most exacting housewife to find fault. Brightness, light and cheer should abound. Then the establishment should be decorated so as to give not only somewhat of a gala appearance but also to add to the air of comfort and cosiness. The show windows, cases and shelves of goods arranged in the most artistic manner with a view of impressing customers with the fact that the display is well worth seeing and examining. A demonstration of goods is particularly desirable and in this connection it is possible in showing the good qualities of a stove or range to serve a light luncheon of, say, hot biscuits and coffee, or something of a similar nature. Let it be well prepared and daintily served, and if possible give a little souvenir of the occasion, if it is only an artistic picture card, and this will be found an excellent occasion to distribute literature having a bearing on any of the goods handled. There is not the least doubt that such openings might be made to attract a large number of people, prove of lasting benefit, show visitors your enterprise and gain for you many acquaintances and friends. Don't attempt any such thing, however, without first deciding to give needed attention to every detail and to entertain your invited guests to the very best of your ability, making them feel that their visit has been a profitable and enjoyable one. Do it right and the results are certain to be pleasing as well as remunerative.—Stoves and Hardware Reporter.

Hopeless.

A friend was once talking with a crazy woman, when a stingy man passed by.

"Do you see that man?" said she, with a cunning smile. "You could blow his soul through a humming-bird's bill, into a mosquito's eye, and the mosquito wouldn't wink."

No man can buy peace by selling principle.

CLEARLY FRAUDULENT.

Questionable Methods of the American Mercantile Co.

Two weeks ago the Tradesman uttered a preliminary warning in regard to the American Mercantile Co., of Buffalo, N. Y. Since that time an investigation of the company has been undertaken with the result that the Tradesman feels no hesitation in stating that the methods of the company and the actions of its employees are not only questionable but actually fraudulent. For instance, the agent goes into a town and solicits collections on a percentage basis, with the understanding that 10 cents is to accompany each collection sent to the general office. In no case, so far as the Tradesman has been able to learn, has any membership fee been mentioned or suggested or insisted upon by the agent. Later on a so-called "contract certificate" is sent to the merchant, in which it is stipulated that if the subscriber fails to send the company fifty accounts and postage thereon he is thereupon obligated to pay a retainer fee of \$50 on demand. This "contract certificate" is thereafter referred to as a contract, when, as a matter of fact, it is not a contract in any sense of the term, because it is not signed by the subscriber and does not possess any of the features of a contract unless it is so recognized by the subscriber in writing. As to the ability or disposition of the company to pay over the proceeds of any collections the Tradesman is not prepared to offer any information at this time, but its methods of securing business certainly place it in the fraudulent class and render it exceedingly precarious for any merchant to undertake to tie up to such an institution. The Tradesman has received some information from Buffalo that it will probably spread before its readers at a later date. In the meantime it submits herewith a letter from Providence, Rhode Island, setting forth the origin of the company and the personnel of its management, as follows:

Providence, R. I., March 15—The American Mercantile Co. is a corporation incorporated under the laws of the State of Maine, and has been engaged wholly in the collection of bad debts, having done business in the cities of Lowell, Mass., Providence, R. I., and Buffalo, N. Y. The concern is, apparently, controlled and, operated by one George N. Lippitt who is a large man of the type sometimes found connected with collecting agencies of a certain class. After operating at Lowell for some two years it opened an office in this city in the early part of 1905, and a strong campaign for soliciting business from merchants in Providence and other cities and towns within a fifty mile radius was at once inaugurated. We understand, also, that it sent some of its solicitors into New York and New Jersey and met with considerable success in getting accounts for collection. It presented to Providence merchants what was apparently a very attractive proposition. The proposition, worked principally in this city, was

somewhat as follows: The solicitor approached the merchant and agreed that if the merchant would make out a list of his bad bills the company would submit an estimate of the money it would guarantee to collect. The company based its estimate upon the age of the account submitted, having a regular schedule. The merchant was then informed of the amount which the company would guarantee to collect and the rates of commission, varying from 5 to 30 per cent. If satisfactory to the merchant he signed a contract and the company showed to him a bond bearing the name of George N. Lippitt as surety and ornately ornamented with a large gold seal, payable in gold coin and entitled a "gold bond." This bond was then deposited with a certain local bank, to be held by them until the termination of the contract between the parties. After a time, complaints coming to the ears of the bank, they refused to have anything further to do with the matter. Thereafter the bonds were placed in a private box in a safe deposit vault in a certain trust company, it being generally supposed by the merchants that the trust company was a party to the transaction, although such was not the case. The contract which the merchant signed was arranged with the rates of commission printed at the top, together with a proviso that the mercantile company should retain out of collections \$1 for each claim placed in its hands. Next followed a list of the claims, then at the bottom was another paragraph giving the mercantile company authority to sign the name of the subscriber to certain letters, and an agreement on the part of the subscriber to notify the company promptly of all collections made by him, etc. After a time when the subscriber called for an accounting he was surprised to learn that, say, \$50 had been collected on which there was a charge of \$12.50 or so for commission and the balance had been applied to liquidation of his docket fee of \$1 for each claim. In some cases the company obtained as much as \$200 for docket fees from some of its subscribers, besides the regular rates of commission. Most of the subscribers to this company whom we have seen professed to have been in ignorance of this docket fee when they signed the contract. We are also informed by an ex-solicitor of this company that the contract was arranged as above, so that the attention of the subscriber might be drawn away from the clause containing the docket fee and centered upon the few harmless paragraphs immediately preceding his signature. The solicitor was expected to obtain from the subscriber 20 cents in money or postage stamps for each claim submitted to the agency, and this we are told was retained by or afterwards paid to the solicitor as his fee. We know personally of some thirty or forty subscribers, and out of this number we know of only one or two who were not very much dissatisfied with the result of their dealings with this company, and to-day many merchants

can be found in this city who will not hesitate to use strong language whenever the name of the American Mercantile Company is mentioned. The company operated with the above proposition for about a year and then for a time endeavored to use another proposition which is neither new nor novel, to-wit: The subscriber pays the agency a lump sum in advance, say \$50 or \$100, and the agency guarantees or, as in this case, tenders a "gold bond" that the company will collect for the subscriber out of claims given it at least twice the amount of the subscription fee, with the usual proviso that if at the end of the contract, say one year, the company has not collected the amount named the company may elect to return the fee or may continue the contract indefinitely until it has collected the amount named. This proposition, however, did not seem to take very well, either because local merchants had seen something like it before or because the American Mercantile Agency was getting to be pretty well known. In the latter part of 1906 the American Mercantile Company removed the greater part of its offices, etc., to Buffalo, N. Y. For a time it maintained a single office, with one clerk in this city, but we understand that has now been closed for some time. The man Lippitt, above referred to, while here was assisted by a man by the name of A. B. Champagne, who acted as superintendent of agents, having charge of the drilling of new men and handling them in the field. Lippitt professed to be owner of \$10,000 worth of real estate in Massachusetts, but of the truth of this claim we were never able to be sure. The assets of the American Mercantile Agency consisted, so far as we know, wholly of its office equipment. The methods of collection followed by this agency consisted mainly of the use of dunning letters. Very little was done in the way of investigating or suing on claims given it, although it had at different times a connection with several different local attorneys for other parties. So far as we know the agency paid its bills for rent, printing and office expenses while in this city, and we are inclined to believe that in its dealings with clients it has kept within the letter of the law.

Exasperating.

From the dark kitchen there emanated a series of thumps and angry exclamations. Jones was looking for the cat.

"Pa," called the son from the stairway.

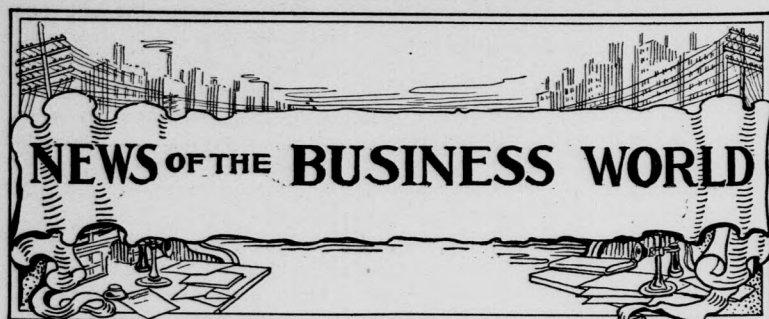
"Go to bed and let me alone," blurted Jones. "I've just barked my shins."

"Pa!" insisted Tommy, after a moment's silence.

"Well, what is it? Didn't I tell you to keep quiet?"

"I—I didn't hear your shins bark." And the next moment Tommy was being pursued by an angry sire with a hard hair-brush.

Right pride keeps a man from being proud.



Movements of Merchants.

Ludington—H. Jensen will soon open a meat market.

Corunna—Charles M. Peacock has sold his drug stock to John Alberts.

Breckenridge—Will Fox succeeds L. Waggoner in the grocery business.

Big Rapids—A. V. Streeter has purchased the jewelry stock of J. S. Grant.

Belford—Floyd Jones has sold his general stock to Frank Harlow, of Milford.

Traverse City—Louis Scott is succeeded in the grocery business by Joe Madison.

Big Rapids—A. R. Morehouse has sold his grocery stock to C. E. Biglow, of Grant.

Baraga—The hardware and notion stock of William Burt has been destroyed by fire.

Plainwell—L. A. Arehart, who was formerly engaged in trade here, has opened a shoe store.

Kalamazoo—A delicatessen store will be opened at 310 West Main street by C. J. Robinson.

Shelby—Carroll C. Lyon is succeeded in the undertaking business by Victor E. Cooper, of Ludington.

Morrice—W. A. Conley, who conducts a drug and grocery business, will soon open a dry goods and shoe store.

Detroit—The John Robb Company, which conducts a grocery store, has changed its name to the John Moore Company.

Osseo—Williams Bros. are succeeded in the meat business by Perrin & Co., who conduct a general store at this place.

Rogers City—The capital stock of the Presque Isle County Savings Bank has been increased from \$20,000 to \$25,000.

West Highland—J. M. Whitney has sold his general stock to Walter Marshall. Mr. Whitney has purchased a farm.

Fenton—The Victor Fence Post Co., comprising E. M. Bunce and E. E. Crane, will soon begin operations at its factory.

Maple Rapids—Warren B. Casterline is the possessor of the furniture stock and store building formerly owned by A. H. Gruber.

Cadillac—H. M. Rouse has sold his drug stock to Peter P. Torberson, who was formerly engaged in the drug business at Reed City.

Manistee—The Wolters-Batey Co., which conducts a hardware and mill supply business, has changed its name to the Vincent-Wolters Co.

Olivet—Ralph Phillips has acquired a half interest in the Ainger Store Co. and will begin to devote his time to the store work about April 1.

Adrian—Charles Boyd retires from the firm of R. W. Boyd & Son, meat dealers, on account of poor health. R. W. Boyd will continue the business.

Reed City—Sahlmark & Torberson have sold their drug stock to Strong Bros., who will probably continue the business at the same location.

Bangor—Dr. H. D. Harvey has sold his drug stock to Lewis Waggoner, who has been in charge of M. S. Carney's drug store, at Coloma, for several years.

Bronson—Myron Clark has purchased the shoe stock of F. C. Stillson. According to the terms of the transactions the latter acquires the farm of the former.

Charlevoix—Henry and John Block, sons of Peter Block, of Marion, have purchased the X. L. Produce Co. creamery here and will take possession about April 1.

Ithaca—A men's furnishing goods store will soon be opened in the Whitman block by Fred Randall in the clothing stores of W. Netzorg and S. Kirschheimer.

Thompsonville—The dry goods, shoes and women's furnishings firm of Grant & Bell has been dissolved, E. R. Grant continuing the business and C. R. Bell retiring.

Kalamazoo—H. J. Schaberg has sold his grocery stock to B. R. Nyland and David Kennedy, who will continue the business under the style of Nyland & Kennedy.

Traverse—G. A. Kley, of Chicago, succeeds Albert Petertyl in the meat business at 413 Union street. Mr. Kley was formerly engaged in the meat business in Chicago.

Mt. Pleasant—Messrs. Cowdrey and Rowlander have purchased the interest of their partner, Frank G. Thiers, in the Normal Drug & Book Co. and will continue the business.

Ann Arbor—David Rinsey has sold his interest in the grocery firm of Rinsey & Kyer to H. B. Whitker, of Bowling Green. Mr. Rinsey has been engaged in trade for forty years.

Middleville—A. J. Stevens, who was recently succeeded in the meat business by W. W. Watson, is again conducting the business, having again become the proprietor of the market.

Blanchard—It is understood that the old creamery, which has been purchased by the banking house of Wallace, Orr & Co., under the hammer at \$850, will be operated this spring.

Harbor Springs—G. J. Winters has purchased the meat market of Louis Gelsky and will continue the business at the same location. Mr. Win-

ters is a practical and experienced meat cutter.

Kalamazoo—The office of Beecher, Kymer & Patterson, who conduct a book store, has been entered by burglars, who were only successful, however, in securing a small amount in cash and stamps.

Cedar Springs—Frank Dreese has closed his general store at Onaway and will open a store here and carry a stock of dry goods, clothing, shoes and millinery. He has purchased the C. S. Clark brick building.

Belding—Nathaniel Lapham will discontinue the confectionery and grocery business, having leased his store to the Wolverine Tea Co., of Grand Rapids, which will put in a stock of teas, coffees and spices.

Pickford—E. S. Taylor, who was succeeded in the grocery and shoe business two years ago by Hossack Bros. & Co., has repurchased the stock and will conduct the business again. Hossack Bros. will devote their time to their interests and store at Cedarville.

Detroit—A chattel mortgage has been filed by Samuel and G. W. Thorne and A. F. Maidment, who conduct a dry goods business under the style of the A. F. Maidment Co. The mortgage is for \$107,747.88 and runs to J. S. Duffie as trustee to protect the creditors.

Saginaw—D. E. Prall & Co. are to be succeeded in business by Harry Dolson, of St. Charles, and his brother John A. Dolson, of this place, the change in management to take place on April 1. Mr. Prall began as a pharmacist forty-two years ago and Harry Dolson has been in his predecessor's employ for the past twenty years.

Shelby—Gilbert Van Wert, who spent ten years in the general store of H. L. Andrus and also with Mr. Andrus' successor, H. L. Wood, has severed his connection with the store.

Manchester—H. W. Weber, formerly engaged in the creamery business at Vermontville, has purchased the local creamery and, with the assistance of his son Albert, will operate it.

Holt—Christian Manz and J. Jacob Manz will open a store March 29, having purchased their hardware of the Fletcher Hardware Co., Detroit; their dry goods of Edson, Moore & Co., Detroit; their groceries of the National Grocer Co. and Northrop, Robertson & Carrier Co., of Lansing, and the Judson Grocer Co., of Grand Rapids, and their shoe stock of the Herold-Bertsch Shoe Co., of Grand Rapids.

Manufacturing Matters.

Mancelona—The Mancelona Hoop Co., will resume operations at its factory about April 15.

Saginaw—The Michigan Paving Block Co. has increased its capital stock from \$45,000 to \$100,000.

Marine City—The Western Sugar Refining Co. has increased its capital stock from \$100,000 to \$150,000.

Detroit—The capital stock of the Detroit Hoist & Machine Co. has been increased from \$50,000 to \$60,000.

Bay City—Bradley, Miller & Co., who manufacture lumber and deal in

salt, have increased their capital stock from \$100,000 to \$160,000.

Grayling—R. Hanson & Sons, who conduct a saw mill and deal in lumber, have increased their capital stock from \$70,000 to \$100,000.

Manistee—A corporation has been formed under the style of the Noud-Blacker Timber Co., which has an authorized capital stock of \$300,000, of which \$200,000 has been subscribed and paid in in cash.

Caro—The Sugar Beet Products Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 being paid in in cash.

Lansing—The Michigan Brass & Iron Works has been incorporated with an authorized capital stock of \$20,000, of which \$15,000 has been subscribed, \$3,000 being paid in in cash and \$12,000 in property.

Manistique—The Manistique Creamery Co. has been incorporated to make butter and ice cream. The corporation has an authorized capital stock of \$2,000, all of which amount has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the Wabasco Chemical Co., which has an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed, \$300 being paid in in cash and \$200 in property.

Detroit—The Safety Tea Kettle Co., which conducts a manufacturing business, has merged its business into a stock company with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and \$7,500 paid in in property.

Kalamazoo—The Acme Universal Joint Manufacturing Co. has merged its business into a stock company under the same style with an authorized capital stock of \$15,000, of which \$8,100 has been subscribed, \$7,600 being paid in in property.

Detroit—A corporation has been formed under the style of the Detroit Scoop-Truck Co. to manufacture scoop trucks, scoop shovels, screens and warehouse supplies, with an authorized capital stock of \$10,000, of which \$5,600 has been subscribed, \$400 being paid in in cash and \$5,200 in property.

Detroit—The Gies Gear Co., which manufactures reversible gears, has merged its business into a stock company under the style of the Gies-Hoyt Manufacturing Co., which has an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed, \$1,000 being paid in in cash and \$7,000 in property.

The Drug Market.

Opium—Is firm and unchanged.

Morphine—Is steady.

Quinine—Is unchanged.

Short Buchu Leaves—Have advanced.

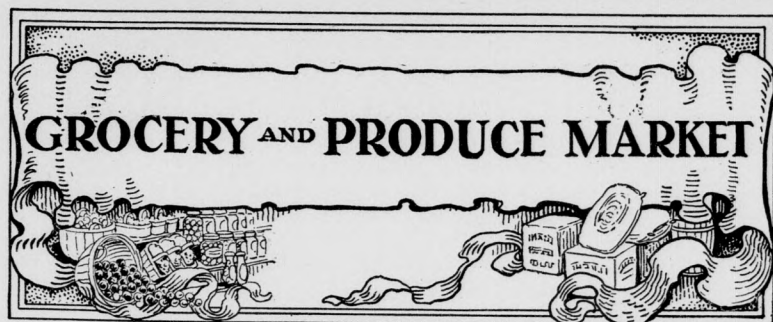
Ground Flaxseed—Is higher.

Citric Acid—Is dull and tending lower.

Glycerine—Is weak.

Balsam Copaiba—Is very firm and tending higher.

Balsam Peru—Is very firm at unchanged price.



The Produce Market.

Apples—The market is firm and prices are high. Hood River fruit is 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 receipts of fresh butter are about normal for the season. The percentage of high scoring butter is small and meets with ready sale at firm prices. Under-grades are not so active and have to be sold at concessions. Stocks in storage are about normal for the season, and the market is fairly healthy on the present basis of price. There will likely be an unchanged market during the coming week. 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—\$3.25@3.50 per 100 lbs.

Carrots—\$1.50 per bbl.

Celery—California, 75 c per bunch; Florida, \$3.50 per crate.

Cocoanuts—\$5 per bag of 90.

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

Eggs—Receipts are about normal for the season. The eggs arriving show very fine quality and are cleaning up on arrival each day. On the present basis the market is healthy throughout, and present values are about normal for the season. If the weather will remain stationary there will probably be no change in price during the coming week. Severe weather means an advance. Local dealers pay 16c f. o. b. shipping point and sell case count at 17c.

Grape Fruit—\$3.25 for California and \$3.75 for Florida. The Californias are the more attractive looking, but the Floridas are the more esteemed as to quality.

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

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

Lemons—The market is steady and unchanged. Local dealers ask \$2.50 for Messinas and \$2.75 for Californias.

Lettuce—Leaf, 13c 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—The demand is considerably heavier than during the opening days of March, while receipts show a corresponding increase, and the market holds steady, with no prospect of any immediate change in values. Navals, \$2.75@2.85.

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 \$1.65 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.

Menace to School Children.

Dr. Darlington's report of the appalling increase of heart disease and other physical infirmities among school children, and his confident designation of overpressure in study as its cause, should afford food for thought to teachers, physiologists and all parents. It is startling to hear that only 30 per cent. of school children are physically sound and normal, and that hundreds of them are dying yearly of heart disease. Such figures give emphasis to the complaints which have been numerous made of overstudy, and especially of the forcing of young minds with too many studies at once and with studies in advance of their years. We have heard of such practices as the giving of six or seven "solid" studies, including civics, political economy and poetical criticism, to children not yet in their teens. —New York Tribune.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, March 17 — Creamery, fresh, 24@29c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 18@19c.

Live Poultry — Fowls, 15@16c; ducks, 16@17c; geese, 13c; old cox, 10@10½c; springs, 15@16c; turkeys, 18@22c.

Dressed Poultry—Fowls, 15@16½c; springs, 16@18c; old cox, 11c; ducks, 16@20c; turkeys, 22@25c.

Beans—New Marrow, hand-picked, \$2.40@2.50; medium, hand-picked, \$2.40; pea, hand-picked, \$2.50; red kidney, hand-picked, \$2.25; white kidney, hand-picked, \$2.40@2.60.

Potatoes—75@80c per bu.

Rea & Witzig.

The Grocery Market.

Sugar—The market is very much stronger, both as to raws and refined. The refiners advanced all grades of refined to points this (Wednesday) morning, so that refined grades are now held at 4.75 f. o. b. New York. Telegrams from New York to-day indicate that the market is excited and that higher grades may be looked for in the very near future.

Tea—Japans continue very strong and spot prices of all grades hold firm for the entire list with good business reported. Stocks in first hands are well cleaned up. There is a scarcity of Japan nibs and dust. Congous and India Ceylons show strong, with better enquiry noted. Commonest and common Ceylons show ½c advance. Medium grades of desirable character showed a rise (by last Coloma mail) of 2@4c and buying is very active. Latest cable reports market very strong and lively.

Coffee—Coffee has been steadily coming forward in order to get in before the duty is imposed and so get the benefit of it. Actual coffee shows no change in price. Mild grades are steady to firm and unchanged. Java and Mocha are in moderate demand at unchanged prices.

Canned Goods—It is thought that with the opening of navigation on the lakes, prices of tomatoes will materially advance, as there will, no doubt, be a big demand from Western jobbers for shipment via lake and rail. There is no change in corn, the market continuing on a weak basis. Peas are unchanged and steady. Asparagus is steady to firm. Gallon apples are the only item in the list that shows strength. It is now only a question of being able to get the goods. Packers are holding strongly for higher prices than jobbers are willing to pay. An easy tone prevails on peaches and apricots, the market being well supplied with them. Strawberries and raspberries continue firm, on account of the comparatively light supplies. The better grades from red Alaska up are quite scarce and high prices prevail, with the market very firm. Supplies of pinks are fairly large yet, but the heavy demand is beginning to cut a big hole in them, and a somewhat firmer tone is shown. Sardine packers are firmly maintaining the recent advance of 20 cents per case and guarantee that this will be the lowest price of the season.

Dried Fruits—Apricots are scarce, firm and in fair demand. Raisins show no improvement and only very little demand. Currants are moderately active and unchanged. Dates have advanced ¼c. Figs and citron are unchanged and dull. Old prunes continue to come out and the market is still depressed. Small sizes of old fruit have sold on 1¼c basis, and large sizes 2c. New prunes are not wanted, and prices are unchanged. Peaches are unchanged on spot, but slightly firmer on the coast. The demand is light.

Rolled Oats—An advance of 20c per barrel was made last week on bulk goods, and 5-pound, family size, packages are also expected to advance. The market continues strong at the advance and if this condition

lasts very long it is thought that manufacturers will cut down the weight of the 10-cent packages.

Cheese—There is no change in price and the demand is fairly active considering the high prices. The stock is ample to meet all demands and no change seems likely in the near future.

Rice—Firm, in sympathy with the feeling in the Southern primary markets, where the statistical position of this article is said to favor higher prices for cleaned rice. Millers' views are firm and there is a strong market on Honduras and Japans.

Syrups and Molasses—Compound syrup is in fair demand at unchanged prices. Sugar syrup is wanted and scarce, as but little is being produced. Prices are unchanged. Molasses is steady at ruling prices.

Provisions—Everything in smoked meats shows a better consumptive demand, and if there is any change it will probably be a slight advance. Both pure and compound lard are firm at ¼c per pound over a week ago. The demand in both lines shows an increase. The market is in a very healthy condition. Dried beef and barrel park are unchanged and in slightly better demand. Canned meats show no change whatever.

Doings In Other Cities.

Written for the Tradesman.

"Forward, Never Backward" is the slogan adopted by the merchants of River street, Holland. Miss Gertrude DeKoster, of that city, was the prize winner in the competitive contest.

Battle Creek has provided for free band concerts in its parks this summer.

The Business Men's Association of Hillsdale will entertain the traveling men residing in that city at a banquet, to be given March 19 at the Smith hotel. A year ago the traveling men entertained the business men at a similar function.

The grocers and meat dealers of Alma will try the co-operative delivery system. The city is divided into three districts, with five deliveries daily.

A movement has been started in Ionia by Supt. Lister, of the city schools, looking towards the cultivation of home gardens and a more beautiful town. Seeds have been distributed among the pupils and prizes will be awarded for the best results.

A Civic League has been formed at Marquette, the object being to promote a clean, efficient administration of city affairs.

The annual banquet and smoker, of the Commercial Club of Menominee will be held March 19.

Almond Griffen.

A grocery stock has been sold to the M. J. Vander Veen Co., at 345 Alpine avenue, by the Judson Grocer Co.

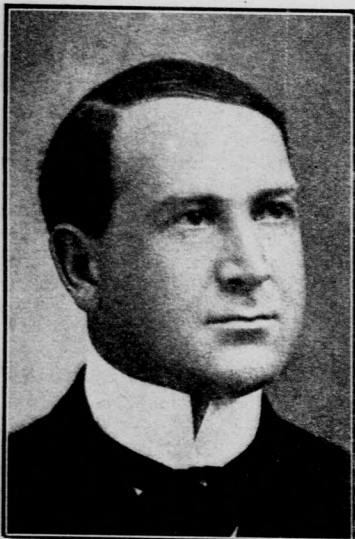
Dunn & Campbell, of Cadillac, have purchased a new stock of groceries of the Judson Grocer Co.

The B. & M. Automatic Machine Co. has increased its capital stock from \$10,000 to \$50,000.

SUCCESSFUL SALESMEN.

Fred E. Beardslee, of the Worden Grocer Co.

It is oftentimes remarked that one man profits little by the experience of others, a saying that is true only in part. The incidents associated with the life of a successful man, if recorded in print, are read and reread by the young, with a result that resolutions may be formed which will prove beneficial. It would be folly to teach a boy that exactly that which has been done by others may be done by him, as no circumstances which have molded one life can ever be duplicated; but the main thing for the young man is to have the desire



to do, an honesty of purpose, and with these the door of opportunity will swing open, if not in one direction surely in another.

Fred E. Beardslee was born Aug. 15, 1868, on a farm in Orion township, Oakland county. His father, who was born in New Jersey and is of English descent, will be 86 years old next July, having been a resident of Michigan for seventy-nine years. Mr. Beardslee's father's father built the first log house erected in Independence township, Oakland county, and Mr. Beardslee states that all people in this country bearing the same name as his, whether spelled Beardslee or Beardsley, are descendants of Wm. Beardslee, who emigrated to America in 1635 on the ship Planter. His mother's maiden name was Sutton. She was of German ancestry and was a Rorick descendant.

When Mr. Beardslee was 10 years old the family moved to Victor township, Clinton county. Mr. Beardslee attended the public schools and worked on the farm until he was 28, when he came to Grand Rapids and was employed by the Morse Dry Goods Co. for one year, after which he served four years as a clerk in the store of E. J. Herrick. Eight years ago Mr. Beardslee engaged to travel for the Worden Grocer Co. His territory, which has never been changed, is as follows: Along the Lake Shore from Kalamazoo to White Pigeon, on the G. R. & I. from Kalamazoo to Mendon, along the

main line of the Michigan Central from Kalamazoo to Dowagiac, from Lawton to Hartford on the K. L. S. & C., on the Michigan Central from Kalamazoo to South Haven, from Breedsville to Watervliet on the Pere Marquette, the Grand River Valley from Hastings to Charlotte and from Kalamazoo to Coats Grove on the C., K. & S. He sees his trade every two weeks.

Mr. Beardslee was married Nov. 18, 1903, to Miss Anna Hartnett. They have one daughter, 10 months old, and reside at 564 Turner street.

He attends the Park Congregational church, is a member of Grand Rapids Council, No. 131, U. C. T., and of Doric Lodge, No. 342, F. and A. M.

Mr. Beardslee, who has never been discharged from a position, credits his success to hard work and strict attention to business.

Mr. Beardslee holds that the man who sells goods on the road should be more than a salesman; that at all times he can help to create a healthy sentiment among his customers and others with whom he comes in contact—and this he can hardly do if he puts in his spare time playing cards and shaking dice. While Mr. Beardslee does not pose as a moralist it is a common saying of his that every man should try to do something and aim to make the world a little better than it would have been without him.

In manners Mr. Beardslee is quiet and unassuming, with evidence of a reserve force that by one of his temperament is rarely called into use. In disposition he is companionable, although not effusive. Possessed of a quiet sense of humor, in conversation he is pleasing. He thinks before he speaks, which may be one reason that his judgment is sought and highly appreciated by his friends. He is not a club or society man, his home being the one place above all others that attracts him after business hours. Absorbed in work, he has the spare time that only those who do their work methodically can command. Progressive, resourceful, with an eye on the present and the future, he ranks as one of the highest types of the traveling salesman.

Movements of Working Gideons.

Detroit, March 16—Samuel P. Todd, Chaplain and State Field Secretary, has been in Alpena during past two weeks in the interests of the temperance league. He is also busy arranging for the next Gideon State convention, to be held in Bay City, May 1 and 2.

W. T. Ballamy, of Bay City Camp, was in Cheboygan last week, smiling on his customers.

Detroit Camp has sent out a call to its members to meet at the Griswold House on the evening of March 21 to select a delegate to attend the constitutional convention to be held in St. Louis, Mo., the day before the National convention July 23 and 25.

The Griswold House hotel meeting last Sunday afternoon was led by Brother A. C. Holmes. "Having the true ring," he said, in part: "I was mailing a letter and threw down two

pennies for a stamp, and the postmaster passed back one as counterfeit. It hadn't the right ring! When I compared it with the genuine, I found it thinner and the face not perfect. It would pass with some, but would not bear comparison and never had the right ring. We, as Christian traveling men, are being inspected every day we are put on the sounding board. The ring we give out is being listened to and compared with the genuine. We are being tried in the balance. Shall we be found wanting? We can sometimes deceive men, but never God—John 10th chapter. W. H. Suit, of the D. U. R., was present and gave his experience. He said, in part: "I have been living a nominal Christian life for thirty years and, as the years passed, I became filled with aches and pains. I tried medicine, doctors, and prayers, but I did not pray right. My church training had been lacking. About two years ago gout settled in my big toe and twisted it down almost under my foot. I called a physician, who said he could not help me. I went in my pain and agony to a meeting being held on Grand River and knelt at the altar and, in my pain, I prayed as never before. The minister in charge put his hand on my head and, quicker than a flash, I was healed. Since then I have been healed from all my pain. I am sixty-eight years old and I am sound and young again. I am here as a living witness of God's healing and saving power. I tell you God knows the real and true. The life is laid on the sounding board and God knows the true ring. I have been here in the city in public life for more than thirty years and I am known and what I have told you is known. We can sometimes deceive man, but never God. I am before you a young man at the age of sixty-eight, and if you will read the 103d Psalm and trust in the author, you can have what I have."

D. J. Roper, Philadelphia, picked up a Bible and said: "I am not a Christian. My life has not been a happy one. I have a Christian father, mother and wife, yet with all this there is something lacking, and to-day, as I read one of your Bibles in my room, the Book opened to the 28th chapter of 1 Chronicles and the tenth verse and the words I read were, 'Be strong and do it.' And the response came, 'why not now?'"

E. B. Jordon, from Byfield, Mass., said: "I entered my room, tired and weary, and I saw on my dresser one of your Bibles, and I saw a marker which attracted me and, as I looked at it, I saw references pointing to passages which I never knew were in the Book. I read and copied, then as I was passing I heard you sing my daughter's favorite, 'I'm here on business for the King,' and, as you smiled a smile of welcome, I came in and have enjoyed your service more than any in my life."

Charles M. Smith will lead the Griswold House hotel meeting Sunday evening, March 21, and will at that time tell those present the object of the constitutional convention to be held in St. Louis, Mo., the day before the National convention.

Aaron B. Gates.

Mr. Lemon Finally Secures a Farm.

Samuel M. Lemon, who has cherished an ambition to own a farm for the past twenty years, has finally seen the fruition of his hopes, having purchased outright the celebrated Moulton farm, one-half mile east of Leroy, which will probably be better known under the name of Fairview. This farm comprises 320 acres, all under cultivation with the exception of about twelve acres of native timber. The farm was taken up from the Government by the original owner in 1870 and has not only grown crops every year since, but has been the birthplace and boyhood home of six stalwart sons, all of whom are now school teachers or college professors. Mr. Moulton died about six years ago and about a year ago the widow sold the property to a member of the Chicago Board of Trade. The recent squeeze in the wheat market compelled the owner to dispose of the property and Mr. Lemon secured it at a very satisfactory figure. Along with the farm went twelve horses, forty cattle, 100 sheep and about 100 hogs. Something like 100 tons of hay were also included in the purchase.

As soon as Mr. Lemon acquired the title to the property, he cabled his sister in Birmingham to send her three sons to America as soon as they received a letter from him. In the meantime he secured sailings for the boys on the Mauretania, which clears from Liverpool on April 3. The young men, who are the children of Mr. Lemon's only sister, are expected to arrive in Grand Rapids about April 15 and will take up their residence on the farm, which will be conducted under the management of an experienced and competent farmer. If, at the end of one or two years, the young men show an aptitude for the business, the management will be vested in Samuel, Walter and Leonard Hillis.

The Subsidized Press.

"What are your advertising rates?" asked the manager of the Desdemonean Kerosene Circuiters of the editor of the Cobbville Clarion.

"Well," answered the genius, "for four free tickets we will describe you as a good troupe; for six tickets, we will call you the foremost exponents of the Shakespearean drama now on the jump; for eight tickets, we will state that it is a shame that such fellows as Mantell and Novelli should be posing as classic artists, when Hamdodo I. Ranter is playing within a thousand miles; and for ten free tickets—all reserved, mind you—we will declare that when witnessing your marvelous performance we really thought that we were skylarking in a Thespian beer garden once more with Poe's Raven and the harpies singing sweetly in the peanut groves and Cupid and La Belle Fatima festooning our august bald brow with fig leaves and linked pretzels."

Tragic.

The country parson was condoling with the bereft widow.

"Alas!" he continued earnestly, "I can not tell you how pained I was to learn that your husband had gone to heaven. We were bosom friends, but we shall never meet again."

APPALLING FIGURES.

Michigan's Loss by the Conflagration of Last Year.

The terrible fire losses of last summer, the utter indifference of the State officials with regard to these losses and the general desire of the people for reliable information regarding this situation and the possible remedies induced the State Forestry Commission to ask the United States Forest Service for the necessary help to make an investigation. This work was done as a co-operative enterprise, the State Forestry Commission contributing part of the expenses.

Two men, Wesley Bradfield, native of Michigan, graduate of Alma and the University of Michigan, a trained forester, and Athol Wynne, a Wisconsin lumberman, carried on this work. They went from county to county, conferring with the people of each locality, and checked as far as possible all information thus gathered by actual observation and investigation on the ground. They devoted the greater part of the fall of 1908 to this work.

The following are the principal results reported by the United States Forest Service:

1. The Fire Losses. After reciting the present fire law the report states that the entire situation was sadly neglected, and that "most of the Supervisors either were totally ignorant of their duties under the law or completely ignored them." The Supervisors were not instructed, they were not compelled by the State Game and Fire Warden as was his duty and power under the law and evidently the whole business was mismanaged in every county and in almost every town in North Michigan. It also states that the people themselves, especially the settlers, lumbermen and others, did not make a reasonable effort, and especially that the efforts made came altogether too late to be of much value.

The actual losses suffered by the State are classified thus:

The total area of lands north of township 20 which was run over by fire last summer amounts to about seven million acres, or nearly 40 per cent. of the north half of the State. Two million of this is actually timber lands, forming about 34 per cent. of all timber lands of that part of the State, and about five million acres is cutover lands. These latter form about 45 per cent. of all the cutover lands of the State.

In the Upper Peninsula 8 per cent and in the Lower Peninsula (north of township 20) over 20 per cent. of the standing timber were killed by fire. Over six million dollars' worth of timber was utterly destroyed and the remainder was injured by over ten million dollars' worth, fully 35 per cent. of the amount being lost by fire injury.

In addition to the above the report estimates a loss of over six million dollars for smaller stuff, cedar, tamarack, poplar, oak, etc., not really counted in the saw timber. A loss of over \$600,000 was sustained in the

burning of logs and other timber products; over \$500,000 in hemlock bark, and over \$500,000 in buildings and other personal property.

In addition it is estimated that the extra expense which the people must incur to save the injured timber will amount to four million dollars. Thus the direct or immediate losses in money and merchantable stuff run up to about twenty-eight and one-half million dollars, while the loss, due to the burning of the small trees which would and should make our future forests is estimated at nearly sixteen million dollars.

Michigan has certainly paid for her lesson: About forty-five million dollars, besides half a hundred of human lives and the agony of thousands suffering for months.

The Forest Service fully sustains the report of the Commission of Enquiry in its recommendations for better fire protection.

2. Relation of Agricultural and Forest Lands. Under this head comparisons are made and an interesting table is presented involving all of the state north of township 20. It shows that the area of improved land in 1904 was only about 6 per cent., also that for this entire area at best only about half is adapted to cultivation.

In discussing the State tax lands, or "tax homestead" lands as they are technically designated, the report confirms that of the Commission of Enquiry on every point. It points out the inferior character of these lands, the present costly and wasteful method of handling them, the great losses which the State has suffered in disposing of them under the present law and the desirability of a radical change in the State's policy and of establishing most of these lands as State forests.

3. General Forest Conditions. The United States Forest Service estimates that in the north half of the State (north of township 20) about one-third of all land, or nearly six million acres, is still forest with an estimated stand of about thirty-five billion feet of timber. Of this stand about 1.6 million acres with about eleven billion feet is credited to the Lower Peninsula, the rest to the Upper. The cutover lands make about 65 per cent. of all land in the Lower Peninsula (north of township 20). These cutover lands for both Peninsulas are estimated at about 10.8 million acres, or over 60 per cent. of all lands. Of these lands about two-thirds were reported as re-stocking. (But, of course, practically half of these lands were burned over last summer.) Interesting is the fact that these cutover, waste lands in some counties make up over 80 per cent. of all land, although less than 5 per cent. in the whole county is actually used as farm land.

4. The lumber industry cuts the forests at the rate of about 300,000 acres per year, thus taking an area nearly as large as a standard county for each year's cut.

5. Recommendations made by the United States Forest Service:

1. All State lands should be withdrawn classified into agricultural and

forest lands and the larger tracts reserved for State Forest Reserves.

2. The management of the public lands should be intrusted to a non-political commission.

3. This commission should have a regular State Forester to carry out the work.

4. There should be a thorough revision of the forest fire laws.

5. The State and timberland owners should co-operate in the development and protection of forest lands.

6. The taxation of all forest lands (cutover lands included) should be on a "definite equitable basis." The method recommended is this:

a. A yearly tax on the land alone and in addition,

b. A harvest tax of 10 per cent. on the stumpage value of the timber whenever any timber is cut.

For all woodlots connected with farms it is recommended that only the land be taxed just as in the case of other parts of the farm lands.

It is a matter of great pleasure to all rightminded and patriotic citizens that the Legislature of Michigan in its present session (1908-1909) has already started in the right direction. Under the excellent leadership of Hon. James L. Morrice, of Harbor Springs, and of John O. Maxey, of L'Anse, the House of Representatives has passed a bill withdrawing all State lands from sale until the matter of a proper management policy can be decided upon. Filibert Roth.

Many mistake faultfinding for fidelity.

He Bought Books.

A man who had never had the time or opportunity to get much book learning suddenly became wealthy. He gave up work, built himself a fine house and settled down to enjoy life. Recollecting his early and unanswered longing for books, he went to a shop to order some. The Voter tells the story:

"I want a lot of books," he said to the clerk.

"What kind of books?" was the question.

"Why, books," said the prospective purchaser. "Good books, you know; reading books."

The books came and were installed in the library. Soon after an old friend, slightly more learned than the rich man, came to call.

"Here, Hugh," said the host, "is my library. Here is where I intend to sit down with my books and read."

Hugh took down a book, looked at it and put it back; took down another, looked at it and put it back, and repeated the process several times. Then he asked:

"John, where did you get these books?"

"Oh, I bought them; just bought them. What's the matter? Aren't they good books? I haven't read them yet."

"They're good books," was the reply, "but they're all the same. John, as near as I can figure roughly, you have bought 600 copies of the Fifth Reader. It's a good book, but there're too many of it here—far too many."

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

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E. A. STOWE, Editor.

Wednesday, March 17, 1909

READY FOR ACTION.

With the railroads clutching the throat of Michigan shippers, outside of Detroit, and extorting an average of 10 per cent. more for freight charges than they are justly or equitably entitled to, in comparison with the rates charged Indiana shippers, the organization of the Michigan Shippers' Association appears to be most opportune. Possibly as an outcome of this organization will ultimately result the long-considered State Board of Trade, but that is a matter which can safely be relegated to the future.

The disclosures made at the first meeting of Michigan shippers, held in this city yesterday, serve to place the transportation lines of the country in a very unfavorable light, because they show that the discrimination against Michigan is even greater on North and South business than it is on traffic to and from the Atlantic seaboard. How Michigan farmers and produce shippers are able to maintain themselves in the face of the discriminating tariff exacted for the transportation of their products the Tradesman is unable to explain or understand. They are certainly placed at a great disadvantage and compelled to suffer the loss of profits which no corporation has a right to wring from them.

The men who were instrumental in calling the meeting advised a direct appeal to the Interstate Commerce Commission, but some of those present urged that the railway managers be given an opportunity to do the right thing before resorting to strenuous measures and such a programme was nominally agreed to. The Tradesman has no faith in mild measures. The railroad men were given an opportunity to do the right thing twenty-five years ago and they have been given frequent opportunities since; but they have refused to meet the shippers on a common basis, deferring action on one subterfuge or another and in the meantime pocketing their ill-gotten gains in the shape of extortionate rates. They now begin to see the handwriting on the wall and have offered Grand Rapids relief conditional on her citizens

ceasing the state-wide agitation. This proposition was declined, because the Grand Rapids plan is broader than the limits of a single city or the selfish advantage of a single locality. It contemplates a complete revision of the rate of every locality in the State, so that the remotest town in Michigan may be on a competitive basis with Detroit and Chicago.

DISTINGUISHED VISITORS.

Some time next May, probably, the Detroit Board of Commerce will, as an organization, visit Lake Michigan ports on a trade extension tour, using the mammoth sidewheel steamer, the City of Cleveland, for the purpose. Accordingly General Manager Schantz, of the D. & C. Navigation Co., is making investigations as to the ports on the lake in question which may be entered by his steamship.

The task is an easy one because any of the Lake Michigan ports between which regular across-the-lakes service is maintained during the navigation season have channel entrances and harbors wide enough and deep enough to accommodate the City of Cleveland, even although she may be freighted with a couple of hundred members of the Board of Commerce and other interesting packages. Then, too, the City of Cleveland is a side-wheeler so that heavy winds from any point of the compass or oral in character may be successfully contended against.

Of course, the great steamship can not, as yet, visit Grand Rapids, but the Wholesale Dealers' Association of the Grand Rapids Board of Trade will be delighted to co-operate with the public welfare organizations at St. Joe and Benton Harbor, at Holland, Grand Haven, Muskegon, Ludington, Manistee, Traverse City and Petoskey in giving the Detroit gentlemen a hearty welcome at each port.

The Tradesman is very much pleased to learn of the proposed tour because, after all is said and done, the best possible way in which to increase trade relations between business communities is to develop more personal and intimate acquaintance between those communities. Grand Rapids and other trade centers in Western Michigan will give the visitors across the State ample evidence, both as to their hospitality and as to their business resources and energy, morally certain, on the other hand, that the Board of Commerce gentlemen can not fail to bestow something upon their hosts of equal value.

INVALUABLE STEP AHEAD.

While Congress was fighting over whether or not Speaker Cannon should administer the proceedings of the House under the rules of the old Congress or under new rules came the news that the Appalachian Park bill had become a law by a vote of 157 to 147. And one of the interesting features of this fact is that the bill passed because it provides, in fact, was shaped for the preservation of inland waterways and navigable

streams and for the development of water power possibilities heretofore permitted to run to waste.

The preservation of forests and their control as a perpetual source of income will be of incalculable value to the country at large, but no more so than will be the carrying out of a policy which, inevitably, must provide thousands of cities and villages with hydro-electric power which to-day are without such facilities.

While Michigan is not so generously provided with water power potentialities as are some other states, notably in the Eastern and Southern States, still there are, developed and undeveloped, a sufficient number of such possibilities to guarantee forever—if the general plan of conserving natural resources is carried out—the maintenance of the present high standing of Michigan as an industrial commonwealth.

The Appalachian Park will embody about three million acres of mountain territory in the district represented by the junction of Kentucky, Virginia, North Carolina, Tennessee, Georgia and South Carolina. The limit of cost is fixed at \$19,000,000 and the territory is to be acquired within the next ten years without taking a dollar from the United States Treasury. How is this to be done? By utilizing the proceeds from the sale of timber taken from the forest reserves in the West, which are already producing a revenue in excess of the cost of maintaining them.

A CO-OPERATIVE TRIUMPH.

It is a good sign when competing corporations can get together on a co-operative basis, and a still better omen when such a union of interests submits to harmonious, co-ordinate effort with a municipality.

The city of Grand Rapids has as the very genesis of its existence a river which, once beautifully picturesque as well as splendidly utilitarian, has become a menace to property and health and a grievous irritation because of careless, unintelligent, short sighted proceedings born of avarice.

Comes the concerted agreement of our municipality and the consolidated water power corporations whereby the following much needed and purely material benefits are to be bestowed upon the community:

1. An East Side trunk line sewer is to be put in at a minimum of expense, because the excavation so long known as the East side canal is to receive the masonry and other equipment required for a high grade sewer.
2. Then the canal excavation is to be fitted and utilized for street and building purposes so that there will be no tail races and no sewer mouths to let the spring and other floods into the factory and store basements along the river's edge and along Canal and other streets.
3. The present dam is to be removed and a new dam of ornate design, of reinforced concrete construction and hydraulically correct in every detail, is to be put in at a

point a short distance above the Bridge street bridge.

4. The West Side or W. T. Powers' canal is to go out of commission, and with an hydro-electric power plant of modern construction and artistic elevations, located at the new dam and in mid-stream, the aggregate of water power made available at Grand Rapids will be approximately double the present capacity.

5. A tail race 200 feet wide and 21 feet deep, extending down the river to a point below the city limits, together with reinforced concrete walls along either bank of the river for the same distance, will more than double the present flowage capacity of our river, so that danger from damage by floods will be reduced to a minimum.

As yet the public has not been enlightened as to the aggregate cost of these improvements, which is to be borne jointly by the private corporations and the municipality, assuming, for example, that two million dollars must be invested.

What of it?

The game is well worth the candle. Every dollar's worth of property along either side of the river will have a very marked increase in taxable value and, incidentally, every dollar's worth of property in the entire city will have added value.

The money expended for making the improvements will be paid out in Grand Rapids to the people of Grand Rapids.

The industrial resources of Grand Rapids will be very considerably and permanently increased.

The annual protection against damage by floods to labor, real estate, manufactured goods and business operations in Grand Rapids will provide annually at least 2½ per cent. interest on the two million dollar investment.

And this is not all.

Such a plan of improvement, fully realized, will prove an inspiration to every property owner along the river, to not only maintain his river front in a cleanly and attractive way, but it will prompt such owners to contribute to the architectural aspect of either shore, so that the chief available asset of the city in an aesthetic sense may readily be developed in accord with its full value, as contemplated and recommended by the Comprehensive Civic Plan Commission.

And, finally, the West Side canal right of way will remain available for adaptation and use as a canal lock 66 feet wide and nearly a mile in length when the anticipated across-the-State waterway goes into commission.

Oily nutmegs are good. Stick a pin in them, and if a tiny bit of oil comes out, you need not be afraid to buy them.

The first step toward cleaning up a neighbor's back yard is taking a rake and hoe to one's own.

The ambition to cleanse the world seems to occur to a good many small scrubs.

UNIQUE CELEBRATION

Made Possible By a Clever Benevolence.

St. Petersburg, Florida, March 10—On the morning of Feb. 22 the mocking birds were singing and Marechal Niel and Malmaison roses were blooming out of doors. A slight shower soon after daybreak caused many little hearts to beat heavily; but soon the clouds lifted and the sun came out and the hearts of young and old were light and buoyant, for Washington's birthday is the great fete day of all the year in St. Petersburg.

If the ever-to-be-revered Father of his Country looks from his blessed heights upon this nation he did so much to found, I am sure that throughout all the length and breadth of it he saw no celebration in his honor more artistically designed or carried out with greater perfection of detail than that which took place in the little city of St. Petersburg, nor one which would more truly rejoice his heart.

This is essentially a tourist town and ordinarily the tourist's wants, preferences and pleasures take precedence of everything else. It is "You first, my dear Alphonse," on every hand. As a usual thing the busiest man in St. Petersburg will stop his work to give a leisurely and gracious answer to any fool question a tourist may ask.

Preceding Washington's Birthday there was a quiver of expectancy in the air, a certain nervous intensity in the work of preparation, reminding one of the North. It was evident that "we alls," the residents, had something very important on hand and would beg very regretfully to be excused from needless interruptions for just a little while, when "you alls," the tourists, would be shown something that "would sure be mighty fine."

During the previous week souvenir hatchets were placed on sale, some of them elegant and costly. Central avenue, the main business street of the city, was thoroughly cleaned, and the decoration of the streets was begun. On the morning of the celebration large flags and festoons of bunting were floating from wires stretched across the street, the store fronts were tastefully trimmed in flags and national colors and the whole avenue was resplendent in gala attire.

At 10 o'clock the parade was to start. Long before the hour the sidewalk on the shady side of the street was crowded with people waiting eagerly to see it.

The morning was warm, even hot, for when the procession started up the street the thermometer registered 82 degrees in the shade and the marchers were not in the shade.

Such a parade! It would be hard to imagine one more beautiful or better calculated to excite the interest and admiration of the spectator.

First came the band, the young men being dressed not in conventional wool uniforms, but very sensibly wearing white shirtwaists and white caps.

Next came the veterans of the Civil War, the Blue and the Gray marching together. A touch of humor was not lacking, for one old Confederate, marching in the uniform he wore at the close of the war, carried a banner inscribed, "The Last Private of the Civil War."

Company G, Peninsula Guards, of the Second Regiment of Florida State troops, followed. St. Petersburg is very proud of her company of troops, it being called the finest in the State.

Attracting great attention and cheered constantly as they rode along in their float, came four octogenarian "Boys of '46," veterans of the Mexican War.

And then the schools, for Washington's Birthday in St. Petersburg is primarily and chiefly a school celebration. But the pupils did not present the monotonous and uninteresting aspect of the ordinary school parade.

Company A of High School Cadets came first—fine, manly fellows, wearing khaki uniforms and carrying their

lead a band of children in shouting at frequent intervals—

Who's George Washington?

First in war, first in peace,

First in the hearts of his countrymen.

A very beautiful sight was the flower girls, of whom there were quite a large number. These little misses were all dressed in white and each wore a large garland of roses, placed over the left shoulder like a sash. Some had pink flowers, others red and the remainder yellow. With every one the trimming of the hat and slippers matched the color of the flowers.

I must pass over with only briefest mention several companies of pupils, including Dumb Bell Girls, Indian Club Girls, Wand Drill Girls, Classes in Physical Culture, Flag Drill Girls, Hoop Drill Girls, Tambourine Girls and Floral Arch Girls, each band having its distinct uniform and each being well drilled and contributing its share to the beauty of the march.



A Section of the Parade.

rifles. They were followed by the Artillery Squad with their gun, for the school owns a fine old brass field piece that was in use in the Civil War. Next was a boys' drum corps and then Company B of Cadets, these being boys from the grades, uniformed and equipped like the High School Cadets, with the single exception that the steel barrel of their gun is removed and a piece of hard wood substituted to make it lighter for them to handle.

There were three drum corps in the procession, two composed of boys and one made up of girls. These aid greatly in keeping the marching children in step.

Very pleasing were the kindergarten children, about a hundred in all, the boys dressed in white suits and white pointed caps, the girls in stars and stripes dresses. The larger kindergarten pupils walked, their little legs finding it hard to keep up with the regulation speed. The tinier tots were drawn in floats.

A fine portrait of Washington was carried in the march by one boy, while another boy with a megaphone

There was a squad of naval cadets, little boys dressed in dark blue sailor suits, the cutest little middies imaginable.

The Knights of the New Crusade elicited great admiration. These were boys of 9 or 10 in black uniforms and carrying silvered spears, while the large crosses on their breasts, the high gauntlet gloves and the long plumes were of crimson. They have an organization and learn to sing songs calculated to inspire the cultivation of manly virtues.

Just preceding the Goddess of Liberty and acting as heralds of her approach walked the very sweet and very tiny Uncle Sam, in full costume, driving, with ribbon lines, six white gowned little girls carrying trumpets.

The Goddess herself, most gracious and dignified, was borne along in her chariot. She was elegantly attired in an empire robe of soft white silk.

Six very pretty young ladies from the high school were dressed in Japanese costumes. However much trouble the Japs on the Pacific coast may be making, these girls in their soft silks and parasols made no

trouble at all, but were a very quaint and pleasing feature of the parade.

The little George and Martha Washingtons were the delight of all beholders. They were dressed, some in pink, some in blue, in full Colonial style, even to the big buckles on their slippers.

The procession was more than three-quarters of a mile in length and nearly 900 pupils were taking part in it. Every scholar is expected to be in the line of march on Washington's Birthday unless excused for sickness or other urgent reason.

The richness and beauty of the flags carried in this parade, the good taste evidenced in the costumes, and the excellent material of which they were made were especially noticeable.

One venerable figure was that of Mrs. Emily Keagy, the Dean of St. Petersburg teachers. She assisted her husband in conducting the first school ever held here, putting in, at the beginning, two years' voluntary service, for which she received no pay. She is English by birth and while in the Old Country taught in Windsor, opposite the castle. She is such a tiny woman, with hair almost white, but in spite of thirty-four years spent in a most wearing profession she is still very capable and bright as a dollar.

Three young ladies from Michigan who are teaching in the schools here marched with their pupils—Miss Morrell, of Watervliet; Miss Smith, of Benzonia, and Miss Southwick, of Hart.

The procession passed up Central avenue to a certain point, then countermarched to the square by the post-office, where some drills were skillfully executed, which closed the exercises for the forenoon. However, the children did not depart until they had cheered lustily for the benefactor whose generosity makes possible this strikingly beautiful celebration of a national holiday, which, in most places, is allowed to slip by almost unnoticed.

For the children of St. Petersburg have a fairy godfather, who waves a magic wand for their benefit and most wonderful happenings result.

In the flesh and in business circles this godfather is known as Mr. Edwin H. Tomlinson, and the magic wand is his check book.

To tell the story briefly, this Mr. Tomlinson, who is a native of Ansonia, Conn., served on the side of the Union in the Civil War, and owns gold mines in British Columbia, coming to St. Petersburg about sixteen years ago in search of a climate suited to his father's health.

He is a great lover of children, is deeply interested in their welfare, has ideas on the subject of their proper training and education and is willing to back up his theories with cold hard money.

In 1896 he presented to the schools 200 small silk flags, to be used on public occasions, and that year Washington's Birthday was successfully observed. Three years later, under a Prof. Guisinger, whose name deserves special mention because of his effi-

ciency in getting into tangible form the work for which Mr. Tomlinson furnished the means, the day was celebrated in a manner to make it notable in the annals of the town.

Every year since has witnessed an increase in the number of participants and of spectators, and also in the number and variety of uniformed drills and in the general excellence of the programme; so that Washington's Birthday in St. Petersburg has come to have a national reputation.

It is not because he cares especially to have a big show and is desirous of having the honor attaching to himself as chief promoter of it that Mr. Tomlinson has, at his own private expense, bought uniforms, drums, guns and musical instruments and furnished for every child in the schools a well-mounted silk flag, as well as several very handsome large flags for parade purposes. What he really wants to do is to teach patriotism, and he takes this way to do it. He regards this parade and celebration merely as the foam on the soda water—it looks well but is not the essential thing.

He is himself an ardent lover of the flag and he is trying to inspire the same affection for it in the children who are coming up. Everything that he furnishes in the way of equipment becomes the property of the schools and the flags for the children are kept in the school buildings, but his instructions are that in case some little child is seen to love his flag exceedingly and to want to take it home with him and be loath to bring it back, then the teacher is not to insist too rigorously upon its return.

The selection of Washington's Birthday for the great patriotic celebration of a town of just the character of this one is particularly happy. Fourth of July in St. Petersburg would probably be too hot to celebrate anything. The birthday of Robert E. Lee is a legal holiday in Florida, but, to say nothing of the tourists, there are many Northern people among the permanent residents, and they would not care to give the very highest meed of honor to the great general of the Confederacy. In like manner the real Southern people can not enter with great enthusiasm into commemorating Lincoln's birthday. But no one has anything against George Washington.

Of the other holidays, there is, it seems to me, no one so well suited to be the great day in all the year for this little Southern city as the one they have chosen.

Thanksgiving is really a New England festivity, and besides there is not here the sharp cleavage of the seasons which makes the ingathering of the crops in Northern States an occasion of special rejoicing. Christmas is, of course, largely celebrated in the South, but Christmas is a family holiday. Then, for its artistic perfection, Christmas needs cold and snow, so that Santa Claus will wear a fur coat and have good sleighing for his reindeer. New Year's comes too close to Christmas to be a great success anywhere.

Of course there is labor day, but—well, I heard a Southern lady telling about some man, I think he was a minister, who "came down heah in Septembah and went vigh'ously at wuhk, went all ovah town hunting up his friends and calling upon them." I understand this gentleman fell ill from these unwarrantable exertions. I hardly think labor day could be made a great success in St. Petersburg.

I must tell more of Mr. Tomlinson's educational beneficences: In 1898 a school orchestra of twenty-two pieces was organized, for which he furnished the instruments. This is still maintained, and every Friday morning sees the school opened by music furnished by its own orchestra.

This has proved a fertile field for the development of latent talent.

whom were paid with public money, should teach in the manual training school during regular school hours. Accordingly, the sessions were held after school closed in the afternoon, the teachers giving their services without pay and the children working until dark, when they had to be sent home.

During the following year Mr. Tomlinson erected another and a much larger brick building, calling it the Manual Training Annex. This was built in order that there might be a suitable place for the drills and parades in all kinds of weather.

Both buildings have since been purchased by the city, but the price made on them was so low that every one is ready to acknowledge that the transaction virtually amounted to a free gift of the training school build-

country where so much is being done along this line.

Besides the gift of the manual training building, already spoken of, the schools have property amounting to several thousand dollars in value, consisting of uniforms, costumes, musical instruments and silk flags, all of which have been given them by the same generous hand.

Every year Mr. Tomlinson foots the bill for the Washington's Birthday celebration. Some years it amounts to several hundred dollars. Previous to the celebration he places a fund at the disposal of the school superintendent, and if it is found necessary to overrun this amount he says to make the day a success anyway.

He has been a great friend to the kindergarten here, even furnishing Irish mail wagons, which are a kind of toy automobile, for the children to play with and keeping them in repair. A common saying of his is, "If it's for the little folks give them thirteen to the dozen."

Some one once asked Mr. Tomlinson how he justified all these expenditures from a financier's point of view. He replied that he was getting compound interest on his money right along in seeing the enjoyment of the children.

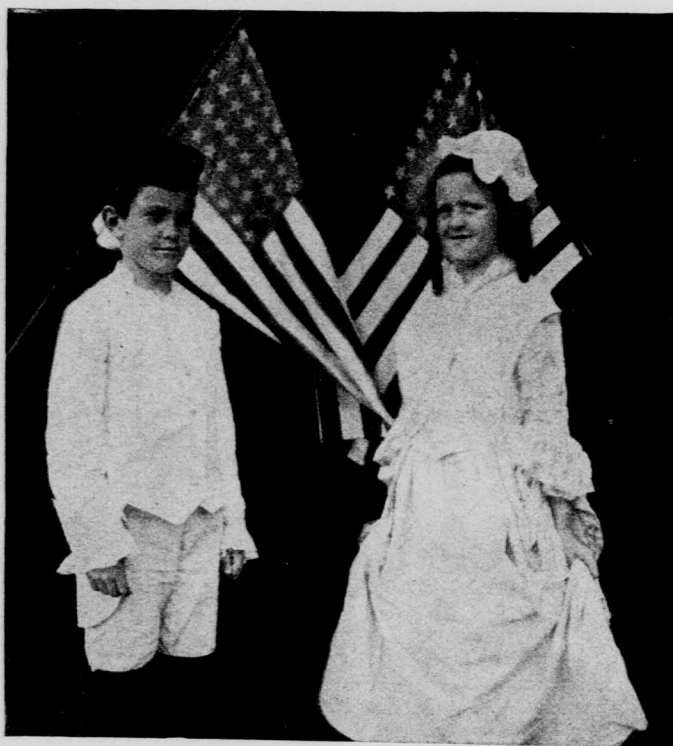
He takes no great credit to himself for all that has been accomplished, but rather seems to feel that the teachers who have labored so faithfully to carry out his ideas are deserving of far higher praise than should be accorded to himself. Dr. Conradi, the superintendent, and the entire staff of teachers manifest great interest and enthusiasm, not only in the Washington's Birthday celebration, but in the other lines of work Mr. Tomlinson has done so much to promote.

Owing to the very widespread opinion that all unmarried persons of mature years have a most malignant "grouch" against children and take no interest whatever in their welfare beyond an unrelenting desire to make them "toe the mark," it will considerably astonish the average reader to be told that this fairy godfather of the St. Petersburg school children is a bachelor.

How those who hold the opinion referred to can reconcile it with the very patent facts that much of the best training children get is given them by unmarried teachers, and some of the most unselfish devotion which they receive is bestowed upon them by unmarried relatives and friends, it would be hard to say, but certainly the mental figment that bachelors and spinsters in their worst estate are terrible ogres, and in their best a disagreeable and superfluous adjunct to society, is strongly entrenched in popular prejudice.

Indeed, the first person whom I asked to tell me something of this Mr. Tomlinson replied with cheerful banality, "He ain't nothing 'cept just an old bachelor. He can't be nothing long as he stays an old bachelor."

Be it said this man was a tourist. No resident of St. Petersburg would have spoken in this way.



A Little George and Martha.

Several boys who began in this orchestra have become fine musicians, and one girl, who perhaps never saw a cornet until she came to this school, has become a celebrated cornet player.

Mr. Tomlinson also has ideas regarding physical culture and manual training and believes it is better for the rising generation to be developing their bodies and learning to work with their hands than to be running the streets. Accordingly, he waved his magic wand to put his ideas into practice.

In 1901 he erected a good-sized two-story brick building and had it equipped with the best apparatus obtainable, the lower floor for manual training and the upper for physical culture. This he threw open for the use of the boys and girls of St. Petersburg, absolutely free of cost either to parents or school district.

Indeed, as the thing was an experiment, and, in a way, a private enterprise, it was not deemed best that the teachers of the schools, all of

ing with all its equipment, which was really Mr. Tomlinson's intention in the matter. The Annex is now used as a city hall, as well as for drilling purposes. It has a seating capacity of 2,000 and is said to be the largest city hall in the State.

At first the girls took physical culture and the boys had manual training, but this work grew and developed until now it has become an important part of the regular work. There are manual training and physical culture throughout all the grades. Every girl must take five years in domestic science before she is allowed to graduate and every boy must complete a corresponding course in manual training. Military training is optional with the boys. About 50 per cent. of those who enter the high school take it.

The St. Petersburg people take great pride in their manual training school and give great credit to its founder. It is safe to say that there are very few small cities in the whole

Mr. Tomlinson is described as not of the jovial, rollicking type of old bachelor, but a very dignified gentleman, of so great austerity in his habits of life that while possessing abundant means to gratify his tastes and a celibate's liberty of action he still indulges in no more flagrant dissipation than cruising and fishing in winter and mountain climbing in summer.

In the afternoon the celebration of Washington's Birthday was continued by exercises in the city hall. It was known that the audience room would be packed, so long before the



A Knight of the New Crusade.

time for opening the doors a large crowd was standing in the sun waiting for admission.

After opening music, furnished by the school orchestra, the programme consisted of some fourteen drills and songs rendered by pupils from the various grades of the schools, all so well executed and showing such thoroughness of training that it would be unjust to say that one was better than another.

Personally I was most interested in the exhibition given by the High School Cadets, who went through with a certain portion of drill No. 1 of Butt's Manual.

Perhaps most highly pleasing to the audience generally were the little George and Martha Washingtons in their quaint Colonial garb, the Georges bowing and scraping, the Marthas demurely curtsying as they went through their various figures. When, after a most profound and remarkable salutation, the tiny couples danced a sweet little minuet the enthusiasm of the spectators knew no bounds.

Doubtless there are good people who might think that there was too much that was spectacular about all this, and that patriotism would better be learned by poring over histories and biographies. But who with a human heart does not love a good show?

Some of us whose hair is now fast whitening can recall how, occasionally, some teacher with theatrical tastes would come to teach the little district school which we attended, and would get up a rousing school exhi-

bition at the end of the term. In preparation for this we spent much time which our studies might properly have claimed. But in some way we managed to get hold of enough arithmetic to know that our cash accounts are forever running short, and that seems to be all most of us need; the history and geography which we learned with such pains have to be revised and brought up to date continually; while many things that used to be regarded as essential are now held to be unimportant and vice versa. But that brief hour of mimic glory when we were heroes or clowns or beauties on that little sheet draped platform, when we had the stage center and the limelight was full on, stays with us a bright, unfading picture in memory's gallery. These drills are far in advance of the old school exhibition in educational value. I wish that every girl in the country might look as healthy and hearty as these damsels from the physical culture classes. And how many boys, growing up round-shouldered and gawky, need just such military drill

may be looking for some suitable object on which to bestow some of his money. I beg such an one, before giving his means to found a new college or to endow an old one, to consider whether he may not more wisely provide something of practical benefit for the children of some elementary school, nine-tenths of whom will never see the inside of college walls. And who could wish for a fairer and more enduring monument than to be enshrined in the grateful memory of childhood?

Some Advantages of Prepared Paint.

The making of ready-mixed paint to-day is a science. Prepared paint is the scientific product and its present standard has been attained by systematic research and experiment. Similar to other inventions, paint making was founded on a sound principle. In the early days of paint, lead and oil were considered a good article, for then the wood was better, time was not as valuable and wear was not so great. Even with these favorable conditions the paint would

be increased and it was soon found that zinc would accomplish the purpose, as well as give to white the proper whiteness. It furnished the proper reinforcing material which was required to take a greater quantity of oil and give the proper balance between the two bases. It is an unfortunate fact that only in the slight variations of two colors, red and brown, can this durable paint be made.

Some of the best manufacturers, in endeavoring to produce a paint that will possess as nearly as possible the virtues of one made from good oxide of iron and good linseed oil, hold to certain rules. The weaknesses of white lead and zinc oxide are overcome by combining reinforcing materials. Linseed oil is treated so as to improve its paint qualities; greater efficiency is insured by uniting properly these solids and liquids. The best quality of manufactured paint is made of the finest materials that can be secured; it is kneaded more thoroughly and ground finer by modern machinery than the painter can do by hand; it is mixed in those proportions which experience has proven to be most satisfactory.

The bigot is the man who thinks that all souls go to Heaven only through his private knothole.

If you want to make somebody very happy let him do something for you.



Uncle Sam and His Band of Heralds.

as these young men are getting to give them proper carriage, as well as strength and agility.

It would be a strange child that did not come to have a lasting love for Old Glory from taking part in these flag drills and being allowed to carry beautiful silken Stars and Stripes. A boy who would not learn to be truthful, gallant and manly by being a little George, and a girl who did not become deferential and decorous from being a little Martha—well, it would be impossible to teach that boy or that girl manners in any way.

In closing Columbia led in singing "The Star Spangled Banner," little Uncle Sam bowed his farewell, the orchestra played again and the perspiring audience were free to go, for the great celebration was over. Surely all must have felt that whatever "short suits" in the shape of pleasure, wealth or well won honors life may furnish, the real "long suit" of humanity is to train fittingly the children who shall come after us.

I hope this sketch may interest some wealthy Tradesman reader who

sometimes "chalk" and would not wear. The colors could not be worked satisfactorily, as the variety was small.

When prepared paint was first talked of it was said no market could be found for it. It has been readily recognized that the life of paint should

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THE OLD EMPLOYEE.

He Would Not Remain on the Pension List.

When the other clerks in the department heard the great news they gathered around in little knots and looked at Old Man Connors. Connors hadn't heard the news. He sat in the corner in his old rheumatic chair—Connors and the chair had associated so long that they creaked and twinged together—poring over the endless row of figures, just as he had done day after day, fifty weeks out of the fifty-two, for forty years.

Just forty. The end of the required period of service fell on this day; and they were going to pension the old man off, going to give him full pay and nothing to do for the rest of his natural life. Amen. The clerks stared and said: "Lucky for him." It was the first case. The pension system for old employees had gone into effect only two weeks before, occasioning much stir in the office and outside. Old Man Connors, dean of the clerical force of Going & Co., was to be the first recipient of its bounty.

"Well," said a clerk, "he's certainly earned it. Think of it—forty years of the kind of work that he's put in! It's no more than they ought to do."

"Sure not," said another. "But how many firms are there doing it, eh? I think it's a mighty big thing for Old Connors. He's only 56 years old, or something like that, and here he gets fixed for life, and nothing to do. An eternal vacation. I know I don't want anything better than that when I get his age."

"You? You'll be lucky to hold your job another month. You ain't giving in the kind of work the old man's been handing 'em. He's been the real thing. That's why he's lasted until the pension game came through."

"Well, he's the lucky gazabo, anyhow," broke in a third. "Gee! what a cinch he will have. I don't suppose he'll even have to come down Mondays to draw his pay."

"Mail it to him," said the first speaker. "Yes, it's what I'd call velvet."

And Old Man Connors sat in the old chair and checked accounts in his old way, a grizzled machine, slow but effective. He had done this so long now, so consistently, that he had become as much a part of the corner as the two walls that made it. Once, while he was on his vacation, the vice president had returned from a tour abroad. He saw the corner on his tour around the office.

"Huh! What have you been doing here? Moving desks and things around?" It was only that Old Man Connors wasn't in his chair, and the corner looked all askew without him.

Forty years! Boys had come into the office, married, reared children, and had married them off. Men had come in, had done a lifetime's hard work, died and been forgotten. A few had made great names for themselves. They, too, had gone. But Connors remained. He, too, had married, and reared a family, had seen

his boys and girls get married and start to rearing families of their own. He had done a lifetime of hard work, but he hadn't died. Neither had he made a great name for himself. But he had lived; perhaps it is a greater triumph to live so long and steadily than to win. Perhaps not. But few do either, and certainly the one who lives has got the laugh on the one who won and died. Connors had not won any big prize during his wonderful grind, but now he was reaping the reward.

Down the aisle past the rows of long desks came Old Going's private secretary. He was dapper and he was smart. He was a flying wedge, the hustle-bustle man of Going's intimate servitors. He swung into the commission corner like a motor boat docking at an old ramshackle pier.

"Mr. Connors," said he, "Mr. Going wishes to see you."

The other clerks, who had the news, sat up.

"See me?" Old Man Connors turned on the private secretary his best "grouch" expression. He didn't approve of the flying wedge in the office, not the old man. "See me? Who wants to see me?"

"Mr. Going. He's waiting, Mr. Connors."

Old Man Connors stumbled confusedly to his feet, shedding his sleeves and glasses at the same time. He hadn't been summoned to see Old Going for—for nearly fifteen years. Then Going had lost a son, and he wanted to talk to somebody who knew him, Going, the man; and he had sent for Old Joe Connors. Old Joe, he would understand; he'd known the Head before he became a mere Power.

"Coming, Mr. Connors?"

"Of course I'm coming. Can't you see?"

The sleeves and glasses were off; the vest was given a final tug to set it straight in front, and followed by the eyes of half of the office Connors went up the long aisle in the wake of the secretary to get the big news.

Going shook hands with him. Then he sent the secretary on an errand, got up and shut the door, and sat down, facing Connors.

"Joe," he said quietly, "do you know what day this is?"

"Friday, the 14th," said Connors.

"Yes. You don't seem to be much excited about it."

"I don't know why I should be." Old Going crossed his legs.

"Remember when you came here, Joe?"

"I came"—Connors began to trace back through the years—"I came—" Then the light broke through. "I came Friday, the 14th, forty years ago to-day."

"Yes," said Going, and he, too, was looking backward. "Forty years ago, Joe, that's an almighty long time."

"It is, Mr. Going, it is."

"We've both been in the harness longer than it takes most people to get born and live and get through with their lives."

"It's a long, long time, forty years—a long time."

"And we've been working all the time. You must have been quite a

kid when you came here, Joe. You aren't ancient now."

"Just past 16, Mr. Going. You must have been about 26."

"Nearer 27."

"Yes, yes, of course. You'd been married a year, and you'd just moved from Emerald avenue to the flat over on Michigan. You—"

"How do you remember that? It had slipped me for the time being."

"I had to carry the canary for Mrs. Going when you moved."

The Old Man laughed. "So that was when you came, Joe? Way—way back then."

Old Connors chuckled a little. "Things were considerably different around the office, too, then. You remember we burnt out about a year after you'd moved over east. It was about 8 o'clock in the evening, and we—there were four of us—were working late on some invoices. You came running over when you heard about the blaze. 'Did you save the books?' you asked the first thing. 'Yes,' says Dorfler; 'I put it in my pocket at the first smoke.'"

They chuckled together.

"Dorfler?" said Going. "What became of him?"

"Went out to Kansas City and—got into trouble."

"What? That wasn't that Dorfler, was it?"

"The same man."

"He got five years," said Going. "Huh! Do you know while we were prosecuting him I never knew it was old Dorfler? Well—he stole \$20,000. And I'd forgotten him. Say, by glory,

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Grand Rapids, Mich.

you ain't the Connors who was hurt in the strike a few years back?"

"The same man," chuckled Connors.

Old Going sank into his chair. "They told me it was a Connors," said he. "But I never knew it was you. I should have been out to see you, then, Joe."

"Tut! It wasn't anything. And you were too busy beating 'em."

"I was busy, all right. But, pshaw! I should have remembered. Joe, it's an expensive business running a place like this; it costs a man more things than—"

"Than it pays him?"

"I don't know." Going was musing. "Sometimes I think—but, here, I'm wasting time. Let's get to business. Of course you know why I sent for you?"

"I swear I didn't until you asked me if I remembered what day it was."

"But you knew about the pension scheme going into effect?"

"Sure thing. But—well, to tell you the truth, Mr. Going, I hadn't ever thought of myself as being in line for that—just yet."

"Huh! Old, but still in the game, eh? Well, you've certainly earned it, Joe, if anybody ever can. You've been a good man, Joe. I hope that when I go out, one way or another, those who are left will say: 'He was a good man,' too."

"Thank you, Mr. Going."

"It means something—a good man for forty years. There aren't many of them. It's a long road to travel and keep straight. And at the end of it a good man can sit down and take his rest and feel that he's earned it."

"Ye-es." Old Man Connors nodded emphatically. "You've been working over forty years yourself, though, Mr. Going. You ain't resting much."

"That's different." In an instant Going had wrapped the thick mantle of superiority around him. "Well," he reached for a paper and handed it to Connors, "there you are. And now you're through."

"Through!"

"Why, sure. What's there in that to startle you?"

Connors chuckled apologetically. "It sounded like a doom," said he. "Thank you, Mr. Going."

"I hope you enjoy yourself," the Head beamed. "Take care of yourself. It's easier to get sick lying around idle than when you're busy."

Then they shook hands and Connors went quickly out of the private office. They were both becoming a little uncertain of themselves.

Up in the corner the clerks gathered around the creaky old chair to extend their congratulations. Connors sat and thanked them in helpless fashion. It was so new and sudden; he was lost.

"Congratulations, Mr. Connors," said the commission chief.

"By golly!" Connors chuckled as the other pumped his hand. "Chambers, you can't call me down again as long as you live."

The circle of clerks opened now, admitting one of their number, and closed up again. The newcomer held a red leather case in his hand and smoothed his hair before he began:

"Mr. Connors, we, your fellow workers for years past, in a faint effort to express the high esteem which we hold for you and in a slight endeavor to in some way indicate—to endeavor to indicate—some way to endeavor—"

"Aw! Sing it, Matty, sing it!" The donors greeted their spokesman's breakdown with unholy glee. "Where's the book, Matty; where's the book you swiped it from? Get a phonograph. Come on, silver tongued boy orator; get busy. The hook, the hook!"

"Shut up, you rummies. Gimme a chance. Mr. Connors, in an endeavor—"

"Two endeavors now."

"To express what—"

"Express? You're a slow freight."

"O—it! Mr. Connors; we've chipped together and got you this watch and we hope—we hope—I'll knock the block off the next guy who butts in!"

And the crowd cheered their leader to the echo, and the presentation of the inevitable watch and chain went off with a great eclat.

Connors handled the present with the clumsiness of the hopelessly embarrassed.

"I don't know why you boys went and done this," he said, at last. "I appreciate it, though. I'll never forget you boys—or the place here."

"O, yes, you will. Forget it; that's the stunt."

"Well—no, I'll never forget you boys. We haven't got along sometimes as well as some people would, but I'll never forget you. I wish you all the luck in the world. I hope you'll all keep straight and honest, and let the booze alone, and do your work as well as you can—and—I'll never forget you."

"We won't forget you, either."

"Well—well, I hope you won't, right away—well, I suppose I might as well begin to clear out. Golly, there's Hanson waiting to take my place."

But he didn't clear out at once. He waited until evening, when the clerks poured out in a body, and he went with them. As they passed out one of them pointed at the time clock.

"O, think of it, Connors," he laughed, "no more worrying about having to ring in at 8!"

Connors laughed. "Hah!" he said. "That's so. I'll think of you boys, hurrying to get your cars, while I'm snoozing away in bed."

"Rub it in, that's right!" they roared. Then, at the corner, they all had a glass of beer, shook hands, and Connors was through—through after forty years!

"Well," said Mrs. Connors, tucking the paper away in the bureau, "it's pretty near time. After a body's been working that long he ought to have some chance to rest. Though, goodness a mercy, I don't see anybody pensioning off women from making beds and washing dishes and mending socks for forty years or anything like that."

"Are you getting tired of doing those things, old girl?" asked the old man, seriously.

"You fool!" she said, and kissed him on the cheek.

"And we can sleep as long as we please in the morning," said Connors, mashing a potato. "And we can go around about days. Maggie, d'you remember the first time we went to Lincoln park together?"

"You fool again!" laughed Mrs. Connors. But there was a flush on her cheek—probably from the warm coffee.

At 7 o'clock Connors awoke, as he had been doing for ever so long. He got out of bed. Then he remembered, and feeling foolish he crawled back between the quilts.

"What are you moving around for?" called Mrs. Connors.

"Nothing," said the old man. A few minutes later he said: "Think of the boys hustling to get down on time!" He was enjoying himself; it was the first morning.

Two weeks later Old Going looked up from his work in annoyance. Somebody was stamping through the outer office, passing private secretary and stenographer, refusing to stop or be held by any one. He flung open the door, stepped into the sanctum, and threw the door shut behind him. Going gasped. It was Old Man Connors.

"Well, Joe! What do you want now?"

Connors smote his good right fist against his left palm.

"What do I want?" said he. "I want a job. Do you hear? I want my old job back. I don't want to be pensioned. You've swindled and fooled me. I thought I was going to have a fine time staying at home and doing nothing. You said as much—that I would. And what do I find? Eh? What do I find? Why, that this pension scheme is a fraud. That's what it is; a regular skin game. Why, after the fifth day of the free and joyous existence that the pension scheme pictured before my mind, I was so sore on myself and the world that I would have kicked the old woman if she hadn't been bigger than me."

"I go home. I sit down. I put my hands between my knees and I say—do I say: 'What a fine thing it is to be independent for life? Not on your life.' I say: 'Well, I wonder if the boys are getting along all right.' I say: 'Well, they've just about started to figure the discounts now.' In the morning I say: 'I wonder if they've got a heavy day'; in the evening I

say: 'Well, I suppose the boys got through without any overtime.' Then I kick because the coffee isn't right, and I've been drinking the same for twenty years. A free and independent existence! Give me my old job, Mr. Going; that's the free existence for me."

"But, you old fool!" roared the old man. "You're getting as much money now as you will if you work."

"As much money—" Connors suddenly caught himself and thrust his face down close to Going's. "Say, haven't you got all the money you want? And wouldn't the business go on without you? Eh? And don't you keep on working? Eh? Well, why do you do it? Why don't you pension yourself and retire yourself to the free existence?"

"Because," roared Old Going, smiting the desk, "because, Joe Connors I tried it, and I kicked on the coffee in three days!"

For awhile they looked at one another. Then silently they shook hands. "Ain't it h—l," said Old Going, "when you've got the habit?"

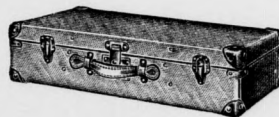
Allan Wilson.

The fool has two extremely difficult tasks, to know himself and to keep others from doing the same.

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MEN OF MARK.

Anton F. Straub, of Straub Bros. & Amiotte.

It is a custom in Germany for parents to map out the careers or vocations of their children. After this important matter has been decided to the satisfaction of the arbiters the ones whose futures have been provided for are expected to follow along conventional paths. While surrounded by the traditions and influences supporting this custom it is unusual for anyone to step through the lines established and assert independence and individuality. One of the principles impressed upon the youth of the Fatherland is to stick to one thing until something has been accomplished. Its observance doubtless has done much for the substantial progress and character of the German people. Away from home the German proves himself to be as adaptable and as versatile as are the men of any other country.

Platitudes and generalities may apply to some, but none of them are binding on the exception. He casts aside traditions and precepts, strikes out for himself in his own way and gets there. This assertion of individuality does not infringe upon state or moral laws, although it does violence to conventional beliefs. The bursting asunder of custom merely is the individual's declaration of independence. If he possess a well balanced mentality and a disposition to better himself he necessarily must be working along lines calculated to improve his own condition and advance the progress which humanity is making toward that desirable goal which no one may define.

Anton F. Straub was born in Milwaukee, Nov. 22, 1865. His father and mother were natives of Swabia, Germany, and the son inherited the rugged frame and sturdy honesty peculiar to the people of the Black Forest. He attended the public and parochial schools of Milwaukee and learned the trade of manufacturing confectioner in the factory conducted by J. Fernekes & Son. In 1882 he removed to Fort Wayne to take a position as manager of the cream department of Louis Fox & Co., and subsequently held similar positions with the American Biscuit Co. and the National Biscuit Co. In 1899 he went to Traverse City, where he entered into partnership with his brother, John G. Straub, and Geo. E. Amiotte under the style of Straub Bros. & Amiotte, which firm has since prospered and been successful to a marked degree.

Mr. Straub's wife was formerly Miss Molly Hood, of Fort Wayne, Indiana. They have three children—one girl aged 13 and two two boys, who are 16 and 5 years old, respectively. The family reside at 536 West Eighth street. Mrs. Straub is a member of the Baptist church and the children attend the Congregational church.

Mr. Straub is a member of Traverse City Lodge, No. 323, B. P. O. E., of which he is now Leading Knight, serving his second term, having been Loyal Knight two terms. He is also a member of Duchess Camp, No. 2345 of the Woodmen of America.

Mr. Straub is the mechanical manager of the Traverse City factory and has charge of the manufacturing department.

Mr. Straub's life reflects many influences. It shows ability to accept that which is sound and true and to discard the false and superficial. It is a concrete illustration of the opportunities which this country has to offer the youth of the world providing that youth be endowed with ability to discriminate between that which is true and that which is false. His position as superintendent requires judgment, probity and fair treatment to all. The interests of the company must be protected and the interests of each patron also must be safeguarded. These duties it affords him great pleasure to fulfill. His is a well

conclusion in reference to food preservatives should not be questioned. The Referee Board, however, is composed of the most eminent American scientists, and whatever conclusions they arrive at should be considered as authentic as a decision rendered by the Supreme Court of the United States. The public has long been led to believe that the ancient preservatives, such as salt, sugar, vinegar, alcohol, spices, etc., are not chemicals, and that they are natural food preservatives, and that modern preservatives, such as borax, boron compounds, benzoic acid, etc., are unnatural preservatives and poisonous substances not suitable for the preservation of perishable articles of food. The ancient preservatives, however, are chemicals, and are so defined by

servatives change the flavor, texture and digestibility of food. Vinegar, mustard, pepper and spices in general do not belong in a rational dietary. They are irritating to the mucous membrane and, in stimulating the appetite, they cause overeating, which is far more deleterious to the system than undereating. Modern preservatives are comparatively tasteless, consequently they do not alter the flavor or texture of food products and on account of the small quantity of modern preservatives required they do not disturb digestion as the necessary larger quantities of ancient preservatives have a tendency to do. The general supposition is that benzoate of soda has the power to transform partially decayed skins and pulp of tomatoes into the appearance of sound, wholesome fruit, and that borax and boron compounds are used to restore meat, butter and other articles of food that are partially decayed, so as to change their appearance, thereby causing the consumer to believe they are fresh, first-class articles of food. Such is not the case, however. Modern preservatives are not used to mask inferiority. They are used to preserve, intact, fresh food and keep it in an hygienic condition until consumed.

The absolute necessity of preserving perishable articles of food is shown in the increased number of ptomaine poisoning cases which have occurred since the enactment of the pure food law. According to press dispatches, there have been in the United States, since the pure food law went into effect, 12,716 cases of ptomaine poisoning, 433 of which were fatal. If we are to have pure foods—foods that will reach the consumer in a sweet, wholesome, edible condition—such foods that readily deteriorate so as to become poisonous substances must be preserved in order to protect the health and life of the consumer. H. L. Harris.

A plate of soup may weigh as much in the universe as many a song or sermon on brotherhood.



Anton F. Straub.

rounded character, a full life. He says that at one time he thought the years spent in learning the trade of confectioner were years wasted, but now he regards them in a different light. They made a man of him physically, and early teachings and his own initiative have made a man of him in every other sense of the word.

Increased Number of Ptomaine Poisoning Cases.

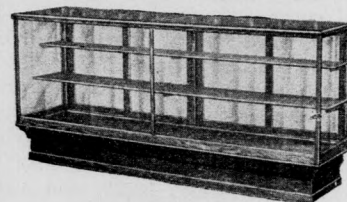
The question of food preservatives is prominently brought to the public mind by the recent decision of the Referee Board in regard to benzoic acid, which it declared non-injurious when used in the quantities necessary to preserve food. It seems to be the general opinion that the Referee Board's report will nullify the pure food law, and that Dr. Wiley's con-

clusions in reference to food preservatives are as follows: Salt, chloride of sodium, sugar, saccharum, vinegar, acetum, alcohol, pepper, pimenta, mustard, sinapis.

As it is impossible to supply fresh food at all times, various methods of preserving same must be resorted to. Salt has been used for ages to preserve food. Farmers' Bulletin 183, page 29, says:

"Salt is an astringent. When applied alone to meat it renders it very hard and dry. Its action is first to draw out the meat juices. In a few days it will contract and harden the muscle fibres, thus shrinking the volume of meat."

From this quotation it can readily be seen that salt is not an ideal preservative. All of the ancient pre-



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When your cases bear the above mark you have a good case—a dependable one. Would you like to know more about this kind? Write

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Flowers in Season**

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 13—In the coffee trade there is a holding of the breath—a waiting to see what will turn up in the way of a duty. Of course, there is something doing all the time with the jobbing trade, but sales usually are of small proportions. In many retail stores signatures to petitions are being asked for, which will be sent to Congress protesting against any duty, and the question is a live wire. In store and afloat there are 4,195,793 bags, against 3,811,848 bags at the same time last year. At the close Rio No. 7 is quoted at $8\frac{1}{4}$ @ $8\frac{3}{4}$ c. Fine grades of mild coffees are very firmly sustained by jobbers, and as the supplies are not especially large the outlook favors the seller. Good Cucuta, $10\frac{1}{2}$ c.

A better market for sugar has existed this week and withdrawals under previous contracts have been quite liberal. Granulated shows little, if any, change in rates and closes at about an average of 4.65c, seven days, less 1 per cent.

Teas are quiet. Both sides are awaiting the action of Congress in the way of a duty and meantime sales are of small lots. While the agitation is "on" there is not much preparation being made by importers and stocks, of course, are daily diminishing.

Rice from Honduras and Japan is being sold to grocery jobbers in a lim-

ited manner, but trading in the American article is extremely quiet, with prices high—conforming in some degree to rates in the South. Fair to good, $4\frac{3}{4}$ @ $5\frac{3}{4}$ c. Stocks are apparently large enough to meet all requirements without any strain.

Nothing of interest can be picked up in the spice trade. There is simply the usual everyday trade and quotations show no change in any respect, but sellers are firm and will make no concessions.

Molasses is steady. Sales are only for everyday needs. Ponce stock will be here in about a week and will be pretty well sold before arrival. Fancy Ponce is quoted at 37 @ 39 c; fancy, 35 @ 37 c.

Canned tomatoes at $62\frac{1}{2}$ c for 3s have sold in quite large quantities this week. Something like 50,000 or more cases are said to have been sold. While the quality is claimed to be all that it should be and well worthy of the name "strictly standard," the statement is accompanied with an "if," implying that a "grain of salt" goes with it. It is said that Jersey packers are anxious to dispose of their holdings, as nothing has been "doing" with them for some time, and full standards can be had for 75c. Medium and finer grades of peas are meeting with a fair call at about unchanged quotations; there is also said to be a pretty good outlet for the lower grades. Corn shows no change. The demand has been fairly satisfactory and stocks are becoming daily reduced, although no alarm is felt that the last case will be

reached. State corn is quoted at about 65c. Other goods are quiet and unchanged.

There is a little firmer feeling on top grades of butter and the supply of such is not overabundant. Creamery specials, $29\frac{1}{2}$ @ 30 c; extras, $28\frac{1}{2}$ @ 29 c; firsts, 26 @ $27\frac{1}{2}$ c; held stock, 25 @ $27\frac{1}{2}$ c; Western imitation creamery, 21 @ 22 c; Western factory, $19\frac{1}{2}$ @ 20 c; seconds, $18\frac{1}{2}$ @ 19 c; process, 21 @ $23\frac{1}{2}$ c.

There is a really good trade in cheese and the call for this article promises to leave the market closely sold up by the time new stock reaches us. Full cream, $15\frac{1}{2}$ @ $16\frac{1}{2}$ c. Exporters are doing a little business in skims at low figures. Fine quality skims, 9 @ 11 c.

Eggs went down to a point which allowed many to use them who had almost forgotten what they looked like. The result was the stocks have been pretty well taken up and a slight advance has taken place. Western fresh-gathered firsts, 20 c; seconds, $19\frac{1}{2}$ c.

Paint As An Investment.

Painting is a good investment. It will prolong the life of a building, as well as improve its appearance. Paint serves as a waterproof covering and preserves the lumber. There are three general classes into which paint may be divided: oil paint, varnish or gum paint, and water paint.

The object of all paint manufacturers is to produce an article that will withstand the expansion and contraction of the surface, caused by heat

and cold, without cracking or blistering, one that preserves a smooth, hard, outer surface that will wash clean by rainfall, and that will fail by gradual wear and not by disintegration. The difficulty of this lies in the fact that even three coats of paint are extremely thin and the material which it covers is often of poor quality.

Rainwater and sunshine are the main causes of deterioration of dried paint on exposed surfaces. The corrosion of iron, the decay of wood and the destruction of other materials also result from the same source. These changes are chemical reactions. A durable paint, then, must be only slightly affected by heat and have a resisting power against water. Embodying these characteristics, paint can not stick well to a surface covered with frost, dew, grease, or to one soaked with water. The kind and condition of surface are two of the factors on which depends the results from the use of paint. Other conditions are: the location of the structure; the weather conditions when the paint is applied; the quality of the paint itself, especially the character of the primer; the workmanship; the number of coats and the time allowed to elapse between coats. By ignoring these essential points satisfactory results can not be obtained even with the best paint. But a good quality of prepared paint applied with due consideration to these essential facts is reasonably certain to give satisfaction and preserve property.



Do you know what a *Blue Ribbon* means at a horse show? It means *superiority*—that is exactly what

BLUE LABEL

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About Quality

Thinking grocers will realize instantly that we could only have built our enormous business in one way—by putting up the sort of goods that people *continue* to come after. If you want your customers to "keep coming" to you this is the kind of goods you will sell.

About Profit

When you sell the goods that "keep people coming" to you if you make a profit on each sale, then it is worth your while to "keep them coming."

No High-grade Line Pays Grocers a Better Profit Than

BLUE LABEL

which stands for a guarantee of ABSOLUTE PURITY—conforming with all the requirements of the Federal Pure Food Law.

Curtice Brothers Co. Rochester New York



CRANKY CUSTOMERS.

How They Sometimes Help the Merchants.

Written for the Tradesman.

Among the abundance of advice, admonition, instruction and rules for merchants and clerks to be guided by in treatment of customers there are seldom found directions to meet the cranky customer on his own ground, that is, to show fight to the man or woman who appears to be in a fighting mood when he or she comes to a store for the alleged purpose of buying goods.

Courteous treatment is sometimes overdone. A willingness to show goods, answer questions and give advice when asked by a customer to do so is usually appreciated. The endeavor to please and serve customers to the best of one's ability is commendable. But a certain amount of independence and dignity should always be maintained. This will not offend reasonable customers, and it may also be appreciated by some who are cranky and unreasonable.

One of the best things which could happen to some people is to meet with some one who will bring them up standing with a short turn. The more they are allowed to brow-beat and domineer the worse temper they exhibit, and it is a benefit to them to meet with some one who will not stand for such treatment. He who is patient and humble and submissive to the utmost degree is despised by the one who abuses him, and in time he will come to despise himself.

There are men and boys who go about looking for trouble—spoiling for a fight. Sometimes they get just what is good for them, and the one who administers a good thrashing is a public and private benefactor. There are people who go into a store just aching for a wrangle. Nothing pleases them better than a good quarrel, and if it is a salesman's duty always to try to please people, why is it not his duty to do so in this respect? But all are not specially qualified for this. Some merchants are adept in dealing with this class of people and can keep up a running fight and sell goods at the same time. And they seem to sell goods just as successfully to the most inveterate fault-finders as to any one else.

There are people who would quit trading at some places if they could not indulge in a spat every time they went there. They do not appreciate a storekeeper who will not or can not talk back, but the talking back must be done without any evidence of anger or ill will. The most cutting truths may be spoken by some people without giving offense, and even sarcastic and entirely false imputations are taken in good part. Only those who understand human nature well enough to know what is adapted to each individual should risk such treatment. Much depends on who says it, how and when they say it and to whom they say it.

Fault-finding customers sometimes help the merchant or salesman because he has faults and does make mistakes, and while his respectful, courteous customers and friends do

not remind him of them, the quarrelsome customer loses no chance to inform him of anything he sees amiss in his goods, management or dealings.

A merchant may be doing his very best and yet sometimes wonder if he has not made a mistake and wishes he knew what the people thought of it. If there is no confidential friend to inform him of public opinion his only source of information is the outspoken, unsparing criticism of the fault-finder.

There are times when he feels that people misjudge him, and his only opportunity to set himself right is when the public censure is voiced by the individual fault-finder, who may have no personal interest in the matter. When the merchant is speaking in his own defense to the fault-finding customer he is speaking more especially for the benefit of bystanders and through them to the public.

It arouses one's temper at times to have people make complaints, and yet we think better of the one who says to the merchant's face what he has to say than we do of the one who is afraid or ashamed to complain about some trivial matter, but goes to his neighbor with a magnified version of what may have been a mistake or misunderstanding.

Every unpleasant occurrence in business should not be looked upon as unfortunate. Valuable lessons may be learned from mistakes and disappointments. Every one should study to avoid disputes and unpleasant occurrences, but with some customers the sooner one comes to an understanding with them the better it is for both parties.

E. E. Whitney.

Places Made Famous By Oven Work.

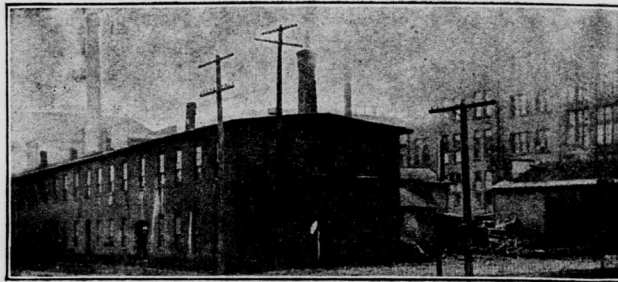
There are several places in Germany which are almost chiefly famous for producing some variety of cakes which are "christened" after them. Leignitz itself is one, and another is Waldböckelheim. It stands near Kreuznach and has a population of between 600 and 700, a large percentage of which are engaged in making what are known as "Waldböckelheim, or honey cakes," a very tasty form of bakeryware which, in spite of the smallness and out-of-the-way character of the place in which it is manufactured, enjoys a sale among Teutons in all parts of the globe. I may mention also Eberswalde, Thorn in East Prussia, Aix-la-Chapelle, Kottbus and Freiburg, all towns, except the third, which are well-nigh principally celebrated to-day for providing some kind of festival "geback," the first yielding us "Spritzkuchen," a kind of doughnut (but finer); Aix-la-Chapelle "Printen," a sort of spiced biscuit; Kottbus a rich cake called, from its resemblance to a tree trunk, "tree cake," and Freiburg biscuit twists of the class known here as "Brezel."

The reformer who blows a trumpet is more anxious to astonish the natives than to surprise the enemy.

The man who brags of his humility is equally proud of his consistency.

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Removal Notice

WE take this means of notifying the readers of the Michigan Tradesman of our removal from Alliance, Ohio, to Salem, Ohio, and to give assurances that with the unsurpassed facilities of our new plant, which is a model in design and equipment, we are prepared to fill orders promptly and render more satisfactory service to our patrons than was possible to give under the adverse conditions that prevailed in the old plant at Alliance.

We thank our customers in advance for a continuance of their patronage.

The American
Case & Register Co.

STORE SIGNS.

Important Factors Which Are Sometimes Neglected.

Written for the Tradesman.

There is considerable said nowadays about the value of putting up a good front by the man who wishes to secure a position, introduce some new enterprise or sell goods. That which is true in regard to an individual is true when applied to a store or place of business.

That the value of a good front is appreciated by many is evidenced by the better class of business buildings which at the present time are being erected in our cities and towns as well as the displays and other attractive features which may be seen from the exterior. It is fitting that the external appearance should not be found wanting when compared with the internal appointments of an up-to-date establishment.

The proprietor who spends a large portion of his time inside his place of business is liable to forget about the outward appearance of his place which surely deteriorates in time. No matter how much thought or pains was taken at the inspection of the business or at the time of its installation in a building to have the latter present a good front, it should not be neglected. The best results can not be obtained from the most carefully planned and executed window displays if the store front is in the least weather beaten or dilapidated in appearance. The attractiveness is marred thereby, and attractiveness has much to do with securing customers.

There is another point in respect to outward appearance which should be given more attention by some business men, and that is the store sign, or signs; for, in many instances, one sign is not adequate, does not meet all the requirements.

A store sign is intended to help people find the place. As a rule, the larger the town the larger the proportion of a store's customers who are transient. For this reason the city merchants give more thought to provide adequate and efficient signs than merchants in the smaller centers of population. Take the places having less than 3,000 population and one might think that some of the store proprietors must have entirely forgotten that strangers ever visit the town, or that any such might possibly wish to find their place of business.

Quite naturally, the name of the firm or the street number would be first in the mind of the seeker, and both of these ought never to be difficult to find. We know they sometimes are.

One might simply be looking for a dry goods, clothing, hardware, grocery, crockery or millinery store, and the window displays be sufficient to aid him to locate it. Again, one might have read an advertisement or have been directed by a friend to a particular store, and any difficulty in finding the place which is plainly the fault of the proprietor produces an

unfavorable impression in the mind of the prospective customer.

In the ordinary transaction of business all must more or less deal with those who may be in a vexed or disappointed state of mind. The entire service and appointments of a store should be such as to have a tendency to allay such feelings and cause the customer to forget troubles which have been engendered elsewhere. Even the slightest failure on the part of the store tends to augment such feelings. Any fact, circumstance or occurrence is injurious to a store's interests which conveys a suggestion that it does not want more trade or the trade of any certain person or class.

Some kinds of business naturally derive a considerable portion of their income from transients, and the proprietors must be alert to make their signs as effective as possible. Some kinds of business never lack for signs. The saloons, for instance, have animate, inanimate, audible and volatile signs. It is difficult to escape having one's attention directed to them. But a stranger who has but a short time between trains or before filling an appointment sometimes finds it difficult to find a lunch room or restaurant where she may obtain refreshment which "cheers but does not inebriate."

A place of business should be so well equipped with signs that a person in quest of it could not pass it without knowing it. Most people in searching for a particular store naturally take the side of the street on which it is located.

One would naturally expect every place of business to have a sign which could be seen by people passing on the adjacent walk. People who can read do not like to enter a store to enquire the name, nor do they like to go to the opposite side of the street to read the signs. If one has ever taken thought of the matter he has probably discovered that the sign or signs on many buildings can be easily seen only from the middle or opposite side of the street.

It is not pleasant for one to walk on the outer edge of the sidewalk and keep craning his neck to read the signs overhead, or when the awnings are lowered to step out onto the pavement to read the names on them. All gutters are not dry or clean, nor are all streets paved.

The large sign on the front of the store is all right. Seldom is there complaint of one being too large or too prominent. It is helpful to people riding along the street, but it does not meet all the requirements.

Lack of uniformity as to size, style or position of small signs for pedestrians is one cause of their being overlooked. One is on the plate glass where it can not fail to be seen and the next may be on the window ledge, while others are on movable show cases on the walk or on some kind of a movable sign board. Some of these are in front of the entrance, some at either side, some close to the building, and some at the outer edge of the sidewalk.

Take a look up and down a fine

business street which is well equipped with large signs, and it is a miscellaneous assortment at best. Look at some other street, and what a hodge-podge, incongruous display may be noted! When one critically examines individual signs as he passes to and fro in the town he will discover many insignificant, incorrect, inappropriate, almost illegible specimens. Signs once plain, ample and conspicuous have been neglected and are weather-beaten, dim or almost obscured by later-erected signs or buildings. Some are too gaudy or too fancy, indicating a lack of business acumen in the proprietor.

When the exterior of a store is satisfactorily equipped with signs, all has not been done. Signs inside the store may be helpful. Newcomers forget the name of the store where they purchased certain goods. They might possibly find the store again if they searched for it, but they are not able to direct a friend who wishes to make similar purchases. Sale slips are lost or destroyed without having been read by the purchaser, and therefore not always to be depended upon as reminders of the store.

It ought not to be possible for a person to spend many minutes in a store without being made aware of the name of the store or the firm. It ought not to be possible for one to enter and leave a store without seeing the name. If there are handsome displays, excellent values, special bargains or attractions, it is a good thing to have the name coupled with them. It is highly important that a pleased visitor should remember the name of the store which imparts favorable impressions.

The more signs to confront the stranger as he or she goes from counter to counter or from one department to another, the sooner will the store's name become familiar to them. Those who are not strangers are helped by plentiful signs to remember in what store they saw certain things which they intend to purchase at some future time.

One may obtain helpful suggestions and new ideas from those engaged in similar vocations, and it may be all right for the merchant to copy after other successful merchants, but some things are more strongly impressed upon him when he sees them from

the standpoint of a purchaser. It is a good thing for any merchant to get away from home occasionally and be a stranger in a strange town. Discovering defects in the management or equipment of other stores may help him to discover and rectify deficiencies in his own.

E. E. Whitney.

Leave the harsh words unsaid until to-morrow.

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.

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Established 1872

Jennings' Flavoring Extracts



Send in your orders now for

Jennings' Terpeness Lemon

before advance in prices

Jennings' Vanilla

is right in flavor and value

Jennings
Flavoring Extract Co.
Grand Rapids

SEE PRICE CURRENT

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

PLUNGING FOR TRADE.

How Hilton Caught on With the Chicago Store.

Written for the Tradesman.

Hilton was angry because business had not been coming his way for weeks, and also because he knew that he looked like a barber pole in his hired bathing-suit. His customers along the line of the S. L. & O. W. Railroad didn't know good clothing when they saw it. He knew, for he had been showing them his samples for weeks, and it was now July, with mighty little prospect for early fall orders.

Besides, the sales manager had recently ripped him up the back, as he explained to Denver in the smoker on his way out to the little ocean town where he proposed swimming and rolling in the beach-sand for two long, blessed, work-free weeks. Denver was a good fellow and understood. They had begun in the same store, and both had advanced swiftly because they wanted to, and because they were willing to make sacrifices for advancement, but they had drifted apart, and Hilton didn't know where Denver lived, or even that he lived at all, until he met him in the smoker on the way out to the ocean town where he had engaged a room at a pine hotel at \$3 per sleep.

Yes, the bathing-suit certainly was too tight. It pinched across the hips, and again was Hilton ripped up the back as he bent forward to climb under a wave. There were girls out nearer the little pier, and he knew they were laughing at him. He was one of the men who are angry at everything on land and sea, and in the starry vault above, when angry at any one thing, and so he cursed his trade, and his furnished room, and the sales manager, and the clothing business in general, along with the ripped bathing-suit. To Hilton, while in this state of mind, came Denver, anxious and timid.

"Look here, old fellow," said Denver, "I'm in trouble, and I know you'll help me out. Nemesis came down this morning," he added, with a grin, "and I'm having a monkey and parrot time. Nemesis is disgustingly wealthy, you see, and the parents of the sweetest girl in the world—"

"I see," said Hilton. "Who's Nemesis?"

"Why, old Skinner, of Skinner & Kurem, clothiers, down at Eversley. Big firm and all that. Can't you take him out and drown him?"

"Ha!" cried Hilton. "I should say so! Sure thing! Do they hang for murder in this State, and do you think I could catch the boat out before the waves brought the body back to the beach?"

Denver looked at Hilton with quick enquiry in his eyes.

"Do you know Skinner?" he asked.

"Do I know Skinner?" repeated Hilton, punching at the ocean breeze as if it was the man mentioned. "Do I know old Skinner? The fat slob! I near lost my job because I had a racket with him, and now I'm all to the bad with his firm. Couldn't sell 'em a necktie. Where is the old animal?"

"He's over there by the pier, bald and fat as ever. Looks as if he was holding an overflow meeting outside his bathing-suit. Come on over. When I go out into the surf with the sweetest girl in the world he'll try to come after us. You brace up to him and duck him plenty. You can tell when he's had enough by the way he straightens out and his heart stops beating."

"All right," replied Hilton. "I didn't expect anything half as good as this up here. Oh, I'll assist old Skinner to triumph over the surf! How long do you want me to prolong his agony?"

"Until I win out with the sweetest girl in the world," grinned Denver, pleased to notice that Hilton was entering into the thing in the proper spirit."

So, when Denver took the sweetest girl in the world out into the bounding billows fat old Skinner essayed to follow them. The water rose in angry protest, and a wave from a foreign shore caught him under the paunch, which it used as a lever, and pried him over on his back, squirting brine at him from seventeen different directions as he swayed about, gasping like a hen with a bone in her throat. Hilton witnessed the incident with equanimity.

"Wait a second," he said to Skinner, who was too dazed to recognize the young salesman in the barber-pole bathing-suit, split up the back, "I'm going out there to the line, and I'll give you a hand. You ought to float nicely. You're so oily."

"I g-g-g-uess I'll go back," spluttered Skinner. "I'm hardly built for this sort of thing, and, besides, it's pretty rough out there."

"It's all the merrier when the waves are tumbling a bit," encouraged Hilton, wondering how he was going to keep that bald head undernath the foam most of the time without seeming to do so. "When you see a wave coming, just go up in the air, and go right over it. See? Oh," he added when Skinner stopped turning end-over-end and came to the surface, "you didn't do that right. Never mind the water. Good sea water is fine for the complexion."

"I'm g-g-g-g-oing out!" commented Skinner. "I wouldn't swim out to that line for a million. You let go me!"

"Now, don't turn your back," advised Hilton. "If you do you may drift away, and I may not be able to find you. I'm not to blame if you won't keep watch and jump over the waves! This water is pretty salt, eh?"

The wave which struck Skinner lifted him up for a second and then rolled him to the bottom, with a dozen tons of water on his bald head. Hilton, who had dived under the advancing water, caught him by the arm. Great was his joy when he saw that Skinner was becoming frightened.

"I'll tell you what we'll do," said Hilton, warming up to his work, "we will go out to that first rope. Then you can hold onto it with your hands and bunt the waves back if they come at you! There! You're learning to

jump, all right, but if you had gone a little higher you wouldn't have been banged over. If that was a plate of false teeth that went out then, I'm afraid we can't find it, for it's pretty deep here."

"I tell you I'm going out!" howled Skinner.

"You see," continued Hilton, "you are fat and dumpy, and the waves are high here, so you'll have to listen to instructions. Say! Did that one crack your arm? I'm all bruised up, trying to take care of you and looking out for myself, too. There! That's more like it! Did your head strike the bottom?"

"It struck the bottom of the solar system!" yelled Skinner. "I feel as if I'd been run through a cider mill. Come on! I'm going to dress."

"This surf-bathing," said Hilton, as they struggled and kicked on the first life-line, "is fine. Right over there is the coast of Africa. You wouldn't think it, now, would you? I'm afraid you didn't see that one coming," as Skinner turned over and over and came up looking like a dead man. "You ought to learn to lie on your back and float on the water. I can smoke a cigar while floating. Yes, indeed, that is the coast of Africa over there. Wow! That was a corker!"

Skinner was getting action every minute, and Hilton was thinking of the time when the victim had ordered him out of his private office and chased him to the street door. He had lost a mighty good customer for his house in quarreling with Skinner, but, of course, Skinner was to



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Sells rapidly
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Not
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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.

blame! Even at that period of retribution, Hilton's business troubles came back to him.

There was the Chicago Store, out at Colegrove. Sold tens of thousands of dollars' worth of clothing a year. He had never been able to get even a glimpse of the buyer. If he could get in there for a good order it would even up the season for him. But he said to himself that there was no such luck, so he turned Skinner over so the on-coming wave would strike him where it would do the most good and let him have it. While the senior member of Skinner & Kurem was in a condition bordering on strangulation, and mentally pledging himself to give a thousand for charity if he ever got out alive, and to hire a bully to beat Hilton up, the estimable young gentleman saw Denver signaling to him.

When they got where Skinner could wade he glared at Hilton. It is funny to see a bulky man glare. At least Hilton thought so.

"You tried to drown me out there!" Skinner shouted. "I'll play for even with you, you young jackanapes!"

"That's right," advised Hilton. "Heat your blood up. You're too fat to do such things. If you drop dead with apoplexy it won't be my fault. By the way, here comes Billy Denver. I'll go you ten he's engaged to that little dear he's steering this way."

"What do you know about it?" roared Skinner.

"Looks like it," replied Hilton, who was happier in Skinner's misery than he had been that summer. "Here, Billy!" he added, "come here and decide a bet."

"What is it?" asked Denver, meekly.

"Cut it out!" shouted Skinner.

"I've gone this man ten," said Hilton, "that you're engaged to that nice young lady at your side."

"How did you know?" demanded Billy. The sweetest girl in the world blushed beautifully and Skinner looked as if he wanted to devour both young men.

"I inherited a talent for guessing," replied Hilton.

Skinner snorted and broke for the dressing house. Denver rolled over on the sand and shouted until the people on the opposite coast of Africa must have heard what he said. The sweetest girl in the world laughed until the tears ran down her pink cheeks.

"It was too funny," she said. "We could see you helping him along!"

She laughed again until she sat down in a heap at Denver's side, and Hilton turned away. It was not for him to see what Billy did to check the flood of laughter at the lips of the sweetest girl in the world. Billy sprang to his feet as Hilton moved off.

"Look here," he said, grasping the young salesman by the shoulder and turning him around, "I want to talk this thing over with you. I'm your slave for life, old man! When you leave here come over to Colegrove. I'm with the Chicago store. Buyer there."

"Call! Of course I'll call!" cried

Hilton. "I'm selling clothing for Stein & Stayer, and I'll move over to Colegrove and sit outside your door until I get an order. This has been the rottenest summer—"

Denver interrupted.

"It won't be rotten any longer," he said. "I haven't ordered my fall and winter stock yet. You get it. See? And, by the way, come over here and be presented to the sweetest girl in the world."

"Talk about plunging for trade!" laughed Hilton, an hour later, as the three sat together in the dining room.

"I don't care," pouted the sweetest girl in the world, "I think it was horrid of you both. I feel quite sorry for Mr. Skinner."

"So do I," said Denver. But Hilton didn't know what he would have done that fall if it had not been for Skinner!

Alfred B. Tozer.

Retail Grocers Are Interested in Local Improvement.*

One fact stands out clearly in the modern business world, and that is, we are members one of another. The division of labor makes it impossible for any one class of men to be absolutely independent. Farmers, miners and factory workers in the commercial world are mutually dependent. This being so, the retail grocers of the country are not only engaged in the work of earning a livelihood for themselves, but they serve a social purpose as distributors of food products.

The agitation for pure foods has called public attention to the relation which exists between your business and the lives and happiness of the people. As retailers of food products, you are interested in the manner in which meats are prepared for the market, in the condition of factories for the making of various staple groceries and in numerous problems of agriculture.

Your business is materially affected by transportation rates and shipping facilities. Furthermore, all of these matters are rapidly becoming questions in legislation, so that you have a vital interest in the honesty and intelligence of law makers.

Your trade directly depends upon the wage earner, who must have work to be prosperous. If your business is to succeed, these facts and others that might be cited conclusively prove that you have not only a citizen's interest, but a business man's interest in all the aims and purposes of the Board of Trade, which I have the honor to represent.

It is falsely assumed by some that the Board of Trade is an organization to promote the interests of manufacturers and large retail merchants. A little reflection will convince you that it is impossible to promote the larger interests of the city without at the same time improving your business conditions.

We need your help and support to assist us in our endeavor to promote the general interests of Grand Rapids and in many ways the influence of the Board of Trade would be bene-

*Address by H. A. Knott, President Grand Rapids Board of Trade, at annual banquet Grand Rapids Retail Grocers' Association.

ficial to you. For instance, in the building of the Convention Hall, securing pure water, or more favorable freight rates, or anything needed to promote business interests and better social conditions.

To the extent that the Board of Trade assists in the development of local industries, and brings in new industries, to that degree is it creating trade for the grocer.

We have just passed through a period when many men were out of work or working on part time. The result was that fewer groceries were purchased, and payments were slow and uncertain.

One of the aims of the Board of Trade is to try and make conditions as prosperous and stable as possible, and in so far as it succeeds, it directly advances your business interests. If you, as individual grocers, would become members of the Board of Trade, and your Association were to affiliate and co-operate with us, you could undoubtedly point out many ways in which we could be helpful to you, and on the other hand you could help us in the furtherance of those business conditions which would greatly benefit you.

A forbidding countenance is a handicap to a merchant, nevertheless there are sometimes occasions for him to display the signal: "Thus far shalt thou go, but no farther."

Citizenship in Heaven will not exempt you from either taxes or service here.

VOIGT'S

The Possibilities Are Great

Stop and consider that every sack labeled "Voigt's Crescent" contains the very best flour possible to produce at any price.

Imagine yourself in your customers' place. Wouldn't that kind of flour appeal to you if you were buying? Wouldn't it seem good if the flour were always dependable, capable of producing satisfactory results? Wouldn't you feel more like buying if it were sold with the guarantee of absolute satisfaction or your money back?

Now, if these points interest your customers, shouldn't they interest you as a grocer who caters to his customers' wants?

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

Saves Money—Draws Trade and Collects the Accounts

The McCASKEY REGISTER saves me the expense of a \$50.00 book-keeper and has gained me many dollars' worth of trade. Cuero, Tex. 11-10-'08. T. S. Williams, Grocer.

Herewith find check in settlement for our register. We are satisfied as we are posted up to the minute and the \$75.00 book-keeper is gone. Ochelata, Okla. 1-5-'09. Hixson & Wynn, Gen. Mdse.

Have used the McCASKEY for some time. It saves us hours of book-keeping. It has reduced our outstanding accounts one-third since installing it six weeks ago. Like it so well that we are today placing an order for another one. \$1,000.00 would not buy the register if we could not buy another. New London, Wis. 3-2-'09. C. J. Krause & Sons, Market.

A postal will bring further information.

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WHOLESALE AND RETAILER.**Close Relations Should Be Cultivated For Mutual Benefit.***

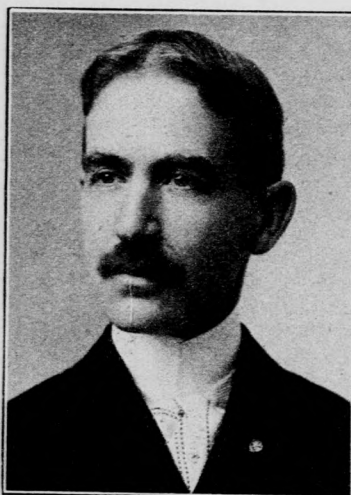
The retailer is as essential to the jobber as the consumer is to the retailer. How important to both that their relations should be of the closest. Confidence, that is so essential in all business affairs, should exist in a marked degree between them. Close relations should be cultivated for mutual benefit. Personal acquaintances, so far as possible, should be made. The jobber is deeply interested in the success of the retailer and is constantly on the alert to further his interests. The grocery business, both wholesale and retail, is one of utmost detail. The wholesaler is constantly planning how he can best serve the retailer. He must look months ahead for certain supplies, he is obliged to study the market conditions, recognize the law of supply and demand and what is needed in the different localities. Local conditions must be considered, weather, crops and business conditions generally, to enable him to intelligently supply his customers with proper goods in the proper season. He must have seasonable goods and be prepared at a moment's notice to furnish a hundred and one articles. He is constantly trying to better conditions by aiming to be up to date and progressive in all his business methods.

The wholesale salesman and the delivery man are a reflection of the house they are employed by. The retailer is apt to form his opinion of the jobber through this medium. If they are obliging and courteous, the impression is apt to be a favorable one.

Take the matter of credit. Mistakes are often made by the retailer in refusing to give information about his affairs to the credit man of the wholesale house. There is an impression on the part of some that the credit man is a natural enemy ordained by Providence and employed by the jobbers to turn down orders, drive away trade and embarrass them by senseless questions about their financial affairs, while in reality there is no department with which the retailer should be on closer terms than the credit department. Many retailers seem to think that when credit is refused, their honesty is questioned. This is entirely wrong, for although honesty and character are the foundation stones to business success, other elements are essential. Statistics show that, of business failures in the United States, 30 to 35 per cent. are for lack of capital, 20 to 25 per cent. incompetence, 30 to 40 per cent. unwise credits, extravagance, neglect, competition, speculation, etc., 8 to 10 per cent. dishonesty and fraud. Please note the last percentage, and you will see that the credit man thinks of many other things than that. Credit men are constantly exchanging trade experiences with each other, and the retailer standing high with his credit

man will be mentioned favorably to others. This does not mean he must have three times as much assets as liabilities, but it does mean he has made a frank statement of his affairs, giving all the details necessary. Honesty and ability, although backed by little capital, have been the means of success to many a man, because he had the confidence and the backing of the credit man.

Matters of legislation affecting retailers, either directly or indirectly, affect the wholesaler, and there should be close co-operation between them and efforts made to work together along lines of mutual benefit. If the retailer could take the trouble to visit the jobbing house, and get acquainted with the various heads of the departments, his opinions as to the aims and desires of the whole-



saler might undergo a change. A personal acquaintance with someone in the house, one whom you feel you can call upon, either personally or by phone, would be the means of smoothing out many difficulties and misunderstandings.

The wholesaler has a great deal of sympathy for the retailer, particularly in the matter of credits. He realizes what he has to contend with and how difficult it is for him to refuse credit in many cases where he should. Often the retailer's sympathy causes him to grant a credit which he has little hopes of ever collecting. No other class of merchants are called upon to grant credits such as the retail grocer is. It is absolutely necessary, however, for the retailer to be more particular. Aim to stick as close as possible to a cash basis. It is no easier for a man to pay his grocery bill in two weeks than in one. It is absolutely necessary for the retailer to say "No," many times when he would like to say "Yes" in the granting of credits.

Referring again to the statistics quoted, 35 to 40 per cent. of the failures are caused by unwise credits, extravagance, neglect, etc.

The retailer furnishes the necessities of life to the people, and they should be on a cash basis. It is not fair that he should sell his goods on the installment plan, and I hope to see the day that the retail grocery

business is conducted on a strictly cash basis.

Another thing, good collectors seldom fail. They stand high in the community, are good merchants and have the respect of their customers.

Your Association is a splendid thing. It is doing you all much good. The acquaintance formed is invaluable. To the man who is not a member this one thing should appeal strongly—to get acquainted with his fellow merchants. Get together as often as you can and discuss matters of importance to your business. Collections and credits ought to be prominent topics with you, as they no doubt are. A man on West Leonard street may think that he has nothing in common with the man on East street, but he has. In the matter of credits referred to, neighborhood groups can be formed to protect themselves from worthless credits by the exchange of information.

I want to assure you that you have the respect, friendship and sympathy of the wholesaler in all your efforts to upbuild and improve the conditions of your business.

Likes Lucky People.

Wife: I've invited one of my old beaux to dinner. Do you mind?

Husband: Mind! Heavens, no! I always love to associate with lucky people.

Energy governed by common sense can do all things; but energy without a balance-wheel is like a runaway locomotive.

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*Address by Harry T. Stanton at annual banquet Grand Rapids Retail Grocers' Association.

SIMPLE TRUTH.

There Is Nothing Which Men Admire So Much.

Of all insults, to have the lie direct given to any statement you have made is about the most unbearable. Even liars desire to appear and to be reputed truthful. Yet with all this love of a reputation for truthfulness and an impatience of everything that looks like a reflection upon our veracity, it is a fact that there is much lying and untruthfulness in various forms.

While some men are born liars, with many people it is a cultivated sin. They are regularly graduated liars. Men believe that lies can make them rich, that lies will enable them to get on in the world, and believe with the little fellow who got his scriptures mixed that a lie is "a present help in time of trouble." They see lies doing these things for many men and they think that for this world at least honesty is not always the best policy—hence we are all more or less tempted to speak and to act untruthfully.

Acting untruthfully is one of the meanest and most debasing forms of deceit. For instance, a girl who gives her parents the impression that she is going on an errand or to visit a girl friend, when in reality she meets a young man of whose attention her parents do not approve, is false to truth and honor. Every violation of truth is a sort of moral suicide, killing one's better nature and eventually one's soul.

Pretending by a gesture, a smile, or a suggestion that you know some-

thing which is against another is a cruel way of acting an untruth.

If falsehood always defeated itself there would be no temptation to lie, but the fact is that falsehood often gets rich where truth starves, lives in splendor while honesty is in rags.

In discussing lying we should divide lies into a few of their most popular forms.

I speak first of agricultural lies, because farmers are popularly supposed to be, as a class, more honest than anybody else, but this sort of man is not always sent to the city markets. When the top of a farmer's barrel of apples is an indication of what may be found further down, when all the scales are of the same weight, all the bushels the same size, and all the milk cans are honest, then you may look for the millennium.

There are lies commercial. Some merchants excuse their lying on the ground of what they call commercial custom, but custom, however ancient and widely recognized, can never justify or extenuate a lie.

During a great revival in Boston a woman asked a well known storekeeper: "Is this English lace?" He replied: "It was, madam, previous to the revival, but it isn't now; it is simply imitation." "If I don't do it somebody else will"—this, as Dickens reminds us, is the excuse of thieves: "If I don't pick the old cove's pocket, somebody else will; he will never be no better off, and I will be worse off."

Lies mechanical. "Things are not what they seem," said the poet. I shouldn't think they were. Almost nothing that is manufactured is what

it seems. There is a vast amount of bad work done these days—dishonest work. I would like to impress upon workmen the thought that slovenly work is morally wrong. A lie expressed in wood is no better than that expressed in words. The genuineness of a man's conversion was well attested by his prayer meeting testimony that he knew he was converted, "For now," he said, "I always paint the tops of the doors."

Political lies. With our exalted views of Washington it is impossible for us to conceive that he was abused so indecently that he said himself terms were used "as could scarcely be applied to a notorious defaulter or even to a common pickpocket." Lincoln was denounced as a "buffoon" and Grant as a "drunkard." Many people think that because a man is in politics he becomes a target for every venomous spirit.

I pass on now to social lies. Society is so insincere nowadays that you hardly know what to believe. Women meet each other with a kiss, tell you how glad they are to see you, while at the same time they say under their breath: "The horrid thing." Word is sent "not at home" when people are merely too lazy to dress. An educated woman may know that "not at home" is merely a form of denial, but few servants are such nice distinguishers. If you train your servants to lie for you you need not be surprised if they tell lies for themselves.

Then there is idle gossip, which may lead to a dangerous way of telling untruths. Dore's hideous picture from Dante in which men are represented as gnawing skull bones in the

infernal regions—as feeding off their victims—we see these things in life.

How oftentimes pious people have accustomed themselves to evil speaking. Toplady, author of the "Rock of Ages," called John Wesley a liar. Newman Hall, one of England's greatest preachers, author of the famous tract, "Come to Jesus," got into a fierce argument with a brother clergyman and made a vitriolic reply. He read it to another clergyman and when asked what heading to place to the reply Hall was told to call it "Go to Hell," by the author of "Come to Jesus." Dr. Hall saw the inconsistency of his spirit and the reply was never sent.

The best way to get out of the bad habit of detraction is to cultivate the virtue of appreciation. In a world where temperaments are so varied we will oftentimes have to differ with our neighbors, but let us do it with a good spirit.

There is nothing which men admire so much as simple truth, and we all recognize the amazing importance of acquiring the habit of strictest truth. Let us have faith in truth and trust in it at all times. Choose truth as a sole companion. Love it, be wedded to it. Let your words speak it, your faces beam it, your hands be true to it, and your feet tread its path. Let it be to you like a God, believe it as of God. Madison C. Peters.

When Flattery Would Not Work.

Crawford: Do you ever try flattery on your wife?

Crabshaw: Yes, and it always works except when she wants a new gown and I tell her she looks charming in her old one.

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GRAND RAPIDS, MICH.

YOU KNOW THIS LADY.

Proprietor Tackles the Terror of Shoe Salesmen.

Written for the Tradesman.

"I think," said the shoe store man to Ned, the blonde salesman, "that you are losing your cunning."

"I thought it was my mind I was losing," replied Ned, gloomily.

The shoe man glared at the blonde clerk.

"Honest," continued Ned, "I begin to feel like my shingles were leaking."

"I wish you would break yourself of using slang," said the dealer.

"I'll try," responded the blonde clerk, "but sometimes there are no words in the unabridged that seem to fit the case. When a fellow has been trying hard for an hour to sell a three dollar pair of shoes for two-fifty he just naturally feels like there were weather holes in his mansard."

"You make me think of a patent medicine almanac," observed the shoe man. "In the bright lexicon of the shoe trade there is no such word as defeat. Buckle up! You've lost every customer you've handled this morning."

"Well," grunted the blonde clerk, restoring a dozen pair of shoes to boxes and sliding them back on the shelves, "I can't take the money away from 'em, can I?"

"You lack vim," complained the merchant. "I guess your trolley must be off this morning."

"That's what I've been trying to tell you," replied the blonde clerk, maliciously, "only you wouldn't let me use slang."

"You go back there and check up those invoices," said the shoe man, ignoring the remark, "and I'll see if I can't take in a few dollars. Just watch my motions when you see one of these looking-for-the-best-of-it people come in."

Ned sat down at the desk and watched the front of the store. In a moment a man in a nine-dollar working suit came in and asked for shoes.

"What size?" asked the merchant. "Nines."

The dealer brought out a pair of four-dollar vici kids.

"Wider," said the customer.

The kind demanded were there in a moment.

"Look about right," said the customer. "I'll try 'em on."

"These shoes," began the merchant, "are the best for wear in the store. We sell 'em by the gross."

The customer had the right shoe on by this time.

"How it is?" asked the shoe man.

"All right," replied the customer.

"I'll put the other on and wear 'em away."

The merchant placed the old shoes in the empty box, took four silver dollars from the customer, and walked out to the door with him.

"That's the way to sell shoes," he chuckled, coming back to where Ned was. "It's easy when you know how."

"Just you wait," replied the blonde clerk. "You couldn't have lost that sale if you had cried your eyes out.

There'll be a lady along pretty soon that will hold you for a while."

"I'll go you for the dinners," said the shoe man, "that I sell something to the first lady that comes in."

"You're on," said the blonde clerk. "And I hope," he added, under his breath, "that the first lady to call will have tickets to sell for some charity function. That would be fine!"

Then a lady in pale green came in with a little white dog held by a tiny chain. She wore a smile of expectancy and one of these new hats that look like a punch bowl turned upside down. She seated herself with a sigh, and the funny little white dog ambled over to a distant corner and set about chewing the soles off the blonde clerk's rubbers.

"Shoo! Get out of that! Scat!" whispered Ned.

The fluffy little dog chewed on and on.

"What can I do for you this morning?" asked the merchant.

"Why," replied the lady in pale green, "I thought I'd look at some shoes."

The boss took down a pair of seven-dollar kids. They were nice shoes—the kind manufacturers are now unloading on the retailer. They were all of an inch and a half wide on the bottom, with an overhang like some of the yachts in the Columbia Yacht Club, Chicago, Illinois.

"My!" said the girl in green, "they look pretty long."

"Latest style," said the shoe man. "They give that long, slim effect which is now all the rage, and this little rosette here back of the—ah—the—ah—too, you know, in a measure conceals the length."

The blonde clerk launched a shoe brush at the fluffy little dog as he divorced one rubber sole from the upper and laid down to take some comfort eating it. The dear little pet shot for the girl in green with one of those long slim effects which seemed to leave a white streak in the air.

"Poor doggie!" said the girl in green.

The boss wigwagged back to Ned to extinguish himself for the time being.

"I'll have to try something a little wider," said the girl, "just a little, teenty weenty bit wider."

The boss brought along an armful of boxes.

"Of course," he said. "It would be a freak that could wear that shoe. It isn't at all what you want. Now, here's a pair of just a little wider and not near so long. Sensible heels on these shoes."

"My!" said the girl in green, "they look like the year one."

The boss presented another pair, and another, and another. The blonde clerk checked every try-on as an inning, and in about half an hour his score looked about like this:

"Score 0 0 0 0 0 0 0 0 0!"

"Really," said the girl in green, "there must be something here that will answer the purpose. I'd rather do a whole day's shopping than be

fitted with shoes. Don't they have the little narrow shoes with pointed heels?"

"Well," replied the boss, "the heels aren't so very pointed. Narrow shoes are IT just now, but they're a little long. Long, slim effect I told you about. Go with these—these here new kind of—with this new style in gowns, you know, where the girl presents that long, slim—"

"You said that before," said the girl in green. "Now, if you've got something I can wear without attracting undue attention on the streets, I wish you'd bring it out. How much are these slim ones?"

"Seven dollars."

"Why," said the girl in green, "I haven't any idea of paying more than two-fifty. Are all the shoes you've been showing me as dear as that?"

"Well," said the boss, wishing he had hold of the blonde clerk's hair for a moment, "we've got some very handsome shoes at the price you mention. And sometimes they wear just as well and look just as stylish as the more expensive ones."

"They look awfully heavy," said the girl in green, holding a pair up to the light. "What makes them build them so thick?"

Ned was chuckling again, and the boss called out to him:

"Say, Ned, just bring down a few pairs of shoes we got in yesterday. I quite forgot those new ones," he added, turning to the girl with a wan, set smile on his face.

The blonde clerk brought a doz-



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to the BEN-HUR cigar as a type of what a 5c cigar should be. Because it is a recognized standard of quality there has been a constant effort by other makers, for more than a score of years, to imitate it, and while some have imagined that they duplicated it very near, the one unsurmountable barrier, which has lost the race for every imitator, has been the impossibility of keeping their product up to even quality. Every one knows that BEN-HUR quality never changes.

Gustav A. Moebs & Co., Makers
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en pair to the scene of action and went back after more.

"These are fine," said the boss.

"They don't look it," said the customer. "Indeed they don't. I wish you had a kid shoe with this slim effect and little pointed heels. Not too slim, you know, but just slim enough."

Ned laid down another pair of shoes and went back to his score card, which he now wrote as follows:

"Score—Pitcher to the benches in a minute."

The boss glanced up at the clock.

"Well," he said to the blonde clerk, "I'll have to go to the bank now, and I'll leave you to fit the lady with a pair of shoes. Sorry to leave you," he continued, with a worn and weary smile, "but Ned can do just as well. Perhaps if you look through that pile again, Ned, you'll find something the lady wants."

Ned went and brought down another armful of shoes. The girl in green yawned, which was wrong, of course, but she yawned.

"It's too bad," she said, then, "but I've got to go. Sorry you haven't a larger assortment of ladies' shoes."

"If you wait a minute," said the blonde clerk, "I'll get a step-ladder to help you over the piles of shoes you've been trying on. No trouble to show goods. Sure you can get doggy to the door? Pleased to see you any time."

The girl in green lifted her chin and two little red spots came to her cheeks.

"The idea!" she said.

As she stepped out of the front door the boss stuck his head in at the back door.

"Did she buy?" he asked hoarsely.

"Buy?" repeated the blonde clerk. "Buy? What's that? Buy? It seems to me that you are losing your cunning. What about those dinners?"

"I said the next lady that came in," protested the boss. "Say, but that was a fierce game! Do you notice any blue marks on my front elevation anywhere? I hear something like sparrows buzzing about me skylight."

"I wish," said the blonde clerk, "you would break yourself of using slang."

Alfred B. Tozer.

Collecting a Fine Art.

A merchant's ability or lack of ability in collecting his bills frequently determines his success or failure as a merchant, for credit is the rock upon which more than one enterprise has been wrecked. No man should embark upon a mercantile venture which involves the granting of credit unless he is a good collector. If he can not go out and get the money which is due him he had better do business upon a strictly cash basis.

Collecting is a fine art; one man can go out and get all the money due him and still retain the friendship and trade of the debtors, where another would be unable to accomplish one-tenth as much. The debtor must be made to feel that he has got to pay what he owes, but it is unwise to go at him in such a way as to anger him.

Many merchants have found it most successful to appeal to the debtor's good fellowship by telling him that they have some bills to meet on a certain date (which may always be true) and appealing to his natural decency to help them by paying up what he owes. Many a man who is careless about paying his own accounts is a good-hearted fellow willing to oblige some one else, and that way of stating the case appeals to his pride and sympathy rather than his indignation.

It is a great thing to make the debtor feel that you have confidence in him and if he agrees to pay by the time specified it is well to leave him with the feeling that you have no doubt of his so doing and that your own anxiety has been to that extent relieved. It is, of course, not meant that the merchant should give the debtor the impression that his own finances are in a rotten condition, but that he is temporarily "tight," as all business men sometimes are.

Nine times out of ten he will do his best to meet the bill on time and if he finds that he can not do so the chances are that he will come frankly forward and say so, showing that he is in earnest. If he does, or if you have to call on him again, appear as friendly as before and with the same confidence in him, but while he is in the midst of his regrets, tell him that there is a way by which he can let you out of your pinch—that is, by giving his note, which you can indorse and draw the money on from the bank. If he really means

to pay he is almost certain to do this; if he does not mean to, the sooner there is an understanding the better. —Hardware Trade.

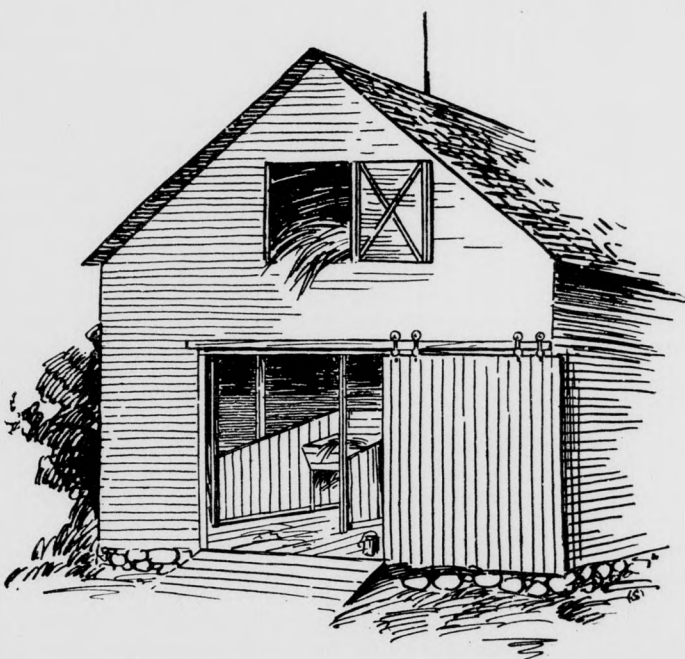
Polar Night Delights Eskimo.

The polar Eskimo, the most northerly dwelling people in the world, are said to exist only by the exercise of great ingenuity and the practice of social virtues. The cheeriness, kindness, and practical socialism of the Eskimo from Eastern Greenland to Alaska may be regarded as much due to their environment, as is the necessity for eating large quantities of fat. The Eskimo hail the first dark evenings with the same glee as the first daylight after the polar night.

When a whole summer through the eyes have been bathed in light, day and night, they long to see the land vanish into darkness again. And with the idea of a change they associate all the good things the winter will bring, the frozen sea and the hunting on the ice, the swift sledge drives, far from the sweltering houses, after bears. "Ha! now the dark nights are coming, soon the ice will close in the sea!" the men cry as they meet toward evening, or "Be glad, for soon the blubber lamps shall light those who go out to fetch meat for the flesh pots!" Others call out, "And windows and fires shall light far into the night, and hasten the lagging pace of late-returning sledges."

It is hard to go on singing, "Take my silver and my gold" after you get some.

Lock The Door And Save The Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Tradesman Building **Grand Rapids, Mich.**

TEAM WORK.

How It Is Exemplified in the Retail Organization.*

"In union there is strength." This is an old saying familiar to you all, and has been the battle-cry or slogan around which nations and men have gathered and fought in war and commerce for many centuries past.

To attempt to tell you to-night of the benefits of association work would be a long task, which would take more time than you have allotted me. It would be useless at this time to give you a detailed list of the benefits of association in connection with your work, for the reason that you have already accomplished a great many good things. In reality, you are better qualified to tell me of the benefits of your Association than I am to tell them to you. It would appear to me that my duty to-night is to awaken enthusiasm in the heart of some disinterested member or possibly to point the way to some further benefits which you may attain and which you are probably already attempting. However, I have prepared a short paper on the subject, and if I succeed in giving you some new thought or some new inspiration for the further success of your undertaking I shall feel amply repaid for my effort, and it will double my pleasure in being present with you at this, your annual dinner.

There can be little doubt in the mind of any man as to the benefit of social intercourse with his competitor. There has been a time in the past when every merchant felt certain his competitor had horns and a tail, but this time has long since passed away. The big, broad, successful merchant of to-day is a member of his trade organization and an enthusiast in the work it is doing.

I remember as a boy being told a story of the Arabs crossing the Sahara Desert in bodies, realizing that this was the only safe way in which to protect themselves and their riches from possible attack. The gold-seekers in the early days of our own country traveled westward in companies rather than alone, for they knew that to start across the plains alone meant almost certain death, while in company with others they could join hands against their common enemy, feeling reasonably certain of reaching their destination in safety.

There are no armed brigands waiting for you as you march on your journey of commercial activity, but there are many leaks from your profit account which are the source of constant danger. It seems to me that by joining the organization you will receive the benefit of interchange of experience, and thus fortify yourselves against these leaks in your profit account which confront you each day of your business life.

I do not believe in an organization which attempts to foist upon the customers of its members prices which are unreasonable or extortionate.

*Address by Guy W. Rouse, President Michigan Wholesale Grocers' Association, at annual banquet Grand Rapids Retail Grocers' Association.

Such an organization is illegal and unnatural and can not maintain itself. I do not believe in an organization which attempts, directly or indirectly, to hinder any man from entering into competition with the members of its Association, for such an organization is working contrary to National and natural laws and must be despotic, short-lived and unsatisfactory.

I do not believe in an organization that attempts to control politics or competition, for such an organization is bound to lead its members into trouble and turmoil and fail to accomplish any real good.

I do believe in any organization which is formed for the betterment of trade conditions and for the elimination of unbusinesslike practices on the part of its members or their competitors.

which I am connected, we, as jobbers, suffer more damage and are tempted to commit more breaches of business etiquette on account of the untrue stories which come to us about our competitor than we would if we knew the actual facts concerning the transaction. I believe the same proposition applies to the condition of your customer and yourself. This being true, I am forced to believe that the greatest good obtainable from any trade organization is the acquaintance and good fellowship that exist between its members. I believe that your social gatherings, which bring you together and permit of discussion of your troubles, accomplish more good for you than anything else which you may undertake.

Organizations can not make any man a successful merchant, but or-

Association. If they will permit a word of advice, I would suggest that hereafter they attend every meeting of the Association and give the proceedings their most careful and thoughtful consideration.

The degree of intelligence which we any of us possess is not very different from that of our neighbor. While one man may be somewhat more successful than another in the conduct of his business, the general results of any merchant depend upon the general conditions in the community in which he lives. One merchant can not succeed if other merchants in his community are conducting their business along lines of unbusinesslike and vicious competition. It appears to me, therefore, that it is for the selfish interest of each one of you to help maintain the Association, for inasmuch as you, by your efforts, raise the standard of merchandising in this city, and help to educate your competitors to do business on a higher plane, you are by so doing increasing your own opportunity for success and for the profitable results of your own business.

Along the line of lesser things I would suggest that your organization can and ought to be interested in the work of the office of City Sealer of Weights and Measures. It is a question in which you are all interested. When this work was undertaken by the city it met with the unkind criticism of a certain class of people. While I am assuming that your Association took an active part in urging the matter, I feel certain you are all pleased with the results which have been accomplished thus far. It means some little time and attention on the part of each one of you, but it is for your interest to welcome the call of the representative of this branch of the city government. If your weights and measures are giving the customer more than he is paying for it is an important leak in your establishment, which should be corrected at the earliest possible date, and you will need this benefit to help protect your margin of profit. It seems to me you are just as anxious to feel certain that some unscrupulous competitor is obliged to give his customers sixteen ounces to the pound at whatever price he may claim to sell his goods. It would seem to me good policy and I would suggest that your Association maintain the closest relationship possible with this department of the city government, and give to it your heartiest co-operation at all times.

As an association you ought to be interested in the pure food question. This is one of the biggest matters which our Government has undertaken to regulate, and as a nation we have accomplished wonderful things in a very short time. Necessarily, it has caused some annoyance to many in business, but the results have been so great that they have justified many times any small outlay of time or expense. Every progressive merchant to-day ought to lend his moral support to the enactment and enforcement of such reasonable pure food



Guy W. Rouse

More evils have resulted in business from lack of energy and lack of ability than have ever resulted from vicious competition. The crooked deals and dishonest stories about your competitors, as they have been told to you, can be likened to the mountain and the mole-hill, when one comes to know the actual truth concerning the transaction. In other words, the thought I wish to bring to you in connection with this subject is that your competitor is honestly trying, as hard as you are, to maintain a profit and build a successful business. The stories you hear from your customers are told you for the purpose of securing concessions or credits which the customer can not obtain elsewhere, although he tells you on his word of honor that he can.

Judging from my experience with the different trade associations with

organizations can help a man of ability to understand and overcome the leaks in his business, and make of him a much better merchant than he would otherwise be. I believe, after thinking the matter over carefully, you will agree that the friendships formed and the interchange of ideas you have had at your meetings have done more than anything else to make the Grand Rapids Retail Grocers' Association the successful body of men it is.

If there are any men in this room to-night who are not members of this organization I hope they will avail themselves of the opportunity of joining the Association as soon as possible, and if there are any members here who are not interested, enthusiastic members and who do not attend the meetings, I trust they will realize they have lost more than the

56,000 Tons Shipped Last Year

Last year we shipped 56,000 tons of flour, grain and feed. That means we handled 112,000 tons all told—56,000 tons in and 56,000 tons out.

That's quite a business.

The biggest business in Grand Rapids, as a matter of fact.

To have the biggest business means much. It means good flour, good service, good treatment, fair dealing and reliability.

Many mills have started up, many have gone out of business since we commenced 24 years ago.

Then flour was ground with stones—now expensive steel rolls are used.

We have always been the first to install new machinery. That is why

Lily White

"The flour the best cooks use"

Has always been better than any other flour—always the one to set the pace. That is one of the reasons why we expect it always will be just a little better than any other flour.

If you want ordinary results, there are many brands of flour to choose from, but if you want your baking to excel, there is only one and that is Lily White.

And no matter what any one may tell you, you cannot get Lily White quality unless you buy Lily White.

VALLEY CITY MILLING COMPANY
Grand Rapids, Mich.

laws as are now in effect or may be hereinafter suggested.

Another question which ought to be of interest to the members of your Association is the question of fire insurance. It is a simple question to buy a policy of insurance and pay for it, but I am inclined to think that some of your members, as well as other merchants in the city, who can least afford it are conducting their business without the proper amount of insurance. If these men were conducting their business on their own capital entirely it might be an open question as to whether they carried their own insurance or bought insurance elsewhere. Inasmuch as some retail merchants who do not carry insurance, or who carry smaller lines than their business demands, are indebted to the banks, their friends or their jobbers for a large part of the capital they are using, it appears that these merchants ought to provide against a loss of this kind.

In my experience of the last nine or ten years I have found myself in a position where I have felt forced to insist on a customer insuring his stock, and in several of these instances I have found after a fire that this insurance money was practically all a customer had left with which to pay his indebtedness. In some instances where our company has not been so insistent, we have found to our sorrow that these dealers have not carried the proper fire protection, and we have had to share their losses.

There is another side to this question, which perhaps has been overlooked by some of you: Every fire loss which is not covered by insurance is a charge on the wealth of that community. The smaller average wealth, the smaller are our possibilities to make a profit; or, to state it differently, the greater the average wealth of people of our community the greater will be the measure of our prosperity. Then, too, we must remember that the losses by fire are a part of the retailers' and the jobbers' expenses of doing business. If we, meaning the retailers and the wholesalers, are to maintain the most profitable conditions we must eliminate any unnecessary expenses in connection with our business.

Then, too, there are a number of questions to be considered in connection

with your policies. It would seem to me that your Association might with good profit to itself spend an evening in studying the most desirable form of policy to cover your business, including the goods and fixtures outside of your building as well as inside. There are also a number of questions which arise after a fire in the course of adjustment which might be very valuable for you to know and be prepared for in case of accident.

Another matter which appears to me of very great importance to your Association, the Association which I represent, and every other association connected with the selling and marketing of any kind of merchandise, is the competition from the mail order houses. They have come into being, are prosperous and somewhat of a factor in the merchandising world. They are, as I see it, a sort of unnatural growth on the commercial body. Their ways of doing business are entirely different from the recognized order of things and, if their plan of business continues to grow, it will eventually mean a very decided change in the merchandising business of our country.

It is another of the questions which our trade Association ought to be studying very carefully. I could not recommend any drastic action against them, because this might prove to be the best advertising they could have, but I believe it calls for a campaign of education among the buyers. The mail order house selling the retailer or the consumer divert not only the business to the large cities, but take the money from the community in which the wealth has been created or transformed from the field and forest and bring it to the large cities. They not only take the business which belongs to the different localities, but they withdraw from that locality the money which otherwise might be used in some other pursuit which would add to the city's prosperity.

These mail order houses do not contribute to the taxes, nor do they help to build up and develop the territory in which the purchaser lives. It is a case of making the mail order merchant in a big city richer and stronger and gradually trimming the wings of the merchant in the small community. By giving some of your

time to the careful study of this subject you can create a sentiment in favor of the local merchant which will help the prosperity of our community and will keep our money in our own community to develop and strengthen our position and make ours a bigger and more prosperous city.

There is, of course, another question which causes sleepless nights, gray hairs, failures and, I might almost say, fires: the question of credit. This is a question with which all associations have wrestled since associations were formed. It is a big question, and calls for a large amount of careful and thoughtful consideration. It is a question that can not be settled by resolutions at your meetings or by iron-clad agreements, but is one which is best solved by education. Every case has a different aspect; every customer has a different story. The question is, Where shall we draw the line? How shall we avoid bad accounts and what can we do with them after we have acquired them? It seems to me it is the old, old story, that an ounce of prevention is worth a pound of cure. I might almost say that the ounce of prevention is worth many times the pound of cure, and then tell you there is no pound of cure. Your book accounts, generally speaking, are the poorest asset you have, and after you have changed the name over the door they depreciate so rapidly that any estimate of their worth is almost impossible.

I can not explain why, but I am inclined to believe it is true in many instances that many people forget their ideas of honesty when it comes to dealing with a retail grocer. If I could offer any suggestion in closing to-night, it would be for your Association to devote a part of your energies to the education of your members to the use of "the ounce of prevention." I would use it in the homeopathic way. I would apply one ounce, and then another ounce, and then another ounce, constantly remembering that goods on your shelves are debt-paying assets, while past due book accounts are in many instances donations to charity.

We must remember that the tendency of the business world to-day is toward limited profits and near to a cash business. In some lines of trade

the time has been shortened 50 to 60 per cent. and the successful man of to-day is the man who, with his eyes open, sees the trend of events and conforms his business to the conditions of the present time. Manufacturers have been forced to do business nearer a cash basis. They have compelled the jobber to do likewise, and the retailer, too, has felt this movement. He has been obliged to keep his business better in hand than ever before.

It appears that the conditions warrant the retailer in confining his customers' accounts to a basis which is nearer cash. Your Association can along educational lines accomplish some real good in this direction if you can give it your attention.

One other suggestion about association work which I have in my mind is to be very careful in the selection of your officers. They are your representatives; they speak for you and you will be judged by them and their acts. Therefore, you must be very diligent in selecting broad-minded, aggressive and yet conservative men, who will lead you carefully along well defined paths and avoid the many complications which otherwise would confront you. You are very fortunate to-day in having conservative men at the head of your Association. Inasmuch as I have a deep interest in the continuance of your Association and its success I sincerely trust that you will at all times give most careful attention to the nomination and election of your officers.

In closing I want again to urge every member of this Association to attend the meetings and to give it his most careful and thoughtful attention. I want to urge every other retail grocer in the city of Grand Rapids to join this Association at the earliest possible opportunity, believing that this organization can be a strong factor in continuing to elevate the business conditions surrounding the retail grocery trade in the city of Grand Rapids, and in making possible the greater success for each of its members and helping to make more prosperous the beautiful city in which we live.

When you get after the profits of oppression you will hear a lot about the principles of liberty.

Some salesmen will tell you there are other flours as good as **Fanchon**

Don't You Believe It

THE OLD WORKER.

Influence He Has On the Younger Men.

As the twig is bent, so inclineth the tree. The young worker, coming fresh from home and school, comes directly into contact with influences and conditions which have more to do with the molding of his character and the determining of the future than all the education, more even than the precious home training, that has gone before. As these influences are, so, generally speaking, will he be. And it is the older workers with whom the beginner must associate who determine what the nature of these influences shall be.

A striking example of how this influence may govern unfavorably the activities of a beginner came to the writer's notice a few days ago. A professional call at the superintendent's office at a West Side machinery house brought forth direct contact with one of the little life dramas—tragedies almost—which are going on day after day, number without number, in the busy, moving world of business.

"What the — has happened to this man Tomson, Burns?" demanded the superintendent of a foreman who stood before him.

"I don't know as anything has happened to him," said Burns cautiously.

"You don't? Well, then, it's time for something to happen to you to make you see the things that are going on around you in the shop."

"Well, now, Mr. Campion, if you put it that way, I'll tell you this—that I don't need anything to happen to me to make me see these things. I know what's going on in that shop better than you or any other man living. I know when anybody does anything out of the way, and I don't know that young Tomson has done anything of the sort. Nothing out of the way, one way or another."

The superintendent leaned back and smiled mollifyingly at his foreman's show of spirit.

"That's just the trouble, Burns," he said. "Young Tomson hasn't done anything out of the way, one way or another. Nothing unusual, nothing the least bit out of the common. He's going along just the same as the drill runners and lathe men that he's working with. He's in a rut. And why—why in the devil is it? That's what I want to know. Why hasn't he done anything out of the way? Why hasn't he been doing something unusual? That's what I sent for you to tell me."

"There's nothing wrong with Tomson, that I can see," argued Burns.

"What makes you think there is not?"

"He's going along doing his work just like the others."

The superintendent's fat fist came down on his desk with a jolt.

"Then there's everything in the world the matter with him. If that boy is doing the same as the others, and no more, then something has happened to throw him 'way out of the pace that he was setting when he came in here. Why, man, that boy was fitted to be a wonder in this line.

He was almost a genius in machinery. He had something that about one man in a thousand has: ideas of his own. There's no saying what he might have done by this time if he'd lived up to his promise. I was banking big on him. And here for the last six months he's gone along exactly like the others. Keep an eye on him and see if you can't find out what's wrong, and then tell me, and I'll have a talk with him."

Tomson's story is short and enlightening. He had shown a mechanical bent of mind from childhood which had caused his parents to make his education and training along that line as much as they could. They were not well off, so a year at the technical school was the best Tomson could get before he had to go to work. But that year had been more to him than a full course to many others, and he came to the machinery house with something like the fire of genius in his head.

The superintendent was a practical man before all else. He had begun at a lathe, and he believed in the same recipe for others. Appreciative as he was of Tomson's intuitive capacity for machine lore, he put him on the payroll as a mechanic in the shop among a dozen old men.

Tomson was 19. He was enthusiastic, exceptionally enthusiastic even for 19. He knew what a field there was for him in his natural vocation in this mechanical age, and he felt that he had it in him to make a success. The work was pleasure to him. The process of climbing from the lathe to the superintendent's blue prints and specifications meant only so much time spent in labor which was the thing of all things that he liked. Tomson chuckled boyishly when he saw the machines around him, the superintendent nodded en-

couragingly and Tomson's future seemed as assured as anything so uncertain as the future well can be.

The men with whom he went to work were old men, machine runners mostly, and not one of them ever had known a taste of sweet success. Comparatively speaking, they were not failures, for they were making good wages, but none of them could be called successful, as the world goes.

There is an open and expressed current of pessimism in the life of the old, worn worker which may be one of the bitterest things in the world. There were twelve of these unsuccessful ones working around Tomson. Boyishly he let drop hints of his hopes and ambitions, his ideas and his faith in the future. Had the twelve been fiction heroes they would have hidden their pessimism, even have encouraged him. They weren't heroes. Heroes are few off the stage and out of books. They sneered lightly. They knew what the future meant to a young man, for had they not probed it and found it empty? And they made no effort to keep the news from the boy.

"Well, it's nice to feel that way when you're a kid," they said. "Heaven knows it's your only chance. You'll never have those hopes later on."

They didn't make any effort to discourage. They weren't even conscious that their pessimism and cynicism were being instilled in the boy's mind. It came on so gradually that Tomson himself did not know what was taking place, but at the end of a year and a half he was spending his money for beer and saying: "What's the use?" with the rest of them.

And that was why the superintendent noticed that something had gone wrong.

The influence which the older work-

er may exercise over his younger fellow is incalculable. The point of view of the elder becomes the force which governs the young man more than anything else in the world. For at least eight hours a day they are together. The older man is the superior. He is in the position of authority and instructor. He is looked up to. The young man's interests become, through their work, bound up with his own, and if the old man is careless the harm that he may do easily may amount to total ruin. There is a matter of individual responsibility here which should make the grown man working among boys stop and give time to some serious thought.

Martin Arends.

Feminine Philosophy.

"We were late," groaned a west side girl who was tired, "because we went fifteen blocks out of our way."

"Why did you do that?" asked her brother. "Why didn't you keep your eyes open and take the right car?"

"I did," said the girl. "I knew which way to go, but my escort got confused and I didn't dare put him right. If I had he never would have forgiven me. I have lost the friendship of three interesting men by that very evidence of strong-mindedness. Experience has taught me that next to being caught in a fib the thing that most riles a man is to be guided by a woman."

"To wander around like a babe in the woods, to retrace his steps a dozen times, and finally to arrive somewhere an hour late, are blunders that he can cover up with one excuse or another, but for a woman to take the lead and say 'We want this car' or 'We must go this way' pre-supposes a state of lamentable ignorance on his part and makes him hate that woman forevermore."

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular **SAPOLIO**, but should be sold at 10 cents per cake.

PUBLIC CONFIDENCE.

What It Means To the Retail Grocer.*

As that gleam of sunshine first comes into the home and the little one faintly cries for Mother, it is confidence, so naturally established that infancy with wise intuition relies wholly, with no doubting instinct, in the security and safety of Mother's loving care and ever watchful eye. That same tender and secure relationship, established in the beginning, is a sacred compact seldom broken in human life. A mother's love; a son or daughter's confidence; it breathes success, as true success goes from infancy to life's threshold through all the varying years in every age and every clime. In life's passage, rough or smooth, sweet or bitter, it is the governing factor.

Blessings on the hand of Mother,
Fathers, sons and daughters cry;
And the sacred song is mingled
With the worship in the sky,
Mingled where no tempest darkens,
Rainbows ever gently curled,
For the hand that rocks the cradle
Is the hand that rules the world.

Confidence is interwoven in every act and every deed. It has played a prominent part in history, past and present. It was Queen Isabella of the Spanish Court who gave Columbus a hearing and became greatly interested in his proposed plans, especially when, in his enthusiasm, he spoke of the conversion of the natives in those yet unknown countries to the Christian religion. It was her confidence in the discoverer of America which prompted her to offer the pledge of her crown jewels for the expense of the expedition.

Confidence has discovered countries, has righted national wrongs, has made our own beloved country largely what we now enjoy. Confidence in her natural resources, confidence in her men and future has placed us foremost among the nations of all the earth. Disturb confidence and you invite distrust. As an artery of the business body it is the blood which nourishes and strengthens and must be kept in order. An instance of marked importance has just been witnessed in our recent panic. What made this slight cessation in commercial activities? It was lack of confidence. The previous three periods of depression—1857, 1873 and 1893—were due largely to the same cause. A writer recently said: "Confidence is the basis of trade and every thought you think, every word you speak and every act you perform either add to the sum of the confidence which the public has in you and your business or subtract from it."

Take any of our local institutions that have withstood the test of twenty, thirty or perhaps fifty or more years of successful manufacturing or merchandising. What was the keystone in their arch of success? Public confidence. Can the manufacturer who does not have a positive conviction that his product is "best" suc-

ceed? Never. It means, beyond any question of doubt, the use of best material, skillfully handled by experts, and constant vigilance to safeguard quality. Can the banker without confidence in the merchant—his character, his honesty and his business—safely loan him money? Ask your physician if confidence in his skill and prescription does not quicken recovery.

But now, my grocer friends, let us turn to your chosen vocation and the relation confidence plays in its success.

Lack of this factor between partners has wrecked many a venture. Eliminate it between yourself and your clerks and witness a disorganized house. Lack of confidence in any article in your store restricts your success. Any successful salesman will tell you that the success of his

must have absolute confidence in his goods. The dealer must have full confidence in the house he deals with—the line and the man who sells it. The manufacturer and the jobber of the right sort are thoroughly in earnest to educate the public as regards the results which follow the consumption of pure, unadulterated food supplies.

They know, beyond any question of doubt, when the housewives and families of our land have a conviction that the selection of edibles for daily sustenance is a most responsible duty. They will see that the retail grocer is made more prosperous, for his success depends so largely on providing only articles of absolute merit.

I know of an ex-retail grocer, who retired with a competence after years of activity on Monroe street, who al-

tional pure food law is but one of the many excellent examples of modern interest I might cite, and also our State laws operate in harmony therewith.

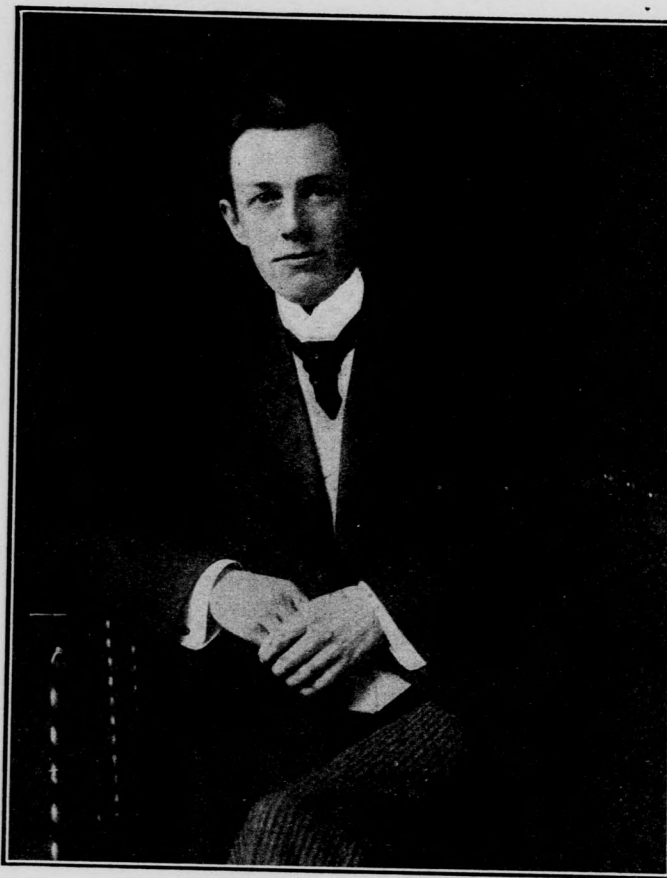
My message to you, gentlemen, tonight is: Look well to your buying. Don't be misled with inferior goods. Remember best is best after all and second and third qualities can be beat, and that the public will encourage you with increased orders if you make your store the home of quality, cleanliness and confidence.

With such a conviction you need not worry about the grocer who cuts prices and sells inferior goods. He will soon change his methods or cease to be a thorn in the flesh for obvious reasons, and the manufacturer and jobber need your support in this upward and onward movement. Co-operation—concerted and united—will require the manufacturers of cheap goods to either learn how to improve and perfect their quality or engage in a line of business in which they can make at least a small measure of success.

Some few, perhaps, may say I have attempted to touch on ideals rather than realities, but compare the average grocery of to-day with that of fifteen or twenty years ago. Note the improved receptacles for the constantly growing number of articles of family consumption and the trend of the times will be apparent. I therefore say and re-emphasize with all sincerity that the big vital problem of the retail grocer to-day is quality and consequent confidence. When you come closer to the full realization of this ideal condition you will be happier and more prosperous. Such happiness is within your reach and, in conclusion, I am reminded of Robert Louis Stevenson's definition of The City of Happiness:

"A party of youths were pressing forward with eager feet along the road that led out of the mountains into the great world below. They were traveling toward gold and sunshine and fame, spurred on by that mysterious impulse which through the ages has ever drawn men and nations westward, and as they journeyed they met an old man, shod with iron, tottering along in the opposite direction. The old man bade them pause for a moment, questioning them as to whither they were going, and the youths answered in one voice, 'To the City of Happiness.' The aged pilgrim looked upon them gravely. 'I have sought,' he replied feebly, 'over the most part of the world for the city of which you speak. Three such pairs as you see on my feet have I worn out upon this pilgrimage, but all this while I have not found the city. Yestertide I fainted from exhaustion by the roadway, and as I lay there I seemed to hear an angel saying, 'Behold, the City of Happiness lies at every man's threshold, and there be no need for him to journey far in its search.' And so now I am going back, after all these years, to my little mountain home and, God willing, I shall find there the happy city.'"

He who always gets what he desires rarely desires what he gets.



Walter K. Plumb

line depends on the unbroken confidence of the buyer; he will talk to you of quality because it is only on quality confidence can be perpetually established. He knows when the customer is in the act of buying, price may be especially in his mind, but after the purchase, when the article is in his possession, quality is his particular concern. The buying occupies but a few minutes or few hours and the price quickly passes out of the mind, but possession is continuous; the virtue or the shortcomings of the article are in perpetual evidence and the quality of the article measures the lasting praise or blame of the man who sold it. A buyer does not look with favor on a price cutter; an article offered with "something off," either list or discount, invariably excites his suspicion that it means a cut in quality. A salesman

ways sold the best the market offered. His prices were not high, neither low, but consistent with worth. Is it not self-evident that more A-1 goods can always be sold at a fair figure and profit if available to the public at a reasonable price? Why? Because of confidence; because the merchant of to-day is not content with anything short of a growing business, and to make it grow he knows he must satisfy, so that first orders filled will mean perpetual trade and a daily gain in number of customers. Can you suggest a vocation of greater responsibility than that which you gentlemen are engaged in? I would not make it second to the druggist or doctor—indeed, so important as to concern every human being. The governments in many lands are commencing to study foods and their relation to life. Our own Na-

*Address by Walter K. Plumb at annual banquet Grand Rapids Retail Grocers' Association.

FRUIT GROWING.

One Place Where It Is No Longer Profitable.

Written for the Tradesman.

"You have a nice little farm here, Mr. Tunnell," said the liveryman who was waiting for the drummer to finish with the country merchant, and whiled away his wait by stepping across the road to where a tall, middle-aged man was trimming some grape vines.

"Well, yes, fairly good place," and the farmer ceased his work and leaned against a post. "My land isn't quite right for fruit, however. The elevation is not sufficient."

"You seem to have a peach orchard."

"Oh, yes, and I raise some of the finest peaches in the country, but it's up-hill work all the same. There's nothing satisfying about it, and, as I ain't cut out for other kinds of farming, I am somewhat discouraged. Our winters are more uncertain than they were in an early day."

"Think so?"

"There can be no doubt about it."

"Well, as to that there's a question," hesitatingly remarked the liveryman. "Some people think the winters are much milder than they were fifty years ago. If that's the case—"

"It isn't the case. We may have less sleighing, and our fields are denuded of snow by high winds. In an early day this was in a measure prevented by the surrounding forest. What would you think of a man who would set a peach orchard on the river flat, Mr. Henderson?"

"He would certainly be flying in the face of the teachings of horticulturists of national fame."

"Of course he would. It is all one can expect to get a decent crop of peaches once in two or three years on our elevated lands. Fifty years ago such was not the case. These hill countries were uncleared; the principal settlements being along the river front, and the best soil right along the water, much of it being overflowed during early spring."

"Is that a fact?"

"Yes, certainly. I knew an old Frenchman who had lived all his life in the Michigan woods; first as a fur buyer, afterward as a merchant in a border settlement. He was a natural born trader and was one of the shrewdest men I ever met. He died a few years ago, deeply respected by everybody who knew him."

"Yes, and he—"

"He was the man who planted peach trees on the low ground next to the river. His house was built on a small knoll which was sometimes an island during the often recurring freshets. Fifteen miles below was a considerable town, where the Frenchman marketed his fruit and other crops. That was more than sixty years ago. His peach trees thrived and bore abundant crops. I have heard him tell of filling a wagon box full of big yellow peaches, an even twenty-five bushels, drawing them to town and selling them for five dollars a bushel. Pretty good, was it not?"

"Well, I should say so. Folks must have had money in those days."

"I expect they did. Peaches were a great luxury and everybody was wild to get them. I think the Frenchman raised his trees from the pits. Of course his orchard was small, and doubtless the market limited. Shipping anything of that sort was unheard of, of course."

"Yes, I suppose so."

"In my own case now: I set a thousand trees and figured on something remunerative if nothing handsome. My trees have passed their prime and are on the down grade with nothing great ever having been realized from them. Peaches are no longer a novelty; prices are too low to pay small growers. Potatoes, grown year after year, are a better money-maker, much more sure and satisfying. The buyers can not so easily juggle the market."

"As to peaches?"

"The market north of Grand Rapids and away from the lake shore is below par. A few years ago, when peaches sold at Jackson, Lansing and other inland Michigan towns for a dollar and a quarter up, the price thirty miles north of the city, and on up, was thirty cents. Now when such a difference in price between parts of the State exists there must be something wrong. It isn't encouraging for fruit growers to the north anyhow. The consumer does not share in the low prices. Who profits? Not the grower; not the consumer. You can guess."

"Either the buyer or the railroad."

"Or both. I have never studied it out, sha'n't try to. The fruit business can go hang for all of me; and there are others. Such outrageous discrepancy in prices makes a man tired, with a big T."

"I don't wonder at it. Something seems to be out of joint surely," agreed the liveryman.

"In order to profit from fruit one must live near the lake, where water as well as rail enters into the deal. I should never advise fruit growing anywhere else—that is, unless it was near a large city, when one could draw directly to market. Shipping fruit from the interior is not a paying proposition for the grower. You know the business is a particular one. What with spraying, fertilizing, cultivating, thinning, which you must do to raise first class fruit, it comes tough to see all this fine work classed in with the raising of potatoes, corn and hogs; your choicest peaches dumped into a car at prices paid for the poorest culls. I'm not saying that a grower of a thousand acres might not succeed, but anything less than a car load at a picking isn't a paying proposition."

"You draw rather a dark picture, Mr. Tunnell."

"It is nevertheless a true one. There are dozens of one-time peach raisers who will tell you the same thing. Fancy fruit adjacent to a fancy market is all right, nothing less is worth considering."

"I don't know but that you are right. It seems tough, too, when

there is so much good fruit land to be had at reasonable prices."

"Yes. It wasn't always so bad as now. It looks almost as though the shippers had entered into a conspiracy to root out and destroy every vestige of fruit growing in our Middle and Northern counties."

The drummer came out then and the liveryman had to go. What the farmer had said gave him food for no little reflection. J. M. Merrill.

No Use.

Mistress: Jane, I saw the milkman kiss you this morning. In the future I will take the milk in.

Jane: 'Twould be no use, mum. He's promised never to kiss anybody but me.

CHILD, HULSWIT & CO.

INCORPORATED.

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GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING IN BANK AND INDUSTRIAL STOCKS AND BONDS OF WESTERN MICHIGAN.

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Planning Your Store Arrangement for Fall and Winter.

As I write this now, it makes me feel like the editor of a big magazine who looks out for his Christmas stories while he sits in his hammock and arranges for his sunstroke articles between trips to the cellar to see why the janitor isn't keeping his library more than 58 degrees above "Cairo."

But this subject is an important one, and there is, in a shoe store, no better time to consider it than just about the time that we are getting through with last year's plan.

Once upon a time, years ago, in this business we didn't plan ahead nearly as much as we do now. We didn't buy so early and we didn't pay much attention to putting anything away but our warm goods, and our rubber goods when spring came. Ah, well do I remember the days I spent packing the women's beaver bals—think of trying to sell them now-a-days, and the wool boots in boxes with camphor balls, tarred paper, tobacco and every other known or unknown preventive of moth and rust to not break through and steal, or something similar to that, as it is stated in Writ—as I say, "well do I remember"—but that is about the extent of it.

We really aren't so extreme in this shebang, but we are already thinking about next year, and as we plan for fall and winter, it is not entirely amiss to consider what we did this year. A little review of past performances, as the betting boys say about stock gambling and horse racing. For you know they talk the same way now about B. & O., N. Y. C., B. & M., and all the rest, regarding their past performances, as they do about Capitola, Erin Go Bragh and Recorder III., if there are such race horses. We have no way of judging the future but by the past. This lamp only guides our feet, and if it will only guide the feet of the footwear buyers aright that's all we can ask.

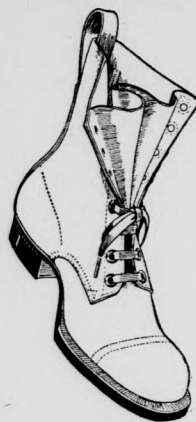
But in order to get the best of a customer after she or he is in the shebang, it is necessary to have everything ready at hand. The man in the turret doesn't have a lot of old war college magazines, a file of Doyle's novels, and a bracket saw outfit lying around the turret when he gets old Long William ready for the two mile range. He has powder and big shot and some equipment, and that's just what he needs at the time.

Same in a shoe store. The leftovers from the summer trade have no business taking up immediately avail-

able shelf room in the turret of a well managed shoe store, just when the fall and winter engagement is about to begin. Now, I know shoe stores, a good many of them, where, as I write these lines not so very long before you will be reading them, there are at this moment, in the handiest, best place on their shelving, odd lots of white canvas shoes for both men and women, tennis slippers in cartons (women's, of course, there is a basket ball and gym. sale for the men's, and some for the women, but not here for the latter), many cartons of extreme summer tans and I don't know how much more stuff that is cumbering up their shelves and has been all winter, just as their winter footwear hung around all of the summer before.

It is vitally important every fall and winter and every spring and summer, if at no other times in the year, that the shoe store should be entirely re-arranged. We must have things ready to our hand of the sort of stuff that we will have demands for, and which we need to sell the most of during the season. In this store we have four entire changes of arrangement. Laster has always claimed that it was twice too much—that spring and summer blended nicely and that fall and winter did the same. In fact, he insists that it is better so, that when I whisk the fall goods to the rear early in December I am doing wrong, that there are a line of customers who are sluggish about buying and can't bear to give up buying what they have been neglecting for a month or so and, when it comes December, have still in their minds to buy the pair of shoes that occurred to them in October. I don't take any stock in it all. I do not believe it.

But just now it is necessary for us to think for away along next fall, six months away. Little Sizer and I have been planning the arrangement, evening after evening, for a long time now. We have used up a great many sheets of wrapping paper. People around here will be puzzled some by the strange designs they will find on the paper that came around the shoes, when they get them home, for only the accepted designs are saved. As we are old-fashioned in this store yet we do not use roll wrapping. Of course it is Laster's fault. We tried the roll paper for a little while, and all of the clerks and I liked it, but Laster could never seem to get the idea of tearing it off the right length. He says: "When I'm gone, boys, you can have things just as you want 'em. You can even stop doing your goods



A High Cut
H. B. HARD PAN
Carried in Stock

Concentrate Your Fire

Napoleon massed his artillery—sometimes as many as a hundred guns in a bunch—and directed their fire on the enemy's lines. Under such a driving rain of iron no troops could stand. Concentration won his battles. It's concentration that wins the business battle, too.

Put your energy into selling fewer strong, favorably known shoe lines like

H. B. HARD PANS

For Men and Boys

"Half price because twice the wear."

You will make large profits.

There are a lot of other reasons why the H. B. Hard Pan line should appeal to you. It's everlasting service, every day satisfaction are what your trade want.

Some reliable dealer in your town will get this line. A post card will bring it your way. Let us have it.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



More Good Shoes Sold Than Ever Before

Going over your shoe purchases for the past year you are at once struck with the fact that the lines you made the most profit on and the stock you turned the oftenest were not by any means the cheapest and lowest priced footwear.

On the contrary, they were the better grade of good fitting and extra durable goods—just the kind we manufacture.

Each item in our line, from a child's to a logger's shoe, has quality written all over it. From top to sole they satisfy particular wearers in every detail.

They are the shoes that will get and hold for you the best trade in your locality.

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

up yourselves, if you want to, and have carrier baskets put in and send them all to a central do-up counter, but while I live, or until I retire, I think we'd better just keep up the same old plan of four sizes of wrapping on four little shelves under the edge of the do-up counter. And I like the old printed kind with an elephant in boots on it and the little inscription, 'I Get My Footwear at Laster & Fitem's.' It just suits me. And then, again, the salesman and the customer never get so close together as they do in those few minutes while the goods are being done up. Some employers claim that it is a waste of a good salesman's time, that a five dollar a week boy or girl can do it just as well and leave the \$20 clerk free for other work, but that isn't all the salesman in a shoe store is for. If he is a good man, part of his work is making the customer want to come back. Dropping him or her the minute the money is paid as though that was all the salesman cared for, and all the smiles and deference and painstaking which had gone before were simply and solely a means to that end, does not help to bring the customer back and make him or her swear by the store and its goods."

But I must not waste space giving you old Mr. Laster's ideas on other subjects, only we pretty near believe in them here, and when he speaks we are all ready to listen.

Store arrangement, as I said before, is a thing to study over for next fall. It makes a lot of difference about the equipment whether the doors are to be open or closed in fall and winter, if you are not in a mild Southern climate, they will be closed part of the time, and naturally everything will shove further back. The findings case near the door is not nearly so important in the fall and winter as it is during the spring and summer. In here we are going to put it farther back. An unheard of thing, we are going to put our rubber racks and, in fact, our entire stock of light weight rubber goods close by the front. We have never done it before, but most shoe stores now-a-days have a lot of transient rubber trade from middle fall all through the winter, and I don't believe that it is a bad plan to have them right handy by the door. Lots of men and women, hundreds of them in the season, rush in in a great hurry for a pair of whole overshoes. That's all they want. When a customer rushes in that way for just a pair of rubbers it is almost useless to sell anything else or arouse any interest in any other style of footwear. They want to get in and get out in the quickest possible way.

As I say, this is an experiment. It is hard to tell how it will work out. And then again, we are going to lean more and more on our stock room. Every store can have a stock room, no matter how small it is, and a well arranged stock room at that. For fall and winter it is especially important. Your shelf space where you are working the guns is important, you want an assortment of every-

thing close at hand, but in the stock room the surplus can be piled in any sort of shape. As it chances now-a-days we have a pretty fine stock room, if I do say it, all special shelving with narrow aisles and ladders and all that sort of thing, but in the old store we were not so fortunate. We did not have any separate room at all. Just some floor and wall space in the back part of the store. The old store was pretty wide, and the old man gave Sizer and me a space twenty feet wide by thirty-two feet long, and in that floor space we built up a surplus stock department that took care of thousands of dollars' worth of goods. Along the walls at the side and back we built regularly ordained shelving away to the ceiling, but for the rest we simply took sixty pair carton cases and piled them edgewise away up to the ceiling, back to back with the narrowest possible aisles between, the same as I had seen things arranged in some of the big jobbing houses. It is astounding the amount of goods which can be carried systematically in this way. We tried to keep our departments sized up regularly every day in rush times, or once or twice a week when it was quiet, so that we would not have to run to the stock cases too often during busy hours.

And, above all, as we arrange for fall and winter, making our plans now, let us have the women's and children's departments close together and in the part of the store which is the most convenient and yet, at the same time, the most apart and secluded. Our new store is really two stores with two entrances. It was considered a great advantage by the parties renting to us, but after thinking things over, we have closed up one entrance, making it into a continuous show window, and the place where the old entrance used to be is the women's department. The entrance left open is the one next to the dry goods store. A lady comes in and, crossing over, is practically in an exclusive women's department. We consider it much more of a success than the double entrance, particularly for winter. Perhaps when the warm weather comes we will think differently. If we do, open it comes again, but always for winter as it is now.

In planning shoe store arrangement for any season a proprietor must study the thing out from the store conditions which he confronts, and it really is an interesting game when you get at it.—Ike N. Fitem in Boot and Shoe Recorder.

Value of the Local Newspaper.

Written for the Tradesman.

The newspaper of limited circulation in the small town is not, as a general thing, supposed to be a profitable advertising medium.

When compared with the big city paper its importance is necessarily small, but the merchant who overlooks it on account of its smallness is unwise.

For the local retail merchant the local newspaper is the best medium he could possibly use.

In a town of, say, 5,000 people we will suppose there is a local paper of 1,000 circulation. This newspaper circulates somewhat in the adjoining towns, but the bulk of its circulation is confined to the town in which it is published.

Now, if it were confined to that town, it is obvious that upon the usual basis of five persons to a family that paper would go to every home in the town.

If you eliminate the very ignorant and the very poor in a town of 5,000, it is clear that this paper, with a circulation of 1,000, will cover the field like a blanket.

Practically everybody in town sees and reads that paper and will see and be, in some measure, impressed by a good advertisement therein.

The rate in a newspaper of this circulation is very low.

There is no other way by which, for so small a sum, the merchant in that town can so thoroughly cover the ground.

This little paper, which seems of so small importance compared with the great metropolitan papers, will take the story of your store right into every family for a very small sum of money.

It will not only take your story into the home, but take it there in the best possible manner.

The metropolitan papers make a great deal of fun of the quaint(?) little locals which form so important a part of the country town newspaper.

The people in the town where the paper is published do not make fun of

them. They are the most interesting part of the paper.

If anybody has come to town or is going away from town or is going to get married or is building a new house or barn, everybody wants to know it, and the right kind of a country newspaper will tell him about it.

The keen anticipation of finding out what everybody is doing or is going to do makes the advent of the country paper a welcome one and ensures its careful reading and discussion in the family circle.

For this reason the local merchant whose advertising is run alongside of or in reasonably close proximity to the locals is getting the best advertising in the world.

If the goods advertised are right and the prices are right, never overlooking prices, it is impossible to run that advertisement (changing it every issue, of course) a whole year, reaching 1,000 families every issue, without getting his money back many times.

It can not be other than a good investment. Wm. H. Myers.

We can do nothing better than to analyze the problem of poverty and nothing worse than to stop with analysis.

Mayer Martha Washington
Comfort Shoes hold the trade

You may have heard the robins sing or you may have heard the frogs croak, still it will be some time before your customers will care to go barefoot or even wear leaky shoes.

The easiest way to get the farmers coming your way is to let them know you are carrying

Rouge Rex Shoes

and trim your show window with same.



Trade

Mark

Rouge Rex Shoes
make continued satisfied
customers



Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Mich.

TOO MUCH ST. PATRICK.

Why Grocer Madigan Wants To Get Rich Quick.

Written for the Tradesman.

Patrick O'Callahan Madigan operates a little provision store down by the tracks, where people live in wooden tenements which stand unsteadily on their feet, and where green is the prevailing color on the seventeenth of March. Just at the present time Madigan is rushing trade to the utmost of his ability because he wants to get rich quick and get out of the lime light.

Be it known, Madigan's fondest ideal was smashed all to flinders last St. Patrick's Day, and he desires to get away from the marts of trade and think it over. Previous to the cataclysm which saddened Madigan's business life, he would have given you a list of reasons why one merchant gets more trade than another about as follows:

- (a) Because he has a large stock.
- (b) Because it is a clean stock.
- (c) Because the attendance is swift and courteous.
- (d) Because prices are lower.
- (e) Because goods are fresher.
- (f) Because the store is well advertised.

But now Madigan will tell you that this is all bosh. He has completely reversed his notion of business values. If you ask him, he will inform you that a merchant gets business for reasons similar to these:

- (a) Because he is Irish.
- (b) Because he is not Irish.
- (c) Because he is a Republican.
- (d) Because he is not a Republican.
- (e) Because he is a church-going man.
- (f) Because he is not a church-going man, but a midnight howler with the boys.

This is the reason for Madigan's change of heart, for once upon a time his idea was to die standing behind a counter explaining the merits of some particularly profitable brand of breakfast food made at Battle Creek, Michigan. Now he wants to get out of business and live on the interest of his money, not because he is lazy, or timid, or possessed of wanderlust, but for the following reasons:

- (a) So he can go to any place of worship he chooses.
- (b) So he can go fishing on Sunday.
- (c) So he can have an opinion of his own.
- (d) So he can express said opinion in public.
- (e) So he can swear off on the charity push.
- (f) So he can sit back in his chair and tell the whole round world where it can go if it doesn't like his style.

For these and other reasons Madigan wants to get out of business and become a free-born American citizen, so situated that he can wave the flag of Old England on the fourth of July and sport an orange tie on the seventeenth of March if he wants to, which he doesn't. He says he likes to be in business, but he can't stand

for every man, woman and child who has five cents to spend becoming his industrial, moral and scriptural guardian until the money is gone.

There are a good many merchants who are restive under the galling yoke of bossy public opinion, but they are not so mad as Madigan is. Madigan is Irish. He came from Dennybrook, where a man can get his face changed for a trifle, and where the Big Stick recently brought into public notice by T. Roosevelt, citizen, is believed to have received its early education.

When Patrick O'Callahan Madigan came down to the store on the seventeenth of March he discovered the delivery boy festooning the broad forehead of the delivery horse with several yards of green ribbon. Also he was fixing green carnations on the front of his coat and tying green streamers to the whip.

"Look here, Mike," he said to the lad, "St. Patrick has been dead a good many years, and he never left any money to any of our customers that I know of, so I don't see where you get anything by doing that."

In this the grocer was mistaken. Mike did get something by doing that. It came in the shape of a shower of derelict eggs from the vicinity of O'Hagan's stable yard back of the goat house. As the eggs were yellow on the interior, it is believed that they were propelled by some one in commemoration of the deeds of the honorable the Prince of Orange, who is claimed to have put something or other over the disciples of good Saint Patrick when they were looking the other way.

When the delivery rig got back to the store sitting in state by the tracks, the driver and the horse were anti-Catholic in spots. There were yellow streaks all down them, and Madigan told the boy to go back in the yard and fumigate for a couple of hours, and to introduce the horse to a little gasoline smudge, or something that would improve the odor which clustered about him.

"It's a queer neighborhood," commented Madigan, "where a boy can't wear a bit of green ribbon on the day of the good Saint Patrick."

Mike did what he could to deodorize the delivery rig and then hastened back to the place from which he had been bombarded. Also Tim Kelly, and Hod Dolan, and Pat Carrell, and Jimmie Welch, and Tom Nester, and about a dozen more boys from down the tracks met there to arbitrate with the boys behind O'Hagan's goat yard.

The noise of that arbitration is remembered to this day. When the patrol wagon arrived O'Hagan's goat shed looked like a Bryan majority in the state of Pennsylvania, and there wasn't a whole window in O'Hagan's house. As most of the officers wore a sprig of shamrock in a conspicuous place, the boys managed to overpower the police detachment sent to arrest them, and to escape during the ride toward the station. Mike reached the Madigan store with a black eye and a lump about the size of a

healthy cocoanut over his left ear, the same having been hung there by one of the defenders of the goat yard.

"Now," said Madigan, "you pull them green things off your coat and see if you can steer the horse over your delivery route without signaling to all the Orangemen in the ward to come out and take a crack at you. I'm not here to uphold the memory of Saint Patrick, fine man though he was, but to sell things to eat. Be off with you, now, and don't start anything you can't finish."

Mike, who had won the first throw, was angry at Madigan and the first place he steered the rejuvenated horse was to the "Field," which is a settlement between the tracks and the river, where green carnations show in front windows about the middle of the month of March.

"Ho!" cried Can Haley as Mike fared along, "where's the bit o' grane?"

"The boss," said Mike, "made me take it off."

Con Haley whistled to the gang and Mike got over the road toward the open country sowing eggs and butter and bakery goods out of the tail-end of the wagon into the public highway.

What Madigan said when Mike came back to the store is not a matter of record. To be truthful, he was getting the double cross, which is a term used in a game which no one ought to play for money. It was also a split, for the cards had come out of the box green-yellow, and in such case the player is entitled to half of his money back. But everything goes on Saint Patrick's day.

Presently Madigan looked out of the window and observed the approach of a delegation from O'Hagan's, also one from the district between the tracks and the river.

"Mike," said he, "you wait on these people. I've got to go over to the next county to see about getting a note discounted."

Patrick O'Callahan Madigan went out the back door.

He had just mixed with the landscape when the Haley boy came up with a brick in each hand and wanted to know whether that store wanted to be put on the bum. Then he explained how soon Mike would have to get those oranges out of the win-

dow if he didn't want the stuffing kicked out of it.

At the same moment O'Hagan came to the doorstep to inquire if the green ribbon on the town pump in front of the store was intended to flaunt the odious rites of a qualified set of revolutionists in the faces of true believers, and picked his answer out of a brick which took him on the side of the head and in a measure concealed his mouth behind his right ear.

And for this reason Patrick O'Callahan Madigan is rushing trade in order to acquire wealth and get out of business. Of course he had to put in a new front before he could stock up again.

"It's this way," said Madigan to me, only yesterday, "for a nice, easy job I'd like to be a captain of industry, with power to pass dividends or increase them. What I couldn't do with me stock and bonds then wouldn't be worth doing. As for being a grocer, look here. You've got to be this an' be that. It's not because people have to eat that they patronize you, but because you believe in the thirty-nine articles or because you don't. If your wife wears a rose on her hat instead of a bird, your provisions aren't fit to put on the table, and if you're full of Solomon on the tariff question you've got to go out, among the hills to blow off for fear your eggs won't sell; or your butter will spoil on your hands if you believe in taking the duty off manicure sets. 'Tis a great thing to be meek and lowly," added Madigan, "but I'm going to get into some business where I can get up on a box on the corner and wave the flag of the C. S. A. if I want to. I'm tired of concealing my opinion of the postal banking law in return for the profit on a cake of yeast."

"But," asked I of Madigan, "what colors did the store by the tracks finish the day with—yellow or green?"

"Rest aisy, now," replied Madigan. "'Tis a superfluous and unnecessary question you're bringing to me moind."

Alfred B. Tozer.

Many who think they mean right are right mean.

Petrified creeds always have the sharpest angles.



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

MORE FOOD FIGHTS.

And the People Most Interested Are Ignored.

Written for the Tradesman.

"The farmers," said the customer, "are getting together to boost the price of wheat."

"So I see," said the grocer.

"And when wheat goes up 5 cents a hundred, you fellows will raise the price of flour 40 cents a hundred."

"That," said the grocer, "is the popular notion."

"And the dairy people are putting up a fight against the repeal of the oleo tax law."

"So I hear," said the grocer.

"And when they get the tax boosted to 20 cents a pound for colored oleo, they will ask 40 cents a pound for their made-over butter."

"Sure," said the grocer.

"And the poultry raisers are figuring on fixing prices so there will be no open shop in the hen industry."

"So the newspapers say," yawned the grocer.

"And when they get it all fixed we'll be paying sixty cents a dozen for eggs."

"Looks like it," admitted the grocer.

"And the potato raisers are planning to put the tubers where they will keep, so the price will always be stiff."

"That's what," remarked the grocer.

"And we soon will be paying \$1 a bushel for potatoes right at the

potato harvest, with tubers rotting in the cars."

"So it appears," grumbled the grocer, looking tired.

"And the tinned goods men are combining."

"I heard about that," said the grocer, sitting weakly down on the end of the soap counter.

"And that means that we'll have to pay 20 cents a can for salmon."

"I suppose so."

The grocer lighted a cigar and looked out across the street.

"And the milkmen are trying to lift the price of milk."

"You bet they are," whispered the grocer, thoughtfully.

"And the meat men are fixing things so a beefsteak for one costs about \$1.50 at a restaurant."

"I've noticed that," agreed the grocer.

"And the railroads, and the Steel Trust, and the big manufacturers are thinking of reducing wages because their other expenses are so high."

"Look here," said the grocer, after selling one stick of candy to a child and dumping the cent in the drawer, where it looked lonesome, "what are you trying to get through your head?"

"Oh, nothing much," said the customer, "I was only thinking what a perfectly lovely time all these fellows are fixing up for the consumer."

"The consumer," snorted the grocer, "will take it out of the provision man. Leave that to him!"

"Oh, I don't know," said the customer.

"You come and stand behind this

counter for a week, and you will know," said the merchant.

"Well, what are you going to do about it?" asked the other.

"Oh, we're just going to stand pat and take all the kicks that come our way. What else can we do?"

"Combine," said the customer.

"Nice advice, that," grunted the merchant.

"Well, why isn't it?"

"The grower, the manufacturer, the wholesaler, the transportation people, the man on the payroll, they may combine, but the retail men may not. You ought to know that, if you read the newspapers."

"And why not?"

"When the retail men combine," continued the grocer, "they don't do a thing to 'em. They put 'em in jail."

"Then you ought all to be in jail, for you're all in some combine or other," said the customer.

"Down in Toledo," added the grocer, "they put the coal men in jail, and the coal men got their stock from a combine, and paid freight on it to a combine, and sold it to combined industries. The other combines are not in jail."

"I'm not talking about coal," said the customer, "I'm talking about the fool notion of letting every man, concern, corporation, or company raising, marketing or transporting food products fix their own prices. I'd like to produce butter if I could say to the hay, feed and pasture people, 'I'll give you so much for what I take of you, and not one cent more,' then say to the consumer, 'You've got to pay just

so much for what I produce, because we've got a combine.' I rather think that, somewhere in the deal, I should be able to lay aside a little money."

"You consumers ought to go hungry," said the grocer. "You ought to be put on one meal a day for a year, and have that meal consist of hot air and cloud sandwiches. You make me weary."

"You know where I'm from," laughed the customer.

"Well, you sit around and look wise and elect members of Congress who make you pay 15 cents extra for every pound of butter you eat. You elect officers who are sure to get a big tax on a workman's small home, but who forget their duty when it comes to taxing the very rich men. I pay about \$100 a year on this store. If Rockefeller, Gates, Morgan, Carnegie, Harriman, Hill and a thousand others were taxed in proportion the same as I am, the public treasuries would be running over with coin, and the rate would be cut in two in the middle."

"I started in to talk about boosting food products," laughed the customer.

"Of course the price of food products will be boosted," stormed the grocer, "when the people who are most interested sit still and let the other fellows do what they please. There is no decency when mere rights are concerned. You leave a saw out on the walk, and the man who steals it will be arrested and punished, probably at a cost to the public ten times the value of the saw. But you

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but PURITY, in our pickles, is backed up by quality. You can find lots of goods that are "safe to sell"—but you want "Williams" Pickles because they are also "sure to satisfy."

The Williams Brothers Company

Picklers and Preservers

Detroit, Michigan

leave your rights to fair treatment by your lawmakers lying out-of-doors nights and some millionaire will come along and swipe them and go off chuckling. And then you'll tell your neighbors what a mighty smart man that is."

"I'd like to know how we can prevent the farmers combining to raise the price of wheat," said the customer.

"Get some officers that will bore into that combine until they find where the illegal proposition is, and then send the leaders to jail. But you won't do that!" complained the merchant. "You'll sit still and say you like to see the farmer get good prices, for that makes good times, and then come into my store and howl and foam at the mouth when I charge you 5 cents extra for a sack of flour."

"You'll elect a man to Congress who will make it possible for the dairy and creamery men to rob you every time you buy butter, and then come in here and howl about paying 35 cents a pound for stuff the farmer's wife brings in after a protracted residence in some germ-filled cellar. The people most interested in these food fights are the people who in the end lay down the price for them, yet they don't seem very much interested when class legislation is proposed."

"We're too busy getting money to pay our bills with," said the customer. "We leave the provision men to do the fighting for us."

"And we'll do it, too," said the grocer, "in a pig's wrist. We've got our own combines to fight. But, as you say, the working man is too busy getting a living to put up a winning fight, so he'll have to take what comes."

"What would be the good of putting up a fight?" demanded the customer. "The mere consumer is always ignored. When the public land is about all gone someone will get a law passed that will hold on to it. When the water power rights of the world are nearly all hogged up the concerns that have all they can handle will want a law passed fixing it so the others just getting into the game can't get any. When a corporation has all it wants it is anxious to protect the rights of the people—from others who might become competitors! What's the use? Food fights don't win. Every class and clan is working for its own interests and against the consumer. And the consumer is ignored when he butts into the game. Merchants can fix their own profits, because we must deal with them, and they know what their stocks cost, but I'd like to see a consumer who could fix his own salary according to the price of foods."

"But there is one thing you can always do," said the merchant.

"That's work, I suppose."

"Yes, that's one thing, but there's another: You can always come in here and howl at every advance in price, and then go out and vote for the men responsible for letting the interested fix their own mammoth profits. You can always do that."

"As a matter of fact," grinned the customer, "that is about all we can do under the circumstances."

Alfred B. Tozer.

The Origin of Beet Sugar Industry in Michigan.

Written for the Tradesman.

The beet sugar industry put to exceed \$15,000,000 into circulation in Michigan during the last year. According to the statistics of the National Farmer the farmers were paid \$4,860,000 for their crop. The sugar manufactured in the sixteen factories aggregated 181,440,000 pounds granulated, which at 4 cents was worth \$7,257,600. The refuse molasses was converted into high proof alcohol upon which the revenue tax was over \$1,600,000. The railroads received \$750,000 in freight. The sugar factory pay rolls for the season aggregated \$400,000. These figures bring the total up to \$14,867,600, and what was paid to labor in the beet sugar fields, for beet seed and various other incidentals would easily round out the \$15,000,000.

The purpose of this article, however, is not so much to call attention to the present greatness and importance of this industry as to recall the attempt that was made 70 years ago to make Michigan independent of all the world in the matter of sweetness. That early effort was not a success and therefore it was easily forgotten. The story, however, will be found in the patent office reports of the period and in the letters of Lucius Lyon. Lyon, it may be remembered, was Michigan's delegate in Congress during the last years of the territorial period. He was one of the two first senators from Michigan. Later he was in Congress from the Western district of Michigan and at the time of his death was surveyor general for Michigan. He was one of the early surveyors and among other jobs he made the first surveys in and around Grand Rapids. He was by nature an optimist and saw greatness in whatever he undertook, but unfortunately, few of his dreams were fulfilled, though the success that came to those who followed him in his enterprises in after years justified the faith that was in him. Lyon owned large farms at Schoolcraft, Lyons, Prairie Ronde, Ada and at various other points, and on April 4, 1839 wrote to James W. Tabor, his farm manager at Lyons, enclosing a small package of sugar beet seed which he had purchased in Pennsylvania at a cost of \$1.25 a pound, and giving careful instructions as to planting. The seeds were to be planted in rows about two and a half feet apart and ten or twelve inches apart in the row. The ground should be plowed deep and thoroughly pulverized. It is a good crop to alternate with potatoes. He hoped to secure seed enough for 100 acres but doubted if he could get more than enough for ten acres. For an acre of ground about seven pounds of seed will be needed.

Six weeks later Lyon wrote that he had secured a quantity of beet seed from France and was then engaged in planting it. He had intended putting

in 100 acres, but the spring had been uncommonly dry and he thought he would risk only 20 or 25 acres, and go in more heavily the next year. He was planting the seed in rows 24 inches apart and intended to use the cultivator to keep the weeds down.

A year later, in March, 1840, Lyon wrote to the commissioner of patents at Washington that he was satisfied sugar beet would grow well in Michigan because he had raised a crop of about 30 acres the previous year at Lyons, and "Though they were very much injured by worms and grasshoppers when small, I still got about ten tons to the acre at about the same expense that as many acres of potatoes would have cost." He notes that the only attempt to make sugar was at White Pigeon Prairie, St. Joseph county, where considerable molasses had been produced, but the manufacturers were unable to make it crystallize. The process used was to rasp the beets as practiced by Count Chaptal and other French manufacturers, but this did not seem to be a success. The White Pigeon company had planned to send John S. Barry, of Constantine, to Germany and France to study the methods in use there and if possible to bring over some skilled workers.

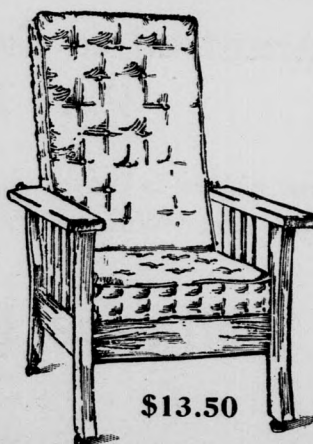
A few weeks later, writing from South Hadley, Mass., Lyon said he had just interviewed David L. Childs who had lately written a book on beet sugar and who had the strongest confidence that the sugar beet could be a profitable branch of farming in this country. Childs proposed to organize a class in beet sugar culture and the manufacture of sugar, the class to begin the following September, the charge to be \$100 for the session. "In this way he will disseminate practical knowledge which may be of vast importance to the country."

Regarding the consumption of sugar and the sugarmaking prospects Lyon added: "The consumption of cane sugar is at least twelve pounds for each person and estimating the population of Michigan at 215,000, the consumption of cane sugar in our State would be 2,580,000 pounds annually. The entries at the custom house show that we import about ten times as much brown sugar as we do of white, and that the cost of the brown is about six times that of the white that is consumed, although the

cost of the brown per pound is only two-thirds that of the white. Assuming that our brown cane sugar cost in Michigan 10 cents per pound, our 2,580,000 pounds would cost \$258,000 if it were all brown. Add for additional cost of manufacture \$25,800 and it makes the cost of the sugar annually imported and sold in our State \$282,800, all of which money, according to Mr. Child's book, we can keep among ourselves by manufacturing sugar from the beet, which he says may be done at an expense not exceeding 5 cents per pound, or about half what it now costs our merchants to bring it on.

It is not related in his letters whether Lyon continued his experiment with the sugar beet, but it is probable he did not. He became interested in salt works which he sought to establish in this city and boring for brine was more absorbing than the cultivation of the beet. References to the Patent Office reports, which in those days were the repositories of much agricultural intelligence and crop reviews, show, however, that others continued the efforts to make sugar, but that all experienced difficulty in making the sugar crystallize. One genius describes his efforts to make sugar from ordinary corn cane, but his success was not large enough to make it a profitable enterprise. As no references to sugar are to be found in the report later than 1845 it is probable the culture of the beet for sugar purpose was soon abandoned as a bad job. Half a century later, or thereabouts, the industry was revived, and the revival moved on to the success that Lyon and his contemporaries dreamed of. But can anybody imagine those worthy ancients dreaming of a crop worth \$4,860,000 to the farmers and yielding \$7,257,600 worth of sugar? Had they dreamed in any such figures, imagine what their friends would have thought of them, or even what they would have thought of themselves.

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CIVIC BETTERMENT.

Relation Which Church Should Sustain To This Movement.*

The topic which has been chosen for to-night's prayerful discussion is somewhat unusual because it leads our thoughts in the direction of secular things. However, if we will recall the leading facts in connection with the ministerial functions that engaged our Saviour during his stay on earth we will find that as followers of His we have not only an excuse but a duty in connection with matters that touch the common, everyday activities of life. The principal factor, it seems to me, is the spirit that prompts us to engage in work of this kind.

In that wonderful bit of counsel given by Edward Everett Hale, which is now so commonly employed that those who use it forget its author, we have the expression "Look out and not in." This might well be the text for a discussion of the phases of life naturally clustering about the duty of the church in connection with the betterment of the city. The advice that is applicable to the individual, in full as important a sense, fits the church, which is but an aggregation of individuals having the highest and truest and noblest purposes in view. It is just as wise to say that the church should have the spirit of altruism, rather than egotism, as to expect this thought to find lodgment in the individual. The two forces are always at work, and in order to keep the right balance it is vital that the proper emphasis be placed upon the duty to look outside of ourselves in performing the highest service expected of us as Christians. The centrifugal must come into the plans of active force as well as the centripetal, and we must all remember that the highest and noblest and most beautiful expression of that type of life which is most truly characterized by our Saviour is in the walk rather than the talk of life.

We speak with sorrow of certain individuals because they are so engrossed in their own affairs and in the matters of life that affect their own well-being and happiness, but this criticism can be just as properly made of the church as of the individual. There is a strong tendency on the part of the church to live within itself and to magnify its own functions, and in the organization and development of its internal affairs to forget to look up and outward to the service which the church can render in the lifting up of the common life about it. We are apt to magnify our own methods and our own work and our own enterprises so that we forget that there are other plans and other work and other enterprises as useful as our own, although following different channels, and in the forward movement for the betterment of mankind we must not neglect the essential of co-operation in carrying on the work of the church.

It is natural that churches, as well as individuals, should take up certain lines of work that are especially attractive, and this is well, but often-

times this leads to narrowness and intolerance and neglect and exclusiveness which act as an antidote to the very best of work.

The Christian ideal, as embodied in the life and activities of our Saviour, has to do principally with salvation, but the salvation of the individual is an incident in connection with the broader purposes of Christianity, and we are taught that the best way to save one's life is to lose it in the energies which have for their object the uplifting of our fellowmen. You remember that it was said of our Saviour, "He saved others; Himself He can not save," and this very spirit of the Christ life, as expressed by His critic, is the one He would have, it seems to me, embodied in the life of His church.

We know very little of the soul of man as separated from the mind, the body and the heart, and salvation of mankind somehow must have these connective links that we can understand, and so while we are engaged in Christ's work of saving souls the modern missionary idea, which is now everywhere prevalent, of looking well after the body and the mind and the heart, has to do with the various activities which should appeal to us as most important in the general problem of salvation.

And this leads me really to say one brief word as preliminary to the details which Mr. Martin will give you of the duty of the church in connection with civic betterment. The good health of the community is an important factor in connection with the work of its uplifting. Cleanliness, we are taught, is next to godliness, and inasmuch as beauty is its own excuse for being, it must be that when we add to the attractiveness of our city we are utilizing one of the methods of helping our fellows to reach through these added beautiful attributes toward God.

The criticism of the church, it seems to me, is a proper one as illustrated in our own city, that its tendency is toward exclusiveness, and we should welcome with delight the movement which organizes classes in applied Christianity as important functions connected with the work of the churches and as an aid in stimulating that broad missionary effort which finds its truest expression in public-spirited citizenship. In truth, that Sunday School motto which I have used for so many years as a text for children to memorize expresses in a simple way the proper attitude of the church: "Do all the good you can in all the ways you can to all the people you can."

I can not illustrate my point better in connection with the city churches' attitude toward city betterment than by calling your attention to the movement which is on in New England concerning the relationship of the work of the church to rural betterment. A careful canvass of the churches of New England brought out the astonishing fact that there was a decadence of church influence throughout the entire country as affecting the betterment of community, and it was acknowledged by leading educators and churchmen that the uplifting of the masses of country

people and the inducting into them of highest material as well as spiritual standards must be done largely through the influence of the rural church, and this means better methods, more complete organizations, greater devotion to the general interests of the people and the dropping out, in a sense, of the sectarianism which separated Christian workers from each other. This movement has led to a great organization headed by the governors of the New England States, which, in looking toward the best possible development of the people of New England, has selected as one of its most important factors the Christian church. Mr. Merriam informs me that during this year a layman, President Kenyon L. Butterfield, of the Massachusetts Agricultural College, will deliver the leading course of outside lectures at Hartford Theological Seminary upon the rural church as a factor in the uplifting of New England society.

This same spirit should lead us, in connection with our churches in Grand Rapids, to place them in line for rendering the best possible aid to the movement that is now on for the betterment of all the conditions which will make our city sweeter, cleaner, more healthy, more beautiful and more useful to all of its citizenship. Our prayers, whether they find expression in words or through our fingertips, can find no more worthy object than that which is embodied in the development of the highest ideal of public-spirited citizenship.

It is the unquestioned function of the church to comfort the bereaved, christen the children, solemnize marriages and perform the last sad rites in the burial of the dead. Why should we leave out of the list those functions which make for health, cleanliness, beauty, temperance, repose and that general welfare which sweetens, brightens, ennobles and brings hope, and in the broadest sense salvation, to the lives of the church and un-churched? Christ taught us first of all not to be respecters of persons in our habits of thought and in our activities. His life had little to do,

to be sure, with the problems of cities, but His spirit is the surest guide in the determination of the attitude of the church toward that civic betterment which must always include as its foundation civic righteousness.

Multicolors for Show Globes.

Following is a process for arranging several different liquids in the same show globe in such a manner that they will not mix or run together:

Seven different fluids are named, and you can select any three of them, if that number is all you desire. The liquids and colors selected should be taken in the order in which they appear in the formula. Then, first ascertain the capacity of the bottle and divide by seven, to find the volume of each solution or liquid to be employed. The fluids should, in the order named, be carefully poured down the side of the bottle, held in a slightly inclined position, or through a glass tube inserted into it.

First, one volume of sulphuric acid, C. P., tinted blue with indigo sulphate; second, one volume of C. P. chloroform; third, one volume of glycerin, slightly tinted with caramel; fourth, one volume of castor oil, colored with alkanet root or alkannin; fifth, one volume of 40 per cent. alcohol, slightly tinted with green aniline; sixth, one volume of cod liver oil, containing 1 per cent. oil of turpentine; seventh, one volume of 94 per cent. alcohol, slightly tinted with violet aniline. The liquids are held in place by force of gravity, and alternate with fluids which are not miscible, so that strata or layers are clearly defined and do not mingle by diffusion, as is the case when miscible liquids as glycerin and water are brought in direct contact with each other. Perhaps it is necessary to add that the colors suggested should be employed in quantities only sufficient to impart a pronounced tint to the fluids; too deep colors look dead and detract from the brilliancy of the combination.

A little modesty often hides a lot of vanity.

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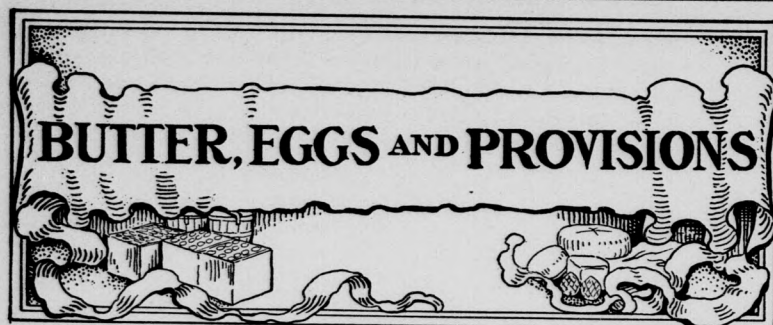
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*Address by Charles W. Garfield at prayer meeting of Park Congregational church March 10, 1909.



Increase in Oleo Consumption in New York.

A few days ago the figures showing the output of oleomargarine in the Chicago district for the month of February were received in this city, and they have caused serious consideration of the matter. Here in New York butter dealers seemed for years to be entrenched behind laws and decisions of courts that made it extremely difficult for oleomargarine to get any foothold, but the past year courts have differed materially in their interpretation of the State laws and have been inclined to give the article a better place. This has encouraged the oleo manufacturers and they have worked away in a quiet, insidious manner until it is safe to say that twice as much of the substitute for butter is now being used in this city and surrounding towns as there was a year ago.

Think what it means to turn out 6,020,342 pounds of oleo in the Chicago district in one month. This is equal to more than 100,000 tubs of sixty pounds each. I am beginning to think that when the returns are in for the fiscal year which closes June 30 they will show an output for the year of close to 1,000,000 tubs. If one-half of this goes into channels where butter would hardly be used at all, it leaves approximately 30,000,000 pounds to take the place of genuine butter. To that fact must be largely attributed the over-burdened and unprofitable markets for the inferior to prime grades of creamery, both fresh and held, renovated and factory butter, that we have had for some time past. I have always maintained that fancy table grades are in a class by themselves and are usually taken care of without regard to anything else. Certainly this has been the case this winter; but the off grades have dragged for months, and the range of values most of the time was wider than it has been for ten years.

The danger lies in the fact that when oleomargarine once gets a good hold of the trade it is extremely hard to shake it off. Some of the readers of this paper may recall the almost famine prices that prevailed in the English markets last winter, and how so much of the trade swung over to oleo that it shortly caused a veritable panic in the butter market, prices falling 20s to 30s per cwt. in a little over a week. But the damage was done; oleo secured the trade and hung on to it. This winter the English markets have dragged and the finest Danish butter has rarely sold above 25@26c. Referring to this matter, the London Grocer in a re-

cent editorial says: "The trade in margarine received a stimulus then which there is reason to believe has been since fully maintained."

High butter prices may be attractive to producers, but they open the door for oleo and the results later may be very unfortunate to the dairy industry. I am a believer in remunerative values, but beyond that there are dangers in the path that should cause everybody to stop and think seriously.

I have been expecting to have some information to give relative to the later developments of the moisture question, but things are moving very slowly as they usually do when the Government is dealing with a subject. The Committee that was appointed to go to Washington to confer with Commissioner Capers is waiting for an opportunity to meet the Commissioner, and in the meantime lot after lot of storage butter is being held up, fines are being imposed and the situation is in a semi-chaotic state. Within the past week a number of receivers have had notices sent to them from the local revenue office that they were required to pay a license fee for selling adulterated butter, beside a penalty of 50 per cent. of the fee. The amounts ranged from \$48 to \$480, and the complaints were mainly for selling this stock last June and July. So far as I can ascertain, these cases are held in abeyance until the Committee have returned from Washington. In the meantime the uncertainty as to whether holders have legal butter in storage or not is becoming intolerable, and some settlement of the matter can come none too soon.—N. Y. Produce Review.

Qualities of Linseed Oil.


The various qualities of linseed oil, which is produced from flaxseed, depend upon different conditions. The seasons control the condition and amount of seed. An abundance of rain at the start produced a plant of rank growth, which results in an inferior quality of oil. Too much rain at the end of the season makes the seed sour. Sometimes an early frost prevents it from ripening properly.

Flaxseed is graded at the warehouse, but the second or third grade seed is seldom on the market. It sells for less than the best, of course, but is mixed with good quality in making oil. In this way great quantities of oil sold ordinarily are made partly from inferior or unripe seed. This is not revealed by analysis and the oil sells for the regular prices. If the proportion of poor seed is too large

the color may disclose it. Without being aged a large proportion of the oil goes directly from the crushers to the barrels for shipment. A good deal of it goes for old oil and the dealer can not prove otherwise. When the painter makes his paint by hand, buying in the ordinary market, this is the quality of oil he very frequently gets.

A man's religion goes no deeper than the big potatoes in his bushel.

Religion is always a bad bargain to the man who tries to get it cheap.



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

Want Carrots and Parsnips

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,
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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

We now have a fresh car of fancy New York

Danish Cabbage

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.

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.

Takes a Diplomat To Be a Good Boss.

The man who enters an office to seek employment in direct competition with perhaps a dozen of his fellows, unquestionably has a hard row to hoe, but the other fellow, the man behind the desk, has no easy task, either. If he is a careful man, and if he isn't he has no business behind the desk, the apparently simple task of selecting from the possible half dozen eligibles before him the single individual who will fill a vacancy to the best advantage becomes one of difficulty and complication.

"Here are four men," said an office manager, displaying four filled out application blanks. "One is just as good as the other, to all appearances. They are about similarly experienced; they are within three or four years of the same age. Their references are excellent, and if there were four vacancies every one of them would have a place with us. But there is room for only one. Now, wouldn't you like the job of picking out the best one—especially for a fine position like this one?"

"How am I going to go about it? I've done it already. Here is what I did. I said to each one of them: 'I will write to you in a few days.' Three of them said: 'All right,' picked up their hats and went out. The fourth one said: 'What's the matter with my dropping in to-morrow, and the day after, and the next day, until you make your decision?' I asked him why he couldn't as well wait for a letter. 'Because,' he said, 'getting this position is the big thing in the world for me at present. And, frankly, I know the value of not being 'out of sight and out of mind.'

"He got the job. He was the high class intelligence of the four.

"Another time I wanted a man in the collecting end. Two of the applicants stood the final weeding out test, and were as even in their qualifications for the place as a well matched team. They both wanted the job, bad, too—incidentally, that's one of the things that makes the picking of men a trying task to the fellow whose conscience has not hardened; most applicants need the job so badly—and they managed to let me know what it meant to them to get it. There was a sort of a nice situation. I would have to blast the hopes of one man, have to send him out into the street jobless, after he had planned and hoped to land with us.

"I called up a friend of mine—head of another office—and asked him if he had or could make a vacancy for a man. He said yes.

"'Here,' I said to these two fellows, 'is an immediate opening for you. I have found that the place here won't be ready for a little while, but this other place has sent word over that they have an opening right now.' One of the men waited only to hear the name of the other firm and ducked. The other got up, fussed around a bit and was awfully disappointed. 'What's the matter?' I asked. 'This other job is a good one.' 'Yes,' he said, 'but I'd set my mind on getting

in with this house.' He got in, all right.

"In this case I know that I did justice to myself and to the best man of the pair. Our man is still with us, as good and steady a worker as I wish or hope to find. The other fellow got careless after a few months, and they had to let him go.

"Then, again, there's the other kind. When you get a bunch of poor applicants and have to have a man right away. That's harder, really, although then you only consider yourself. It is harder to get at what's in a poor man in an interview than the good one. The latter carries his quality in his expression, even if he's been out of work long enough to have lost some of his nerve. Give him a chance and he'll show what he will be under favorable circumstances. The low class man won't. He can't, or he don't know enough. I don't know which. He answers in monosyllables, and he doesn't loosen up enough to let you get a glimpse of what he may be. He's cowed and embarrassed and afraid. Probably he got fired from the last place he worked. That always tells on a man the next time he applies for a job.

"But you've got to pick one of them in a hurry. If you're lucky you get one that will fill in without doing any harm. If you're not, you guess wrong, have a poor cog in your machine for a week or two, and have to go all over the job of advertising and picking another man. And yet, I suppose, there are lots of pretty good men who get classed with the poor ones because they are frozen stiff when you interview them and don't show themselves to the best advantage. It would be a lot better for them if they'd take a tip from this. And, Oh, how much easier it would be for us." Jonas Howard.

Useless.

"Mildred," murmured a fashionable young man, sinking on one knee, "for your birthday gift I offer—myself."

"Thank you," was the cold reply, "but I only accept useful presents!"

And Left the Hammers Home.

A sewing-circle would be a great institution if the women met to sew.

The church does not lead folks to Heaven by looking like a funeral.

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.

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

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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.

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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.

Orders Wanted

All kinds Field Seeds have prompt attention.

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

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.



STOVES AND HARDWARE

Hard To Prevent Leaks in the Tin Shop.*

It is my purpose, gentlemen, to try and tell you that nowadays it is getting almost a necessity to have a tin shop in connection with the hardware store; but what I wish to dwell on more particularly is the success of this tin shop and how to make it a success.

In business there are two ways of reaching a desired end. In fact, these two methods apply to all phases of human activity; but nowhere do they count for more, or will they lose more than in business. One way is short and decisive; the other long and circuitous. Out of every 100 men working for a definite end and purpose, ninety-nine are taking the longest, hardest and most involved way. This seems to be a large percentage, but nevertheless it is true.

The question might be asked, What difference is there in the degree of success between the short way man and the long way man? The first mentioned is capable, is able to do things when he gets face to face with his ambition; he has energy, activity and life reserved for the really big things of business. The second mentioned, when he finally arrives at his destination after years of toil and wasted energy, has so spent himself that he can not grapple with the problems which confront him. He is unable to make the most of his opportunity after fighting to get to it. We have a beautiful illustration of this in the old-time Grecian runners. One starts out boldly and daringly to outdistance the other runner at the first, but he who does not reserve his strength until the final spurt and who does not cunningly plan his every maneuver will never reach the tape. When he does cross, it is long after the victor has received his laurels.

Most men pick out the long way, under the illusion that it is the quickest and shortest way. In business, men are inclined to seek the way of least resistance, which is usually the long way.

The road to success in business is simply a highway of obstacles. It is not a smooth road. It is a rough foot path, strewn with hugh rocks, but you can walk it if you are careful, if you plan and study your journey. The average man confronted with this perspective immediately plans to reach the other end by avoiding all obstacles he sees before him and those he knows lie in the path farther on. That looks to him as the shortest, easiest way to the journey's end

where success awaits him. He starts out by going around the hugh stones and other obstacles and looks diligently for the straight and smooth path where there is nothing to bother him. If he is persistent and hardy he will finally reach the other end of the road exhausted. He won't have the energy, the strength, the ambition to pry open the fingers that hold in their grasp what he wants. The gold he gets is only that which is peeping out from between the closely clutched fingers, a very small portion compared with what he might have gotten were he able.

Meanwhile another has entered the road and is about to make his way to its end. He also sees the obstacles before him, but he is the short way man. He resolves to face them and overcome them and not to avoid. He climbs over the rocks and obstacles. He picks his way carefully and uses all means possible to pull himself up. The smooth stretches of the path where his predecessor lingered in order to rest himself he can glide over quickly. He reaches the end of the road and also finds the hand of reward tightly closed, but he has not misspent his energy. He can open it and find his reward in full.

Don't try to get away from the obstacles which confront you. Meet them, fight them, overcome them. The success of the last conquest will help you with the next; will develop you and strengthen you. That is the short way and that is the history of all the successful men of to-day. They did not lie down and try to crawl by; they stood up, faced the enemy in whatever form it appeared and downed it.

I also mentioned in the first part of my paper, "How to make the tin shop a success." In order to do this we must be short way men. And one other thing to make us so and also to have success with the tin shop is to have system. Not so much that it becomes a bore or red tape, but enough system so that you know that your business is being carried on on a paying basis and not wait until the end of the year to find out whether you have made a profit in the tin shop or if there is a deficit; system, also, to know that you are getting paid for all goods going out of your shop and paid for the time you or your men have put on the different jobs.

It seems to me I hear some say, "As for me, I know that I am paid for all time and material that go on each job;" but I dare say, gentlemen, that this end of the business can not be watched too closely, for

on it depends largely the success of the tin shop.

But some one may ask, "What kind of a system shall we have to know that we are getting paid for all our time and material?" Have an order made on an order sheet, made to your own liking especially for the purpose. The order sheet is given a number and the name of the customer and the nature of the work are written thereon. This order is given to the tinner and all stock or material that he uses should be put on this order. Don't depend upon your memory. Put the stock down before you leave the shop and if any material is left the same can be deducted from order if it is worth deducting. The same rule applies to the time. The time begins as soon as the order is given him and all time he has on this order is recorded. This system is especially valuable when an order or job runs for some time. If we had to depend upon our memory and did not have a good system, I dare say that a good percentage of the time and material would not be recorded and hence never charged, and you the loser. This will also enable you to figure the cost of job. The time should also be put on the time sheet with the number of hours back of each order number, and if a man works ten hours, the time should be accounted for. I am sure not one of us can watch too closely to see that each job is charged with the right number of hours and the correct amount of material.

If we try and carry out this system, if we have not already done so, and also fight and overcome all obstacles coupled with getting a fair price for our goods, nothing but success will be ours.

Praying for ease is asking to be an invalid.

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.

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.

A DIVIDEND PAYER

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

Holland Furnace Co., Holland, Mich.

Grand Rapids Supply Company

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

Brilliant Gas Lamp Co.

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

Write for estimates or catalog M-T

42 State St.

Chicago, Ill.

Used Autos

Runabouts - \$80 to \$350

Touring Cars \$195 to \$750

I make a specialty of the sale of used automobiles and am the largest dealer in Western Michigan. Send for my list. I can take your old car in exchange.

S. A. DWIGHT

1-5 Lyon St., Grand Rapids, Mich.

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
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The Weatherly Co.

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A HOME INVESTMENT

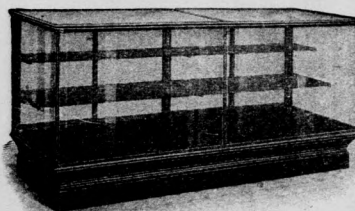
Where you know all about the business, the management, the officers

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

1000 Cases In Stock

All Sizes—All Styles

Will guarantee you thorough satisfaction both as to style, construction and finish.

Write for catalogue G.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

The Largest Show Case Plant in the World

*Address by S. Hazenberg at annual banquet Grand Rapids Retail Hardware Dealers' Association.

GRADUAL GROWTH.

Local Industries Developed From Small Beginnings.

When it comes to romances in industry, the Grand Rapids Upholstery Company, located in the Comstock building, opposite Berkey & Gay's, is an instance. Five years ago C. A. Lauzon was an upholsterer in the local factories. He was able to earn good wages at his trade but became tired of working for others. He opened a little upholstery and repair shop in a shed at his home on Lake avenue, and was his own solicitor of orders, his own workman and he delivered the goods himself. In a few months he had outgrown the shed and moved into a barn, and then he moved into still larger quarters and finally into the building the company now occupies. The last move was made possible by the financial assistance of friends who had observed his methods and had confidence in him. The company manufactures a line of high grade parlor furniture and employs between fifty and sixty hands. The next move will be when the lease to the present factory expires, and then it will be to a factory of its own.

And then there is Jandorf. Everybody knows Jandorf, or knows of him; for his baked goods, confections and catering. Jandorf arrived in town twelve years ago with about \$15 in his pocket. He had come to this country two years earlier and had worked in New York. Life in the big city was not to his liking and it was through a relative that Grand Rapids was picked out as a new location. He found employment with Mrs. Hoffman at what was then known as the Woman's Exchange, as a baker and confectioner, at \$16 a week, the highest wage in that line then paid here. He saved his money and when he had accumulated \$600 he ventured into a land speculation with a partner. This led to a lawsuit to get his money out. He won the suit and instead of trying another real estate flyer he opened a candy shop and bakery at Fifth avenue and South Division street, and catered as a side line. Instead of hiring helpers he did the work himself, even to delivering the ice cream. In a couple of years he moved to his old store on Monroe street opposite Monument Park. Last fall he moved into the present double store farther down the street. He occupies the entire four-story building and has a double store frontage on Division street as well as the Monroe street front. He has upwards of fifty employes in all departments, and there is not a department in the entire establishment from the bake shop in the basement to the candy factory on the top floor to which he does not give his close personal attention. Mr. Jandorf learned his trade or profession or art in the trade school in his native town in Germany and the diploma he received upon graduation, attesting to his proficiency, is one of his proudest possessions.

The manufacture of handicraft jew-

elry and metal goods is a Grand Rapids industry of such importance that about seventy-five hands are employed at it, and the product goes to all parts of the country. The origin of the industry was in the organization of an arts and crafts society for the study of work in the metals, leather and wood. Superintendent Elson was one of the active forces in the society and many of the teachers were interested. Forest Emerson Mann, a graduate of Pratt Institute, was secured as instructor. When the society passed away Mann converted his studio into a work shop, with quarters in a Monroe street block. A few months ago he moved into new and larger quarters in the Herkimer building, where he employs about fifty hands. He works chiefly in copper and brass, some in silver and gold and for ornament uses the semi-precious stones or imitations of them. Mann originated the verde antique finish in copper and brass, and the odd handicraft scarf pins which have been so popular the past year or two were first brought out by him. He has four or five traveling salesmen and a branch in New York. Besides jewelry, he produces desk furnishings, odd bits of metal bric-a-brac, trays, lamp domes, candlesticks and various other things in which the opportunity for originality and artistic handiwork is to be found. His establishment is known as the Forest Craft Guild.

Another establishment of the same character is the Valley City Handicraft Shop, in which W. C. Price is the prevailing spirit. Price is a practical jeweler and about a year ago established his shop in a Campau street block. He has recently removed to larger quarters in the Leonard building. He works in brass and copper and has in preparation a line of goods in etched steel, which will be very old historically but very new in modern art, as such goods have not been made in centuries.

Besides these two establishments there are several small concerns, mostly home affairs, with markets limited chiefly to the neighborhoods and friendly circles. It may be worthy of mention that comparatively little of the product of the two big concerns is sold here, the great bulk going to the big cities East and West. There have been instances of Grand Rapids tourists bringing home from New York or Boston some quaint bit of metal bric-a-brac which, had they sought for it, they would have found here, where it is made.

Considerable quantities of Russian metal work are manufactured here. It is an industry that employs twenty or thirty hands. It was started at the Stickley Bros.' chair factory, where the hammered copper and brass were wanted for furniture trimmings. When the styles changed the workers, Russians chiefly and a few Syrians, started shops of their own. There are three or four shops producing trays, vases, urns and similar wares all by hand work and the goods are handled to a considerable extent through the furniture trade. The work is akin to handicraft, but there

is no conflict or competition between the Russians and the American artists.

Root Bread Consumed By Sandwich Islanders.

What bread is to the American or European, poi is to the native Hawaiian. No meal is complete without it, and for the great majority of the natives it forms the principal article of diet. While they probably could at the present time live without this accustomed dish the time once was, before the advent of the whites to the islands and the introduction of new foods, that life without it would at least have been precarious.

Poi is made from the tuberous root of the taro plant, a species of the Caladium family, of which the well-known elephant ear plant is also a member. The tuber, which averages in size that of a large sweet potato, is baked and afterward pounded up with water until a smooth white paste is obtained, much resembling a wheat flour paste, except that the color is a pale pink or purple, dependent upon the variety of taro used.

This paste is allowed to slightly ferment, or sour, when it is ready for use. In olden times each family prepared its own poi, the work being done by the men, as, in fact were most other cooking operations. At the present time poi factories, in which machinery grinds the taro and mixes it on a large scale, have largely supplanted the old hand method. The Chinese of the territory have come to be the leading manufacturers of the product.

Many of the white residents of the islands eat poi to almost the same extent as the natives, but the taste is largely acquired, and strangers seldom care for it. Poi has a high food value, and since it formed the principal article of diet of the old Hawaiians some persons have credited it with the splendid physical development of the race.

The helpful hand is never empty.



TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

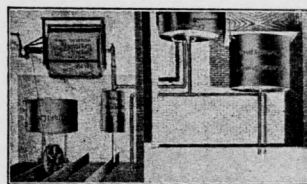
CINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

BRIGHT LIGHT



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

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Foster,
Stevens & Co.Wholesale
HardwareFire Arms
and Ammunition

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

10 and 12 Monroe St.

Grand Rapids, Michigan



"Sun-Beam" Brand

When you buy

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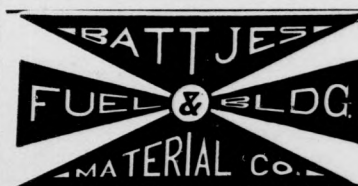
See that they
Have the "Sun-Beam" label
"They are made to wear"

M'F'D ONLY BY

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY





COMMON SENSE.

Called Common Because It Is So Scarce.

Once upon a time—that's the way all true fables ought to begin—there was a man who had queer ideas. He read all the books about great men, and all that the magazines and newspapers had to say about great men, or men who, the editors thought, or pretended to think, were great. He was hunting for a true example of true success, was the man, and in the end the hunt became a monomania with him. Whenever he read or heard of a man who had won success in any peculiar and difficult manner he at once proceeded to investigate the case for himself.

Sometimes he went to see the man who had won success, sometimes he talked with him, sometimes he only walked around and looked at the things that the man had done and won. But always, always he turned away with a sardonic smile upon his mouth, shook his head and said: "No, that man has not won success." And sometimes he added: "As rank a failure as ever broke into print." For he was a modern true fable character, and therefore must be permitted to use the slang of the day.

One day it was a man who within the space of five years had sprung from the obscurity of a clerk's position to the pre-eminence of a post as President of a great railroad who attracted the attention of our hero, if a man of such quiet and modest aims may be called by that name.

The papers were full of the story of the railroad man's phenomenal rise. They printed his picture from the age of 11 up. They sent reporters to interview his parents. They asked the railroad man to relate the story of his rise and to lay down such precepts as had helped him to his great honor. The railroad man complied. The precepts were—but why should we write them again? So often have they been printed before this that if you saw a fresh list, beginning with the inevitable "hard work," you would say "chestnut" and turn your eyes to the more original Monday announcements of your favorite department, store.

To the successful man our hero managed to secure an introduction, and the introduction in turn was turned into acquaintance, which soon approached friendship. Thus our hero knew the success of the railroad man, and before long he turned from him sadly, saying:

"They call him a success. They envy him. They laud him. They seek

to emulate him. And yet he is one of the poorest examples of what a man may do with the strength that is given him that I ever saw. His wife does not speak to him. She sees him only when visitors at the house make it imperative that they appear together. His son only seeks him when he asks for money. His daughter ran away with a chauffeur to escape from a home in which only hate and distrust have sway. He has not one thing that makes life a success, save power. Power? They call him a great railroad man. What he is is a great railroad's man—its slave. Poor, mistaken fool!"

Saying this the seeker turned his steps away from the uncomfortable palaces wherein dwelt the railroad's man and his ilk, and his feet wandered toward the more humble portions of the city. For his heart was heavy and his mind full, and he looked not where he went. Eventually he came to a street so dark and poor that its atmosphere disturbed even the absorbed seeker. Looking up, he saw whither he had strayed, and he was angry with himself at thus wasting his time. For success, he knew, could not be found here.

"Fool that I am," he said bitterly. "Here I have only one short lifetime to use in finding one actual case of truly successful existence, which time from where I stand looks as if it will be considerably shy. And yet here I go like a blind mutt, straggling off into this part of the world where nothing but failure has its abode. I must hie me away to more promising fields as soon as a rattler can carry me."

But although a street car came past it went on its way without carrying the investigator. For even as he had spoken his determination to get hence his searching eye was attracted by one solitary, brilliant gleam in the sordid darkness by which he was surrounded. It was a strange gleam. It came from the second floor window of a brick tenement house. It was made, apparently, neither by electricity, by calcium, gas, or by the stuff that made John Archbold famous. And yet, surely, it must have been one of those, since unusual methods of lighting do not prevail in the poorer sections.

The seeker was puzzled. He wished to investigate, but the knowledge that investigating the homes of failures was something out of his line kept him back. As he stood undecided a stranger appeared to him and said:

"They're having a little party up there. Want to go up? Come along, then. We can see it all and hear

them speak without going in."

To his surprise the investigator found himself face to face with a closed door on the second floor and yet able to see and hear all that went on to the room whence came the light. A mother and her three sons and a daughter were in the room. The mother sat in a chair, her arms full of presents. The children stood around her and laughed at her evident embarrassment.

"Why, mother!" they cried in chorus. "Don't you know? It's your birthday."

Then they all laughed so heartily that the strange light blazed with new energy.

"My birthday? So it is," said the mother. "I am 45. It's just thirteen years since we came to live here. Children, now that you're all grown up and working and earning good money, why don't you move away from here to a better place?"

"Do you want to move, mother?" asked the daughter.

"I? No, it is home to me. But you—

"Don't say another word," said the oldest of the sons. "Remember what you used to say long ago, when you were making vests in this room and keeping boarders to support us, that if ever you were rich you'd live right here and sit in a big, soft chair and laugh at the hard times we used to have when we were small. Well, we are not rich now, mother, but you can afford to sit in a big, soft chair in this room and laugh at the struggle you had when all alone and without the help of anyone you were bringing us up to be fairly good, square people."

The mother rocked to and fro before trusting herself to speak.

"Yes, we are rich now," she said, softly. "I, at least, am very, very rich."

The seeker turned away. He was feeling a little choky in the throat. At the bottom of the stairs he found the stranger still at his elbow.

"Tell me," demanded the seeker, "what made the light?"

"Need you ask?" said the stranger. "Didn't you see and hear how they loved one another? Didn't you hear what the boy said about what the mother had done? Didn't you see the mother's face beam as he talked? Didn't you hear what she said about being rich?"

The seeker bowed his head.

"I saw," said he. "I heard." After a silence he said: "Tell me, who are you that enabled me to see and hear those things, although I was not in the room and although the door was closed?"

"I," said the stranger, "am Common Sense, the child of Human Understanding and Sympathy. Men call me Common because I am so scarce. Well, good-bye; I hope you enjoyed our little party."

And with this he fled back to the room from which came the strange radiant light.

The seeker jumped on a car and went home. He tore up his volumes, his notebooks and scrapbooks about great men. He threw them into the

fire and watched them burn. He took off his well worn shoes and sat for a long time with his stockinged feet against the wall. Finally he took them down and prepared to retire.

"Ho-hum!" he yawned, in great relief. "I can sleep as long as I darn please to-morrow morning. No getting up to go chasing after somebody who's won real success. Nope; no, siree; I've found a case at last."

Oliver Henry.

Money Back On Wedding Gifts.

"If you want a dealer in silverware to refund money for goods you wish to return, just tell him the article was intended as a present at a wedding that has been called off, and you'll get your money," said a clever woman. "I have had money refunded already this season on a set of knives and forks and a fruit dish. They really were bought for presents, and the weddings really were broken off, thereby throwing the things back on my hands; but if they hadn't been I probably could have made the merchant believe so, and he still would have given me my money."

"It is doubtful, though, if I could have got around him on any other pretext. As a rule jewelers and silversmiths dislike to refund money, but in case of interrupted nuptials they relent. They realize that it isn't the customer's fault that the wedding bells refused to ring, and are willing to save him from loss."

"The Smile That Won't Come On"

They all wear it in some hotels. The moment you step in

Hotel Livingston
Grand Rapids

you see the word WELCOME written across every face.

Salesmen—Men with Grit and "Go"—It's Your Chance

I want a few reliable salesmen to canvass the retail trade. Samples in coat pocket. Don't worry trying to revive dead lines. Get one with breath in it now. It's a boom year for you if you connect right. Get wise to the "Iowa Idea." Straight commission. New and very profitable for both the salesman and retailer.

(Mention this paper.)

BOSTON PIANO & MUSIC CO.

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

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

ORGANIZE FOR ACTION.

Michigan Shippers Get Together in Joint Meeting.

The Michigan Shippers' Association was organized at a conference held at the Board of Trade rooms in this city Tuesday afternoon. The purposes of the organization are to investigate freight conditions and to secure a more equitable adjustment of rates and ratings. The organization shall be made up of delegates from local Boards of Trade and trade organizations in the cities of Western and Northern Michigan and any expense incurred shall be met by a per rata assessment on the local associations. The temporary officers elected are President E. A. Stowe and Secretary Clarence A. Cotton. When they shall gather desired data and formulate more definite plans another meeting is to be called to effect a permanent organization.

The conference was called by the Transportation Committee of the Board of Trade and was attended by delegates from a dozen different cities, beside the local committees. The deliberations were marked by earnestness of purpose and a cordial spirit of sympathy and co-operation.

Chairman Robert W. Irwin, of the Board of Transportation Committee, called the meeting to order and after welcoming the visiting delegates explained the purposes as follows:

For years the Grand Rapids Board of Trade has known of the discrimination against this territory in the matter of freight rates to and from the Atlantic seaboard, and for years it has made repeated attempts to have this discrimination removed, realizing that our jobbers and manufacturers were direct sufferers thereby. Our attempts, however, have been without avail, for as often as we have pleaded our cause before the railroad officials as often have we been told that nothing would be done.

Fortunately, there has been created in the Interstate Commerce Commission a court to which we can appeal that has jurisdiction in this matter. For the purpose of determining the rates to the Atlantic coast, the Middle West territory was divided into zones or groups and Chicago was made the basic point. These zones or groups were given a certain percentage of the Chicago or basic rate. What governed in all cases in fixing these percentages, it is hard to say. No doubt but that, at the time they were made, the localities that were alive to the situation and saw to it that their community was not discriminated against did a greater work for themselves than possibly they appreciated at the time. Once fixed, these percentages have, in most cases, stood like the Rock of Gibraltar—not within the power of man to remove.

The Grand Rapids Board of Trade decided some time ago to start an action before the Interstate Commerce Commission for relief in this matter. In going over the situation to prepare the proper data, it became very evident to us that we were not alone the sufferers by reason of this discrimination, but that the entire west-

ern and northern part of our State were in the same condition. As the metropolis of Western Michigan, we have a great interest in the development of this section of the State. It is the natural territory for our jobbing and wholesale interests. Therefore, you have been invited by the Grand Rapids Board of Trade to this conference to consider the advisability of joining with us in a common cause. There can be no doubt but that the discrimination against this section is a great hindrance to its development. This must be particularly true with the northern part of the State, whose percentages are even more unfair than the remainder of the section referred to.

I would like to call your attention for a few moments to the map which was made by the Secretary of this organization several years ago. These maps are not furnished by the railroad companies!

Chicago, the basic point in these calculations, is 912 miles from New York. I will give you a few illustrations of the discrimination against this section of the State:

	Miles from New York	Present percentage	Should be	Excess
Grand Rapids	813	96	90	6
Manistee	873	112	96	16
Ludington	866	100	94	6
Traverse City	910	115	100	15
Cadillac	932	110	102	8
Lansing	754	95	83	12
Kalamazoo	824	96	90	6

I regret that I have not had the time to compile the figures for the remainder of the places which have been invited to send representatives to this meeting, but you can readily judge from what I have given that the entire territory is entitled to lower percentages.

Upon the basis of 912 miles to Chicago, the percentage per 100 miles figures eleven per cent. Now let me call your attention to a few points in the Indiana-Ohio territory which I think prove our case:

	Miles from New York	Present percentage	Figures upon mileage basis	Over
Indianapolis	825	93	91	2
Fort Wayne	764	90	84	6
Cincinnati	788	87	87	0
Dayton-Troy	728	84	81	3
Alvordton	750	85	83	2
Lima-Ottawa	715	80	79	1
Detroit-Toledo	699	78	77	1

I submit to you that we are justly entitled to a rate basis upon mileage over the shortest workable route. Why should the first-class rate to New York from Indianapolis, a distance of 825 miles, be 70 cents and from Grand Rapids, a shorter distance, be 72 cents? Possibly mileage does not govern in this matter and if not will our railroad friends tell us how in every instance in the groups I have cited, except Fort Wayne, if figured upon a mileage basis, it comes out within one or two per cent. of the percentage fixed by the railroad companies themselves? They will, undoubtedly, tell us of the complexity of the problem and all that must be taken into account in fixing rates. But what different conditions of railroading are encountered in Ohio and Indiana than in Michigan? Do you suppose it actually costs more, per ton mile, to haul freight from Indianapolis to New York than from Grand Rapids or Lansing to New York?

We may not know much about railroading, but we, as manufacturers and merchants, know enough of the general conditions within both territories to know that there is not one particle of truth in such a statement. Railroad companies claim, according to their testimony before the Interstate Commerce Commission in the Saginaw case, that water transportation was not taken into consideration in fixing these percentages, therefore it should not be taken into consideration at this time. The rates from the seven Michigan cities I have named average 10 per cent. more than would figure upon a mileage basis, while from the Indiana-Ohio territory quoted the average is only 2 per cent., and without the city of Fort Wayne it would only average 1 per cent. more than the mileage basis. In this day, when railroads are constantly being brought to the bar of justice for discriminating against shippers, why should they not be called to account for discrimination as between localities? We have the right and should demand the rates our geographical situation entitles us to. If it is decided by this conference to institute proceedings before the Interstate Commerce Commission it will be necessary to employ attorneys to prepare the case and we must have good attorneys and they, as you all know, cost money—even the poor ones. In my judgment, we should perfect some organization that can take this matter up and carry it through. Ways and means must be provided before the obligations are contracted. This is a most important matter to the shippers and I do not believe that there will be any trouble in providing the necessary money to prosecute the case.

Mr. Irwin was made Chairman of the meeting and John T. Gibson, of Battle Creek, Secretary. The results to be achieved and how to achieve them were then open to discussion.

E. A. Stowe said he could not add much to what Mr. Irwin had said, but that no sane man could look at the chart showing the ratings in Michigan and believe that Michigan was getting a fair deal. Since taking up this matter the fact has been discussed that Michigan is also discriminated against in favor of Wisconsin to the Southern and Western points. Whether reform in that direction as well as in the sea board rate had better be taken up at this time is a question to be considered. The agitation here for better ratings has awakened the interests of the railroads, and shippers here have been assured that if Grand Rapids will ask for herself alone the desired concessions will be granted. Grand Rapids, however, demands that justice be done to all Western and Northern Michigan.

Chairman Irwin explained what Saginaw and Flint are doing to obtain relief from discriminating rates. They have a case before the Interstate Commerce Commission and hope to obtain a favorable decision. The Saginaw case, however, has no bearing on the Western and Northern Michigan situation. The question at issue is not the mere fact of discrim-

ination on a geographical basis but whether that discrimination works for injury and loss. The Ohio and Indiana rates were fixed twenty-five years ago and at that time the shippers in those States seemed to have been alive to their interests and were fairly treated accordingly. Michigan did not seem to be represented and the railroad men did as they pleased.

A. M. Fleischhauer, of Reed City, and Chas. Emerson, of Traverse City, testified to their timely interest in the subject and tendered their best assistance in obtaining facts upon which to base action.

Chairman Irwin said this city had mapped out no plan of campaign, that in his opinion competent attorneys should be engaged to secure the evidence and prepare the case and if need be appear before the Interstate Commerce Commission. The fund should not be less than \$10,000 to insure getting the best legal talent and making the hardest kind of a fight.

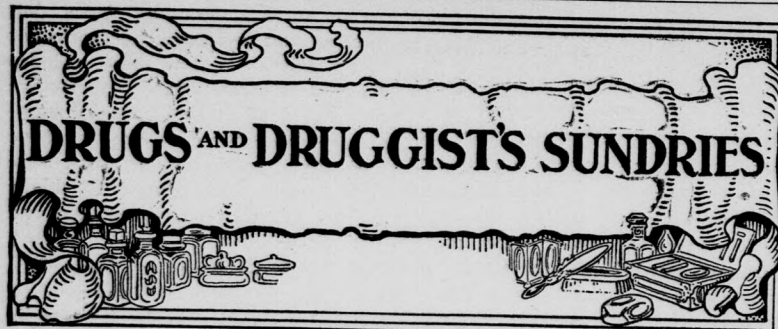
C. E. Cartier, of Ludington, did not believe any such sum was necessary, and said that by making a proper showing any time our district could obtain relief as Ludington has been relieved.

F. M. Bashelier, of Ludington, who was chiefly instrumental in obtaining a readjustment for Ludington, explained how he did it: He said he first wrote to the railroads and was laughed at and to the Interstate Commerce Commission and received a stereotyped reply. He then collected a mass of data, showing how Ludington was discriminated against and what injury this discrimination was doing. When these tangible and definite facts were sent to the Commission an official was at once sent to Ludington to investigate, and almost immediately the railroads gave notice of a change in rating. Ludington was given the Chicago rate, all that it asked for, and it makes a difference of \$34,000 a year to Ludington in the outgoing freight alone. The old first class rate to the sea board was 96 cents and to the Middle West 56 cents, and the rates to these points now are 75 and 46 cents. Ludington got all that it asked for and got it by backing complaints with tangible grievances. Mr. Bashelier believed that any town or district could do the same without any costly litigation or high priced legal talent.

Chairman Irwin said that getting the facts was the first essential, and it is to get these facts and put them into shape that the attorney is needed.

M. S. Sanders, of Traverse City, said that the railroads would be represented by attorneys before the Interstate Commerce Commission and those who have grievances should be as well represented. He believed that before going to the Commission after collecting the data an appeal should first be made to the railroads themselves. The railroad men are inclined to be fair and should be given a chance to make the changes asked for before being forced to make them. But the shippers should be loaded with facts and a permanent organization is desirable, and there

(Continued on page forty-eight.)



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.

Michigan State Pharmaceutical Association.

President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Marquette.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

Practical Hints on Winning Trade.

A day rarely passes but that we run across some little experience that shows us that the failure of many stores to reach a greater success is due to the careless manner of handling business which comes to them voluntarily or which has been brought by the expenditure of good, hard earned coin in advertising.

One careless or discourteous clerk can do more harm to a business than two good men can overcome, and to illustrate we must recite the experience of a friend who had been persuaded to transfer his business from one gentleman's furnishing store to another because it was represented to him by his acquaintance who suggested the change, that the new store had better styles; that the proprietor was a fine fellow, etc., etc. Accordingly our friend, being in need of a new hat, went to the new store and found the style hat he wanted but could not be fitted. The clerk, of course, insisted that another style suited him better, but he said no, and as he was in no hurry would wait until they could send to the factory, and stated that he would of course stand express charges. His order was taken, and after waiting two weeks he was called up on the telephone by the clerk and told that they had a hat in stock which they thought would just suit him and said they had not ordered the other as it would be considerable trouble and besides his face was not suited to the hat he ordered, etc., etc.

It is hardly necessary to say that the order was cancelled very promptly and our friend has gone back to his old store.

Now this man's business would have been worth somewhere in the neighborhood of \$150 a year to this store and it had cost them nothing to secure it, but they found it too much trouble to cultivate his patronage and therefore lost it. Of course they didn't know he was a possible permanent customer, but he was, and so is every man, woman or child who enters your store.

We often make the mistake of

rushing to wait upon someone we know, only to neglect the stranger, and this is a mistake.

The man or woman who comes in to see your directory or to enquire for a resident in the neighborhood, or to purchase a stamp is a possible permanent patron or can be made so, and the little attentions which cost only ordinary politeness bring big re-

and so does your directory and the sale of stamps and the free sample of perfume from an atomizer kept filled for the purpose. We might go on and name many such things in which there is no apparent profit, but the wide-awake man knows differently, for they are all splendid advertisements, provided you do not extend these accommodations in a manner which shows you are offended. Better not sell stamps than to throw them at a customer, but the public has a mighty poor opinion of a drug store without stamps and you give a bad impression of your store by refusing to handle them.

Trade follows children in many cases, and it pays big to treat the little folk right—an occasional gift to the youngsters of a toy or candy is a good investment.

The writer when a clerk in a large store in Denver was one time waiting

enough to send the customer elsewhere, and this is only an instance to show that every customer must be treated considerably, and that we must at all times control ourselves or else say and do things which result in the loss of business. No matter whether we be proprietor or clerk our interests are identical, for if the clerk does not have sufficient interest in his employer's business to guard it against loss and increase it when opportunity offers, to say nothing of finding opportunities on his own account, then he is not worth his salary no matter what it may be.

We recall another instance where a tired, wornout clerk deliberately insulted a customer who asked for a bottle of a certain kind of nerve restorer which had a trade name and a distinctive label. The clerk had to walk to the rear of the store and then to a balcony where the stock



During the present session of the State Board of Pharmacy the Hazeltine & Perkins Drug Co., following its usual custom, has placed its extensive collection of crude drugs and chemicals on exhibition in its laboratory. The house issued a general invitation to all candidates for examination to call and enjoy its hospitality during their stay in the city, and nearly one hundred students have taken advantage of the opportunity offered to inspect the drug specimens.

The class taking the examination includes about forty students from the Pharmacy Department of the Ferris Institute at Big Rapids and fifteen or twenty from the Warner school at Marlette.

turns. Clerks should be instructed to greet customers in a manner that will convey the impression that their patronage is appreciated and not as though they were intruders upon some private property. If he cannot take this view you will do well to discontinue his salary for a few weeks in the hope that he will seek other fields for his labors.

City stores that are in touch with the jobber should never allow a customer to go away because you do not happen to have in stock what they have called for. Get it and deliver it and your attention will be rewarded with more business.

There are thousands of little attentions which can be given customers that cost us nothing and are worth much. The woman who drops into your shop with a dozen bundles in her arms will certainly appreciate it if you will offer to put them in one package for her, or if you will say, "I will have a boy take those over for you, Mrs. Blank."

Your telephone brings customers

upon a customer who had been a patron of the store for twenty years and who brought a formula for a baking powder to be put up, and repeated in a tone of warning no less than a dozen times that only pure cream of tartar should be used—in fact, the dear old lady was so persistent in her demand for only a pure cream of tartar, and the store being full of customers and our patience exhausted we returned the recipe and suggested that she take it to a good drug store as we felt quite sure we could not fill it properly.

Of course we—the clerk—didn't know that our customer gave the store that was paying our salary a business averaging from \$30 to \$40 a month, but we learned all about it in a very short time after, when the proprietor invited us to inspect the books, and our relations with that firm came very close to ending right there.

Fortunately the store did not lose the account but through no fault of ours, for the plain discourtesy was

was kept and found the space vacant, which meant that he must go to the basement and open a case, which he did, returned to the counter and proceeded to wrap it up when the customer examined the carton carefully and remarked that she did not believe it was the right kind. The clerk answered, "No, Madam, I don't suppose it is, but it's the only kind that's made." Madam bought her nerve restorer elsewhere.

Do you make it a practice to observe the manner in which your clerks meet customers? It will pay you to do so, and it isn't always necessary to discharge a man on the spot when you find him short on patience and tact. Have a talk with him and above all things set him an example in your own method. If you are short and gruff with customers expect your clerks to be the same, for they will be and your lectures will go unheeded.—Pacific Drug Review.

Friendship is often a severe test of love.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba		Scilla		Salicin		Sanguis Drac's		Olla			
Aceticum	60 8	Cubebae	1 75 1 85	Scilla	50 50	Magnesia, Sulph.	30 35	Sapo, G	10 15	Lard, extra	85 90		
Benzolcum, Ger.	70 75	Erigeron	2 15 2 25	Scilla Co.	50 50	Mannia S. F.	60 70	Sapo, M	10 12	Lard, No. 1	60 65		
Boracie	12 12	Evethithos	1 00 1 10	Tolutan	50 50	Menthol	2 65 2 85	Sapo, W	13 1/2 16	Linseed, pure raw	4 1/2 4 1/2		
Carbolicum	16 23	Gaultheria	2 50 4 00	Prunus virg	50 50	Morphia, SP&W	2 90 3 15	Seidlitz Mixture	20 22	Linseed, boiled	1 1/2 1 1/2		
Citricum	50 55	Geranium	oz. 75	Zingiber	50 50	Morphia, SNYQ	2 90 3 15	Sinapis	20 22	Neat's-foot, w str	65 70		
Hydrochlor	30 35	Gossippi Sem gal	70 75	Tinctures								Spts. Turpentine	70 75
Nitrosum	80 10	Hedeoma	3 00 3 50	Aloes	60 60	Morphia, Mal.	2 90 3 15	Sinapis, opt.	30 35	Whale, winter	70 75		
Oxalicum	14 15	Junipera	40 1 20	Aloes & Myrrh.	60 60	Moschus Canton.	40 40	Snuff, Maccaboy,	30 35	Paints	bbl. L.		
Phosphorium, dil.	15 15	Lavendula	90 3 60	Anconitum Nap's F	50 50	Myristica, No. 1	25 25	DeVos	51 51	Green, Paris	29 1/2 33 1/2		
Salicylicum	44 47	Limons	2 00 2 25	Anconitum Nap's R	50 50	Nux Vomica po 15	18 18	Soda, S'h DeVos	51 51	Green, Peninsular	13 16		
Sulphuricum	13 1/2 15	Mentha Piper	1 75 1 90	Arnica	50 50	Os Sepia	35 40	Soda, Boras	60 60	Lead, red	7 1/2 8		
Tannicum	75 85	Menta Verid	3 00 3 50	Asafoetida	50 50	Pepsin Saac, H &	50 50	Soda, Boras, po.	60 60	Lead, white	7 1/2 8		
Tartaricum	38 40	Morruhae, gal.	1 60 1 85	Atrope Belladonna	60 60	P D Co	50 50	Soda et Pot's Tart	25 28	Ochre, yel Ber.	1 1/2 2		
Ammonia			Myrica	Aurant Cortex.	50 50	Picis Liq N N 1/4	1 00 1 00	Soda, Carb	1 1/2 2	Ochre, yel Mars	1 1/2 2		
Aqua, 18 deg.	40 6	Olive	1 00 3 00	Barosma	50 50	Picis Liq qts	1 00 1 00	Soda, Bl-Carb	3 1/2 5	Putty, commerl	2 1/2 2 1/2		
Aqua, 20 deg.	60 8	Picis Liquida	10 12	Benzoin	50 50	Picis Liq plnts.	1 00 1 00	Soda, Ash	3 1/2 5	Putty, strictly pr	2 1/2 2 1/2		
Carbonas	13 15	Picis Liquida gal.	40 40	Benzoin Co.	50 50	Pil Hydrarg po 30	50 50	Soda, Sulphas	3 1/2 5	Red Venetian	1 1/2 2		
Chloridum	12 14	Ricina	94 1 00	Cantharides	50 50	Piper Alba po 35	30 30	Spts, Cologne	50 50	Shaker Prep'd	1 25 1 35		
Aniline			Rosae oz.	Capsicum	50 50	Piper Nigra po 22	18 18	Spts, Myrcia	50 50	Vermillon, Eng.	75 80		
Black	2 00 2 25	Rosmarini	21 21	Cardamon	50 50	Pix Burgum	50 50	Spts. Vini Rect bbl	50 50	Vermillon Prime			
Brown	80 1 00	Sabina	90 1 00	Cardamon Co.	50 50	Plumbi Acet	12 15	Spts. Vini Rect 1/2 b	50 50	American	13 15		
Red	45 50	Santal	40 50	Cassia Acutifol	50 50	Pulvis Ip'cet Opil 1 30	1 50 1 50	Spts. Vini Rect 1/2 gl	50 50	Whiting Gilders	9 95		
Yellow	2 50 3 00	Sassafras	85 90	Cassia Acutifol Co	50 50	Pyrethrum, bxs. H	50 50	Spts. Vini Rect 1/2 gl	50 50	Whit'g Paris Am'r	9 95		
Bacca			Sinapis, ess. oz.	Castor	50 50	P D Co. doz.	75 75	Strychnia, Crys'l 1 10	1 80 1 80	Whit'g Paris Eng.	9 95		
Cubebae	28 30	Succini	40 45	Catechu	50 50	Pyrethrum, pv.	30 35	Sulphur Subl	2 1/2 2 1/2	Whit'g Paris Eng.	9 95		
Juniperus	10 12	Thyme	40 45	Cinchona	50 50	Quassia	50 50	Sulphur, Roll	2 1/2 2 1/2	Whit'g Paris Eng.	9 95		
Xanthoxylum	30 35	Thyme, opt.	40 45	Cinchona Co.	50 50	Quina, N. Y.	17 17	Tamariads	80 80	Extra Turp	1 60 1 70		
Balsamum			Theobromas	Columbia	50 50	Quina, S Ger	17 17	Terebenth Venice	23 30	No. 1 Turp Coachl	10 1 20		
Copaiba	65 75	Tigil	10 1 20	Cubebae	50 50	Quina, S P & W.	17 17	Thebromae	50 55				
Peru	2 75 2 85	Potassium			Digitalis	50 50							
Terabin, Canada	75 80	Bi-Carb	15 18	Bi-Chromate	13 15	Ferri Chloridum	35 35						
Tolutan	40 45	Bromide	25 30	Bromide	12 15	Gentian	50 50						
Cortex			Carb	12 15	Gentian Co.	50 50							
Abies, Canadian.	18 18	Chlorate	12 14	Gulaca	50 50	Gulaca ammon.	50 50						
Cassiae	20 20	Cyanide	30 40	Hyoscyamus	50 50	Hyoscyamus	50 50						
Cinchona Flava.	18 18	Iodine	50 60	Iodine	75 75	Iodine, colorless	75 75						
Buonymus atro.	60 60	Potassa, Bitart pr	30 32	Kino	50 50	Kino	50 50						
Myrica Cerifera.	20 20	Potassa Nitras opt	7 10	Lobella	50 50	Lobella	50 50						
Prunus Virgini.	15 15	Potassa Nitras	6 8	Myrrh	50 50	Myrrh	50 50						
Quillaja, gr'd.	15 15	Prussiate	23 24	Nux Vomica	50 50	Nux Vomica	50 50						
Sassafras. po 25	24 24	Sulphate po	15 18	Opil	1 25 1 00	Opil, camphorated	1 25 1 00						
Ulmus	20 20	Radix			Aconitum	20 25	Opil, deodorized	2 00 2 00					
Extractum			Althae	30 35	Althae	30 35	Quassia	50 50					
Glycyrrhiza, Gla.	24 30	Anchusa	10 12	Anchusa	10 12	Rhatany	50 50						
Glycyrrhiza, po.	28 30	Arum po	20 25	Arum po	20 25	Rhel	50 50						
Haematox	11 12	Calamus	20 25	Calamus	20 25	Sanguinaria	50 50						
Haematox, 1s	13 14	Gentiana po 15	12 15	Gentiana po 15	12 15	Serpentaria	50 50						
Haematox, 1/2s	14 15	Glycyrrhiza pv 15	16 18	Glycyrrhiza pv 15	16 18	Stromonium	50 50						
Haematox, 1/4s	14 15	Hellebore, Alba	12 15	Hellebore, Alba	12 15	Tolutan	50 50						
Haematox, 1/8s	16 17	Hydrastis, Canada	2 50 2 50	Hydrastis, Canada	2 50 2 50	Valerian	50 50						
Ferru			Hydrastis, Can. po	2 60 2 60	Hydrastis, Can. po	2 60 2 60	Veratrum Veride	50 50					
Carbonate Precip.	15 15	Inula, po	18 22	Inula, po	18 22	Zingiber	50 50						
Citrate and Quina	2 00 2 00	Inecac, po	2 00 2 10	Inecac, po	2 00 2 10	Miscellaneous							
Citrate Soluble.	55 55	Iris piox	35 40	Iris piox	35 40	Aether, Spts Nit 3f	30 35						
Ferrocyanidum S	40 40	Jalapa, pr.	25 30	Jalapa, pr.	25 30	Aether, Spts Nit 4f	34 38						
Solut. Chloride	15 15	Maranta, 1/4s	35 40	Maranta, 1/4s	35 40	Alumen, grd po 7	3 1/2 4						
Sulphate, com'l, by	70 70	Podophyllum po	15 18	Podophyllum po	15 18	Annatto	40 50						
Sulphate, pure	7 7	Rhel	75 1 00	Rhel	75 1 00	Antimoni, po	40 50						
Flora			Rhel, cut	1 00 1 25	Rhel, cut	1 00 1 25	Antimoni et po T	40 50					
Arnica	20 25	Rhel, pv.	75 1 00	Rhel, pv.	75 1 00	Antifebrin	20 25						
Anthemlis	50 60	Sanguinari, po 18	15 15	Sanguinari, po 18	15 15	Antipyrie	20 25						
Matricaria	30 35	Scilla, po 45	20 25	Scilla, po 45	20 25	Argent Nitras oz	60 65						
Folia			Senega	60 90	Senega	60 90	Arsenicum	10 12					
Barosma	45 50	Serpentaria	60 90	Serpentaria	60 90	Bismuth S N	1 65 1 85						
Cassia Acutifol.	15 20	Smilax, M.	25 25	Smilax, M.	25 25	Calcium Chlor, 1s	50 50						
Tinnevelly	25 30	Smilax, off's H.	25 25	Smilax, off's H.	25 25	Calcium Chlor, 1/2s	50 50						
Cassia, Acutifol.	25 30	Spigella	1 45 1 50	Spigella	1 45 1 50	Calcium Chlor, 1/4s	50 50						
Salvia officinalis.	18 20	Symplocarpus	25 25	Symplocarpus	25 25	Calcium Chlor, 1/8s	50 50						
1/4s and 1/2s	18 20	Valeriana Eng.	15 20	Valeriana Eng.	15 20	Calcium Chlor, 1/16s	50 50						
Uva Ursi	80 10	Valeriana, Ger.	15 20	Valeriana, Ger.	15 20	Cantharides, Rus.	50 50						
Gummi			Zingiber a	12 16	Zingiber a	12 16	Capsici Fruc's af	20 22					
Acacia, 1st pkd.	65 65	Zingiber j	25 28	Zingiber j	25 28	Capsici Fruc's B po	20 22						
Acacia, 2nd pkd.	45 45	Semen			Anisum po 20	16 16	Carmine, No. 40	40 45					
Acacia, 3rd pkd.	35 35	Apium (gravel's)	13 15	Apium (gravel's)	13 15	Carphylus	20 22						
Acacia, sifted sts.	18 18	Bird, 1s	4 6	Bird, 1s	4 6	Cassia fructus	20 22						
Acacia, po	45 65	Cannabis Sativa	7 8	Cannabis Sativa	7 8	Cataceum	20 22						
Aloe, Barb	22 25	Cardamon	70 90	Cardamon	70 90	Centraria	20 22						
Aloe, Cape	22 25	Carul po 15	15 18	Carul po 15	15 18	Cera Alba	50 55						
Aloe, Socotri	45 45	Chenopodium	25 30	Chenopodium	25 30	Cera Flava	40 42						
Ammoniac	55 60	Cordandrum	12 14	Cordandrum	12 14	Crocus	30 35						
Asafoetida	35 40	Cydonium	75 1 00	Cydonium	75 1 00	Chloroform	34 54						
Benzoinum	50 55	Dinterium Odorate 2	00 2 25	Dinterium Odorate 2	00 2 25	Chloral Hyd Crss 1	35 60						
Benzolcum, 1s	50 13	Foeniculum	7 9	Foeniculum	7 9	Chloro'm Squibbs	20 25						
Catechu, 1s	14 14	Foenugreek, po.	4 6	Foenugreek, po.	4 6	Chondrus	20 25						
Catechu, 1/2s	14 16	Linl	3 6	Linl	3 6	Cinchonid's Germ	38 48						
Catechu, 1/4s	16 16	Linl, grd. bbl. 2 1/2	75 80	Linl, grd. bbl. 2 1/2	75 80	Cinchonidine P-W	38 48						
Compophore	60 60	Lobella	75 80	Lobella	75 80	Cocaine	2 80 3 00						
Euphorbium	40 40	Phalaris Cana'n	9 10	Phalaris Cana'n	9 10	Corks list, less 75%	45 45						
Galbanum	1 00 1 00	Rapa	5 6	Rapa	5 6	Creta, prep.	11 11						
Gamboge	25 35	Sinapis Aloa	8 10	Sinapis Aloa	8 10	Creta, precip	11 11						
Gauclacum po 35	35 35	Sinapis Nigra	9 10	Sinapis Nigra	9 10	Creta, Rubra	11 11						
Kino	45 45	Solritus			Frumentl W. D. 2	00 2 50	Cudbear	24 24					
Mastic	75 75	Frumentl	1 25 1 50	Frumentl	1 25 1 50	Cupri Sulph	10 10						
Myrrh	60 60	Frumentl Co.	1 75 3 50	Frumentl Co.	1 75 3 50	Dextrine	10 10						
Oplum	40 40	Frumentl Co O T 1	65 2 00	Frumentl Co O T 1	65 2 00	Emery, all Nos.	8 8						
Shellac	45 55	Saccharum N E 1	90 2 10	Saccharum N E 1	90 2 10	Emery, po	8 8						
Shellac, bleached	60 65	Sst Vini Gall	1 75 6 50	Sst Vini Gall	1 75 6 50	Ergota	60 65						
Tragacanth	70 1 00	Vini Alba	1 25 2 00	Vini Alba	1 25 2 00	Ether Sulph	35 40						
Herba			Vini Oporto	1 25 2 00	Vini Oporto	1 25 2 00	Flake White	12 15					
Absinthium	45 60	Sponges			Extra yellow sheeps'	wool carriage	21 25						
Eupatorium oz pk	20 20	Florida sheeps' wool	carriage	3 00 3 50	Florida sheeps' wool	carriage	3 00 3 50						
Lobelia oz pk	25 25	Grass sheeps' wool,	carriage	01 25	Grass sheeps' wool,	carriage	01 25						
Majorium oz, pk	28 28	Hard, slate use.	01 00	Hard, slate use.	01 00	Glycerina	18 24						
Mentra Flp. oz pk	23 23	Nassau sheeps' wool	carriage	3 50 3 75	Nassau sheeps' wool	carriage	3 50 3 75						
Mentra Ver. oz pk	23 23	Velvet extra sheeps'	wool carriage	02 00	Velvet extra sheeps'	wool carriage	02 00						
Rue	39 39	Yellow Reef, for	slate use	01 40	Yellow Reef, for	slate use	01 40						
Tanacetum V.	22 22</												

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets
By Columns

Col	1	2
Ammonia	1	1
Axle Grease	1	1
Baked Beans	1	1
Bath Brick	1	1
Bluing	1	1
Brooms	1	1
Brushes	1	1
Butter Color	1	1
Candies	1	1
Canned Goods	1	1
Carbon Oils	1	1
Catsup	1	1
Cereals	1	1
Cheese	1	1
Chewing Gum	1	1
Chicory	1	1
Chocolate	1	1
Clothes Lines	1	1
Cocoa	1	1
Cocoa Nut	1	1
Cocoa Shells	1	1
Coffee	1	1
Confections	1	1
Crackers	1	1
Cream Tartar	1	1
Dried Fruits	1	1
Farinaceous Goods	1	1
Feed	1	1
Fish and Oysters	1	1
Fishing Tackle	1	1
Flavoring Extracts	1	1
Flour	1	1
Fresh Meats	1	1
Gelatine	1	1
Grain Bags	1	1
Grains	1	1
Herbs	1	1
Hides and Pelts	1	1
Jelly	1	1
Licorice	1	1
Matches	1	1
Meat Extracts	1	1
Mince Meat	1	1
Molasses	1	1
Mustard	1	1
Nuts	1	1
Olives	1	1
Pipes	1	1
Pickles	1	1
Playing Cards	1	1
Potash	1	1
Provisions	1	1
Rice	1	1
Salad Dressing	1	1
Saleratus	1	1
Salt Soda	1	1
Salt	1	1
Salt Fish	1	1
Seeds	1	1
Shoe Blacking	1	1
Snuff	1	1
Soap	1	1
Soda	1	1
Soups	1	1
Spices	1	1
Starch	1	1
Syrups	1	1
Tea	1	1
Tobacco	1	1
Twine	1	1
Vinegar	1	1
Wicking	1	1
Woodenware	1	1
Wrapping Paper	1	1
Yeast Cake	1	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 40

16 oz. round 2 doz. box 75

BROOMS

No. 3, 3 doz. wood bxs 4 00

No. 5, 3 doz. wood bxs 7 00

BROOMS

No. 1 Carpet, 4 sew. 2 75

No. 2 Carpet, 4 sew. 2 40

No. 3 Carpet, 3 sew. 2 25

No. 4 Carpet, 3 sew. 2 10

Parlor Gem 2 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

CANNED GOODS

3 lb. Standards 1 00

Gallon 2 75 @ 3 00

CANDLES

Paraffine, 6s 10

Paraffine, 12s 10

Wicking 20

CARBON OILS

Perfection 10 1/4

Water White 10

D. S. Gasoline 13 1/4

Gas Machine 24

Deodor'd Nap'a 12 1/2

Cylinder 29

Engine 16

Black, winter 8 1/2 @ 10

CEREALS

Breakfast Foods

Bordeau Flakes, 36 lb. 2 50

Cream of Wheat 36 lb. 2 50

Egg-O-See, 36 pkgs. 2 85

Exello Flakes, 36 lb. 4 50

Exello, large pkgs. 4 50

Force, 36 lb. 4 50

Grape Nuts, 2 doz. 2 70

Malta Ceres, 36 lb. 2 40

Malta Vita, 36 lb. 2 40

Mapl-Flake, 36 lb. 2 85

Pillsbury's Vitos, 3 doz. 4 25

Ralston Health Food 36 lb. 4 50

Sunlight Flakes, 36 lb. 2 85

Sunlight Flakes, 20 lb. 4 00

Vigor, 36 pkgs. 2 75

Voigt Cream Flakes 4 50

Zest, 20 lb. 2 10

Zest, 36 small pkgs. 2 75

CHEESE

Acme 15

Elsie 12

Gem 15 1/2

Jersey 16 1/2

Warner's 16 1/2

Riverside 16 1/2

Springdale 16 1/2

Brick 16 1/2

Leiden 16 1/2

Limburger 16 1/2

Pineapple 40

Sap Sago 20

Swiss, domestic 18

3

CHEWING GUM

American Flag Spruce 55

Beeman's Pepsin 55

Adams Pepsin 55

Best Pepsin 55

Best Pepsin, 5 boxes. 2 00

Black Jack 55

Largest Gum Made 55

Sen Sen 55

Sen Sen Breath Perf 1 00

Long Tom 55

Yucatan 55

Hop to it 55

Spearmint 55

CHICORY

Bulk 5

Red 7

Eagle 7

Francis 7

Schenker's 6

CHOCOLATE

Walter Baker & Co.'s 24

German Sweet 24

Premium 31

Caracas 31

Walter M. Lowney Co. 32

Premium, 1/4s 32

Premium, 1/2s 32

COCOA

Baker's 39

Cleveland 41

Colonial, 1/4s 41

Colonial, 1/2s 42

Epps 43

Huyler 45

Lowney, 1/4s 45

Lowney, 1/2s 45

Lowney, 1s 45

Van Houten, 1/4s 42

Van Houten, 1/2s 42

Van Houten, 1s 42

Webb 30

Wilbur, 1/4s 39

Wilbur, 1/2s 40

COCOANUT

Dunham's 1/4s & 1/2s 26 1/2

Dunham's 1/4s 27

Dunham's 1/2s 27

Bulk 12

COFFEE

Common Rio 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

Maracaibo

Fair 16

Choice 19

Fancy 19 1/2

Guatemala

Choice 15

Fancy 19

Java

Choice 12

Fancy 17

P. G. 25

Mocha 21

Mocha

Arabian 21

Package 21

New York Basis 17 50

Arbuckle 14 75

Dillworth 15 00

Jersey 15 00

Lion 14 50

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, 1/2 gro 1 15

Hummel's foil, 1/2 gro. 85

Hummel's tin, 1/2 gro. 1 43

CRACKERS

National Biscuit Company 50

Brand 50

Butter 50

Seymour, Round 6

N. B. C., Square 6

Soda 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

Animals 10

Atlantic, Assorted 10

Brittle 11

Cadet 8

Cartwheels 8

Cassia Cookie 9

Cavallier Cake 14

Currant Fruit Biscuit 10

Cracknels 16

Coffee Cake, pl. or iced 10

Cocoanut Taffy Bar 12

Cocoanut Bar 12

Cocoanut Bon Bons 16

Cocoanut Drops 12

Cocoanut Honey Cake 12

Cocoanut Hon. Fingers 12

Cocoanut Hon. Jumbles 12

Cocoanut Macaroons 18

Dandelion 15

Dinner Biscuit 20

Dinner Fall Cake 10

Dixie Sugar Cookie 1

Family Snaps 8

4

Family Cookie 8

Fancy Ginger Wafer 12

Fig Cake Assorted 12

Fruit Nut Mixed 16

Frosted Cream 8

Frosted Honey Cake 12

Fluted Coconut Bar 10

Ginger Gems 8

Ginger Gems, Iced 8

Graham Crackers 8

Ginger Nuts 10

Ginger Snaps N. B. C. 7

Ginger Snaps Square 8

Hippodrome Bar 10

Honey Cake, N. B. C. 12

Honey Fingers, As. Ice 12

Honey Jumbles 12

Honey Jumbles, Iced 12

Honey Flake 12 1/2

Household Cookies 8

Household Cookies Iced 8

Iced Honey Crumpets 10

Imperial 8

Jersey Lunch 8

Kream Klips 20

Lem Yem 11

Lemon Gems 10

Lemon Biscuit Square 8

Lemon Wafer 16

Lemona 8

Log Cabin Cake 10

Lusitania Mixed 11

Mary Ann 8

Marshmallow Walnuts 16

Mariner 11

Molasses Cakes 8

Molasses Cakes, Iced 9

Mohican 11

Nabob Jumble 14

Newton 12

Oatmeal Crackers 8

Orange Gems 8

Oval Sugar Cakes 8

Penny Cakes, Assorted 9

Picnic Mixed 11 1/2

Pretzels, Hand Md. 8

Pretzettes, Hand Md. 8

Pretzettes, Mac. Md. 7 1/2

Raisin Cookies 8

Ravena Jumbles 12

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, 3/4s... 6 80 Ceresota, 1s... 6 70 Lemon & Wheeler's Brand Wingold, 1/2s... 6 30 Wingold, 3/4s... 6 20 Wingold, 1s... 6 10 Worden Grocer Co.'s Brand Laurel, 1/2s cloth... 6 50 Laurel, 3/4s cloth... 6 40 Laurel, 1s cloth... 6 30 Laurel, 1 1/2s cloth... 6 30 Voigt Milling Co.'s Brand Voigt's Crescent... 6 00 Voigt's Flour... 6 00 Voigt's Hygienic (whole wheat flour) 6 00 Graham... 5 45 Voigt's Royal... 6 50 Wykes & Co. Sleepy Eye, 1/2s cloth... 6 20 Sleepy Eye, 3/4s cloth... 6 10 Sleepy Eye, 1s cloth... 6 00 Sleepy Eye, 1 1/2s paper... 6 00 Sleepy Eye, 1 1/2s paper... 6 00 Meal Boiled... 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... 29 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, 12 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 Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle... 2 00 No. 632 Tourist 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 30 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 1/2 50 lb. tubs... advance 1/2 20 lb. pails... advance 1/2 10 lb. pails... advance 1/2 5 lb. pails... advance 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... 8 Picnic Boiled Hams... 14 Boiled Hams... 19 Berlin Ham, pressed... 9 Minced Ham... 9 Bacon... 12 1/2 @ 15 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 1/2 bbls., 40 lbs... 1 80 1/2 bbls., 40 lbs... 3 80 1 bbl... 8 00 Tripe Kits, 15 lbs... 80 1/2 bbls., 40 lbs... 1 60 1/2 bbls., 80 lbs... 3 00 Casings Hogs, per lb... 30 Beef, rounds, set... 25 Beef, middles, set... 70 Sheep, per bundle... 90 Uncolored Butterine Solid dairy... 10 @ 12 Country Rolls... 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb... 2 50 Corned beef, 1 lb... 1 50 Roast beef, 2 lb... 2 50 Roast beef, 1 lb... 1 50 Potted ham, 1/2s... 50 Potted ham, 3/4s... 50 Potted ham, 1s... 50 Potted tongue, 1/2s... 50 Potted tongue, 3/4s... 50 Potted tongue, 1s... 50 RICE Fancy... 7 @ 7 1/2 Japan... 5 1/2 @ 6 1/2 Broken... 5 1/2 @ 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, 1 doz... 2 50 Snider's, large, 1 doz... 2 35 Snider's, small, 1 doz... 1 35 SALERATUS Packed 60 lbs. in box... 3 10 Arm and Hammer... 3 10 Deland's... 3 10 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 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks... 24 Common Granulated, fine... 80 Medium, fine... 85 SALT FISH Cod Large whole... @ 7 Small whole... @ 6 1/2 Strips or bricks... 7 1/2 @ 10 1/2 Pollock... @ 5 Halibut Strips... 14 Chunks... 15 Holland Herring Pollock... @ 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mch. 60 @ 75 Norwegian... 75 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 @ 8 50 50 lbs... 5 25 @ 1 50	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 Dixie'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 Dome, oval bars... 3 00 Satinet, oval... 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox... 3 00 Ivory, 6 oz... 4 00 Ivory, 10 oz... 6 75 Star... 3 00 Lautz Bros. & Co. Acme, 70 bars... 4 00 Acme, 30 bars... 4 00 Acme, 25 bars... 4 00 Acme, 100 cakes... 3 25 Big Master, 70 bars... 2 80 Marseilles, 100 cakes... 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toil. 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer... 4 00 Old Country... 3 40 Soap Powders Lautz Bros. & Co. Snow Boy... 4 00 Gold Dust, 24 large... 4 50 Gold Dust, 100-5c... 4 00 Kirkoline, 24 4lb... 3 80 Pearline... 3 75 Sapoline... 4 10 Sabbitt's 1776... 3 75 Roseine... 3 50 Armour's... 3 70 Wisdom... 3 80 Soap Compounds Johnson's Fine... 5 10 Johnson's XXX... 4 25 Nine O'clock... 3 35 Rub-No-More... 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots... 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes... 2 25 Sapolio, hand... 2 25 Scourine Manufacturing Co. Scourine, 50 cakes... 1 80 Scourine, 100 cakes... 3 50 SODA Boxes... 5 1/2 Kegs, English... 4 1/2 SPICES Whole Spices Allspice... 10 Cassia, China in mats. 12 Cassia, Canton... 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 22 Cloves, Amboyina... 16 Cloves, Zanzibar... 16 Mace... 16 Nutmegs, 75-80... 16 Nutmegs, 105-120... 25 Nutmegs, 115-20... 25 Pepper, Singapore, blk. 15 Pepper, Singap. white... 15 Pepper, shot... 25 Pure Ground in Bulk Allspice... 14 Cassia, Batavia... 14 Cassia, Saigon... 14 Cloves, Zanzibar... 24 Ginger, African... 24 Ginger, Cochon... 24 Ginger, Jamaica... 25 Mace... 25 Mustard... 17 Pepper, Singapore, blk. 18 Pepper, Singap. white... 18 Pepper, Cayenne... 20 Sage... 20 STARCH Corn Kingsford, 40 lbs... 7 1/2 Muzzy, 20 lbs... 5 1/2 Muzzy, 40 lbs... 5 1/2 Gloss Kingsford... 7 1/2 Silver Gloss, 40 lbs... 7 1/2 Silver Gloss, 16 3lbs... 6 1/2 Silver Gloss, 12 6lbs... 8 1/2 Muzzy 48 1lb. packages... 5 16 5lb. packages... 4 1/2 12 6lb. packages... 4 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 1/2 dz. in cs. 1 10 1 1/2 lb. cans 1 dz. in cs. 3 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... 20 Fancy... 40 India Ceylon, choice... 32 Fancy... 42 TOBACCO Fine Cut Cadillac... 54 Sweet Loma... 34 Hiawatha, 5lb. pails... 55 Telegram... 30 Pay Car... 33 Prairie Rose... 49 Protection... 49 Sweet Burley... 41 Tiger... 41 Plug Red Cross... 31 Palo... 35 Hiawatha... 41 Kyo... 35 Battle Ax... 37 American Eagle... 33 Standard Navy... 37 Spear Head, 7 oz... 47 Spear Head, 14 1/2 oz. 44 Nobby Twist... 55 Jolly Tar... 39 Old Honesty... 43 Tody... 43 J. T... 33 Piper Heidsieck... 69 Boot Jack... 86 Honey Dip Twist... 40 Black Standard... 40 Cadillac... 40 Forge... 34 Nickel Twist... 52 Mill... 32 Great Navy... 35 Smoking Sweet Core... 34 Flat Car... 32 Warpath... 27 Bamboo, 16 oz... 25 I X L, 5lb... 27 I X L, 16 oz. pails... 31 Honey Dew... 40 Gold Block... 40 Flagman... 40 Chips... 33 Kiln Dried... 21 Duke's Mixture... 40 Duke's Cameo... 43 Myrtle Navy... 44 Yum Yum, 1 1/2 oz... 39 Yum, Yum, 1lb. pails 40 Cream... 38 Corn Cake, 2 1/2 oz... 26 Corn Cake, 1lb... 22 Plover Boy, 1 1/2 oz... 39 Plover Boy, 3 1/2 oz... 39 Peerless, 3 1/2 oz... 35 Peerless, 1 1/2 oz... 35 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... 14 Flax, medium N... 13 Wool, 1 lb. balls... 8 VINEGAR Malt White, Wine 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B... 1b 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, wide band... 1 10 Market... 1 25 Splint, large... 3 50 Splint, medium... 3 00 Splint, small... 2 75 Willow, Clothes, large 8 25 Willow, Clothes, med'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case... 72 5lb. size, 16 in case... 68 5lb. size, 12 in case... 63 10lb. size, 6 in case... 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each... 2 40 Barrel, 10 gal., each... 2 50 Clothes Pins Round head, 5 gross bx 55 Round head, cartons... 70 Egg Crates and Filters Humpty Dumpty, 12 dz. 20 No. 1 complete... 40 No. 2 complete... 25 Case No. 2 mersissets 1 30 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in... 70 Cork lined, 9 in... 80 Cork lined, 10 in... 90 Mop Sticks Trojan spring... 90 Eclipse patent spring 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 30 2-wire, Cable... 2 25 3-wire, Cable... 2 40 Cedar, all red, brass... 1 20 Raper, Bureka... 2 25 Flare... 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... 60 Cat, wood... 80 Cat, spring... 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1... 9 25 18-in. Cable, No. 2... 8 25 16-in. Cable, No. 3... 7 25 No. 1 Fibre... 10 25 No. 2 Fibre... 9 25 No. 3 Fibre... 8 25 Washboards Bronze Globe... 2 50 Lever... 1 75 Double Acme... 2 75 Single Acme... 2 25 Double Peerless... 4 25 Single Peerless... 3 60 Northern Queen... 3 50 Double Duplex... 3 00 Good Luck... 2 75 Universal... 3 65 Window Cleaners 12 in... 1 65 14 in... 1 85 16 in... 2 30 Wood Bowls 13 in. Butter... 1 25 15 in. Butter... 2 25 17 in. Butter... 3 75 19 in. Butter... 5 00 Assorted, 13 15-17... 2 30 Assorted, 15-17-19... 3 25 WRAPPING PAPER Common straw... 1 1/2 Fibre Manila, white... 2 1/2 Fibre Manila, colored... 4 No. 1 Manila... 4 Cream Manila... 4 Butcher's Manila... 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls... 19 YEAST CAKE Magic, 3 doz... 1 15 Sunlight, 3 doz... 1 00 Sunlight, 1 1/2 doz... 50 Least Foam, 3 doz... 1 15 Yeast Cream, 3 doz... 1 00 Yeast Foam, 1 1/2 doz... 58 FRESH FISH Per lb. Whitefish, Jumbo... 18 Whitefish, No. 1... 14 Halibut... 9 1/2 Bluefish... 16 Live Lobster... 35 Boiled Lobster... 35 Cod... 11 Haddock... 8 Pickrel... 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... 12 Shad Roe, each... 9 Speckled Bass... 9 HIDES AND PELTS Hides Green No. 1... 10 Green No. 2... 9 Cured No. 1... 11 1/2 Cured No. 2... 10 1/2 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2 Pelts Old Wool... @ 20 Lambs... 40 @ 85 Shearings... 35 @ 80 Tallow No. 1... @ 5 No. 2... @ 4 Wool Unwashed, med... @ 17 Unwashed, fine... @ 13 CONFECTIONS Stick Candy Standard... 7 1/2 Standard H H... 7 1/2 Standard Twist... 8 Cases Jumbo, 32 lb... 7 1/2 Extra H H... 10 Boston Cream... 12 Big stick, 30 lb. case 8 Mixed Candy Competition... 6 1/2 Special... 7 Conserve... 7 1/2 Royal... 12 Ribbons... 10 Broken... 8 Cut Loaf... 8 1/2 Leader... 8 Ambergarten... 10 French Cream... 9 Star... 11 Hand Made Cream... 16 Fremio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts... 14 Coco Bon Bons... 14 Rudge Squares... 14 Peanut Squares... 14 Sugared Peanuts... 12 Salted Peanuts... 12 Starlight Kisses... 12 San Blas Goodies... 13 Lozenges, plain... 19 Lozenges, printed... 12 Champion Chocolate... 12 Eclipse Chocolates... 14 Bureka Chocolates... 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops... 10 Lemon Sours... 10 Imperial... 1 Ital. Cream Opera... 12 Ital. Cream Bon Bons 12 Golden Waffles... 13 Red Rose Gum Drops 10 Auto Bubbles... 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies... 50 Lemon Sours... 50 Old Fashioned Hore... 60 Peppermint Drops... 60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and... 1 10 Dark No. 12... 1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Crya. 60 A. A. Licorice Drops... 90 Lozenges, plain... 60 Lozenges, printed... 65 Imperial... 60 Mottos... 65 Cream Bar... 60 G. M. Peanut Bar... 60 Hand Made Crms 80 @ 90 Cream Wafers... 65 String Rock... 60 Wintergreen Berries 60 One Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assmt 3 75 Ten Strike No. 1... 6 00 Ten Strike No. 2... 6 00 Ten Strike, Summer assortment... 6 75 Scientific Ass't... 18 00 Pop Corn Cracker Jack... 25 Checkers, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s... 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 Brazil... 12 @ 13 Filberts... 12 @ 13 Cal. No. 1... 15 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 Alcantre Almonds... @ 42 Jordan Almonds... @ 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted... 6 1/2 @ 7 Choice, H. P. Jumbo... @ 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

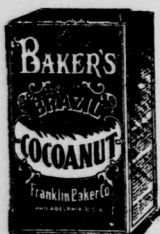
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/2 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/2 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 @ 9 1/2
Hindquarters7 @ 10
Loins9 @ 14
Rounds6 @ 8 1/2
Chucks6 @ 7 1/2
Plates6 @ 4 1/2
Livers6 @ 6

Pork

Loins@ 12
Dressed@ 10
Boston Butts@ 8 1/2
Shoulders@ 8 1/2
Leaf Lard@ 11 1/2
Shoulders@ 9

Mutton

Carcass@ 10
Lambs@ 14
Spring Lambs@ 14

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 29

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
80ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 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 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet13
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium28
Large34

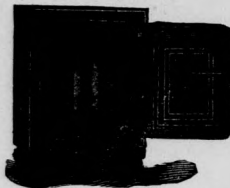
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acid'd. doz. 1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

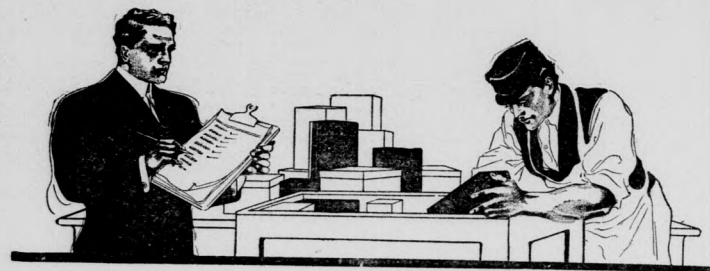
Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.



Careful Packing— What It Means To You

Hardly in any other field have modern methods made so many telling improvements as in the packing and shipping of goods.

Our great four-house organization has been a path-maker and a pace-maker in this direction. The most practical and modern method and equipment—with every facility for accurate and safe handling—are used throughout our system. We even have gone so far as to establish our own box factory—to the end that the cases might be better built and stronger.

Safe shipments mean for you freedom from annoyance, inconvenience and disappointment.

A trial order from our April catalogue—just out—ask for No. FF713 will convince you that we can serve you best in this—and many other particulars.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise
NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS
Sample Houses:—Baltimore, Omaha, Dallas, San Francisco, Seattle

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Brand new oval top glass umbrella case, capacity 78 umbrellas. Cost \$15, used two months, will sell for \$10. H. C. Walker, Byron, Mich. 447

Will Make You Well—That's my gall stone remedy. There is no better gall stone medicine made. Removes gall stones in 24 hours without pain. Price \$5. Address J. J. Bucheger, 425 17th St., Milwaukee, Wis. 446

For Sale—Nearly new \$295 National cash register, fine condition, very cheap. Allegan Hardware Supply Co., Allegan, Mich. Citizens phone 217. 445

For Sale—Clean, well assorted general merchandise stock; \$15,000; big cash trade established; money maker; good location. Will explain all. Lock Box 36, Stillwater, Okla. 444

Timber Lands—Large and small tracts Pacific Coast timber lands for sale. I can supply you in tracts containing from one-quarter section to two hundred and fifty sections. If interested in western timber, write me. References, Mr. John Mellin, of the Alger-Sullivan Lumber Company, and other prominent Michigan people. C. E. Stone, 425 Chamber of Commerce, Portland, Oregon. 443

For Sale—Shetland ponies, ferrets, poultry, pigeons, pheasants, rabbits, guinea pigs, goats, cats, dogs. Two cent stamp for particulars. Col. Joseph Lefel, Springfield, Ohio. 442

For Sale—\$1,000 takes paying drug store. Write for particulars. C. H. DeGowin & Co., Cheboygan, Mich. 441

For Sale—A \$3,000 stock of shoes in one of the best cities in Southern Idaho. Address Joe Williamson, Caldwell, Idaho. 440

Wanted—Second-hand National cash register, total adder, keyboard from one cent up. Must be in good condition and cheap. Address, with particulars, Smith & Lake, Petoskey, Mich. 439

For Sale—Restaurant and twenty-room brick hotel, up-to-date in every respect, only business of the kind in town of 1,200 population. Address No. 438, care Michigan Tradesman. 438

Col. Richard E. Manuel, general auctioneer and expert salesman; real estate, merchandise and farm sales specialty anywhere. 999 Meldrum Ave., Detroit, Mich. 437

For Sale—\$5,000 stock of general merchandise located in a small town of 400 inhabitants, with two churches, good school, large grain elevator, one mill, one store in competition, and the best farming communities in the state of Michigan. An excellent opportunity for the right party. Address No. 436, care Michigan Tradesman. 436

Four brick and stone buildings; county seat; Central Oklahoma; income 10 per cent, net on \$20,000; can carry \$8,000 on buildings; will sell one or all; can buy direct from owner. Address Chandler, Okla., P. O. Box 293. 435

Are you looking for a business opening? I know of a few splendid locations for new retail stores and I know something about a retail line that will pay large profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 434

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., Odin, 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—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

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. Rs. 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—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

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

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

For Sale—Entire stock dry goods, carpets and linoleums; all new. Store for rent. Located in thriving town. M. Ruben, Lowell, Mich. 393

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

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—Clean stock of drugs and sundries. Only store and fountain in good country town, located in rich farming district. Good reasons for selling. Address T. W. Stock, Manlius, Ill. 376

For Sale—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—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
DISBURSED ACCOUNTS
BAD DEBTS

ASSURE
ACCURACY
PROFIT
CONTENTMENT

We make four grades of book in the different denominations.

CIRCULARS ON INQUIRY
SAMPLES

TRADESMAN COMPANY,

GRAND RAPIDS, MICH.

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages...	\$2 00
3 Quires, 240 pages.....	3 50
4 Quires, 320 pages.....	3 00
5 Quires, 400 pages.....	3 50
6 Quires, 480 pages.....	4 00

*
INVOICE RECORD OR BILL BOOK
80 double pages, registers 2,850 invoices.....\$2 00

*
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.

ORGANIZED FOR ACTION.

(Continued from page forty-one.)

should be money to defray expenses. Traverse City, he said, was ready to back the movement, which should be for a readjustment for all.

L. F. Perkett, of Traverse City, gave illustrations of how his district was discriminated against both to the sea board and to the South and East, and believed that an energetic campaign should be made for relief. The demands should be made not only for fairer rates but to reform other abuses.

Mr. Sanders read resolutions adopted by the Traverse City Board of Trade and reiterated his belief in the efficiency of friendly co-operation with the railroads to obtain remedies from the existing evils.

Chairman Irwin commended the peaceful method, but the proofs of discrimination should be obtained as the basis for an appeal to the railroads. If the railroads do not respond to the appeal then the data will be at hand to go to the Inter-state Commerce Commission.

C. D. Stuart, of Kalamazoo, favored getting the facts and then going to the railroads before going to the Commission for redress. He related how the vehicle manufacturers had been treated with consideration when they complained of ill treatment. Mr. Irwin told of a similar experience of the furniture men with the Southwestern rates and added that a threatened appeal to the Commission was the club that made the railroads considerate.

J. Calvin Knox, of Cadillac, gave instances of how the lumbermen are discriminated against both East and West, and said the Hardwood Association is collecting data for an appeal to the Commission.

After some further discussion the plan of organization was decided upon report of a committee made up of C. E. Cartier, E. A. Stowe, L. F. Perkett, C. D. Stuart and A. A. Burch. The election of the temporary officers followed. The following delegates from out of the city attended:

Battle Creek—John T. Gibson, A. A. Burch.

Traverse City—M. S. Sanders, L. F. Perkett, Chas. Emerson, Howard Musselman.

Big Rapids—H. A. Hudnutt.

Lowell—H. A. Peckham.

Hart—F. L. Corbin, H. S. Newton, G. R. Easton.

Belding—W. D. Ballou.

Fremont—Frank Gerber.

Cadillac—Henry Knowlton, J. C. Knox.

Reed City—A. M. Fleischhauer — Gerhart, Thos. Welch.

Kalamazoo—J. D. Clement, C. D. Stuart.

Ludington—F. M. Bashelier, J. E. McCourt, C. E. Cartier.

Elk Rapids—Homer Sly.

Letters of regret, sympathy with the movement and pledging co-operation were read from the Boards of Trade of Manton, Petoskey, Gaylord, Manistee, Greenville, Holland and Kalkaska. Most of these towns could not send delegates because the

notice was so brief, but they gave assurances of being in line for whatever may be done.

Flat Five Hundred Mile Books For \$10.

One of the most useful employees of the Michigan Railroad Commission during 1907 and 1908 was Mr. Lewis C. Crampton, a newspaper man of Lapeer. As Chief Clerk of the Commission he acquired a large amount of accurate information which enabled him to form reasonably correct conclusions as to the situation in railway matters. Last fall Mr. Crampton was elected a member of the House of Representatives and one of his first acts was to introduce a bill, which evidently had the approval of the Michigan Railway Commission, providing for flat 500 mile books for \$10, good to bearer on all the two cent roads of Michigan and also good until used. This bill was referred to the Committee on Railroads January 27, which reported it favorable on February 18 and it was then placed on general orders. It came up in the House on March 9 and was passed by a unanimous vote. Some attempted to amend the bill but the amendments were voted down.

The full text of the bill is as follows:

Section 1. Every railroad corporation required by the provisions of the laws of this State to charge not more than two cents per mile for the transportation of passengers between points within this State, shall provide and have on sale for ten dollars each at each of its offices in this State where tickets are sold for the transportation of passengers transferable mileage tickets representing five hundred miles each, which shall be accepted and received for fare and passage upon all trains carrying passengers upon all railroad lines in this State upon which the rate of fare under the provisions of the laws of this State is limited to two cents per mile the same as upon the line or lines of the railroad corporation issuing such mileage ticket. Such tickets, or any part hereof, shall be redeemed by each corporation issuing the same upon presentation by any other railroad corporation. On petition of any railroad corporation subject to the provisions of this act, filed with the Michigan Railroad Commission, asking that it may be exempted, or that any other railroad be excluded from the provisions of this act, such Commission may, in its discretion, exempt or exclude such railroad corporation from the provisions of this act, if in its judgment the public welfare or the financial conditions of such road require or demand it. Any railroad company which shall, within thirty days after notification by the Michigan Railroad Commission of the taking effect of this act, fail to comply with the provisions of this act, shall, immediately after such failure, become liable to the people of the State of Michigan in a penalty of \$500 per day for each and every secular day during the pendency of such failure, which said penalty shall be collected in an action to be brought by the Attorney General, in any court of competent jurisdiction within this State, and which said penalty, when collected, shall be paid into the State Treasury and credited to the primary school fund. The penalty in this section mentioned shall be supplemental to, and shall not be deemed to supersede any extraordinary remedy, by mandamus or otherwise, authorized by law to be instituted by the state, the Michigan Railroad Commission or any State officer or board, to compel compliance with this act. The provisions of this act shall apply to all railroad companies operating lines of railroad in this State, whether such companies are organized under the general railroad law or under any special charter from the State Legislature.

It is very unusual to have a railroad bill, so-called, pass the House unanimously, but the vote on this bill was 79 yeas and no nays. This bill will undoubtedly be passed by the Senate and it is understood that Governor Warner will take pleasure in signing it.

A girl always has a good time at a party if she has on a new dress.

Gripsack Brigade.

C. S. Jeffries is spending several weeks in this territory, calling on the trade in the interest of Ceresota and Aristas flour.

Clyde H. Harris, who has traveled for the past year for Sels, Schwab & Co., Chicago, has signed with Parotte, Beals & Co., wholesale hat dealers, of Chicago, to represent them in Oregon and Washington. He is succeeded by W. S. Wright, who has clerked in the retail shoe store of Calvin Bros., at Niles, for several years.

Harry Mayer, who has covered Central Michigan for the past two years in the interest of the Hanselman Candy Co., has engaged to travel in the same territory for S. Widlar & Co., jobbers of teas, coffees and spices at Cleveland. He will see his trade every 30 days. He is succeeded with the Hanselman Candy Co. by Charles Camp, of Kalamazoo.

Traverse City Eagle: Fred C. Richter, one of the most energetic traveling men among those who make their headquarters in this city, has made a change which involves a substantial increase in salary. Fred was with Clark, Weaver & Co., of Grand Rapids, for nine years, his resignation taking effect this month, and he has accepted a similar position with Freeman, Delamater & Co., of Detroit. His territory will be the same as before, with headquarters in this city. Fred McCormick, of Grand Rapids, will take the vacancy made by Mr. Richter's resignation, and will also have his headquarters here. He has been with Clark, Weaver & Co. for some time.

It has been called to the attention of the Wholesalers' Association of Detroit that immediately following the order issued by Judge Murphy in the excess baggage cases, putting into effect the rates determined upon by the railway commission, the railroads issued instructions to check only to junction points. In several instances this has resulted in traveling men not only paying an extra excess baggage charge to destination, but in missing important connections. The order of the Supreme Court, issued March 3, accepting bonds from the railroads that they will refund surplus excess charges if the validity of the act creating the railway commission is sustained in a case to be argued later, makes it necessary and advisable for all traveling men to demand the baggage agent's receipts for excess baggage paid, as without these receipts they can not secure a refund from the railway companies.

It takes more than a mushy manner to make one a minister of the bread of life.

It would be a good deal easier to love some saints if they would hurry to heaven.

Broken hearts in courts of justice are not what they are always cracked up to be.

They who blind themselves to a wrong keep their eyes open to its revenues.

Some climb into the church band wagon principally to escape the collection.

The best legacy any man can leave his children is willingness to work.

No grace is fairer than gratitude.

BUSINESS CHANCES.

For Sale—Large department store in growing city of 15,000, surrounded by excellent farming country; stock \$40,000, annual sales \$200,000; cash business; this is one of the best money-making stores in Michigan; the most modern salesroom in state; no dead stock; best of reasons for selling. Don't answer unless you mean business. Address Mr. Fitzer, 220 Reserve Trust Bldg., Cleveland, Ohio. 451

Start a dyeing, cleaning and pressing establishment, unlimited field, enormous profits, no capital needed. We teach you by mail. Particulars free. Ben-Vonde Co., Dept. AB, Staunton, Va. 450

For Sale—The lease and furniture of the only hotel in one of the best county seat towns in Northern Indiana. Address H. G., care Michigan Tradesman. 449

Wanted—Experienced clerk for general store in small town. Prefer man with experience in handling meat. Address No. 448, care Michigan Tradesman. 448

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, Sparta, 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, I.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

Cold Facts Served Hot
with
Dignified Design
or
Catchy Conceit
make
Advertising Profitable

Tradesman Company
ENGRAVERS
GRAND RAPIDS, MICH.

**"Food fads" may come and go,
but Shredded Wheat goes
on forever**

The one breakfast food that survives the changing moods of public fancy is

Shredded Wheat

the food that shows up every year with increased sales in spite of panics, industrial depression or competition.

The grocer who doesn't know something about the delicious dishes that can be made of Shredded Wheat Biscuit in combination with fruits is missing a great opportunity to please his customers.

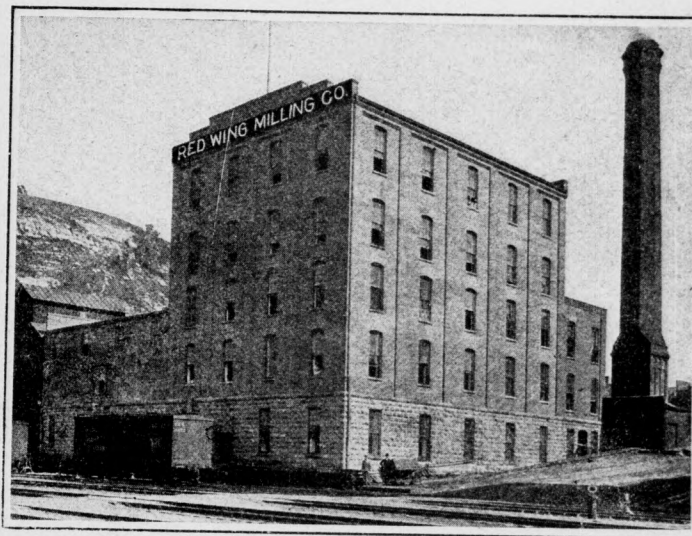
We will spend more money this year than ever before to advertise Shredded Wheat and to make business for the retail dealers. Be ready to meet the increased demand by always carrying a good stock of the only breakfast cereal that has become a recognized staple.

Made only by The Shredded Wheat Co., Niagara Falls, N. Y.

The Mill That Mills

BIXOTA FLOUR

In the Heart of the Spring Wheat Belt



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

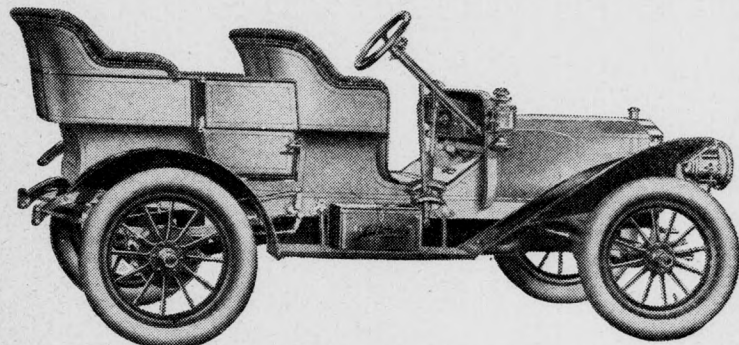
Grocers handling the line know this—and the result is that all recommend Bixota.

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

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

The Mitchell "30"

The Greatest \$1,500 Car Yet Shown



1909 Mitchell Touring Car, 30 H. P., Model K

Compare the specifications with other cars around the \$1,500 price—any car.

Motor $4\frac{1}{4} \times 4\frac{1}{2}$ —30 H. P.

Transmission, Selective Type—3 Speed.

Wheels—32 x 4.

Wheel base—105 inches.

Color—French gray with red running gear and red upholstery or Mitchell blue with black upholstery.

Body—Metal. Tonneau roomy, seats 3 comfortably and is detachable; options in place of tonneau are surry body, runabout deck or single rumble seat.

Ignition—Battery and \$150 splitdorf magneto.

In addition to the Model K Touring Car there are a \$1,000 Mitchell Runabout and a 40 H. P. seven passenger Touring Car at \$2,000.

Over \$11,000,000 of Mitchell cars have been made and sold in the last seven years. Ask for catalogue.

The Mitchell Agency, Grand Rapids
At the Adams & Hart Garage 47-49 No. Division St.

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan



LOWNEY'S

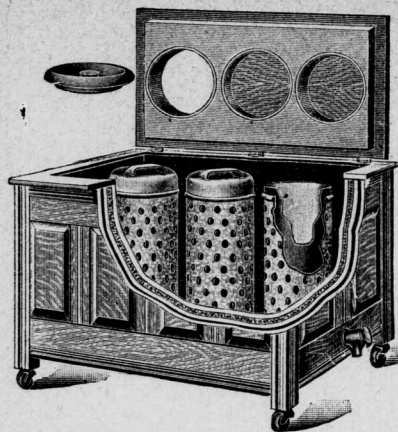
REG. U. S. PAT. OFF.

Exclusive Sales Agents
for
Central and Western Michigan

Fresh Goods
Always in Stock

PUTNAM FACTORY, National Candy Co.

GRAND RAPIDS, MICH.



CHOCOLATE COOLER CO.

67 Alabama St.

Grand Rapids, Mich.

Grand Rapids Ice Cream Refrigerators

Are used in all Ice Cream Parlors. If you are not allowed to run a beer saloon, why not run an Ice Cream Saloon? We manufacture all styles of Ice Cream Refrigerators, and since local option is staring us in the face, there are a great many new ice cream parlors opening up in all parts of the country, and old established concerns are putting in up-to-date equipments. Write us for prices and discounts.

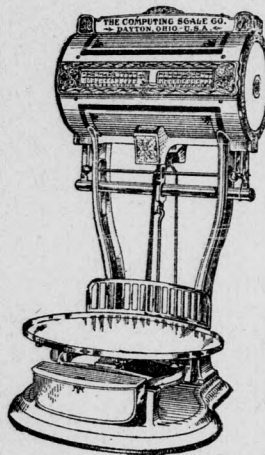


"The Truth,
The Whole
Truth," etc.

"It is undeniably the fact that White House Coffee is rapidly growing in popularity, and that the grocers taking it on have decided to do so largely on its intrinsic merit—which is, of course, highly complimentary to the superb quality of the coffee itself, as well as demonstrating the confidence the trade has acquired in the square-dealing and probity of Dwinell-Wright Co., the great Boston and Chicago firm that is giving White House to the whole world of coffee drinkers with the most liberal kind of guarantee."

Distributed at Wholesale by
Judson Grocer Co.
Grand Rapids, Mich.

A Short Cut



The new low platform
Dayton Scale

What is the object of the U. S. government spending millions of dollars to dig the Panama Canal connecting the Atlantic and Pacific Oceans?

To make a **short cut** between the great commercial centers of the east and the west and reduce the cost of transportation to a minimum. It is an **enormous expenditure** with results **indefinite**.

Contrast to this the retailer who realizes the disastrous results of old methods of weighing and installs a **Dayton Moneyweight Scale**. He makes a **short cut** from slipshod methods to **system** with a scale which saves its own cost. It produces **large returns without a large investment**.

How can a bank loan money at 4 per cent. and make a profit while some merchants mark their goods for a 25 per cent. margin and fail?

The bank gets all the profit it is entitled to while the merchant loses from 50 to 75 per cent. of his profit by the use of slow or inaccurate scales.

Dayton Moneyweight Scales give the highest degree of service and satisfaction.

Proof of this is shown in the great increase in sales and demands for these scales. We have an attractive exchange proposition for all users of computing scales of any make who wish to bring their equipment up-to-date.



Moneyweight Scale Co.

58 State Street, Chicago



Making Friends Means Making Trade

You know this—we are just reminding you of it. You can make **FRIENDS** of your customers by **pleasing** them. You can please them **best** with the **best** goods. If it's **SHRED COCOANUT** to be the best for your customers it must be **BRAZIL** in 5c packages on which you make 40% profit. Our price is lower than any one else because we sell about twice as much as others. Our goods are fresher because we only keep them about one-half as long.

Being the freshest, the best and the cheapest are about all the reasons you need for using **BAKER'S SHRED COCOANUT** to hold trade.

THE FRANKLIN BAKER CO.

Philadelphia, Pa.