

## OPPORTUNITY

They do me wrong who say I come no  
more  
When once I knock and fail to find  
you in;  
For every day I stand outside your  
door,  
And bid you wake and rise to fight  
and win.  
Wail not for precious chances passed  
away,  
Weep not for golden ages on the  
wane,  
Each night I burn the records of  
the day,  
At sunrise every soul is born  
again.  
Laugh like a boy at splendors that  
have sped,  
To vanished joys be blind and deaf  
and dumb,  
My judgments seal the dead past  
with its dead,  
But never bind a moment yet to  
come.  
Though deep in mire, wring not your  
hands and weep,  
I lend my arm to all who say:  
I can.  
No shamefaced outcast ever sank  
so deep  
But he might rise and be again  
a man.—Walter Malone



## Policyholders Service & Adjustment Co., Detroit, Michigan

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

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

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

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**Policyholders Service & Adjustment Co.**

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598



**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.

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

## Pure Cider Vinegar

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

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.



Our Package

## "As You Like It" HORSE-RADISH

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

Manufactured only by

**U. S. Horse-Radish Company**

Saginaw, Mich., U. S. A.

## Every Cake

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



**The Fleischmann Co.,**

of Michigan

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

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

# SNOW BOY WASHING POWDER.

'GOOD GOODS — GOOD PROFITS.



# MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, MARCH 24, 1909

Number 1331

## GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

## Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids  
Majestic Building, Detroit

## ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

## TRACE YOUR DELAYED FREIGHT Easily

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

Grand Rapids, Mich

## Kent State Bank

Grand Rapids, Mich.

Capital - - - \$500,000  
Surplus and Profits - 165,000

Deposits exceed  
\$5,000,000

Total Assets over  
\$6,000,000

Savings and Commercial  
Accounts Solicited

3½% Paid on Certificates

You can do your banking business with us easily by mail. Write us about it if interested.

**FIRE AND  
BURGLAR  
PROOF**

# SAFES

**Grand Rapids  
Safe Co.**

Tradesman Building

### SPECIAL FEATURES.

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### AN EXTRAORDINARY HERO.

During the past twenty-five years has been developed the legally complicated and morally miserable maze of railway management against which the industrial and mercantile interests of the country are at present arrayed.

The hydra-headed joint offspring of the most skillful legal mentality and the most unscrupulous executive ability in the country, this monster of avarice has been able to ride roughshod over the rights of others with practically no one to lift a finger in righteous opposition.

Indeed, the very few who attempted to plead and fight for justice at the hands of the railways did so in the light of the accepted moral certainty that it was at their peril.

Possibly it was necessary that such a pitiable condition should prevail in order that there might be developed for the admiration and encouragement of the freight-producing interests of the country the splendid example set high and permanently before the American people by Mr. George K. Kindel, of Denver, Colorado.

The Inter-state Commerce Commission had hardly been created (1887) when Mr. Kindel, appreciating the fact that the business interests of Denver were being very seriously and unfairly discriminated against as to freight rates imposed upon them by the railway corporations, brought suit personally against more than a score of the leading railway organizations in the country before the Inter-state Commerce Commission.

Almost immediately Mr. Kindel became a joke.

The idea that one man should have the assurance to charge not only one but twenty great transportation enterprises with unfair behavior was so preposterous that it took the form of a mere jest.

Even his fellow townsmen pitied the poor man and earnestly hoped he would not persist in his determined effort until, angered and annoyed, the

great railways should turn the screws even more cruelly.

Turned down hard by the Interstate Commission, deceived and duped by his attorneys, derided by the newspapers and discredited by his neighbors, Mr. Kindel did not abandon his campaign because he knew he was honest and fair in his contention.

So sincere and so determined was he and of such high heroic grade was he that Mr. Kindel twice suffered the loss of fortune that he might carry on his campaign.

He became his own attorney and each time set about making a new fortune, because his appeals to commercial and industrial organizations for aid were almost laughed at scornfully.

But George K. Kindel, of Denver, was of the stuff which develops heroes and he hung on because he was staking his life upon his own rectitude and the righteousness of his purpose.

Mr. Kindel hung on alone, and against not only twenty great railway organizations but against his own home community and against the Inter-state Commerce Commission.

He stayed by his cause with bulldog tenacity for twenty years because he was everlastingly right.

And he has won at last. Moral courage, tenacity of purpose and genuine civic righteousness have been sustained by the decision of the Inter-state Commerce Commission in what is best known as the Denver Rate Case; and the American business world has no one to thank for the tremendous benefaction but Mr. Kindel.

### HOME IMPROVEMENT.

One of the most wholesome and inspiring movements of the day is that of civic improvement; and the town alive to its possibilities is the one which is bound to prosper most intellectually, morally and financially. It awakens the best in body, mind and soul. The stagnant phases of life are swept away by its beautiful inspirations.

The public spirit for any good thing usually reflects upon the individual. While the parks and streets are being rejuvenated, the lawns and gardens will more than likely get a touch of the same good movement. But when the public spirit is lacking there is a two-fold duty for the individual who would do mission work in his home town.

Are your home grounds in the best possible condition? If not, what are your plans for improvement? Do the trees need mulching, trimming or are there dead ones to be replaced? Have you a back yard which is virtually so

much waste space? Why not convert it into a garden with beauty as well as utility ahead? "No time?" It will prove the very best morning exercise; and half an hour spent in it daily after the seeds are planted will care for a garden sufficient to supply an ordinary family with fresh vegetables throughout the season. Or you can get some bright boy to work it on shares, thus helping him as well as yourself.

Is there not some touch that can be given to your store surroundings which will give a new interest. If you have no room for shade trees in front, a few ferns and violets transplanted from the roadside will thrive on the shaded side or nasturtiums in the sunny window. Brighten and touch up in every possible way. It will help you to do better work in the store.

### PUSH THE PAINTS.

The professional says the best way to clean house is to paint; and the housewife echoes "Amen." The economist says that the best wood preservative is paint; and the owner of wood in any form accepts his statement without question.

Yet few realize how independent they are of the professional in its application, if means to pay him is less plentiful than time. Get out your prepared paints and show the housewife how easily she can be her own decorator. Once painting required technical knowledge of mixing colors; but this knowledge is now sealed up in the neat tin cans and thrown in gratis. From the color cards any shade or combination may be readily selected; a slight arithmetical problem fixes the quantity required and the purchase, a nominal one, is quickly made to brighten wherever it touches.

Study into the various uses of your paints and be able to advise economically and rationally. The man who uses lead paint on his tin roof will condemn you when he finds that he has ruined the tin, when a paint of Venetian red and good oil would have saved the trouble. And he will thank you to show him the barn rather than house paint if it is rough work that he proposes to use it for.

In selecting brushes you can again, if so inclined, render valuable aid; but it must be done in a conscientious, rational and practical manner. Get your color cards out in a conspicuous place, post yourself thoroughly on your goods, and it is comparatively little work to sell paints at this season, when nature and man are vying for superiority in the art of making things look as good as new—and in many instances really rendering them so.





### Lingerie Waists More and More in Favor.

Washable stocks seem to be coming more and more into popular demand if the present displays in the windows are any criterion. For men these are either of fancy white or ribbed cotton or else are made up of the same striped material as the shirt. Of course, they will not be worn by any but the younger set. For women nothing is easier to adjust to the neck than a high soft stock, and they are doubly desirable as they are so easily laundered at home and so comfortable to sensitive skin—no sharp edges to chafe all day long and wear one's temper to a frazzle. The added item of coolness is another thing to be considered.

### White a Favorite.

It looks now as if white would be a prime favorite with the women next summer, many of whom, while demurring at the cost or labor of doing up, yet find that white tub dresses are a saving in the long run as nothing in the way of a shower or its attendant, mud, can permanently harm them in the least. White dresses look extravagant for autoing, but really there is nothing so easily freshened. No matter how careful one is of a good black skirt during a long jaunt in a mobe, the dust gets so grimed in that the garment must go to the cleaner's before it is again presentable.

### Lingerie Waists.

Business in these beloved garments is fully a month earlier than for several years back and a good trade may be looked for from one Big Pond to the other. There is more diversity of design than for some time past so the women are greatly attracted to them. All the styles shown in the windows have long sleeves, which are for the most part showing crosswise tucks. Often the tucks are reproduced in the front or back or both; in fact, one seldom sees a lingerie white waist that does not have groups of tucks somewhere introduced in its construction. Embroidery and lace, lace and embroidery—the changes are rung on these modes of trimming.

The collar either may be sewed on and hooked or left to be lapped and pinned together with beauty pins or a pretty brooch. The neck fixin' is often fashioned entirely of Irish or Valenciennes lace, but more frequently the collar is a combination of tucking and lace. A lace frill is often used, but this must be very scant, as a full ruffle of lace is sure to give a "sore-throaty" look—a thing above all to be avoided.

There has been some inclination to employ color somewhere in the waist, usually as to embroidery or the work on it done by hand. But the all-white waist can be worn on so many occasions where one with any color would not be appropriate that women wisely cling to the former in making their selections.

### Tailored Waists.

For street wear and for use by women employed in stores and offices there is no sort of waist so thoroughly to be enjoyed as a spick and span tailored waist. A woman wearing one of these feels so "eminently respectable" as one working girl puts it. "She feels at peace with all the world," said she, "because she knows that her waist is absolutely beyond criticism. A working girl in a well-tailored white shirt waist need feel no fear to meet any one for there is certainly nothing so neat and clean looking as one of these adorable garments!"

Said one young man in my hearing: "In my eyes the girl in the tailored shirt waist and the tailored black skirt is simply incomparable. She does not have to take a back seat for any other woman. Her plain attire knocks the spots off of all the fussy clothes that might be piled on."

Probably the speaker is unaware of the fact, however, that this same elegant simplicity costs a good deal more than the folderolly stuff that looks so elaborate. You can't so much as glance at a tailored linen waist without fishing out a five dollar bill and from that up.

### Children's Ready-Mades.

Stores that deal in ready-made clothes for small children are now paying much more attention to style than formerly. Heretofore, the most that a mother thought of in purchasing a ready-to-get-into garment for her little girl was its utility, as style was a thing overlooked or ignored by the manufacturer. But now a change has come over the spirit of his dreams—and so over that of the mother's—and she may seek a stylish outfit for her child with the certainty that her desire in this direction will be fulfilled; she may obtain as neat a tailored dress for her offspring as she herself would be willing to don. Well-made raiment from the skin out may now be bought for children. There are two-piece suits similar to Mamma's, coats show cut-away effects, skirts are gored and trimmed.

Infants' clothes are especially featured by numbers of the dry goods stores. Babies' walking coats are "too cute for anything" this spring.

Many of them are provided with a cape or a double cape, ornate with flat braid or embroidery or lace. In place of the cape or capes there may be a wide Dutch collar. Close little bonnets of muslin, daintily embellished with rosettes of narrow colored or white ribbon, complete the tots' appearance. A child's clothes may be made of fine and rich material, but they should always be made simply.

A new long cloak for a year-old infant is described as being fashioned of small-mesh linen with two rows of cobwebby lace above the two-inch hem. The cape to this consisted of quite wide embroidered edging set on to a round yoke. The embroidery was of identically the pattern of the insertion in the coat. The hood was made of the same edging as was set on the cape yoke.

### Mercerized Petticoats.

Those for the vernal season are resplendent with eyeleted flounces and so closely resemble silk in quality as to almost deceive any but a practiced judgment. They are gotten up along the same lines as their sisters in silk, but are minus the rustle of the "real thing."

### The "Real Thing."

They were never handsomer than just at the present. Coming in all colors and combinations of colors all tastes and necessities can be pleased. Those best liked by devotees of Dame Fashion have all superfluous fullness around the hips eliminated and there are no foot-ruchings to set out the limp outer skirt. Verily the Girl of the Period is nothing if not slimsy.

### Jet To Be Well Liked.

"They're going to wear jet this spring," said a stylish little woman of the old-young type, "so I shall be strictly 'in it' because I always have a quantity of nice jet bands and ornaments. They cost a good deal in the first place, but with care last almost a lifetime, so they are not really so expensive as one would imagine. When jet 'goes out' I wrap up all my jet stuff and lay it carefully away in a box, not to be opened until it again is in style."

### Wise little person!

Jet is modish put with flowers, feathers and almost anything else, forming crowns, brims and big cabochons.

### Doings in Other Cities.

Written for the Tradesman.

Prof. Halligan, of the Michigan Agricultural College, addressed a meeting of the Civic Improvement Association at St. Joseph last Wednesday, urging cleaner streets, the placing of wires through leading streets underground, elimination of unsightly billboards and improvement of school grounds and parks.

The Chamber of Commerce, Jackson, has a signed membership of 192, and the fee of \$100 each gives that body a fund of \$19,500 to work with.

Kalamazoo people are working hard to make a success of the first exhibit of the Southern Michigan and Northern Indiana Inter-state Fair, which will be held in that city this fall. Floral hall will be in charge of J. D. Clement, Secretary of the Commercial Club.

The daily output of the paper mills of Kalamazoo, according to Fred M. Hodge, President of one of the paper companies, is 750 tons. From France come the coloring matter; from England, paper; rags from Egypt and Japan and sulphite from Germany and Sweden.

Ionia people evidently have not a very flattering opinion of the Grand Trunk passenger station in their city. Speaking of a recent trip of Grand Rapids Elks to Ionia the Sentinel says: "They were met at the Grand Trunk depot—no, station—no, give it up!"

An organization called the Harbor Springs and Emmet County Improvement Association has been formed at Harbor Springs, with the following officers: President, W. J. Clarke; Vice-President, J. F. Stein; Secretary, R. F. Lemon; Treasurer, A. B. Backus. Almond Griffen.

### Right There.

"My dear child," said the thoughtful father, "March is such a windy month that you should be mindful of your health. I would suggest that you go down to the shops and select some attire fitting for the gushy weather that is coming."

Thanking him, the daughter hied herself to the shops and returned with her arms full of bundles.

"What did you get?" he asked. "Some heavy skirts and things?"

"N-no, papa. I got a dozen pairs of silk hose and four petticoats."

## Ideal Shirts

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

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

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

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

Write us for samples.

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



### Organization of Twin City Council, U. C. T.

Benton Harbor, March 22—Fay Pratt, Petoskey Council No. 235, U. C. T., was the happiest man in this place Saturday evening, for his cherished hope of seeing a council of U. C. T. of America in the Twin Cities was realized after weeks of hard and faithful work among the traveling men living in Benton Harbor and St. Joseph. It was decided to institute the new council on the evening of March 20 and members from different councils came Saturday to do the initiatory work. At 8 o'clock a temporary council was opened, over which W. S. Lawton, Senior Counselor Grand Rapids Council, No. 131, presided as Senior Counselor; John A. Hoffman, of Kalamazoo, member of the Grand Executive Committee, acted as Junior Counselor; John D. Martin, member of the Grand Executive Committee, as Past Counselor of Michigan; Fred H. Clark, Grand Counselor of Michigan, acted as Secretary; Treasurer F. E. Scott, Past Counselor of Petoskey Council, No. 235, acted as Conductor, and Fay Pratt, Past Senior Counselor of Petoskey Council, as Page. The Council being duly opened, the class of new members were brought in and given the full initiatory work and proclaimed members of the grand commercial army. They immediately proceeded with the election of officers and named the new council Twin City Council, No. 451. The officers elected are as follows:

Senior Counselor—Fred Kiefth.  
Junior Counselor—John Schairer.  
Past Counselor—Fred Lawrence.  
Secretary and Treasurer—Chas. F. Pierce.

Conductor—Arthur Baushke.  
Page—Judson Ryno.  
Sentinel—Arthur Schultz.  
Executive Committee, two years—Sam Schaus and Wm. Barentsen.  
Executive Committee, one year—Carl Sykes and W. H. Wanamaker.

The officers were then installed by Grand Counselor Fred H. Clark and were escorted to their stations by the Conductor. At this point the new officers took charge of the meeting and, after finishing the remainder of the business, the meeting was closed until Saturday evening, March 27, when it will be re-opened to transact more business coming before the Council. The regular meetings will be held on the fourth Saturday of each month. A banquet had been prepared at Williams' restaurant, the tables being decorated with cut flowers and the menu cards being tied with the ribbons of the organization—blue, white and gold. For two hours good fellowship, jolly speeches and good cigars were mingled. Brother Fay Pratt acted as toastmaster in his inimitable manner. Good stories and excellent talks were given by many of the local and visiting members and all were loath to have the assembly break up. Grand Counselor Fred H. Clark was happy because there was another new council organized, as were the members of the council just created because they are now able to wear a U. C. T. but-

ton. Fay Pratt was also in his glory over the fact that the council, the organization of which he had labored so hard to secure, was started with plenty of material from which to draw in the two cities, which fact naturally ensures success.

John D. Martin.

### Civil Service Paved Way for Future Sales.

Written for the Tradesman.

To-day, entering a prominent dry goods store, I was courteously waited on by an employe whom for four years I have singled out from her sister clerks.

Not that she is any prettier than the others in her department—some of the rest may distance her considerably in the race for facial supremacy—but four years ago this coming spring she went out of her way to be nice to me:

The whole week had been one of those times when it seems as if there is no let-up to the amount of water which the Heavens appear to take delight in dumping upon suffering humanity.

I had had a lot of things to see to one morning of that nasty slushy old week and my arms were full to overflowing with parcels when I first saw the young girl of whom I speak. Having so many things to carry, and so with no hands to hang onto my bedraggled skirts, besides having had to struggle with a refractory umbrella, my nerves were almost unstrung.

The girl I am telling about, instead of looking at my unpleasant plight with unconcealed contempt or even veiled amusement, gently took my unmanageable rainstick out of my trembling hand with a cheery "Let me help you a bit," to which I more than willingly consented. Then she relieved me of my numerous bundles large and small and waited on me for my purchases as if I were minus any budgets and a mean umbrella and had on my very best bib and tucker.

Well, I traded with her a good bit that day, and she put all my purchases and parcels I had brought from other places into a large box and had it sent to my house so quickly that it was there before I was.

Since that sloppy day I have left many and many a dollar that would be credited to this girl's sales. I always ask for her. Her department has been changed once or twice and always I prefer her.

I have lately told her the reason of this: that she was so good to me that time when I looked like such an old ragbag that I hated myself, and that I was so grateful for her attentions that it has been impossible for me to forget them. I. T.

### Some Things in Common.

"How did those two ever come to marry each other?"

"Well, she was the only woman he ever knew that would listen to his anecdotes over five minutes at a time, and he was the only man she ever knew that could look at her that long without getting neuralgia."

## WORDEN GROCER COMPANY

### The Prompt Shippers

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.

## A Grocer Will Fool Himself



if he tries to fool his customers with any imitation of **Beardsley's SHREDDED Codfish**. When they find the **quality** is "not there" he will soon find the **sale** is "not there."

The brains that give a man *cash* in his pocket teach him to keep *imitations* out of his stock.

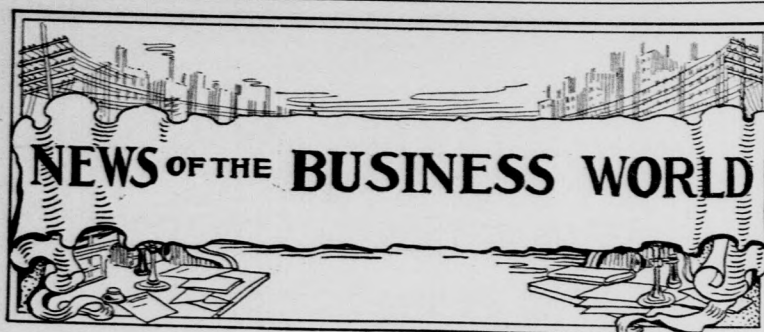
In three styles: Cartons for sale from October to May, and Tins and Glass (handy tumbler) for Summer months.

ABSOLUTELY PURE. GUARANTEED UNDER THE NATIONAL PURE FOOD LAW.

EVERY PACKAGE HAS RED BAND

**J. W. Beardsley's Sons**  
NEW YORK CITY





### Movements of Merchants.

Smyrna—John R. Purdy is succeeded in general trade by Fred Perkins.

Charlotte—A flour, feed and seed store has been opened by Geo. A. Fletcher.

Carson City—E. A. Baker is succeeded in the meat business by Walter Lawe.

Dowagiac—A new feed store has been opened by S. R. Broxham and L. E. Gump.

Manton—Walter C. Williams contemplates engaging in the confectionery business.

Paris—The general stock of W. M. Sanford & Sons has been purchased by Hurst & Ringler.

South Haven—O. G. Bacon, dealer in musical merchandise, has sold his stock to E. C. Derhammer.

Sears—James Brady, grocer and meat dealer, is succeeded in business by George W. Delamarter.

Bloomington—Woodhouse Bros., dealers in groceries and meats, are succeeded in trade by Conrad Beach.

Ithaca—Henry Crowell and Wm. Hendricks, of Ohio, will succeed George Winget in the meat business.

Lacey—Wesley Greyborn has purchased the general stock of Chas. Strickland and will take possession on April 1.

Centerville—Roy Lear has purchased the Wm. J. Moreland drug stock and will continue the business at the same location.

Tecumseh—C. E. Williamson will continue the furniture and undertaking business formerly conducted by Rauch & Williamson.

White Pigeon—Arthur L. Sly, formerly with R. W. Cochrane, druggist at Kalamazoo, has opened a drug store at this place.

Eastport—Wm. N. Sweet is succeeded in general trade by L. T. Ball. The former will engage in farming for the benefit of his health.

Hudson—C. W. Bruce, grocer, has purchased a building in which he has placed his fixtures, preparatory to moving his stock thereto.

Flint—Frank Reed, who has been with W. Geddes, tailor at Charlotte for the past ten years, will engage in business for himself here.

Graafschap—Mulder & Brenker are succeeded in the hardware business by John Mulder and Benj. Lugers, who have formed a copartnership.

Cadillac—Harry Kingsley, who formerly conducted a meat market at Morley, is considering re-engaging in the same business here about May 1.

Traverse City—H. E. Miller has purchased an interest in the drug stock of E. E. Miller. The new firm will be known as E. E. Miller & Son.

Shepherd—George H. Vredenburg has purchased the interest of his brother, F. H. Vredenburg, in the implement firm of Vredenburg Bros.

Springport—Wilson & Griffith are succeeded in the grain elevator business by F. E. Fowlin & Co., who are similarly engaged in trade at Albion and Marengo.

Hastings—George Smith, Jr., has purchased his father's interest in the meat business conducted under the style of Smith & Smith and will continue same.

Negaunee—Axel Rasmussen has sold his interest in the tailoring and clothing firm of the Axel Rasmussen Co. to Peter Rasmussen, who will continue the business.

Blissfield—Gustave E. Schultz, of Adrian, has purchased the water power grist mill, which will be operated under the management of his son, Gustave J. Schultz.

Hastings—C. H. Osborn will relinquish his retail hat, cap and shoe business and give his entire time to the C. H. Osborn Co., which manufactures women's clothing.

Prairieville—The general merchandise firm of Nelson & Rockwell has been dissolved. Geo. Nelson has sold his interest to Wm. Rockwell, who will continue the business.

Ann Arbor—Claire Brown, formerly manager of Henry & Co.'s furnishing department, has gone to Alpena, where he has taken a position in the Wright clothing store.

Lansing—George Spaulding will continue the feed business formerly conducted by P. E. Lacy. Mr. Lacy will still conduct his building material, gravel and sand business.

St. Johns—R. S. Clark has sold his interest in the shoe firm of Clark & Hulse Bros. to Charles Hulse and the business will now be conducted under the style of Hulse Bros.

Mancelona—O'Brien & Brower have purchased the hardware stock of Eastman & Co., which was closed out on a mortgage. Mr. Brower will personally conduct the business.

St. Joseph—The Portable Building Co. has been incorporated to construct buildings with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,000 being paid in in cash.

Dighton—A warehouse 24x50, one story high, has been erected by Charles Shore, who will conduct a feed, flour and grain business here under the management of his son, L. D. Shore.

Caledonia—The general stock of A. E. Van Amburg & Co. has been purchased by N. C. Thomas and Lloyd Vincent, who will continue the

business under the style of Thomas & Vincent.

Iron Mountain—The Abe Sackim Company has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$30,000, all of which is subscribed and paid in in property.

Pickford—F. J. Smith, formerly a member of the grocery and shoe firm of Hossack Bros. & Co., succeeds George Walz in the milling business and will also carry a line of garden and farm seeds.

Grand Haven—A. Juistema, who has conducted a shoe store for the past twenty years, has formed a copartnership with John Verhoeks to conduct a shoe business under the style of Juistema & Verhoeks.

Detroit—The Auto Commercial Co. has been incorporated to deal in automobiles and supplies and equipment therefor, with an authorized capital stock of \$8,000, all of which has been subscribed and paid in in cash.

Edmore—Giddings & Henderson is the name under which it is proposed to conduct the produce business here. Mr. Giddings was formerly manager of the Central Michigan Produce Co., of Alma, and Mr. Henderson has been a farmer.

Saginaw—Henry Feige, Jr., will have the management of the furniture business for so many years conducted by his father and himself under the style of Henry Feige & Son, the senior member of the firm retiring from business.

Addison—L. N. Fielding, formerly employed in the grocery store of Chas. E. Hookway, will succeed Thomas Day in the grocery and bakery business. C. D. Joy, formerly of Grass Lake, who is a baker, will assist Mr. Fielding in the store.

Saginaw—A corporation has been formed under the style of the James Stewart Company, which will conduct the grocery business, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,250 being paid in in cash and \$250 in property.

Saginaw—The Saginaw Beef Co. has been incorporated to conduct a general mercantile business and to deal in dairy products, with an authorized capital stock of \$150,000, all of which has been subscribed, \$25,350 being paid in in cash and \$124,650 in property.

Plainwell—J. N. Hill has sold his grocery stock to E. M. Huntley and Ray Honeysett. Mr. Huntley received his first business experience with Mr. Hill and has since been engaged in the grocery business in Grand Rapids and has also been employed by E. S. Botsford, of Dorr.

Benton Harbor—The Puterbaugh & Downing Co. has been reorganized, the business to be conducted in the future under the style of the Central Clothing Co. Charles Christ will continue in the role of Secretary and Treasurer and S. B. Van Horn will still manage the business.

Coldwater—The grocery and drug house of E. R. Clarke & Co. was founded sixty years ago by Edwin R. Clarke and has been run since that time continuously, his sons,

Morris and Ralph, having become members of the firm, and later they took their sons, Edwin R. and Hugh W., into the business, so that the business is now being partially looked after by the third generation.

Bangor—Leslie De Haven has been admitted to partnership in the general stock of Levi De Haven & Son. Mr. De Haven has three sons, all of whom are now established in business, and all have demonstrated marked ability in their chosen profession. The eldest of the sons, Clarence, is in the mercantile business at Lawrence, while Carmon and Leslie are the sons who are in partnership with their father in the business at this place.

### Manufacturing Matters.

Portland—A cigar factory has been opened here by George D. Bradley, of Flushing.

Kalamazoo—The Smith & Pomeroy Windmill Co. has decreased its capital stock from \$40,000 to \$5,000.

Detroit—The National Clothing System has been incorporated to make clothing, with an authorized capital stock of \$5,000, of which \$2,520 has been subscribed and paid in in cash.

Holland—A corporation has been formed under the style of the Holland Veneer Works, which has an authorized capital stock of \$100,000, all of which has been subscribed, \$10,000 being paid in in cash.

Saginaw—A corporation has been formed under the style of the Wolverine Roofing Company to make asphalt and composition roofing, with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and paid in in cash.

Calumet—The Northern Michigan Brick & Tile Co. has been incorporated to make clay products, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$50 being paid in in cash and \$16,000 in property.

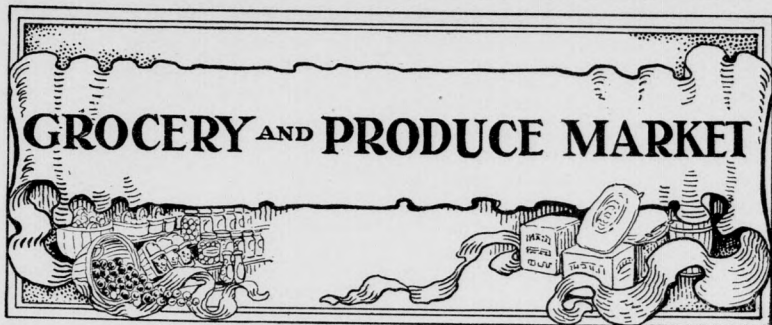
Mt. Clemens—The Mt. Clemens Drug Co. has been incorporated to manufacture medicinal preparations with an authorized capital stock of \$15,000, of which \$14,400 has been subscribed, \$20 being paid in in cash and \$14,380 in property.

Saginaw—The Marquette Motor Co. has been incorporated to manufacture gas and gasoline engines and automobiles and accessories. The company has an authorized capital stock of \$300,000, all of which has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the Peerless Pressed Brick Co., which will manufacture pressed brick and cement blocks. The company has an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash.

Cadillac—The Cadillac Machine Company, which manufactures mill and factory machinery and supplies made wholly or partially of metal, has merged its business into a stock company under the same style with an authorized capital stock of \$80,000, all of which has been subscribed and paid in in property.





### The Produce Market.

Apples—The market is without particular change. 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.

Asparagus—\$3.50 per box for California.

Bananas—\$1.25 for small bunches, \$1.75 for Jumbos and \$2 for Extra Jumbos.

Beets—\$1.50 per bbl.

Butter—There has been very active trading in butter during the last few days. No advance in price has occurred, but the receipts are cleaning up on arrival. The present condition is due to increased consumptive demand and shorter supply. Present conditions will likely last about six weeks longer, after which there will be an increased supply. The above applies to all grades. Fancy creamery is held at 29c for tubs and 30c for prints; dairy grades command 24@25c for No. 1 and 15@16c for packing stock.

Cabbage—\$3.50 per 100 lbs.

Carrots—\$1.50 per bbl.

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

Cocoanuts—\$5 per bag of 90.

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

Eggs—The market is very active. The receipts are about normal for the season, and there is a very large consumptive demand. The quality of the current receipts is very fancy and the market is healthy throughout and seems likely to stay so. The weather is still in control of prices. Local dealers pay 16c f. o. b. shipping point and sell case count at 17½c.

Grape Fruit—Florida stock commands \$3 for 36s and 46s and \$3.75 for the smaller sizes. California stock fetches \$3.25 for all sizes.

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 rather quiet, due to small demand. Local dealers ask \$2.50 for Messinas and \$2.75 for Californias.

Lettuce—Leaf, 13c per lb.; Florida head, \$3 per large hamper.

Onions—75c per bu. for red stock and 85c for yellow. Texas Bermudas are now in market, commanding \$2.25 per crate.

Oranges—A lower range is shown on this fruit, owing to heavier arrivals, the decline being about 25c per box. Some nice, sweet stock is coming and while the demand is quite heavy it is not of large enough proportion to fully take care of arrivals,

which find an outlet at \$2.50@2.75, according to quality.

Parsley—35c per doz. bunches.

Pieplant—10c per lb. for hot house.

Pineapples—\$3.75 per crate for Cuban stock.

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 and \$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.

### Coming From Both Ways.

Michigan appears to be especially favored this year in that she is to be invaded from both sides by representatives of wholesale houses. Cleveland wholesalers will land in Detroit May 23 and will make a six day tour of the State, taking in the principal cities and towns in Eastern and Southern Michigan.

The Merchants and Manufacturers' Association of Milwaukee has arranged to invade Michigan Monday, June 7, arriving at Ludington by boat at 1 o'clock in the morning. Special train service will be provided and the entire week will be spent in the northwestern portion of the State, the party departing from Ludington at 10 o'clock Saturday night after having put in six very strenuous days.

Some one suggested at the annual dinner of the Grand Rapids Wholesale Dealers' Association the other evening that the Milwaukee jobbers be invited to visit Grand Rapids during Merchants' Week so that they might observe the spectacle of two thousand merchants in one gathering, but this suggestion was not taken very seriously.

There is one great drawback to the trade excursion and that is that it seems to be impossible to arrange a schedule to meet the requirements of all members of the party. A man who has only one customer in a town chafes over an hour's stop, while a man who has twelve or fifteen customers in a town is unable to make much headway among them when he has only fifteen or thirty minutes to get around in.

### The Grocery Market.

Sugar—There has been no change in price since the 10 point advance last Wednesday, but the market is strong and further advances are looked for as the demand increases.

Tea—The announcement that the Payne bill placed a duty of 8c on tea had a tendency to strengthen quotations almost immediately. Of course the duty is not yet on, and may never go on at all, or if it does, not to the extent of 8c. Nevertheless the chance is that tea will be taxed to some extent, and the market will continue on the present firm basis until the matter is settled. There is very little stock in the country, and while holders are naturally benefited to the extent of what they have, the advantage gained will be nowhere near as great as it would have been in the case of coffee. The consumptive demand for tea is seasonable and moderate, but the jobbing demand shows a decided increase.

Coffee—While coffee is nominally still on the free list, there is a provision that where coffee comes here from any country which imposes an export tax on coffee, this country shall impose an import tariff to the same extent. Since one of the chief coffee-growing Brazilian states does impose an export tax on Santos coffee, it looks as if this country would, after all, have to tax coffee to the extent of 3@4c per pound on all Santos grades coming from that State. The present situation is firm. Mild grades, which are not affected, are steady and in moderate demand. Java and Mocha are steady and unchanged.

Dried Fruit—Apricots are scarce, firm and fairly active. Currants are moderately active and unchanged. Raisins are still in the dumps and will probably stay so for the remainder of the season. Citron, dates and figs are unchanged and quiet. Prunes are still soft. Old prunes continue to come out plentifully around a 2c basis. New prunes have been sold, meaning small sizes, at considerably below a 3c basis. The demand is light. Peaches are in fair demand at unchanged prices.

Syrups and Molasses—Sugar syrup was never scarcer than now, and there is practically no fancy syrup available. The refiners seem to be extracting more sugar from their raw material than they have previously done, and the logical result is poorer syrup. There is a good demand, however, for everything turned out. Molasses is steady and unchanged.

Cheese—The market is in a healthy condition throughout, and there will likely be a continued good demand at unchanged prices until new cheese arrives, which will be in about six weeks or two months.

Provisions—There is an active consumptive demand for all smoked meats, and also for pure and compound lard. The demand for dried beef, canned meats and barrel pork is only fair, but owing to the light supply the market is firm and unchanged.

Fish—Cod, hake and haddock are in fair demand, but the market is soft.

The chief New England handlers have sent notice to the trade this week that they would be willing to guarantee their fish for forty-five days if they could be permitted to use a preservative as under the Federal law. Salmon is unchanged and quiet. Sardines are unchanged in price and dull. The packers filled up everybody at the cut price, and consequently nobody is in the market. Imported sardines are unchanged and quiet. Mackerel is very soft and dull, against every reason for a contrary condition. There is little or no Irish mackerel, and Norways are ruling probably \$3 below a normal price for present conditions.

### The Grain Market.

Wheat to-day is selling at about 20 cents per bushel higher than one year ago. General receipts throughout the country are normal, the visible supply showing an increase in wheat for the week of 85,000 bushels, making the present visible 37,080,000 bushels, as compared with 30,587,000 bushels for same period one year ago. The supply of flour and mill feeds seems to be fully equal to the demand at present, with a slight tendency toward easier markets; and with no serious damage reports to the growing winter wheat crop we can see nothing in the situation at present to warrant buying for investment.

The corn market is quiet with May corn selling at 66½ as compared with a price of 67½ cents one year ago. The corn visible decreased 265,000 bushels for the week, making the present visible about 350,000 bushels larger than for same time last year. One advantage in favor of present values this year as compared with one year ago is the fact that the quality of the present crop of corn is comparatively sound and No. 1 as compared with a poor soft crop one year ago.

The market on oats is very quiet with prices selling at about the same figure as one year ago and practically the same amount in the visible supply. The demand for oats is only normal, as feeders are running largely to corn and prepared feeds of various nature.

There is an increased demand for feed stuffs from the country, as its stocks are evidently getting low.

L. Fred Peabody.

### Information Needed.

The village drunkard of a little Connecticut hamlet staggered up to a man one evening and mumbled, "Shay, mister, do you know where Tom Brien lives?"

"Why, you are Tom Brien yourself."

"D— it! I know that, but where does he live?"

The Famous Manufacturing Co. has been incorporated to make wire and plumbing articles. The company has an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$4,000 paid in cash.

Henry Kemmler is succeeded in the shoe business at 715 Madison avenue by the Dillard Shoe Co.



## SNAP JUDGMENT.

## Too Many Men Ordinarily Jump at Conclusions.

One of the hardest things to find in the average man in business is the ability to reason closely, distinguishing between cause and effect. This average man is full of conventional information and deduction which for the most part results in saddling him with hidebound misinformation.

A friend of mine, interested in road building under state aid, was discussing the building of good roads on a basis of taxation of all realty in every part of the country. He found a challenger of the proposition in an instant.

"I know a poor widow in my town who has a house and lot worth probably \$300," said this dissenter. "She takes in washing, does scrubbing—anything—for a living. Do you mean to say that you would tax her?"

"Most assuredly," said my friend, at which he was jumped upon as a sort of inhuman monster not to be understood.

But the advocate of state taxation had the facts behind him and they are unusually stubborn. He had the total of assessed realty values of the state; he had started out with the proposed expenditures of a certain number of millions of dollars; he had figured the tax rate necessary to raise these required millions; and the tax upon the widow's little house would have been just 15 cents a year!

As against this 15 cents a year tax he pictured the widow going some evening to the village grocery for a pound of butter and a dozen eggs. The butter and the eggs are wrapped for her and when she begins to open her purse to pay for them she asks the price. Her eyebrows are lifted when she discovers that butter has gone up 5 cents a pound and eggs are up 5 cents a dozen.

"You see," explains the grocer, "the roads have been so bad that the farmers can not get into town"—and 10 cents of the 15 cents yearly tax for the proposed good roads have been wasted on one pound of butter and one dozen eggs! And more than this, the next week when the spring roads are in condition for traffic and the butter and the eggs are at normal price again, each article is stale by reason of the blockade. Could the widow afford the tax?

Buckwheat cakes and maple syrup is one of the most distinctive of our national dishes. Buckwheat, literally, is not wheat at all; it does not belong to the wheat family. For a generation or more maple syrup has not been tree syrup at all, but a blended syrup which to the ordinary palate is more pleasing than the real article. Thus, in the city restaurant, especially, this national dish prior to the pure food law was popular on an altogether different basis from that of the old New England days.

The old buckwheat cake, made of the dark, natural flour of the grain, was the color of a badly faded umbrella of greenish black, while the pure tree syrup was reddish dark brown, strong enough in flavor to suggest the old "nigger head" New

Orleans molasses. Since the passage of the pure food laws the small grocer has found himself between two fires of unreasoning doubt and criticism. In the first place, the black buckwheat flour which had been adulterated with wheat flour to make it both cheaper and more pleasing, can not be branded "pure buckwheat flour;" if sold in that form it is a blended product and must be so marked. The same is true of the maple syrup which so long had satisfied the public in flavor and in price.

But now, under the pure food regulations, the grocer finds that the public, which had been buying the blended syrup as pure tree syrup for years, is balking at the cans which now are labeled "blended." It is useless to argue that the only change in the product is in the label. In the same way the same public is balking at the "blended" buckwheat flour. The purchaser declares that he wants only the pure food products.

And with what result? He pays more money for his buckwheat flour and he pays a good deal more money for his pure maple syrup. And at breakfast next morning he squints guardedly and doubtfully at the dark, swarthy cake as he butters its unfamiliar surface and he heightens the expression as he pours the thick, dark syrup over it. And at the first mouthful of the combination it isn't at all unlikely that he decides ever thereafter to cut the dish from his breakfast menu. Unwitting in a period of years he has cultivated a taste for unreal cakes and unreal syrup and foolishly he is persisting in paying a larger price for an article that he can not eat.

This is no defense of food adulteration. Rather it is to be considered a rap at a people which unthinkingly has allowed its most distinctive national dish to become so adulterated that it does not know it when the dish comes to its palate!

Absolute knowledge on any subject whatever may be considered impossible. Before one begins to reason he must have a premise. If the premise be wrong, every conclusion based upon it must be wrong. At the same time there are ways and means to logical conclusions that are safe enough for mortal risk. How far do you pursue this necessary knowledge in things that affect your best interests? What do you know about conditions that have affected others whose acts you may be prone to criticize offhand?

An old friend of mine just now is in the position of writhing a little at the judgment of friends and acquaintances whom he has not cared to take into his confidence as he has taken me.

A number of years ago he was a partner in a business which was to be built up in a new and specialized field. It was a partnership of convenience, merely, as to inaugurate the work he had to find some one with money to help him. The choice of the man was unfortunate. The business progressed fairly, but the partner was impossible. Estrangements

began and the two finally were so far out of sympathy that dissolution of the relation was necessary.

My friend took the initiative. He figured that in the experimental stage \$10,000 might buy his partner's interest. He started out to raise the money. The times were close and the money was hard to raise, but he got it—\$10,000 in a certified check from a city bank. With the check he went to his partner, stating his position, and giving the partner the alternative of buying or selling for \$10,000 cash.

Well, unexpectedly, the partner raised \$10,000 and bought! My friend was disappointed, grievously; he had not wanted to sell, but had felt it to be urgent and unavoidable. Yet in these years the business has grown immensely under direction of the former partner and in these years my friend has listened to an endless string of ignorant comment to the effect that he "was so foolish in selling out as he did."

To-day this friend of mine is in another business of his own, also in a new and unexplored field. Establishing the business, he was prepared to wait a while on the development of the field, banking not a little on the fact that his house was the pioneer in it.

But the wait has been unexpectedly long. Using his best judgment in anticipation of the opening, he finds himself pressed for money to do justice to his business. He has no doubt of the future of this particular field; neither have his friends and acquaintances, which worries my friend to the limit of his patience. They are bombarding him with advice.

"For goodness' sake, Smith, don't sell out as you did before. Just have a little patience and hang on; you'll get there."

Smith knows better than all of them put together that he will get there, provided he can hang on. Hanging on, however, is the one hardest thing which is confronting Smith! He is in the position of a man in a fire who is hanging on to a window ledge six floors above the pavement. People in the street may shout to hang on—that the hook and ladder company is coming. But there is a limit to hanging on.

The captain of the wrecked steamer Republic some time ago stayed with his ship while it was sinking—stayed until he almost lost his life in the swirling waters as it went down. But staying did not save the ship or any remnant of it. Smith—if he can not save anything by holding on—wants to let go in time to save something. He could sell out to-morrow to a man who could command \$50,000 of ready money and yet have the cleanest kind of conscience; with less than \$20,000 at his command, however, he is not sure but that the wisest thing is not to sell out at once.

But if he does, what a storm of protest will come to him from these friends who are so quick with their snap judgments! John A. Howland.

## Birds' Nests Show Evolution.

The evolution of birds' nests begins with those birds that do not build any nests, but simply deposit their eggs in the bare ground. Then come those which make rudimentary preparations for the reception of their eggs, and finally those which construct nests so remarkable as to rival the products of the weaver's art. In these the work of construction requires superlative activity and perseverance. The beak and claws are used as veritable tools. The nests are designed not only to provide shelter for the young, as birds sometimes build them for mere recreation and also as habitations during the winter season.

In Australia the *Chlamydera maculata* have pleasure nests. They frequent the brush which surrounds the plains and construct their nests with amazing skill, supporting the framework by a foundation of stones, and transporting from the banks of streams and water courses at a considerable distance the numerous ornamental objects which they dispose at the entrance of the nests. There is no doubt in the mind of Prof. Aristides Mestre that birds modify and improve their nests both as to form and material when circumstances have arisen which require such a change.

Many years ago Poudrat gathered swallows' nests from the window sills and had placed them in the collection of the Natural History museum at Rouen. Forty years later he sought for similar nests and was astonished to find that the newly collected nests showed a real change in their form and arrangement. These nests were from a new quarter of the city and showed a mixture of the old and new types. Of the forms described by naturalists of earlier periods he found no trace. For Poudrat the new type of construction marked a distinct advance. The new nests were better adapted to the needs of the young brood and protected them better from their enemies and from cold or inclement weather.

In Cuba there are nests made altogether of palm fibers, marvelously intertwined, and attached close to the tufts of the palms or under the clusters of bananas or mangoes. This nest is built both by the male and female bird. They perforate the small leaves of the palm and pass threads through the holes so as to form a species of rope, by which the nest is suspended. It has been said that an old bird and a young one build the nest together. This shows the existence of a kind of apprenticeship, which constitutes an additional argument against the theory that blind instinct animates the birds in building their nests.

## Each Kiss a Dose.

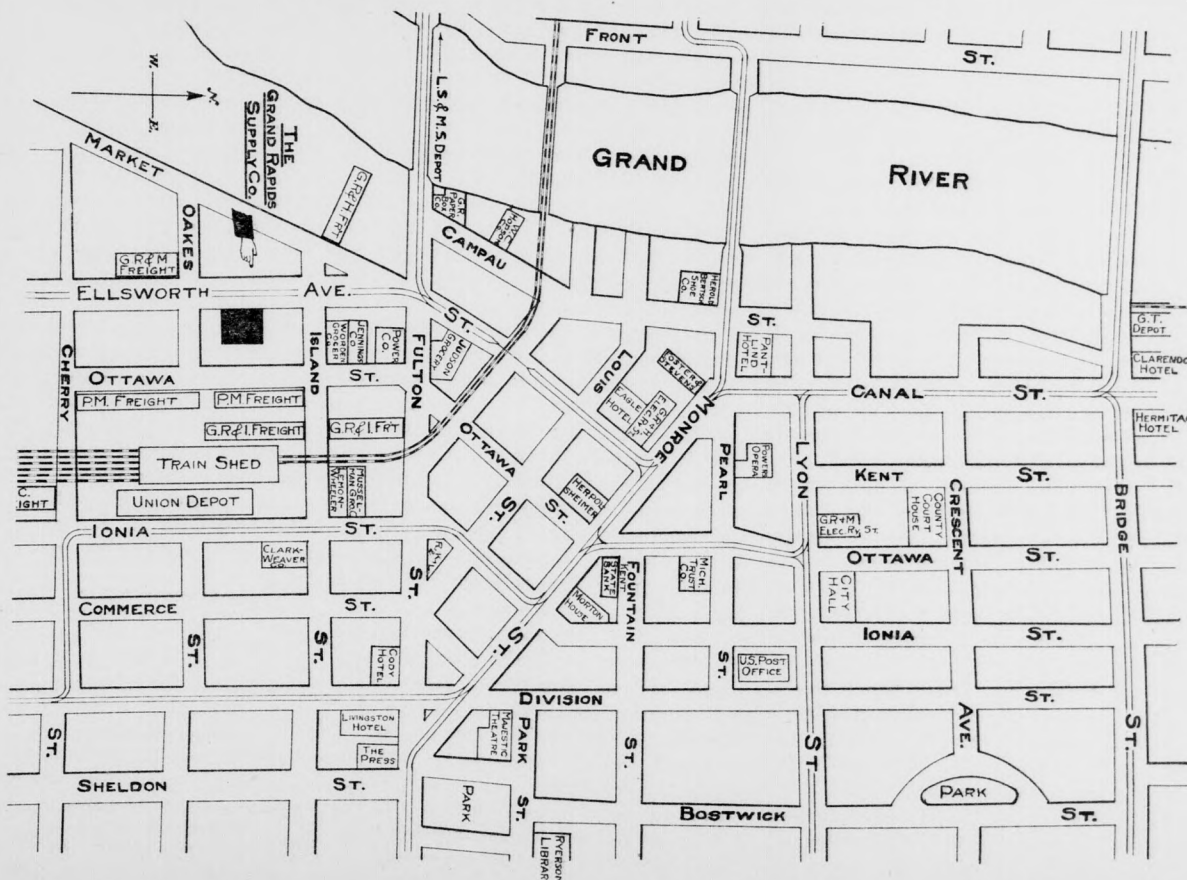
"Millicent is truly a considerate girl," says the damsel with the extended Psyche knot.

"What makes you think so?" asks the one with the shiny nose.

"Her fiance is troubled with dyspepsia so she has had the druggist mix pepsin with her face powder,"



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E. A. STOWE, Editor.

Wednesday, March 24, 1909

### A WILL O' THE WISP.

There is a wheedling, wooing will-o'-the-wisp in business life which courts every boy, every young man and every middle aged man unceasingly.

And brave, level headed and self-reliant are the men who succeed in dodging the decoys set before them in this mad chase after success.

This deceiving sprite has at its command all of the baser human characteristics—avarice, selfishness, deceit, impatience, recklessness, envy, jealousy and all the rest.

Intangible, impalpable and invisible, it is a nameless elf which flits unceasingly through the mentality of every man who has ambition and which, unless it finds itself immediately confronted by the highest type of moral courage, is certain to increase the potency of its influence over its victim.

Unless it is successfully battled against, this influence kills honorable ambition, annihilates commendable pride and paralyzes intelligent effort. It is the enemy of righteous judgment and where its sway prevails steadfastness of purpose is impossible.

It is best known as the desire to get something for nothing; the sentiment which convinces a man that the world owes him a living; the delusion that the possession of vast material wealth is the chief purpose in life. It is a factor having a multitude of variations, an ever present replica of the god Proteus.

And the boy who surrenders to this Master of Misery becomes the man who never "arrives" in any sense, mental, moral or material.

The boy who concludes that he can conquer a trade, acquire a profession or secure a masterful position in any department of human intercourse without paying for such a fortune in work, study, self denial and long, honorable and persistent practice in these directions develops into the man whose life is one of regrets and hopelessness; or the man who is so calloused to all higher grades of human characteristics that he becomes an abandoned, unscrupulous and prac-

tically worthless fragment of the world's record.

Adaptability, genius and propensity, splendid features in themselves, are almost powerless when depended upon alone. They deserve and must receive the aid of industry, application and determined purpose else intelligent effort is out of the question. And neither industry, application nor purpose can be applied intelligently, except every detail be marked by rectitude and righteousness.

So it is that that avarice, selfishness, deceit, impatience, recklessness, envy and jealousy and all the other essentials of the will-o'-the-wisp which haunts humanity—and by absolutely no other process—may be overcome.

### FOURTH MERCHANTS' WEEK.

Arrangements have already been perfected for the fourth annual Merchants' Week event, original with the Wholesale Dealers' Association of the Grand Rapids Board of Trade, and it goes without saying that this will be the capstone test as to the hospitality of Grand Rapids jobbers.

Three years of sincere and wise effort on the part of the wholesale merchants in our city have been required to make the demonstrations necessary to prove the value of the proposition. Beginning in 1906 with an attendance of less than 600 out-of-town merchants—and a very large majority of these coming from within a radius of fifty miles—the Merchants' Week record last year was nearly 2,000 visitors.

Fully half of this number were from villages and cities located from 100 to 150 miles away. Our friends all over Michigan now know, beyond question, that they are really welcome, really guests; that our main purpose is to get them to Grand Rapids as guests, to make them personally acquainted with our business men and institutions and to give them a good time.

Moreover, they are now fully aware of the fact that we now know how to "make good" in this respect.

And what lesson has been taught to Grand Rapids jobbers?

We know that our plan has been copied all over the United States, and as "Imitation is the sincerest form of flattery" we know that the Merchants' Week plan, as we have carried it out, is a mighty good thing, not only for the jobbing interests but for the city at large and for the visiting merchants. It has broadened the views of all parties concerned.

For these reasons the members of the Wholesale Dealers' Association this year are carrying a much greater responsibility than has been assumed by any of its predecessors. The number of visitors will be greater than ever before; the difficulty of providing entertainment will be greater than ever before; the details which are up to the several sub-committees are more exacting than heretofore; the total expense will be in excess of the highest previous outlay.

Therefore we must have greater local enthusiasm and greater loyalty and perfect harmony.

That we will have such enlarged

co-operation is already assured. Indeed, it is quite evident that our citizens in general are becoming infected with the fervor of genuine hospitality which has been so generously developed by our jobbers the past three years, so that the Merchants' Week of 1909 will far surpass any of the previous functions.

### UNFAIR IMPATIENCE.

"Unfortunately," said a prominent and public spirited business man, "Grand Rapids has gained a reputation for conceiving big ideas, of developing tremendous enthusiasm for a short while and then letting each one fizzle out."

Questioned as to specifications, the gentleman continued: "Well, what has become of our Boulevard Association? I went into that thinking it was a good thing, but where is it now?"

Beyond doubt, the gentleman in question has no superior in the city as to loyalty and generosity in behalf of the city. His sole weakness in his conclusions as to various matters of public interest is the fact that, like hundreds of other high grade business men, he has not kept himself informed as to proceedings. He has not read the local papers carefully—probably has been too busy to do so—and has not enquired of those having such matters in hand.

For example, it has been possible for him on almost any day during the past three or four years to walk not to exceed 150 feet from his place of business and get the most exact and intimate information as to the status of boulevard affairs from a close friend and business man.

And so it goes. The boulevard project is one which, with individual eccentricities, physical difficulties, legal entanglements and innumerable other obstacles constantly arising, requires not only time but patience, diplomacy and persistence to overcome. The basic fact has been accomplished. That is to say, the right of way has been secured and at a nominal cost. Time alone will develop the full realization.

The same is true of the Comprehensive Civic Plan. Time, and a lot of it, will be needed to bring the people of Grand Rapids to a full and permanent appreciation of the value of the recommendations already made. Achievements of such a character are not won in a year or in two or three years.

Then there is the Town Hall project. It has been under consideration for two years and is not yet realized; but it is certain to come as soon as the people understand the proposition. So also is it true as to the Grand-Saginaw Valleys Deep Waterway project.

While all citizens read the newspapers, few read carefully and thoroughly, and for this reason much of the education required for the development of fair public opinion upon public welfare enterprises must be given very largely by word of mouth, by continuous effort on the part of a few and by the persistent pleadings, illustrations and arguments of men who are enthusiasts.

### THE WHITLA CASE.

Not since the Charley Ross case of over forty years ago have the people of the United States been so stirred up in a sentimental way as by the week of excitement which culminated on Tuesday in the return of Willie Whitla to his parents and the supposed capture, at Cleveland, of his abductors.

A curious situation has been developed. Mr. Whitla, the distracted father, kept strict faith with those who robbed him of his little one and the offenders accepted and used a portion of the prize money. This constitutes, in law, a criminal act on the part of Mr. Whitla, while it intensifies and doubles the crime of the child stealers.

That the case against Mr. Whitla can be made out, if the real abductors have been captured, seems assured, because, beyond question, Willie Whitla, the boy, will be able undoubtedly to identify the prisoners, while the \$9,800 of prize money found on the woman who is under arrest may be readily identified by Mr. Whitla or his bankers.

It must be a trial by jury if Mr. Whitla is complained against and tried, and where, in this country, can there be found a jury who would convict the father?

On the other hand, if the case is permitted to pass unnoticed, will not the omission develop scores of abductions of the children of parents able and morally certain under similar circumstances to pay large ransom moneys?

### WELFARE ASSOCIATION.

Two or three years ago began the movement toward organizing neighborhood associations for promoting business interests in various sections of the city. The Madison Square Board of Trade, the Creston Board of Trade, the West Side Improvement Association, the Wealthy Heights Board of Trade, the Canal Street Improvement Association and the South Division Street Improvement Association came into being.

The cynics smiled, patronizingly, and predicted that these associations would not amount to anything, and the men who meant business let them smile.

Most of the associations named are not only alive, but they are in hearty accord with the purposes of the parent organization, the Grand Rapids Board of Trade, and each one, in its own district, is of pronounced value. Now comes the West Leonard Street Business Men's Association, a strong, enthusiastic organization which enters the field with an abundance of resources and opportunity for good results.

When a man takes his wife to the theater he thinks it's up to him to go out between the acts and telephone home to see if the house is still there.

It takes a whole legislature to change a man's name, but one minister can change a woman's.

A wise man never calls another a fool—no matter what he may think.



**STUMPS FOR HERCULES.**

Humanity with outstretched hands is calling for Hercules. It finds itself face to face with "labors"—three of them—which make the twelve, that made him famous, trivial. They, the twelve, deal largely with economics; the three are matters of life and death. The old labors and the new, however, have this in common: They seem beyond human accomplishment, and it does seem, sometimes, as if a power beyond the human is necessary to put an end to the "slaughter of the innocents," that has been going on unchecked for lo these many years.

The task which seems most likely to be first accomplished by the modern Hercules is the stopping of the railroad killing; and it is a pleasure to note that the railroads themselves are, a goodly number of them, doing their best to reduce the appalling deathrate. Less and less is the charge brought against the management that dividends, when balanced by human life, are not receiving the consideration that they once did. More and more are the railroads answering Cain's question—"Am I my brother's keeper?"—with a convincing "Yes." Not that the value of the dollar has lessened, but human life is regaining its oldtime supremacy and the "only," preceding the number of accident-victims, however small, is no longer looked upon as an insignificant trifle. So travel, be it much or little, is not now a question of life and death; the railroad ticket has ceased to be a pass to glory with or without a w! And the no longer death-haunted traveling public are already extending thanks to Hercules for the accomplishment of a task long classed as an impossibility.

Without straining the metaphor it does seem as if the slaying of the Hydra had a counterpart in humanity's terrific grapple with the white plague. For years it has held the world as its own and without let or hindrance has made the most of its fateful tenure. Climate has been made its helper and the very winds—New England's fearful northeast—obey its will. Impartial, it seizes all alike and hardly a spot on the earth's surface is immune from its deadly clutch. At last the world has become weary of its endless and widespread ravage, and is determined to have no more of it. It is a task for a modern Hercules and Hercules has already seized the monster by the throat. For years he has been trying to conquer by cutting off here and there a head—now after years of slowly dying, now when the man is in the strength of years and now, what is the most dreadful of all, the man and the maiden "in life's green spring." This last was Pharaoh's culminating affliction, and, bending to his task with a determination unknown before, the physician has changed his method, as Hercules did, and the Hydra has already stopped shooting forth its venomous heads to take the place of those just severed. The monster is not yet dead, it can hardly be said to be dying; but ways and means have been found to check its murderous work and there are

hopeful indications that another success will be written down on the list of the once impossibles.

The task of tasks, the labor of labors, which the determination of modern life has imposed upon Hercules is centered in the saloon. The centuries—the line is a long one—are marked by the ruin which alcohol has thickly scattered on both sides of the highway. From the earliest times the death of this monster has been considered as something unlooked for and un hoped for and its existence a necessary evil. Impartial as tuberculosis, it begins earlier, and with a grip as relentless as the death both are devotedly serving, it relaxes only when the graveyard has received its promised contribution.

Long and fiercely have the defenders of the still labored to uphold its fancied virtues until the victims themselves believed that death, its inevitable result, was due to the abuse of mankind's greatest blessing. In winter there was nothing so good for keeping out the cold. In summer's burning heat there was nothing like alcohol to counteract the effect of the blazing sun. In sickness there was no better antidote; in health, it could always be depended on to ward off disease. It was, indeed, the panacea for every ill; so that when Hercules assailed this head of the Hydra he found he had met his match, unless he changed his treatment. We know now what that treatment is. Kindling the fire of public opinion he has seared with that blazing firebrand the neck of the dis severed viper. One by one he has shown the sophistry of the reasoning that has been tolerated too long—every instance, for a long time given and received for the constant use of the poison, having been found out to be a deadly blunder.

The result is as startling as it is widespread and unexpected. A prohibition map of the United States shows what Hercules and his searing firebrand have accomplished. Seven Southern states have already taken down the red curtains and opened the front door. Three states of the Middle West are unmarked by the saloon and the states that remain are showing such inroads into the territory once given up to the drinking evil as to occasion the greatest alarm to the management of an industry that assigns as a reason for its existence that it supports by the taxes it pays the communities, the individuals of which it is doing its best to kill.

It is easy to believe from what has been done already that the modern hero of mythology is again to score a victory. He will if he can stop the springing up of the saloon in the place where it has lived and thrived and had its being, and his success, if he scores one, will be the crowning glory of a distinguished career which, including this instance, will cover the field of fact as well as fiction.

Some of us may find that the kind of Heaven we will have is being determined by the kind of houses we are willing folks should inhabit here.

**PURE AIR.**

Premature breaking down is an all-too-common occurrence in commercial pursuits, and, while to the nature of the occupation is largely attributed this trouble, the idea that it may be avoided without special interference with business does not seem, in the majority of cases, to occur. "Sticking too close to the store" is the alleged trouble, when in reality the "sticking of doors and windows" is more directly responsible.

Fresh air is an antidote to a multitude of diseases. If you can not, during business hours, get out into the fresh air at least do not prevent the fresh air from coming in to you. This is one of the really great dispensations of Providence, the facility with which fresh air seeks entrance; and the queerest thing is that we take precautions in every conceivable form to thwart its best intentions. If there is a crack in the wall we can not rest until it is mudded up; and even the opening and shutting of doors in cold weather is looked upon as a necessary evil which should be frowned down to the minimum limit.

If merchants would look more to the ventilation of their store rooms there would be fewer colds and attendant evils. Have the windows open a trifle at the top. Watch the chance, two or three times a day when few customers are in, and renovate with fresh air. As fresh air is more easily heated than is impure it is comparatively little trouble to get the room warm again, and the ease with which you can work will several times repay the trouble.

Enforce the rule of "No Smoking." It is not only distasteful to many customers and damaging to your goods—especially food stuffs—but it is highly injurious to you, who must breathe it over and over again during the remainder of the day. The mingling of many breaths, with the attendant exhalations of carbonic acid gas, is unavoidable, though deleterious; but this superfluous evil—cut it out.

Having used all reasonable methods to secure purity of air in the store room during business hours resolve to make the most of the time when off duty. The noon hour may be made a period of great recuperation by practicing deep breathing when going to and from luncheon. If you have access to your own rooms take time for a systematic drill in breathing exercises, raising the arms and gradually bringing the body on tiptoes during the inhalation, relaxing in the same manner during each exhalation. This, systematically followed, will greatly increase the lung power and give more rest than an after-dinner nap. The movements should be taken on the porch or in a room with the windows wide open.

Take a brisk walk regularly every day, rain or shine. It will aid materially in banishing the ill effects of "confinement in the store." Carriage and auto driving bring more change in scene and with these come many benefits. Bicycling in moderation is excellent if one rules to walk up the most difficult grades, but in walking

there is one of the very best forms of exercise, available at all times to the average person, a luxury to be had without money and without price.

Don't be afraid of night air. Breathe it freely even if it is sharpened with a zero tinge. It is the best antidote for quick consumption, tuberculosis, grip and many other maladies; the best nerve tonic; the best blood medicine; the best preservative of a clear mind in a sound body.

**DRUMMING AT HOME.**

This is in one sense much more difficult than the duties of the commercial traveler; and yet it may be done successfully, the dealer having this advantage, that he is talking to personal acquaintances whose tastes, means, needs and personal traits are, to a great extent, understood. He knows how far to go and when to stop without seeming to be a bore. For few patrons care to undergo any seemingly persistent bid for a purchase of something for which they have not expressed a wish.

"The next time you want any extra nice pancakes, let us sell you a small sack of our whole wheat flour," was the salutation of one skilful salesman in a country town recently to a farmer who purchased all of his milling goods. It chanced that this very man, having read much of the superiority of whole wheat products, had a few years before made several vain attempts to purchase them in the place, and had even been told that it was "only another name for graham" or that one or two other brands which the dealer (not this dealer) happened to have were the same thing. While convinced of the fallacy of the information, he gave up the quest and concluded that whole wheat products in that country were wholly unknown products. It is needless to say that the good natured drumming was effectual.

Half of your customers do not know what is on your shelves. It is your business to try to keep them posted through your window trims and your advertisements in the local papers; but these do not always suffice. Do not lose an opportunity to call attention to any new article or choice form of an old. Though let the information be given as was that of the whole wheat, in the "When you want it" form. Let its purchase be perfectly optional with the other party.

The Pittsburg police have been ordered to arrest and bring in any man found in that city carrying one of the new Maxim silent guns. The matter was brought to the notice of the police department by a citizen who pointed out the almost unlimited opportunities for crime presented by the use of the "silencer." The penalty imposed by the Pennsylvania law for carrying weapons without a permit is thirty days to one year's imprisonment and a fine in the discretion of the court. The chief says that any man carrying a "silencer" will get all the law allows.

It is easy to tell what to do with our bad friends; the bother comes in with the good ones who are no good.



## CLOTHING

### How Will the Merchant Buy for Fall?

Early in the closing week of February an eastern man making the Pacific coast left for his destination with his fall samples. That is about the earliest departure recorded. It is a full month ahead of former early seasons. While he was en route there were houses that simultaneously sent their fall sample assortments to resident coast representatives. Another significant sign of an early opening of the fall season for manufacturers is their urgent demands upon mills for immediate delivery of sample pieces in order that they may get their men out around the 20th of this month. But only the advance guard will be likely to get off thus early. There will be men still starting out around Easter, for there are certain factors in the trade who steadfastly adhere to the idea that the wholesalers' chances of booking orders are better after the retailers have done some business. To some it seems rather out of keeping with the regular order of things for salesmen to go out after fall orders when their houses have not delivered their spring goods. It is said that the house that had, up to the first of this month, delivered 75 per cent. of its orders, might be considered in a very fortunate position.

The quite generally reported clean condition of retail stocks of heavy-weight clothing might influence the giving of early business. It is argued that with the coming of the depression dealers were caught with large stocks, which they have since reduced, and during the interim have bought according to requirements. Hence their condition is viewed as one that presupposes need of merchandise.

But in thus viewing the dealer's healthy position on stocks is it to be accepted as an augury of his placing sizable orders for fall? His disposition should be considered, also the fact that it has taken him a long time to get those stocks down. Having been assisted to this condition largely through accurately gauging his requirements meanwhile, will he continue to buy as at present, or far in anticipation of his needs, as before? A year and a half ago he was caught long on merchandise and short of cash. He has learned a bitter lesson that is not soon to be forgotten, in his efforts to reverse that condition. And now the merchant, like the manufacturer, is accumulating cash, hastening his collections to the bank, and refraining, as far as possible, from drawing against his funds, through buying goods according to needs.

Against this piecemeal buying there is the contention of the seller, that if the buyer does not anticipate and place his orders early he will not get his deliveries promptly. The raw material man has so warned the spin-

ner, the spinner has handed it to the weaver, and the weaver has turned it over to the manufacturer of clothing, and now the dealer who finds his manufacturer behind with his delivery very naturally concludes that nobody wants to buy ahead. And it is true that there has been more raw material, more yarns, more cloth and more clothing purchased from hand to mouth of late than is usually the case. Buyers have been meeting their requirements, apparently assuming that the old methods of buying far in advance of needs partake too much of a gamble and a guess on the future.

Dealers have knowingly been such light buyers for this spring that salesmen going out with fall samples will also take spring swatches with them, for almost every one of them knows of some customers on his visiting list who can handle more goods. That want of more clothing, it is confidently expected and predicted, will develop into something approaching a famine on certain goods, in the event of the retailers getting an early spring.

With early spring it is very likely that men will try to shake off the old shell of despondency and with it shed their old clothes, for it is highly improbable that with fine weather men will wear their old clothes three seasons. Because "hope springs eternal in the human breast," and because of the universal feeling which underlies all things in nature an early spring is going to help economic conditions.

When it is considered that the products of the soil and of the mines of our country have never been so great, and that notwithstanding that possibly the tillers of the soil and the workers in the mines and the owners thereof may temporarily feel sentimentally a little less inclined to buy because, looking eastward, they see the factories and mills running on sixty per cent. time and turning out a sixty per cent. production, the fact can not be wiped out that a great flood of money is bound to overflow from the fields and the mines into the factories and mills, and that no human power can stop it. It is a good deal like a death in one family: While the relatives and friends may sympathize and temporarily possibly go into mourning, the fact remains that if the friends and neighbors have got the price they are going to make merry and are going to buy clothes. Therefore, even if the factory man has had sickness and death in his family the farmer and the miner having the price are going to buy clothes. For it is not the disposition of the American people to mourn or despair permanently.

The long-hoped-for change for the better should therefore come with the beginning of a warm spring and with the desire of men to go out in the warm sunshine bedecked in keeping with the vernal season. Then, too, with our political and inaugural troubles over, and with Easter approaching to open the season on April 11, it does certainly seem as if there has to be good business.—Apparel Gazette.



### We are now showing a large variety of TRIMMED HATS

for Ladies, Misses and Children at prices from \$18 to \$36 per dozen  
If interested write us

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

20-22-24 and 26 N. Division St.

Grand Rapids, Michigan

## New Leather Goods



5377 Oxford Bag, imitation alligator, two side compartments, center frame pocket, lined, gold frame with ball clasps and two side strap handles. Size 9 1/4 x 6 inches 6-12 dozen in box, per dozen \$4.50.

4845 Carriage bag, seal grain leather, gusseted ends, welted, calf finished leather lining, leather covered rivet frame with patent gold lock and heavy strap handle, fitted with purse. Size 10 3/4 x 7

inches, 1-12 dozen in box, price per dozen, \$18.00.

The above are two good numbers out of some eighteen different styles we are showing at \$3.50, \$4.50, \$8.50, \$9.00, \$10.50, \$13.50, \$18.00, \$27.00 and \$30.00 per dozen.

We also have some good values in purses and ladies' books at 45c, 85c, \$1.25, \$2.00, \$2.25, \$4.00 and \$4.50 per dozen. Salesmen are now showing the samples.



**Grand Rapids Dry Goods Co.**

Wholesale Dry Goods  
Grand Rapids, Mich.



**GRADUAL GROWTH.****Local Industries Developed From Small Beginnings.**

Hugh Chalmers was one of the star speakers at the recent banquet of the Advertisers' Club. He made a good speech, containing many good points for merchants and manufacturers to consider. He made one statement, however, which it would be well for young men to forget. He said that success was 10 per cent. in the manufacture and 90 per cent. in salesmanship. This rule may apply when only one order is looked for. The manufacturer who hopes for repeat orders will have to do better, far better, than the Chalmers' percentage in the making of their goods. Transient success may be won on the basis of 10 per cent. in the manufacturing, but the man who wants to last must put 90 per cent. quality into his goods, and if he does this 10 per cent. salesmanship will carry him through.

Isaac Wagemaker, whose factory is on the river front below the gas works, is a fine example of the young man who has won success. He began life as a boy factory hand. He worked at the Wm. A. Berkey, the Widdicomb and other factories. When he had learned to operate the different machines he spent a year learning the carver's trade. Then he took a night school course of instructions at designing. He became an all-around good man in any department of the factory. About this time Fred Macey was looking for a man to take the management of the little factory he had started on Erie street to manufacture cabinets and filing cases. Wagemaker got the job and held it three or four years. Macey built his big factory in the South End and Wagemaker, with \$73 capital, proposed to buy the old shop, paying for it as he could. The deal was made and he became a manufacturer of desks, filing cabinets and office furniture on his own account. He executed orders for Macey and 5 per cent. was taken from each bill to apply on the purchase price of his plant. He soon had the plant paid for and he prospered to such a degree that six or eight years ago he purchased a site down the river and built a factory of his own. Early in his career as his own boss Wagemaker discovered that he knew nothing about the business end. He worked hard in the factory during the day and went to business college at night to learn book-keeping and office work. He soon mastered this branch. His next discovery was that he knew nothing about salesmanship and he started to learn this, not in night school but in the school of experience. At first he went to the small dealers with the idea that small dealers would sympathize with a small manufacturer. He got lots of sympathy but not many orders. Finally he screwed up his courage to invade the biggest store in Indianapolis. He frankly confessed to the manager that he was a tenderfoot, that he knew nothing about selling goods,

but that he hoped to win out on the merits of what he had to offer. The Indianapolis man acted like a good uncle to the young man. Not only did he give Wagemaker an order but he gave him advice and encouragement that helped him more than did the order. From that time Wagemaker's success was assured. He is to-day his own salesman, making periodical visits to his agencies. He is his own designer. There is not a detail in the manufacturing end that he does not thoroughly understand. His business has outgrown the present factory and as soon as the flood protection wall is built he will put up another factory 40x125 feet, three stories high, to better accommodate the business.

Many things are manufactured in Grand Rapids of which Grand Rapids people know little—not so much perhaps as is known of them outside. These concerns produce specialties chiefly for certain interests or purposes, and for which there is comparatively little local demand. The Chocolate Cooler Company manufactures candy manufacturers' furniture and also ice cream refrigerators. The chocolate cooler is a cabinet with ice boxes above and below. The fresh chocolate candy is placed in the cabinet to cool and harden. The ice cream refrigerators are seen in the drug stores and other places where ice cream is sold at retail. It is an ice box or chest with a galvanized iron cylinder about a foot in diameter instead of the familiar square box. Within this cylinder is an inner cylinder of perforated galvanized iron. The inner cylinder is just large enough to permit a five gallon ice cream can to slip in. When the ice cream can has been placed the space between the inner and outer cylinders is packed with ice and an insulated cover is put on. The ice cream is then safe for at least twenty-four hours even in the hottest weather. These refrigerators are made in different sizes and also for milk and oysters and such is the trade in them that car lot shipments are not uncommon and orders have come as far away as from Australia.

A specialty produced by the Fritz Manufacturing Company is furniture for the drafting room. The line includes a specially designed drafting table and blue print cabinets constructed on the sectional idea. Orders for these specialties have been received from the government departments, from many municipal governments, big contractors and architects and from Europe.

On Elizabeth street, in the North End, is the Michigan Art Carving factory. Here furniture is manufactured for photographers. The furniture is mostly posing chairs, in which the victim is to sit and look pleasant. These chairs are very ornate in their designs and decoration, and some of them of novel construction. One with a very ornate back can be converted into a bench by removing the back. Another high back is converted into an arm chair by letting the top down out of sight.

Several other interesting combinations are provided for. In addition to photographers' furniture the company produces carved moldings for the furniture trade, and carved wood letters used by sign makers. This concern is not a big one, but it is prosperous and is widely known to the trade.

In the top floor of a Louis street block is an industry which probably not one in a thousand outside the furniture trade know anything about. It is a marquetry shop conducted by A. Conti. Marquetry is inlaid work, with different colored wood veneers and occasionally the metals and mother of pearl as the mediums. At one time this work was much used in the decoration of furniture, and it is still used to a considerable extent. Conti worked several years at the Stickley factory, but when the Stickley turned to mission and art craft work Conti was no longer needed. He opened a shop of his own to do custom work for the trade generally. His equipments are several fine gig saws. His methods are simple. The design is first stenciled on the wood to be used as the background or base, and those parts which are to appear in some other color are cut out. Then the design is stenciled on the different colored wood and so much of it as is needed is cut out. The background is glued face down to a sheet of paper and then deft fingered girls put in the bits of different colored woods just where they should go to carry out the design desired, and

these pieces are glued in, all face down on the paper. If the sawing is accurately done the pieces should make an exact fit. The work is delivered to the furniture manufacturer glued to the paper. He glues it as a veneer to his furniture and when dry the paper is removed and the design is there. The marquetry may be a simple border, Greek design, or a scroll, or even a picture of many colors, the process is the same. Very elaborate and beautiful specimens of this work are turned out, veritable pictures in wood, but the simpler forms are more common.

It is good to know that Heaven does not answer with precision our prayer to be forgiven as we forgive.

**Becker, Mayer & Co.**

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

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

ELI CROSS

25 Monroe Street Grand Rapids



A Good Investment

**PEANUT ROASTERS  
and CORN POPPERS.**

Great Variety, \$8.50 to \$350.00  
EASY TERMS.  
Catalog Free.

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

**House Cleaning Time**

is near at hand and there will be a demand for window shades, lace curtains, muslin curtains, Swiss-lace and madras curtaining by the yard. We also have a large line of portieres, table and couch covers and tapestries by the yard.

Inspect our lines and you will be more than pleased.

**P. Steketee & Sons**

Wholesale Dry Goods Grand Rapids, Mich.

**We Pay the Highest Prices**

For Citizens Telephone, Bank and other good local stocks, also are in a position to secure Loans on Real Estate or

GOOD COLLATERAL SECURITY

**General Investment Company**

Grand Rapids, Michigan

225-226 Houseman Bldg.

Citizens Phone 5275



### MARKED PROGRESS

#### Made by the Municipal Affairs Committee.

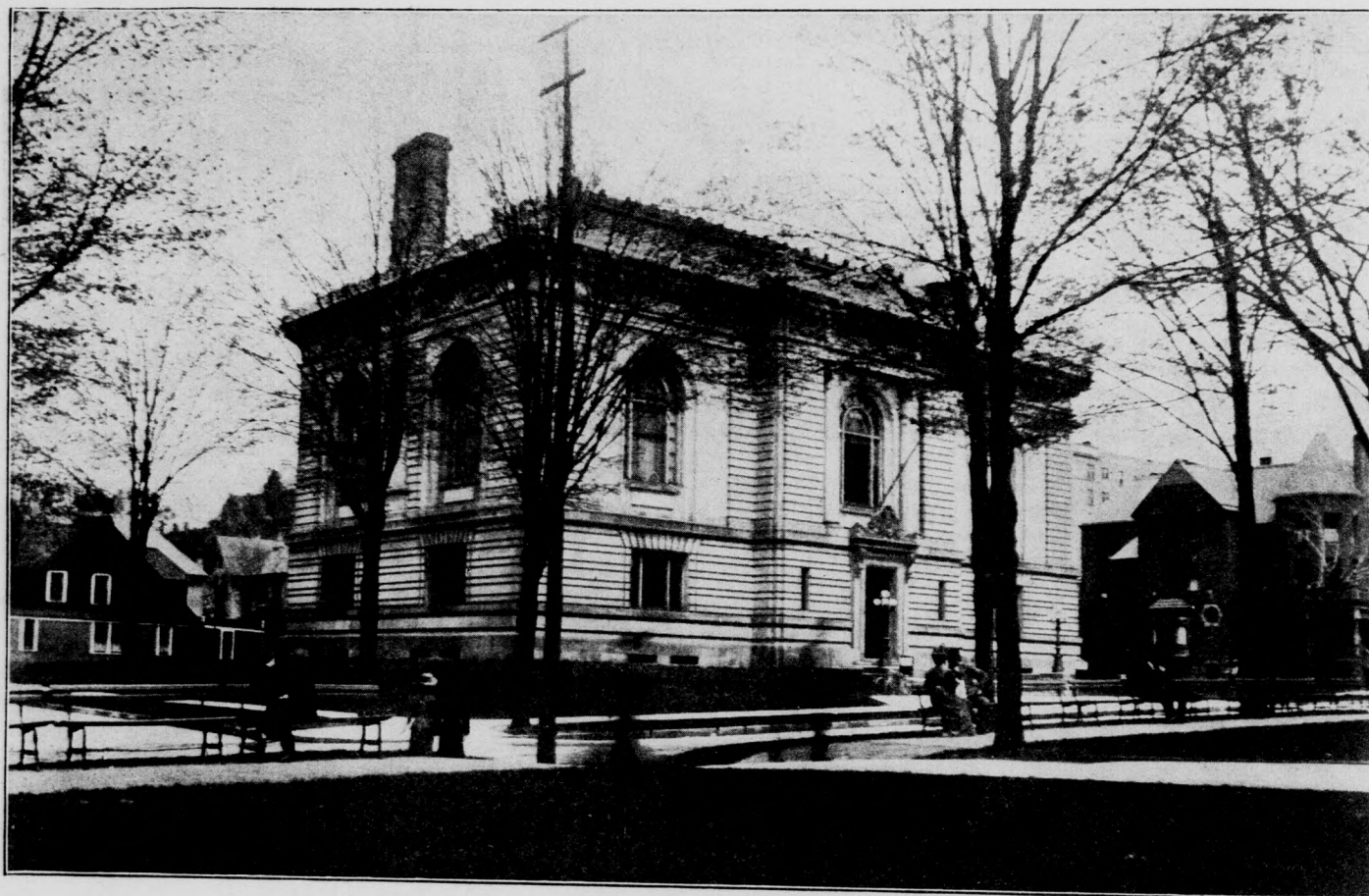
The past month has been the period of organization for the year's work, yet several of our sub-committees have already made definite progress. The Better Governed City Committee has delegated to four of its members the task of watching the practical working out of the experiments in municipal government, which are being tried in Des Moines, Los Angeles, Berkeley, Boston, Worcester and other American cities. There is little question that within the next year or two we shall have an agitation for a change in our form of government, and it will be of great profit to us if meanwhile we have been studying closely both sides of the

principles that should be incorporated in the general law. This set of principles was affirmed practically as it stood by a conference called by the Detroit Board of Commerce, attended by representatives of the League of Michigan Municipalities, the Legislature, the State Bar Association and several cities. The Grand Rapids Board of Trade was represented by Mr. E. F. Sweet and the Secretary of the Municipal Affairs Committee.

Recently the Better Government City Committee called another conference of the same men who had been at the first and as a result a committee of five men is now at work collating the bills which have been introduced at Lansing and making suggestions for changes which they believe will prove beneficial.

distribution of elms we have received letters of enquiry from boards of trade and other civic improvement associations in many parts of the country. As a result of this year's proposed distribution we have already received enquiries from Traverse City and Allegan, where it is possible that our example will be followed if there is still time to get in the orders. Our local nurserymen benefit by this activity as it attracts attention to the value of embellishing yards and lawns. Among the matters on which the Committee is working is a tree census of Grand Rapids, which will show not only how many varieties of trees we now have, but which species thrive best and how they should be treated. The results of this census will probably be pub-

representatives and secured the presence of Mr. Ivan C. Weld, of the Federal Department of Agriculture, who described the methods of holding a milk contest. As a result of this conference a committee of six was appointed, two each from the Board of Health, the Milk Commission and the Healthier City Committee, to hold a milk and cream contest in Grand Rapids this spring. This joint Committee met at the Board of Trade rooms and organized by electing Dr. Collins H. Johnston as the seventh member and Chairman and John Ihlder, Secretary. It decided to hold the contest during the latter part of May or the first part of June. Since that time the Secretary has received from the Dairy Division of the Federal Department of Agriculture the assurance that this division will co-



RYERSON BUILDING GRAND RAPIDS PUBLIC LIBRARY

Grand Rapids spends more for Schools and Libraries than all except four cities of its class. It spends less for Police than fourteen cities of its class

question so that our people may be informed of the practical as well as the theoretical benefit or lack of benefit to be expected from any change. The Better Governed City Committee, Judge John S. McDonald, chairman, will not only get in touch with the experimenting cities by subscribing to local papers and by corresponding with local men, but will make personal investigation during the coming summer.

In addition this sub-committee has done constructive work in aiding to frame the general law for cities which is to be passed by the present Legislature. As noted in the first monthly report, it called a conference of city officials and local members of the Legislature and Constitutional Convention which adopted a set of

This special Committee has held three meetings and is nearly ready to report to the conference.

The More Beautiful City Committee, Charles W. Garfield, chairman, has held two meetings since February 9. At the first it perfected its organization by dividing its work among ten special committees, each of which has something definite to do. At this meeting it ordered 20,000 spirea, which are to be distributed at practically cost price on Arbor Day. The value of this work to the people who live in Grand Rapids is generally recognized. One neighborhood Improvement Association has already applied for its share. But the value of such work in advertising Grand Rapids is not so generally recognized. Yet as a result of last Arbor Day's

published in leaflet form for the benefit of householders.

The Social Welfare Committee, Rev. A. W. Wishart, chairman, has held two meetings. The first was a joint meeting with the Healthier City Committee, at which the first step was taken toward holding a milk contest here this spring. The second was for organization. At that time four special committees were organized to take up: Charity Endorsement; Lodging and Rooming Houses and Tenements; the development of Social Centers, and the Welfare of Factory Employees.

The Healthier City Committee, Dr. Collins H. Johnston, chairman, at its joint meeting with that on Social Welfare, invited the Board of Health and the Milk Commission to send

operate to the extent of providing two of the three judges of the contest and some of the speakers. Another meeting of the Milk Contest Committee, consequently will be held within a few days and definite arrangements made for the contest. This contest should result in raising considerably the standard of our milk supply.

The Public Improvements Committee, E. F. Sweet, chairman, has held three meetings. The first two had to do with the division of expense between railroad and city of separating grade crossings. The Committee has prepared a digest of laws on this subject now in force in other states. It is at present engaged in drafting a law for Michigan based upon the experience of Chicago



# Grocers, Your Interests Are Being Attacked

The interests of every wholesale and retail grocer are being attacked by the untruthful advertising now being published by certain manufacturers condemning Benzoate of Soda.

The use of Benzoate as a food preservative is a chemical question and only expert chemical authority can settle it. Five of the ablest chemists in the land, appointed by President Roosevelt, not to bolster any opinion but to find the truth, reported Benzoate of Soda totally harmless even in forty times the quantity that any manufacturer uses.

The President accepted this as final and his Department of Agriculture instantly ceased all interference with its use

## The Question is Settled===Absolutely Settled

Despite this, certain manufacturers continue to sow distrust and suspicion among your customers. They are falsely claiming that, notwithstanding the United States Government's attitude, benzoated goods are harmful and should be shunned.

This strikes a blow at a large block of your stock.

It helps to make that stock worthless.

It helps to involve you in a disagreeable controversy with your trade.

It tends to keep alive the distrust of **all** food products already bred by sensational food fablers.

It hopes to force you to buy goods that you might not want at all.

You owe it to yourself to discountenance such guerilla warfare. Write the manufacturers who do this and say what you think.

---

**NATIONAL FOOD MANUFACTURERS' ASSOCIATION**

**Headquarters: 221 State St., Boston, Mass.**

**The first organization formed for the promotion of food purity**



and Detroit, where considerable progress has been made. The method there, briefly stated, is to have the railroad pay for construction and the city for consequential damages.

The third meeting of the Public Improvements Committee was a joint meeting with the Municipal Affairs Committees of the Credit Men's Association, the Lumbermen's Association and the Madison Square Board of Trade to discuss the town hall project. It is hoped that this joint meeting will be the first of many in which our civic organizations will get together for the benefit of the city. In fact, plans are now under way to form a Civic Forum, composed of delegates from all organizations interested in municipal affairs work.

The sub-chairmen of the Municipal Affairs Committee have held one

Committee which called the mass meeting that resulted in the formation of the citizens' committee of 200. With the exception of a short time when this work was in the hands of the so-called Committee of Twenty-five, your Secretary has been Secretary of the various committees which have succeeded each other in charge of the matter.

Under the energetic leadership of Chairman L. A. Cornelius a campaign of education is now being carried on to convince the people of the wisdom of bonding the city for \$250,000 to pay for the erection of the town hall as a municipal undertaking. The Public Improvements sub-Committee, as noted elsewhere, recently held a joint meeting with three other organizations, and after thorough discussion enthusiastically ap-

proved the Town Hall Committee's plans. The sub-chairmen did likewise at their recent meeting. Chairman Sweet, of the Public Improvements Committee, then brought up the matter at the last meeting of the Directors and secured their unanimous endorsement as representatives of the Board of Trade. When, the next week, the bonding project was submitted to the Common Council that body, with only two dissenting votes, decided to submit it to vote of the people at this spring's election.

It is perhaps needless to say that the Municipal Affairs Committee strongly desires to have the project carry as it believes the town hall will prove a potent factor in promoting the well-being of Grand Rapids, offering as it will opportunities for great public meetings and musical

events, for addresses and debates on public questions such as those now given at Cooper Union and at the Civic Forum in New York, for civic exhibits like that at Pittsburg last fall, which pictured city conditions and methods of bettering them and for exhibitions of art and industry, to say nothing of political and commercial conventions which will benefit the city by advertising it and bringing people and money here.

The Municipal Affairs Committee has completed arrangements with the Ambrose-Petrie Company to display in the street cars of Grand Rapids and other Michigan cities three sets of cards which call attention to the advantages offered by Grand Rapids as a place to live in. Six hundred of these cards are now being printed and they will be distributed during

stitution the chairman, Mr. Wishart, appointed an investigating committee, which divided into two parties and visited fourteen of the cheap lodging houses, of which there are, according to various guesses, anywhere from sixty to one hundred and fifty in the city. The two parties of investigators came to the same conclusion, to-wit: There are lodging houses in Grand Rapids which are a menace both morally and physically. These should be dealt with by the city authorities. On the other hand many of the houses visited which charge only 25 cents a night, in some cases even less, are scrupulously clean and so far as the Committee could learn by reading the registers and questioning proprietors and others, several of these admit only men. The chief fault to be found lay in unsani-



A GOOD VIEW OF THE NEW BRIDGE STREET BRIDGE

meeting during the past month. At this meeting they voted to stand behind the milk contest financially. It is believed that the cost of the contest for literature, postage, prizes, etc., will amount to \$100 or \$150 and it is hoped that the Board of Health will bear half of this expense.

The sub-chairmen also endorsed the proposal to secure a town hall by bonding the city. They believe that Grand Rapids must have such an institution and that bonding is the best way to get it.

The Town Hall Committee, representing though it does a general citizens' committee of 200 drawn from all trades, professions and classes in Grand Rapids, is nevertheless a direct result of the work of our Municipal Affairs Public Improvements sub-

proved the Town Hall Committee's plans. The sub-chairmen did likewise at their recent meeting. Chairman Sweet, of the Public Improvements Committee, then brought up the matter at the last meeting of the Directors and secured their unanimous endorsement as representatives of the Board of Trade. When, the next week, the bonding project was submitted to the Common Council that body, with only two dissenting votes, decided to submit it to vote of the people at this spring's election.

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the next few days. The pictures accompanying this report are the ones used on the cards. The text tells of our rapid increase of population, enumerates the cities we have passed since 1890 and 1900 and notes that we spend comparatively freely for education and libraries and consequently do not have to spend so freely for police as do many cities in our class.

As the second monthly report was not printed and so had only a limited circulation it may be well to note two or three of the more important items in it:

The Social Welfare Committee was asked by Capt. Brewer, of the Volunteers of America, to express its opinion as to the advisability of establishing a cheap lodging house for men under Volunteer management. In order to learn the need for such an in-

tary ventilation of closets, a matter which the Board of Health has taken up but has not enforced; in utterly inadequate bathing facilities, only three of the fourteen houses having as much as a single bath tub, although some of them provide accommodations for nearly a hundred persons, and insufficient fire escapes.

On this showing the Committee advised the Volunteers that it saw no necessity for their proceeding with their suggested campaign for contributions to buy and equip a new lodging house, a project which would have involved an initial outlay of about \$6,000 besides an estimated monthly expense of at least \$60. At the same time the Committee decided that some means should be found to better those conditions with which it found fault and a special committee



of three was appointed to put its recommendations into such form that they may be submitted to the Common Council.

Two special committees of the More Beautiful City Committee have prepared reports. One on the East Side river bank between Bridge and Fulton streets recommends that in the future buildings erected along this stretch, most of which will necessarily be flush with the flood wall, have their river facade treated architecturally as if it overlooked an important business thoroughfare. In this way at very slight additional expense this important feature of the city may be made as impressive and as handsome as are some of the city river fronts of Europe where buildings rise directly from the water. As this will be a slow development,

The second special committee which was charged with an investigation of the possibilities of a boulevard around Reed's Lake made a trip along the proposed route and has since held several meetings with persons directly concerned. It wishes to record its enthusiastic appreciation of what such a boulevard would mean not only to the city but to the owners of real estate in the district traversed. Of course the carrying out of this project depends upon these real estate owners taking a broad and far sighted view of what is more to their own interest than to that of any other persons or of the city as a whole. If one or two men see in the proposal nothing more than an opportunity to reap a double advantage by making the city or their neighbors pay for the privilege of doing them a

ing their premises; by the action of the Wolverine Brass Co. in purchasing a plot of ground for the use of its employes during the noon hour, and by the action of the Coit estate in giving to the city a nine acre park in the Black Hills district. A provision in the deed of gift which might have led to legal bickering caused the park department to refuse the land. It is hoped, however, that the Coit estate will meet the department's objection, trusting to the intelligence and public spirit of the people to see that the proposed park is kept in good condition.

The More Beautiful City Committee has also undertaken to have marked places of local historical interest so that we may have constantly before our eyes evidence of the fact that Grand Rapids has had a past,

undertaken by our division of the Board of Trade is an investigation by the Safer City Committee, J. D. M. Shirts, Chairman, of the local fire insurance situation. Grand Rapids is now rated as third class. If we can raise it to second class the saving to local policy holders will be between \$40,000 and \$50,000 a year. The Committee has held two meetings. At the first Mr. Francis D. Campau, who has direct charge of the work, outlined his plans. At the second he secured the presence of Mr. Harry F. Patterson, formerly connected with the Michigan Inspection Bureau (consequently thoroughly familiar with local conditions) but now connected with the Policy Holders' Service and Adjustment Company, of Detroit, and Mr. E. R. Townsend, of the National Board of Underwriters.



An example of the new Residence Streets that are being added to Grand Rapids every year

however, the Committee further recommends that buildings now flush with the wall be modified a little, perhaps by the addition of a cornice and a simple balcony or two to relieve their plain boxlike appearance, and that the premises fronting on the river be cleaned up and wherever possible planted with trees and vines. Even such slight and inexpensive changes as this will work a transformation in the appearance of what is now the worst, because the most conspicuous, eyesore in the city. The building of the flood wall along this stretch, which will be undertaken this spring, marks the time when these changes should be begun. In order to secure co-operation among the property owners the Committee is preparing a map which will show suggested changes.

benefit they may block the whole thing and thereby lose all. To lay out a parkway on modern, common sense lines around the lake would be an improvement sure to redound to the benefit of every one concerned and from conversations held with a number of the men who hold property in the region, the Committee has high hopes that everyone may be convinced of the wisdom of co-operating loyally and generously.

In this connection the Municipal Affairs Committee would call your attention to the fact that an appreciation of the advantage of making Grand Rapids a better place to work in and to live in is spreading rapidly as is evidenced by the action of two factories, the Powers & Walker Casket Co. and the York Co. in announcing their intention of beautify-

ing their premises; by the action of the Wolverine Brass Co. in purchasing a plot of ground for the use of its employes during the noon hour, and by the action of the Coit estate in giving to the city a nine acre park in the Black Hills district. A provision in the deed of gift which might have led to legal bickering caused the park department to refuse the land. It is hoped, however, that the Coit estate will meet the department's objection, trusting to the intelligence and public spirit of the people to see that the proposed park is kept in good condition.

The More Beautiful City Committee has also undertaken to have marked places of local historical interest so that we may have constantly before our eyes evidence of the fact that Grand Rapids has had a past,

One of the most important tasks

These gentlemen prepared statements for the Committee which proved so instructive that it has been decided to have them printed. If the other experts who are called before the Committee give equally valuable information the effect of their words should be immediate.

During February the Secretary of the Municipal Affairs Committee spent a week in New York consulting with the expert advisers of the City Plan Commission, of which also he is Secretary. During this time Messrs. Carrere and Brunner spent several hours a day dictating their recommendations, which the Secretary brought back with him. These have since been put into shape for the report and submitted to city officials and others for suggestions and criticism. John Ihlder, Secretary.



## COURTING THE BIRDS.

## Samuel M. Lemon Joins the Agricultural Class.

Written for the Tradesman.

Mr. Samuel M. Lemon, the wholesale grocer, with business establishments at Grand Rapids and Kalamazoo, has bought a farm and will take possession as soon as it can be trimmed with steam heat and electric lights and elevators.

For twenty years Mr. Lemon has been planning for the time when he could go out into the tall timber and get acquainted with the birds. Of course, there are birds which frequent large cities and sing their songs after the play at Kinsley's and Delmonico's, and with these birds every man of affairs must, of necessity, become acquainted, but Mr. Lemon prefers the other kind. There is a merry freedom about the bird in the cherry tree which can never be successfully imitated by the bird on the hot platter, tucked in with green stuff.

Mr. Lemon is to be congratulated. It is believed by all who are familiar with the industry and resourcefulness of the man that he will set a hot pace for the farmers of Michigan. In fact, his long and blameless experience as Internal Revenue Collector for the Western District of Michigan ought, in a measure, to equip him for the new duties he is about to assume. On the face of it, this point of view may seem a little warped, but it must be remembered that if there is a thing on this Irish green earth, or in the indigo vault the sun shines through, which a man who sets up as a farmer needs more than any other thing, it is the ability to collect revenue.

This farm is one-half mile west of Leroy, in the county of Osceola. It consists of 320 broad acres. I don't know whether the acres are broader than anybody else's acres, but it is the thing to mention acres as broad when speaking of a large estate. You may cut out the broad if you want to, as it will not affect the fertility of the acres.

The soil of this farm is said to be very fine. As I understand it, it has a top-dressing of fertilizer at a dollar and a half for a two-horse load and a clay foundation. This foundation reaches to trap rock, wherever that is, and is said to be entirely free of foreign substances or cracks in the walls or eye-beams. It is quite probable that it will not be necessary for Mr. Lemon to use the soil farther down than fifty or sixty feet, unless he plants these long, slim beets, in which case he will have to reach down with a dredge.

This farm, which is destined to make Hon. Charles W. Garfield, Hon. Robert Graham and Hon. George Washington Thompson sit up and take notice, is about eighty miles from Mr. Lemon's Grand Rapids office, and envious ones are now waiting to see how he will farm at long range. I have heard it said that any wholesale grocer who desires to become a successful farmer should adopt the following course, to-wit:

1. Get a farm eighty miles away, farther if possible.  
2. Cut all telegraph and telephone wires between the farm and the wholesale grocer's office.

3. Stick the R. F. D. carrier in the mud, the deeper the better.

4. Employ a manager who will do just as he blooming pleases.

By following this plan, some of our captains of industry are said to have managed to raise something on farms besides money at 6 per cent.

However, Mr. Lemon has been very successful as a wholesale grocer, and it is more than probable that he will succeed in raising good crops if he remains away from the place when there is any important work to do, visiting it at rare intervals when the manager and his associates appear to be in need of polite society.

I understand that Mr. Lemon's

sortment of artichoke trees will ornament the footpath running from the back door to the spring house under the hill.

After years of successful combat with express combines and freight pools and lost-car agents and icers, which are believed to have given the first hint for the fireless cooker, and through rates to terminal points and local rates back, and rigid knowledge on the part of freight agents of what the traffic will bear, Mr. Lemon will, no doubt, acquire new nerve and muscle out on the farm. When a man can get a half-nelson on some of the problems found in the tariff and the transportation schedule, he ought to be able to find out what a crossing of commercial fertilizer and a dark brown soil will produce.

Still, there are combinations in ag-

apple tree, and the prodigal-sonitis in the plum, but without doubt he will be supplied with these by Hon. Julius C. Burrows, who has been in Congress so long that he is believed by the politicians to have taken root in Washington.

In the present condition of the best society in the agricultural world it is desirable that a tiller of the soil, especially if he is fresh from the 10 per cent. over-charge on the part of the railroads, should be able to pass examination as a registered pharmacist. However, this is not absolutely necessary, as there are bugs and beetles on the farm which wouldn't know a remedy provided for their demise from a handsaw. It may be just as well, and more profitable, for Mr. Lemon to acquire an interest in a drug store.

As Mr. Lemon is a discreet and painstaking man, it is likely that he will become popular in the vicinity of his farm. Whenever a new bug is made, it is first tried in Osceola county. They have something there which has the San Jose scale groggy in the first round, and back on the ropes in the second, and so the spraying on the new Lemon estate may not proceed farther than the sixth in any one season. On the whole, it seems likely that Mr. Lemon will have a peach of a time on his farm. He may not be able at the very beginning to forget tea and coffee quotations, or to look unmoved upon an advance in the sugar market, but after he has given over efforts to instruct incubator chickens in the proper mastication of their Post Toasties, and learned to associate with the potato bug without prejudice, it is probable that he will wield the shining hoe in the wheat field with becoming grace and effect.

Anyway, here's luck to him and his new farm! May the long, emerald things that grow on tomato trees cough their heads off before they get to his preserves and may his raspberry bushes grow so tall that he'll have to get one of DeWitt's fire escapes in order to bag the fruit. And when he goes to market with a basket of butter and eggs on his arm, here's hoping no capitalistic retailer will inform him that there is no market for farm produce unless taken in trade.

Alfred B. Tozer.

## Too Effusive Thanks.

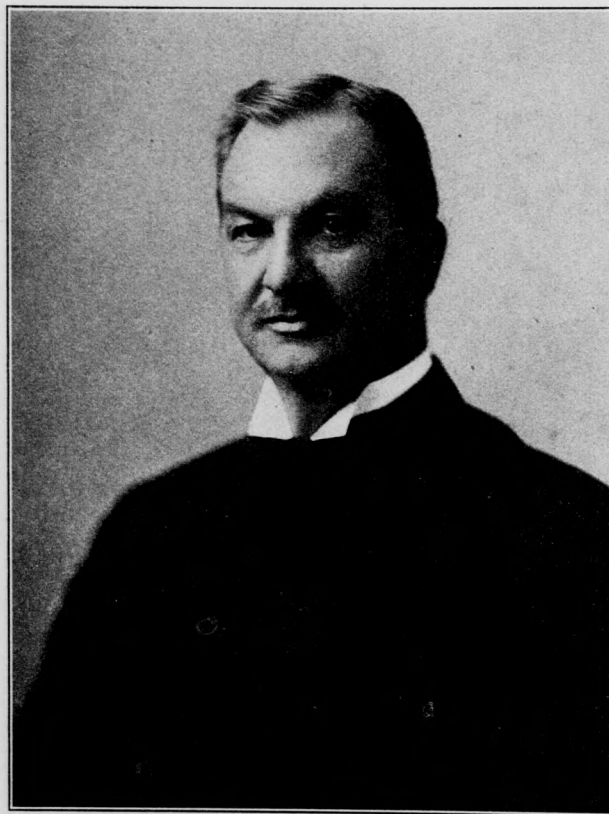
It was a clergyman with a care for souls in one of the poorest parts of London who went down to a provincial town to plead for support for his work. At the close of which up jumped a good man and promised \$250 as a start.

The clergyman was overjoyed. "I don't know your name, sir," he cried, "but I thank you. May your business be doubled in the coming year."

Then a solemn hush settled down and the meeting, as it were, looked at itself.

"What's the matter?" the clergyman whispered anxiously to the chairman. "What's the matter?"

"Er—well—er—that gentleman is an undertaker."



Farmer Samuel M. Lemon

war-bags are reasonably well filled with rolls of yellow-backs which have been in seclusion so long that they are getting mouldy in the center, but for all that he is not figuring on raising spuds at three dollars a bushel or incubator hens that you can get into a potpie made in a pint cup at two dollars a throw. It is his habit to acquire something when he peels off one of those yellow ones.

It may be well to state here that Mr. Lemon was born in Ireland and was made a present of his name long before the jokesmiths began using it as a symbol of something unexpected and undesirable. His intimate knowledge of potato culture is said to cover a wide range, from information concerning the time to sow with the patent broadcaster to the date of reaping and putting into the silo in the attic. It is said that a fine as-

gricultural life which Mr. Lemon will do well to take note of:

For instance, if you join the Bordeaux mixture with the wrong kind of bug you may have to purchase your peaches and berries of the dark man who goes through the alleys with a whoop and a skeleton horse just at the time in the morning when you don't want to get up. The Bordeaux mixture, and the lime and sulphur mixture, and the arsenate of lead mixture, and the pure Paris green dope that is mostly made out of some kind of breakfast food, are things which must be reasoned with, and stirred right, and squirted on the trees at the right angle and the right moment in order to accomplish good results. There are books which Mr. Lemon ought to memorize, and which deal with appendicitis in the peach tree and the sleeping sickness in the



## NOT SO BAD.

## Condition of the Farmer Might Be Worse.

Written for the Tradesman.

"Strange times don't improve," said Grocer Benson, as he closed his book with a slam and walked down to where Schoolmaster Tom sat reading the morning paper. "There was a promise of good times immediately the country was saved after the election. I'm almost afraid we made a mistake—"

"Eh?" grunted old Tom, laying down his paper. "What is that you are saying, Sam?" The old man rubbed his eyes and yawned.

"I was saying it is about time things changed."

"What things?"

"The times, of course. It does seem as if they are going down instead of up. I find it harder to meet my bills than I did before election. It seems to me somebody has prophesied falsely."

"Maybe that hits me," said Tom. "Well, let it hit; my shoulders are broad and can sustain a heavy weight. It's the times that are out of joint, eh, as always when business is dull? What is the cause, think you?"

"Why, I suppose it's because—well, you see the farmer is discriminated against by the buyer—"

"Oh, hush, Sam, hush," and the schoolmaster waved his hand deprecatingly. "Of course, the farmer is in for lots of trouble; how can it be otherwise with his products at such a low ebb? Think of it and prepare to shed tears for the poor ox-browed agriculturist! See how the trusts and grafters are taking his substance, ruining his credit and putting him in the shadow of the poorhouse! Oh, my sympathies go out to the trust robbed farmer every time!"

"I see, you are disposed to make light of some glaringly unjust conditions, Mr. Tanner—"

"Now, please don't, Sam. You make me feel bad. I was talking with one of these poor chaps for whom President Roosevelt has felt such solicitude that he has sent out a commission to enquire into conditions on the farm and in the farmer's family. I am glad the President did it. It's the crowning act of his most wonderful administration. The farmers are very anxious to know how to live the truly good and noble life of the dizzy reformers. However, that's not the point. It is the hard times and why they do not improve. I believe that was your point, Samuel Benson?"

"You might state it that way if you like."

"Who is to blame for the lack of improvement?"

"Yes, again, Tom."

"It can't be the farmers. You know they all long for better times. Why, my neighbor Snyder—his the biggest agriculturist in our neighborhood—has a thousand bushels of potatoes, and he's troubled over the fact of low prices—he's holding for a dollar. They are only 70 cents now, you know. Then as to wheat. One dollar nineteen was every bit that measly buyer at the station

would offer. Snyder says he's going to have one forty or bust. He got 50 cents for oats, has sold some corn for 65 cents, but has shut down waiting for 75 cents. You see how the close times hit the poor farmer—make him sweat blood in fear lest he and Samantha Jane land in the almshouse! And it's all on account of the trusts and grafters who grind the farmer down to the lowest notch—"

"Oh, see here now," broke in the grocer.

"Then there's butter and eggs—"

"I know all that, Tom. The farmers are not starving. But—"

"But, being 'brothers to the ox,' they can not be expected to know what is good for them, and so are looking anxiously to see the end of this panic and the resumption of good times. Now, if it is the good times of the nineties, when butter brought 7 cents in trade, wheat 38 cents and—"

"Hold on, Tom, don't go back to then. I'm not kicking—"

"Excuse me, Sam, I thought you were. The farmer isn't starving quite, is he now?"

"No, but the men who work in cities are suffering; you won't dispute that, Mr. Tanner."

"I'm not disputing anything, Sam. I admit that times are in a measure out of joint; the Government is running behind every month and there are problems to solve that will puzzle wiser heads than yours and mine, Sam. The mean-well man is abroad in the land again, Mr. Benson, and he is destined to play hob with our industries before he gets through. Such is my fear, at any rate. When tariff tinkers get to work the country stands back and holds its breath."

"Ah, the tariff!"

"Don't be frightened, Mr. Benson. I am not going to give a partisan spiel on the tariff; heaven knows that is a matter for the politicians. They are talking of a commission to regulate that. I hope they settle down to something before long. I am a party man in the main myself, but—"

"But you don't go in for this tariff revision which has so wrought upon people during the past year. I understand, and yet—"

"No, Sam, you don't understand. I have my opinion on the tariff, as has every level headed American citizen. I might expound to you some ponderous thoughts on this subject. I might cite you to the years immediately following the passage of the Dingley tariff—years the most prosperous in this country since its foundation in the blood of our Revolutionary forefathers. You would agree that I spoke the truth. I might say, too, with all honesty, that no cry for a change in tariff schedules was heard from the common people, who, realizing that they were living in a time of unexampled prosperity, never bothered their brains to enquire the whys and wherefores of some intricate questions relating to schedules. I might also point out the fact that the cry for a change in tariff came first from certain 'reformers'—holier than thou people—who had not

had their share of the loaves and fishes; but I won't do anything of the kind. These well meaning men, who believe the world won't revolve unless there is a radical revision of the Dingley schedules, are now studying out this problem, while the business end of our country stand back waiting, fearing to go ahead too radically until they see which way the tariff cat is going to jump. You can not blame the moneyed men for this."

"No, of course not. But the protectionists are in the saddle, Tom, and they won't let us suffer."

"Ah, I see how the wind blows. Now it's this way, Sam: About once in so often the party in power, waxing fat on the prosperity brought about by its policy of protection to American industries, become frightened at their own shadow and, taking a tumble to themselves, cry aloud that they won't do so again, and proceed at once to gig back to the halfway house between open free trade and outright protection. But, bless my soul, Sam, I must put a stopper on my talker or I shall get into politics."

The old schoolmaster shook his gray head and compressed his lips. He turned to his reading once more. The grocer sat a moment in deep thought. Some things puzzled him. The schoolmaster sometimes became argumentative, and he was not averse to listening. Suddenly he put this question: "Tom, what do you think of a tariff commission to take the tariff out of politics?"

The old ex-birchwielder rubbed his chin and smiled.

"So that's on your mind, is it, Sam," said he softly. "Don't let thoughts on that subject trouble you, old man. If you do you won't get much sleep for the next four years. I might say truthfully that I think the tariff question will never go out of politics while we have a Congress whose duty it is to fix tariff schedules. No, old man, that's a moral impossibility. Whatever a commission of this sort might do Congress would, providing the Commission fixed things contrary to the belief of a majority of these solons, rip it up the back and remodel to suit the ideas of the majority. No, Sammy, there'll be no settlement of the tariff problem outside of party politics while the sun continues to shine on America, the land of the free and the home of the

brave. Recollect, I might say all this truthfully, but I refrain. You may consider that I am neutral on all such great questions, which only the wisest statesmen like Senator Cummins and La Follette can hope to understand." A customer called the grocer away and old Tom Tanner resumed his reading. Old Timer.

A man never realizes what a small potato he is until he sees his wife gushing over his infant son.

## 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.

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Established 1872

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Send in your orders now for

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before advance in prices

Jennings' Vanilla

is right in flavor and value

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## WILLS

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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.

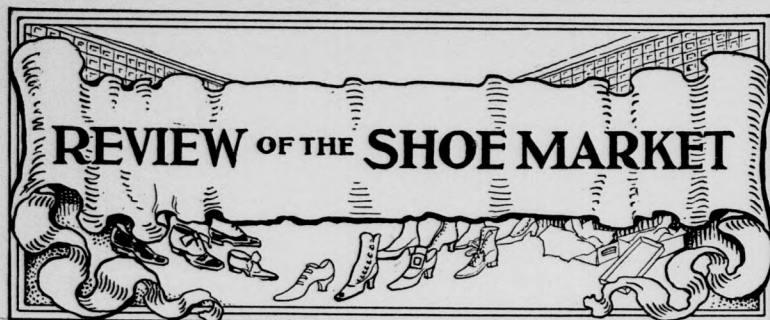
Executor Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee Guardian





### Confessions of a Successful Shoe Merchant.

It is one of the ironies of life that few men, while they are yet alive, get an accurate appraisal; they are either over-estimated or under-estimated; they are (thanks to the unconscious invention of friendship, or the India-inking proclivities of prejudice) either made to appear angels of light or minions of the pit. The populace deals in extravagant, picturesque verbiage. It magnifies the good qualities of its favorites, and invests its real or fancied foes with all the evil traits of the classic villain. The populace has no time nor inclination to wax calm and dispassionate and discriminating in its judgment.

Knowing as I do the sporadic nature of the populace, it has never been any part of my programme as a shoe retailer to seek deliberately the laurels of public favoritism. My policy has been (and still is, for that matter) to build up a prosperous shoe trade on the more commendable and enduring basis of shoe values. At the same time things happen in this hit-and-miss life of ours that are not on the schedule. We often find ourselves catapulted into strange places—and that without any solicitation on our part. Well, something like that happened to me. Almost before I knew it, I was the hero of the hour—the man of courage invincible, the one absolutely fearless advocate of civic righteousness, the protector of childhood, the friend of womanhood, the custodian of homes; and all and sundry of the highfalutin, Simon-pure, dyed-in-the-wool earmarks of universal and timeless greatness (and such other stuff as memorial addresses and Fourth of July orations are made of) were predicated of me.

Now the strangely interesting feature about this affair lies in the circumstance that I got to be a hero quite by accident. I never posed as a reformer; I'm just a plain, prosy ordinary retail shoe merchant. While I covet every atom of publicity I can possibly get, I seek it, not on the basis of any personal merit, but on the basis of my ability to supply adequate shoe values to the man in need of footwear.

Some six or eight months after the memorable Eight-Hours-a-Day agitation had subsided an Anti-Saloon League organizer struck our little city and began to start things. Our State, although long noted for the quantity and quality of its wet goods, happened to be geographically in the path of the current dry wave. We got the full benefit of it. County after

county went dry. Little towns dried up like newly mown hay; even cities of fifteen, twenty, twenty-five and thirty thousand inhabitants began to go dry—although the bigger the town, of course, the more acute was the drying process. Our town, which was the biggest town up to that time attempted by the anti-saloon forces, was pretty evenly divided in sentiment. To oust the saloon forces, bag and baggage, and swing the city into line with the dry crusaders, would evidently be an astonishing achievement. The saloon people were confident that it could not be done.

But the saloon people had not up to that time locked horns with Billy Hamlin, the superintendent of our State Anti-Saloon League. Consequently they did not know Billy.

Billy rounded up the preachers and prominent laymen who were willing to come out flat-footed on the Anti-Saloon League platform, appointed a good strong committee on organization (he wanted a County Anti-Saloon League organization), employed one of the best lawyers in the city and began to flood the city with Anti-Saloon League literature. Rallies were held in various parts of the city. There were mass meetings, torch-light processions, day-light processions, simultaneous sermons on the aims and methods of the League and a vigorous and thorough stirring up of public sentiment generally.

"It all depends," said Billy Hamlin, "on your President. If he is capable, wide-awake, thoroughly in earnest; if he is a strong, representative man; a business man, not a preacher, well and good. But if he is a dead one you'll never win. Be sure you get the right man."

Much to my surprise the Committee on organization came to me and tendered the office to me. I was embarrassed. I had tried to fight shy of the issue, for I had friends and customers on both sides. No merchant wants to queer himself with any considerable portion of his trade, nor even with a single customer, if he can honestly avoid it. But I did have personal convictions on the subject—and every man is entitled to his own convictions—and I told the Committee how I felt personally; only I was careful to explain as well as I could my position as a business man. The Committee insisted. They told me I must make some sacrifice for the good of the community. I finally sent them off without having positively decided either to accept or to decline the position. I wanted to talk it over with Mayme. But the thing



## Wait for the Rouge Rex Man

"The longer I handle your Rouge Rex shoes, the more am I convinced of their superior merits."

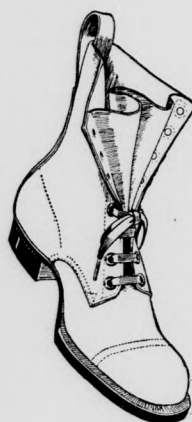
An unsolicited testimonial which but expresses the favorable light in which this line of shoes is regarded by our hundreds of satisfied customers.

You simply cannot restrain your enthusiasm when you note the wonderful wearing and fitting qualities of Rouge Rex shoes.

Made and sold by

**Hirth-Krause Co.**

Shoe Manufacturers Grand Rapids, Mich.



A High Cut  
H. B. HARD PAN  
Carried in Stock

## Your Shoe Men Know Good Salesmanship

Is often capable of putting any kind of shoes on a customer, but your profits on a single pair are not enough to pay for the loss of any person's year in and year out trade.

Then figure it up in your mind what it will be worth to you to handle a line of shoes that has gone steadily ahead until it leads the procession for wear and, every day after the customer leaves your store, satisfactory service.

There are a lot of points about "H B Hard Pans" that pull—that the other fellows don't put in—and they are even better than ever this season—

Just like our H. B. Hard Pan Shoes, our selling plan has greatly increased in value to the dealer—it's yours—and the extra profits—for the asking.

**Herold-Bertsch Shoe Co.**

Makers of the Original  
H. B. Hard Pans

Grand Rapids, Mich.





got into the papers somehow and some of them intimated that I would possibly accept the place.

Hot upon the heels of this intelligence came a Committee from the other side. They were highly incensed. And they didn't mince matters. They told me they would fight me day and night. They would boycott me. They would close me up, wind me out and make my shop a rendezvous for flies in fly time.

Now if there's anything I hate it is a threat. I can be argued with ad infinitum and perhaps wheedled; but I positively decline to be driven. When a man comes at me that way I roll up my sleeves and wade in. So I just told that Committee to boycott to their heart's content. "But," I said, "when you've boycotted until you are blue in the face I'll be here with the goods, and don't you forget it. That newspaper report is premature," I said, "I haven't, up to this minute, told the Committee I would accept the position of President of the County Anti-Saloon League Association, but your friendly little visit has decided me. I'll call 'em right now and accept the job with pleasure. And we'll beat you to a frazzle." The boycotters went out in a huff.

The Committee on Organization were tickled beyond measure. The papers were full of anti-saloon topics. The fight was now on good and proper—and I was in the thick of it. Influenced by my example many of the leading merchants of the city lined up with us. The lodges joined in with us. Money came in plentifully. We rented the biggest hall in the city—and filled it to overflowing time and again. We had every band in town engaged. We sent out to other towns for bands. Our women folks and children paraded the streets. We sowed the town knee-deep with the hottest anti-saloon literature ever concocted.

And with all this crusading by night and by day my name was associated. I was the ring-leader. Billy Hamlin was general-commander and I was his first lieutenant. I made seven public addresses and melted down seven collars each week. Everybody knew me, from the latest newsboy on the Times-Post to the President of the Pork-Bean factory. They all knew I sold shoes. Preachers, lawyers, doctors, lodge folks, church folks, kids, maiden aunts and country cousins—all knew I was a retailer of shoes; and they all came in to buy. I had to put on some new salespeople to take care of the business. We doubled our mailing list. Our delivery boy blistered his feet delivering parcels. Tony Collins fitted so many feet during the day he got to seeing spots before his eyes. I had to send him off for a two weeks' vacation to keep him from getting down with nervous prostration.

The boycott ruse didn't work. The Anti-Saloon Leaguers won in a walk and our town is (ostensibly) as dry as a bone. If you come to see me (and must have an occasional highball to dissipate the ills of life) bring it with you, or you'll dry up in these diggin's.

Now it makes me blush inwardly when I hear the nice, gratuitous things that are said about me as a reformer; for, as I said, I do not hanker after any fame in this line; I am just a shoe merchant and I prefer to be known by the goodness of the shoes that I sell. But human nature is perverse. It loves to weave its halos and place them upon the brows of its favorites—and, strictly speaking, hero-making proclivity in one's fellow townsmen helps along the business so nicely one can not find it in his heart to resent it. At the same time it is just a little embarrassing. I think being born lucky is next thing to being born a genius—or rich.—Charles Lloyd Garrison in *Boot and Shoe Recorder*.

#### Success Constantly Growing Harder in Technical Field.

Chicago boys are crowding into the technological and manual training departments of the public schools. This is the report of educational heads which has created some surprise. There is not room enough in the departments for the boys that in hundreds are seeking admission.

Reason for the circumstance may be found in the reaction against the classical college education. Apart from this, however, is the fact that the drift of the young man to-day is toward technology, out of which men have been winning such large rewards. In this present age of materialism the young man feels the invitation to material rewards for his life efforts. These are more and more the gauge of success. Within the last dozen years perhaps the world never before saw so many technically equipped men rise to higher position, influence and money compensations.

But a note of warning reasonably may be sounded here. These men who have reached these highest positions in the last few years have been men trained in exact knowledge in their several fields. They have known how to organize and command the largest proportion of active, but untrained workers to the accomplishment of a definite, tactical end. As they have proceeded those tactics to such ends have evolved and simplified. That first tactician who may have felt his way guardedly to a first accomplishment, not only moves faster and more surely to his end, but his methods are known to others. Other men, leading, have left to the observer their methods in leadership. It may be said that in a sense these men have been standardizing methods which are representative of the best tactics in their several fields.

What is to be a first effect of all this? Does it not suggest that, without radical overturning of all existing basic principles involved in these practical arts, the young man who is to be graduated to-morrow must be prepared to fall short of that gauge of success established yesterday?

In the science of "cost keeping," as it has evolved to-day, the managements of industrial and commercial institutions are catalogued as belong-

ing to the non-productive labor of these organizations. In reality, the one man in a managerial position, encouraging and directing men, may be the greatest force in active production. But he is classed by the cost keeper as non-productive and to the extent that one man is able to manage twice or three times the number of men that he managed yesterday, he will be called upon to do so.

Looking upon the crowding of young men into technological work it is inevitable, however, that thousands are not of the fiber—not of the capacity and initiative—to have taken place at any time in the first ranks of the successful. This always must be true of candidates for all occupations. I would be last to try to discourage one of these young men if, feeling that his talents lie in that direction, he attempts the peak of accomplishment in it. My thought in this is that a word of suggestion may be taken as timely when there are indications that there may be an undue rush on the part of young men toward a field which has not been as carefully surveyed as it might be.

The whole point of view involves that old definition of what it is that constitutes success in life. I would not attempt to dispute that thousands of men devoting themselves to the student life, delving into archaeology, into the dead languages, or into any of the abstruse impracticable lines of discovery, to themselves have reached their highest ideals of success. Nor in the practical profes-

sions and arts could I really believe that the man, loving his work because of his love of working, has failed, even if he have only the income that gives to him the ordinary comforts of a home.

But that young man who enters the field of material accomplishment for the material riches that are promised him must look upon himself as a failure if he doesn't attain his end.

Is he prepared for this failure in accordance with the laws of chance? Can he make the best of it, still falling far short of his ideal? He may ask himself the question—and answer it if he can.

John A. Howland.

#### The Ruling Passion.

A telephone girl in this city who has a habit of coming to work late in the mornings was approached by the manager a few days ago and presented with a neat little package, which turned out to be an alarm clock. The girl took the hint. She set it at the proper hour in the morning. Promptly at 6 o'clock there came a loud ting-a-ling-a-ling from the dresser. Still asleep the girl smiled sweetly, and as she turned over for another nap she muttered: "Sorry, but you'll have to ring again; the line is busy."

Mayer Special Merit  
School Shoes are winners



**Lots of Wear  
at a Price  
That's Fair**

Our boys' and youths' shoes are long lived under extra hard usage.

Every day, hard wear quality considered, they are the cheapest good shoes manufactured.

Our boys' and youths' Hard Pan, Oregon Calf, Kangaroo Calf and Box Calf Star Lines will solve your school shoe problem by giving

your patrons better value for their money in wear, style and fit than they have ever had before.

**Rindge, Kalmbach, Logie & Co., Ltd.**

**Grand Rapids, Mich.**





## THEIR WITS WON

## And the Local Advertisers Paid the Tribute.

Written for the Tradesman.

James Wrigley, arousing himself from an hour of contemplative silence comfortably indulged in as the train sped on its way to Paris, turned half about in his seat and addressing Kathryn Kordes, observed: "Well, I think that here's where we 'get off.'"

"Get off?" repeated Miss Kordes as she glanced at her watch. "Why, we're not due in Paris for half an hour."

"I know it," answered Wrigley as he unfolded a time table which he held in his hand and curled himself on one thigh that he might more readily talk to the sitter opposite him, "but I mean that when we get there I am going to look for work. This company has reached its limit."

Miss Kathryn Kordes was the leading lady of The Four Cousins Comedy Co. and Wrigley was the all-round handy man, who could do anything fairly well from "leads" to low comedy; from singing parts to "character old men."

"Do you really believe what you say?" calmly enquired Miss Kordes, and Wrigley assured her that he was in earnest.

Then followed a review of the business of the company the past two months; of the bad weather and poor management; of the unattractive quality of the plays presented; of the fact that salaries were weeks behind and of the utter hopelessness of the prospect, ending with Wrigley's declaration, "I'm tired of it and am far enough from home and able to tackle any job I can find."

"But what can you do?" asked Miss Kordes. "You're an actor."

"I claim that distinction even although some people smile as I do so," replied Wrigley good naturedly, "but let me tell you something: Less than ten years ago I was counted a first class hand on one end of a cross-cut saw, while as a mule team driver I had no superior in Missouri."

"You'll have to show me," responded Miss Kordes; "I'm from Missouri."

"An' more than that, less than four years ago I held a position in Washington as an accountant—not a Government position—at \$18 per and was considered a good one," proudly declared Wrigley.

"In a store or a factory?" asked the leading lady.

"Store. There aren't any factories worth the while in Washington," responded Wrigley.

"What line of merchandising?" was the next enquiry from the seat behind him, at which Wrigley answered: "Department store," and added: "I was doing well, first rate, but I got mixed up with a semi-professional presentation of 'As You Like it' down at Marshall Hall—an out-of-doors performance, with a steamboat excursion from Washington and Alexandria to the Hall as an accessory, and a good one, too. We worked on the commonwealth plan and

played for two weeks, my share for the two weeks amounting to \$78," and as though wishing a few minutes of pleasant reflection over a profitable venture, the all-round actor resumed his natural position in his seat and for a few minutes the conversation was silenced.

Presently "Paris" was announced by the brakemen, and amid the deliberate, despondent, blase bustle of a score or more of tired men and women, constituting the Four Cousins Comedy Company, leaving the train Miss Kordes said to Wrigley: "Come up to my room at the hotel as soon as you can after you are yourself located, I want to tell you something."

"All right, after I've shaved," said Wrigley as he shook himself into his overcoat and picked up his grip and umbrella.

\* \* \*

A rehearsal had been called for 10 o'clock, so that after a shave and breakfast Wrigley was a much more cheerful, healthy and confident looking man than when, after a tedious early morning ride, he had presented the situation to the leading lady, and, in turn, she had passed through a beneficial grooming.

"Well, I'm listening," said Wrigley as he took a seat by the side of a somewhat littered center table in Miss Wrigley's room and the lady, seating herself opposite, asked: "How far are you away from home?"

"About 40 feet," responded Wrigley with a broad grin, "my trunk is in room No. 120."

"No, seriously," put in Miss Kordes with earnestness. "My home is one hundred and fifty miles west of Chicago. It will cost me about \$20 to get home. Twenty dollars will pay my board, lodging and laundry for two weeks on a pinch and then, too, I have about twenty more than enough to get home."

"But I don't want to borrow any money," protested Wrigley. "I've got money. Been hoarding it ever since we started for just this kind of an emergency and, besides, I am going to get a job."

"So am I," observed Miss Kordes with energy. "And I couldn't think of loaning you or anybody else any of my little capital."

"You? Get a job? You?" said the actor in amazement. "What can you do besides act?"

"Do you know anything about printing?" asked Miss Kordes.

"You mean type setting? No. I know when a job of printing looks well and I have some knowledge as to cost of posters, folders, booklets, and the like; learned a lot about that when I was in the department store," said Wrigley with some show of curiosity.

At this juncture there was a tapping on the door and in answer to the "Come in" from Miss Kordes there appeared the red-headed, full-faced and much-excited visage of Dan White, the combination property man, electrician and stage carpenter of the comedy aggregation.

"What is it, Dan?" quietly asked Miss Kordes, as the sturdy young

man stood as though in doubt as to what he should say.

"We're all in!" he replied. "Rehearsal called off, everything in the hands of a deputy sheriff and our manager nowhere to be found. Even the landlord says we must all get out of here—an' all I saved was my tool chest and my trunk. Catch me, as things were, sending them up to the theater before I knew what would happen."

As Dan was describing the situation Miss Kordes telephoned to the office asking the manager of the hotel to step up to her room as soon as he could conveniently, and that functionary lost no time in responding.

The result was that he departed with the hotel bill of both Miss Kordes and Mr. Wrigley for the coming week, paid in advance and with his assurance that such precaution was entirely unnecessary. Moreover, Dan departed to see about his trunk and tool chest and to look up a boarding house, with the money in his pocket to pay his week's board in advance.

Early next morning James Wrigley, perfectly groomed and chockful of self reliance, started upon a tour of enquiry among the newspaper and job printing offices of the town for estimates on the engraving, printing and binding of a thousand copies of a booklet. Incidentally, he ordered, paid for and carried back to the hotel a dummy copy of the proposed publication, showing size and quality of paper, number of pages, and the like.

## FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

## H. LEONARD &amp; SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

## HIGHEST IN HONORS

## Baker's Cocoa &amp; CHOCOLATE



Registered,  
U. S. Pat. Off.

50  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

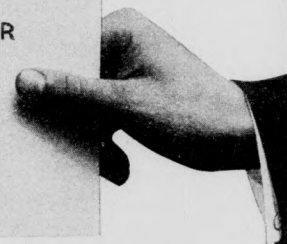
A perfect food, preserves  
health, prolongs life

Walter Baker & Co., Ltd.

Established 1780 DORCHESTER, MASS.

Send  
For  
Our  
Booklet

HOW A  
RETAIL MERCHANT CAN  
INCREASE HIS BUSINESS  
WITH A  
TYPEWRITER



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

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

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

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



Fox Typewriter Co.

260 North Front Street

Grand Rapids, Mich.

On the Fox all the writing is always in sight.



"Oh, yes," observed Miss Kathryn Kordes that evening, "I have had experience. At one time I was society editor for our home paper and from that gravitated into the advertising department—you know the two are alike."

"Alike?" quizzed Wrigley.

"Yes, somewhat," answered his fair companion. "People send in news about their doings or what they feel they might be doing in a social way for the sake of publicity, and there isn't much difference between publicity and advertising."

"There is the biggest difference imaginable. One has to solicit to get advertising for a paper, and the other has to solicit to get through the columns of a paper," wisely responded the ex-actor.

"It's about an even thing," went on Miss Kordes, "except that I was much more successful soliciting advertising—write-ups, reading notices and preparing catchy liners and display advertisements than I was at digging up photographs of people I didn't care for and writing sloppy details about events in which I had no interest."

"How did you get into the show business?" asked Wrigley.

"Much the same as yourself," was the reply. "I have always liked the theater; was a 'phenom.' as a child mimic and could sing and dance ever since I can remember. Of course I have been accustomed to flattery from my friends and by the local papers, and once upon a time I made a hit in an amateur performance of 'Beauty and the Beast.' That settled it. I 'belonged' and within sixty days thereafter I was in the ballet."

About four weeks after the Wrigley Publishing Company had begun operations in Paris Dan White began delivering the published thousand copies of "Picturesque Paris and Her Prosperity" to the sixty or seventy advertisers, from whom Wrigley and Miss Kordes had collected over \$900, with which they had departed for New York, "where they had gone," as stated in a local paper, "to perfect arrangements for a souvenir edition of 'Greater New York,' a publication involving the expenditure of upwards of \$50,000, and intended only for distribution in foreign countries."

"Yep," said Dan upon being questioned by a doubting advertiser, "they are in New York and, say, they've got the classy office up on Sixth avenue, best I ever seen, with eight or ten typewrist girls an' every one a picture."

"How did you happen to stay in Paris?"

"Me? They wanted me to go with 'em, but I'm doin' well enough here," answered the recent property man as he handed to the enquirer a business card, the text of which was as follows:

Daniel White,  
Practical Electrician, Sign and Ornamental Painting, Carpentering and Repair Work.  
Wire in your orders.  
Prompt service. Tel. 428 Main.

\* \* \*

Early in the following spring there was a meeting of the leading business men of Paris for the purpose of organizing a public welfare association. Among other facts brought out in the discussion of local affairs was the existence of nearly 700 copies of

the one thousand "Picturesque Paris and Her Prosperity" booklets, for which close to \$1,200 had been paid, which were still in the hands of the advertisers; had not been given away nor mailed out to enquiring customers or admirers, so that in reality there was practically a refuse heap in or about the premises of each advertiser, which together represented an aggregate of over \$800 of good Paris cash gone for naught.

Accordingly and by unanimous consent the following resolutions were adopted:

Whereas — We, the undersigned business men—bankers, merchants, hotel keepers, manufacturers and members of the professions—having full appreciation of the value of advertising our city and our respective interests and realizing that haphazard, fly-by-night schemes for advertising are not to be compared with the systematic, legitimate practice of advertising in our own local journals, therefore

Resolved—That hereafter we will unite in a liberal campaign of advertising our beautiful and growing city through the columns of our own home papers, and that in future we will reject any and all advertising propositions of a different character from the one stated herewith.

This action of the business men was most heartily applauded editorially by the next day's issue of the only daily paper in Paris, and in the same column, in full-faced type, double leaded, was an announcement that thirty days hence the paper would publish a magnificent beautifully illustrated edition of forty-eight pages, which would serve as a work

of reference and as a memento of the wealth, beauty and business activity and growth of Paris never before equaled.

And the paper kept its word. The special edition was published. It was a beauty typographically and representative in its half-tone illustrations, while in its historical and statistical features it was in every way admirable.

But it cost the advertisers something like \$2,000 and a third of this amount was paid over to Daniel White, who, keeping entirely in the background, meanwhile originated and carried out the fly-by-night scheme.

Charles S. Hathaway.

#### The Day of Days.

Albert was a solemn-eyed, spiritual-looking child.

"Nurse," he said one day, leaving his blocks and laying his hand gently on her knee, "nurse, is this God's Day?"

"No, dear," said his nurse, "this is not Sunday—it is Thursday."

"I'm so sorry," he said, sadly, and went back to his blocks.

The next day and the next, in his serious manner, he asked the same question, and the nurse tearfully said to the cook, "That child is too good for this world."

On Sunday the question was repeated, and the nurse with a sob in her voice, said, "Yes, Lambie—this is God's Day."

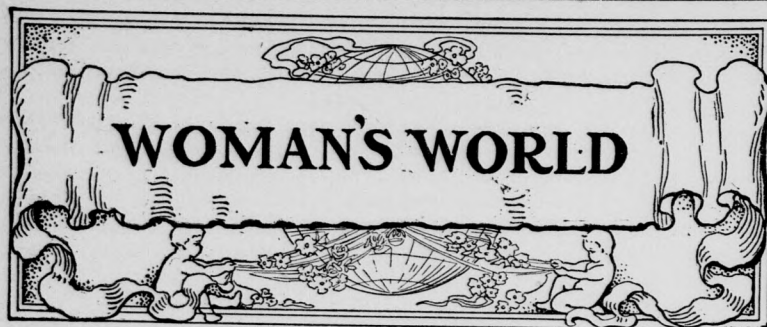
"Then where is the funny paper?" he demanded.

He who has a good word for no one can not have the word of God for any one.

Tradesman Company  
Engravers  
PRINTERS AND PUBLISHERS.  
GRAND RAPIDS, MICH.

WOOD & PHOTO  
TELEPHONE NO. 5095





### Lesson for the Nation on Subject of Divorce.

According to the recently issued census report, one couple out of every twelve who get married in this country are subsequently divorced.

This indicates that marriage in America is a failure. This may well cause us alarm, for the home is the foundation of the state, and if that is shaky we can build upon it no permanent edifice of national greatness.

Everybody recognizes the danger, and everybody is ready with some highfalutin remedy for the trouble; and everybody overlooks the plain, common-sense cure for it that is right under their noses.

That is—to make people quit getting divorces you must make them quit wanting them.

The real, only genuine guaranteed panacea for the divorce evil must be applied before matrimony, not afterward.

No doubt there are a few sporadic cases where religion, or high moral principle, or philosophy, holds a husband and wife, who hate each other, together, but there is not enough of these virtues in the world to keep the majority of fighting couples from breaking up the union, and so to prevent the mismated from separating you must prevent them from mating in the first place.

Make it as hard, as public and as expensive to get married as it is to get a divorce, and you will have settled the divorce question.

Look at the causes that are most frequently alleged as reasons for divorce: Desertion, failure to support, cruelty, drunkenness.

These are the rocks on which the ship of domestic happiness most frequently founders, and it is just as much the State's duty to erect a few whistling buoys and lightships by way of warning on them as it is to put up danger signals on any reef along which inexperienced mariners are likely to sail on the sea.

The truth is that what we need is a more rigorous marriage law instead of a more rigorous divorce law. As it is now, any two unsuitable idiots or callow kids who have a few cents with which to purchase a marriage license can go and get married. No questions as to their fitness, their financial ability or even their understanding of what they are doing are asked them.

No other contract on earth can be made so lightly as the marriage contract, and it is not surprising that one out of twelve couples who enter into it go bankrupt. The marvel is that it turns out as well as it does.

Consider for a moment what tragedies a stringent matrimonial law might prevent. It takes six months' residence and a publication of one's intentions, even in South Dakota, to get a divorce. If, before a couple could be married, they had to file a six months' declaration of their intentions, it would prevent the bigamist from getting in his or her deadly work, and many an innocent man or woman from having the specter of the past life of wife or husband rise suddenly up to break up a home.

It would also give an engaged couple time to get acquainted with each other, and get a sober second thought on the matter and find out if they are suited to each other. Thereby would many a wedding be called off on the safe side of the altar.

There should be a marriage law passed making 25 the minimum age at which men and women can take the great irrevocable step of their lives and enter into the contract that should hold them unto death, and that involves not only their health, happiness and prosperity, but that of those unborn.

In this latitude very, very few men and women come to full maturity of mind and body before they are 25, and heaven knows there are chances enough in matrimony without people taking chances on what they are going to be themselves. A girl of 18 or 20 does not know what sort of a woman she is going to be at 25, nor can any boy tell what sort of a man he is going to develop into; neither have they any conception of the kind of mates they will require when they come to themselves.

Probably most of the desertion that is charged in divorce petitions can be traced to early marriage. Some girl and boy married in their salad days, and when they came to man's and woman's estate they were so uncongenial and bored each other so frightfully that one or the other simply picked up and left.

Most of the affinity business may be charged up under the same head. Some man or woman, tied to a dead weight of wife or husband and craving companionship and sympathy, found too late the one who should have been his or her mate, if only he or she had waited to marry until character and taste were formed.

The theory about a boy and girl marrying and growing up together is lovely in romance, but it is nonsense in reality; for not once in a thousand times do they develop equally. One outgrows the other, and there are no tragedies sadder than those of the

VOIGT'S

### Which Is Which?

Of all the brands of flour you handle, which holds trade the best? Which flour is it that people after once using will have no other?

Think it over carefully, Mr. Grocer, and see if "Voigt's Crescent" isn't pleasing your customers and holding your trade better than any other flour you sell.

Think further and you'll see the reason: It's because when your customer invests a certain amount of money in Voigt's Crescent she gets full value, cent for cent, dollar for dollar. That has always been the policy and has made Voigt's Crescent a flour of good reputation and good deeds. Its growth is built upon the idea of holding the customers you already have and then adding more.

**VOIGT MILLING CO.**

Grand Rapids, Mich.

CRESCENT



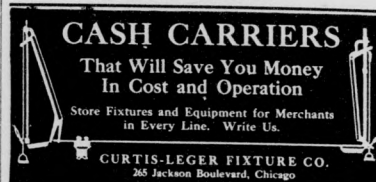
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BELLS, WHISTLES**

and a full line of

**BOAT SUPPLIES**

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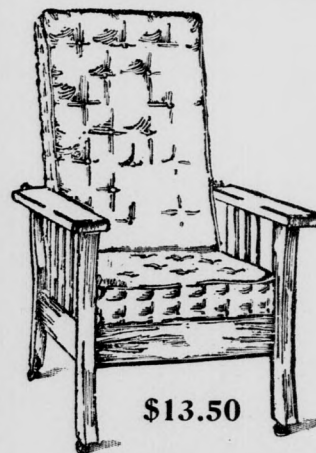


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**The Celebrated Royal Gem Lighting System**  
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**\$13.50**

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Sale of the Lowell Furniture Co.'s stock affords the opportunity of a lifetime. As a money saving event it has no equal. There's furniture for the modest apartment as well as the elegant home. There is always room for a Klingman chair and at the prices you should anticipate your wants.

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For a Mission Morris Chair made of solid quartered oak, loose seat and back cushions of genuine Spanish leather. This is only an example of what this sale affords—actual retail value \$28.00.

Entrance to retail store 76 N. Ionia St.

**Klingman's Sample Furniture Co.**  
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### TANGLEFOOT FLY PAPER

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

**ALL OTHERS ARE IMITATIONS**

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

**Terpeneless High Class  
Lemon and Vanilla**

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

**FOOTE & JENKS, Jackson, Mich.**



couples doomed to expiate, through weary years of domestic martyrdom, the folly of love's brief young dream.

Keep people from marrying until they are old enough to find the husbands and wives they want and need and you will have done much to lower the ratio of divorce.

The law should not permit any couple to marry that can not show that between them they have some way of supporting a family. It is no doubt poetical to lead young people to believe that love is enough, and that all one really needs to be perfectly happy is bread and cheese and kisses.

Unfortunately this is not the case. Men and women have just as good appetites after marriage as they had before; they need just as many clothes, and have just as great cravings for comforts and luxuries; and when these are not forthcoming, the divorce lawyer is mighty apt to succeed Cupid as the family guest.

No man should be granted a marriage license unless he can prove that he is a good, freehand worker and has held down a steady job for at least two years. If this were done there would not be so many young women going back to mother to be taken care of, and then asking for divorce for failure to support.

There should be a physical examination of every candidate for matrimony, and no diseased person, male or female, should be permitted to wed. This would also bring to light any hidden vices that the candidate for matrimony might have, and it

would prevent many a good, true honest man from marrying a woman with the morphine habit, that he had never even suspected, and many a woman from giving her life over into the hands of a drunkard.

If only people who were of mature age, who were able to support a family, and who were healthy and sound in mind and body were permitted to marry, there would be very little divorce, for matrimony would not be a failure. It would be a success.

To stop divorce we have got to quit making it the sport of fools, and make it the reward of virtue and wisdom.

Of course, it will be said that when you make marriage difficult you encourage immorality, but the truth of that statement is doubtful. The weak and vicious will be weak and vicious, inside or outside of the pale of wedlock; and even if there were a few more illegitimate children, it would be better so than that there should be the tens of thousands of legitimate children that there now are who are the victims of the divorce curse.

Dorothy Dix.

#### Always Busy.

"Any retail places around here?" asked the salesman in the strange town.

"There's the woman's club over there in the town hall," drawled the old postmaster.

"Great Scott! And what do they retail?"

"Gossip, young man, gossip."

#### Greatest Pest in Town.

There are any number of pests in this world—mosquitoes, peddlers and germ experts, but they are not to be compared with the man who insists on reading a paper while he crosses the street.

Everybody knows the person. He does not always look the same. Sometimes he is a prosperous appearing man; sometimes the reverse. Sometimes he is alone and sometimes he has somebody with him. There is no doubt that he has everybody against him.

He always crosses the street just at the busiest hours of the day. He is on his way to luncheon perhaps. Possibly he is going to his office. Maybe he has a dozen important engagements on hand. In his hand he holds the daily paper.

He walks along the sidewalk swerving from side to side as irate women and impatient men brush by him. He takes long, enjoying puffs of his cigar or pipe and minds the bumping not at all. Finally he reaches the corner and pauses. He turns vague eyes to the traffic before him; turns a leaf of the paper and walks fearlessly into the melee. He bumps suddenly into a woman carrying a baby. The baby howls and the woman says angrily:

"Oh, for mercy's sake, why don't you look where you are going?" He tips his hat politely, but otherwise refuses to be disturbed. The account of the divorce proceeding that he is reading is just at its climax. Suddenly there comes a yell.

"Look out there—look out there! Who-o-a!" And a heavy moving van is drawn up just in time to save crushing the intent individual with the paper. This, however, does not even attract his attention and he walks on, followed by loud and uncomplimentary tributes from the driver.

A whistle sounds. People without papers stop to let the wagons by. The man with the paper doesn't know that there are such things as wagons. Why? "And Mrs. So-and-So deliberately tore the—" There is a yell and a frantic policeman grabs the pedestrian directly from in front of a cow catcher.

"What—what?" says the man with the paper. "Why do you grab me like that? Don't you think that I can take care of myself?"

What the policeman says is better not printed. What he thinks could not be printed. The man with the paper walks on and reads all about the letter which Mrs. So-and-So tore up.

At last the street has been crossed, and, still reading, the person goes calmly on his way. Up in heaven the recording angel writes his name:

"Mr. So-and-So—the man with the paper. Held responsible for breaking of the following commandments on the part of persons who had no alternative:

"Thou shalt not swear.

"Thou shalt not kill. A desire to kill is equal to the act itself.

"Thou shalt love thy neighbor as thyself."

Frances Barnes.

CARE makes Quality :: Quality makes SALES

## "Williams" Sweet Pickles

in air-tight glass-top bottles

which protect them from **spoilage, leakage and rust** are of such Quality as can only be produced by careful handling of **PERFECT RAW MATERIALS**. "Williams" Sweet Pickles are the only kind you can afford to sell, because they will please your customers and **pay you for pushing them**. They

### Conform with the Federal Pure Food Law

We distill our own grain vinegar, use only the purest spices and granulated sugar for our Sweet Pickles.

#### Consider Your Customers

because you must **please** them to **hold** them. You can depend on steady satisfactory sales on **Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments, prepared by**

**The Williams Brothers Company**

Picklers and Preservers

**Detroit = Michigan**



### GROWING GRAPE FRUIT.

#### How It Is Done in Southern Florida.

St. Petersburg, Fla., March 22—An eminent authority upon citrus fruits, E. J. Wickson, of California, in the *Americana* calls attention to the fact that the orange has long held the supreme place in international fruit trade. The grape crop exceeds the orange crop in money value, but it is almost entirely in the form of manufactured products. It is either as wine or as raisins that the grape finds its way to distant markets, while the orange carries its natural beauty, fragrance and flavor around the world. By its nature it ministers to its own commercial importance. It endures long shipment and ripens slowly and so is available during the winter and spring months, when Northern markets are destitute of fruits of home growing.

The position of supremacy now held by the orange may soon be disputed by its own near cousin, the grape fruit, which is outstripping every other semi-tropical fruit in the rapidity with which it is coming into general consumption.

Having in mind its increasing importance the editor of the *Tradesman* suggested an article upon the growing of grape fruit.

Accordingly, since I believe that there is nothing too good for the readers of the *Tradesman*, I took occasion to visit the famous Atwood grove, called, and I think justly, the largest grape fruit grove in the world. This is located at Manavista, Florida, on the Manatee River, a short distance above Bradentown.

The wharf and packing house of the Atwood grove are out in the river far enough so that the depth of water will allow a good sized steamer to land. Passing through the packing house you walk over a pier fifteen or twenty rods in length to the shore, where you find on your right hand a dwelling house and on your left the little postoffice of Manavista and between them a road leading right up through the grove. On either side the grape fruit trees extend to within a very short distance from the bank of the river, which is fringed with palmettoes.

The Atwood grove takes its name from Kimball C. Atwood, President of the Preferred Accident Insurance Co., of New York. He originated the project of planting this mammoth orchard of grape fruit and individually owns a great part of it.

The grove covers some 240 acres and has about 22,000 bearing trees. Probably it has a greater acreage than any other grape fruit plantation in a solid block in the world. Without any doubt it takes precedence of all others in the amount of fruit produced. As high as 50,000 boxes have been taken from the Atwood grove in a year. This season's crop, most of which was hanging on the trees at the time of my visit, is estimated at 40,000 to 45,000 boxes.

The land at Manavista is what is known as "hammock" or "hummock" land. This does not mean land that

is of uneven surface and "hummocky," as we would say in the North. Instead it is land that was originally covered with a dense growth of timber, with bushes and tangled vines beneath. The timber of the "hammocks" is mainly hardwood, such as live oak, bay, hickory, and the like, and the term "hammock" land is used in distinction from the more sandy and less fertile pine land, upon which the timber growth is always scattering. The native growth on what is now the Atwood grove was oak—I presume live oak—and palmetto.

About 160 acres of the grove were planted in 1897. The remainder, lying along the water front, is of more recent planting. I imagine that it was thought at first that this lower

systematic preparation for "firing" in case a drop in temperature at any time makes it necessary. Later I learned that the grove was frozen down in 1898, the first year after it was planted, and afterward had two or three setbacks. The critical period with a grape fruit or orange grove is when it is young and getting started.

It can readily be seen that Mr. Atwood's gigantic experiment, for such it was, presented at times some very disheartening phases and croakers were not wanting who predicted utter failure for it. A man without abundant means would have been swamped and one with less pluck and resolution would have abandoned the undertaking.

A little further account of the



Grape Fruit Tree Two Years Old.

land might be too moist for grape fruit, which can not stand "wet feet" any better than an orange tree. This difficulty seems to have been overcome by a thorough system of ditches extending throughout the grove, the upper as well as the lower portions. While there is no water in these trenches at this, the dry season of the year, they are needed to carry off the surplus rainfall during the wet season. The drainage is further aided by the ground having been thrown up into ridges before the trees were planted.

Previous to going to Manavista I had read some literature regarding the Manatee country, put out by a certain railway company. Having, with childlike trustfulness, imbibed the idea set forth therein that this part of Florida is practically immune from frost damage I was surprised to find in the Atwood grove ample and

method of firing a grove may be of interest:

The trees in the Atwood grove are planted in rows about two rods apart. In the rows the trees stand about twice as thick, being, I should think, not more than one rod apart. Midway between two rows of trees you will see a little pile of 4-foot wood, arranged with the sticks slanted toward one another, so as to be in shape to burn readily. A little way ahead is another pile of wood just like the one described and farther on another and another, right through the grove, forming a straight row. It is not necessary to place fires between every two rows of trees, for the heat from a row of fires will extend quite a distance. So, as might be expected, the rows of wood, piled as described for firing, are several rods apart.

Various other methods are sometimes used to ward off frost from a grape fruit or orange grove: Rosin is burned, also petroleum. Where there is an irrigating plant operated by an engine, throwing hot steam throughout the grove is advocated. Some growers build a windbreak. But the wood fire, as used at the Atwood grove, seems at present to be the most practical form of protection.

The cold comes from the north and northwest. The firing is done mainly on the cold or windward side of a grove. The warm smoke blown across from the fires on that side may be all that is needed in the more protected parts of the grove.

It takes quite a freeze to injure the tree of either grape fruit or orange after it is well started; but it may be necessary to fire to protect the fruit, and also to save the buds and young growth in the spring, when it is not cold enough to harm the trees at all. The fruit of grape fruit, owing to its thicker and closer grained rind, will stand several degrees more frost than the orange.

In Michigan, when there is a cold spell in June or July and the mercury drops ominously in the evening, the farmer feels great anxiety regarding his corn field, but he goes to bed and does not sit up to watch it.

In Florida there really seems to be more ado over the cold, on a night when the thermometer registers a few degrees below freezing, than we make in Michigan when it runs down to 25 degrees below zero. The approach of a cold wave is very carefully watched, being, of course, heralded by the Weather Bureau bulletins. When a good grape fruit or orange grove is in danger the boss stays up and watches the thermometers. One orange grower tells me he begins to fire when the mercury falls to 30 degrees. Hired men who are called in the night to get up and go to starting fires are not expected to turn over in bed and take another nap; they must get out with a hustle.

A man takes a can of kerosene oil, goes up a row and starts a fire at each pile of wood prepared as described. He can work right along rapidly, it being calculated that one man can start and tend the fires on five acres.

I asked the superintendent of the Atwood grove how many cords of wood it required to fire that grove one night. He replied, "From 100 to 250 cords, depending upon what time in the night it is necessary to begin. The wood used is pitch pine and is worth \$5 a cord."

A word about this pitch pine: It is the common yellow pine, the long-leaved pine of this country. The wood is hard and very heavy, the weight being due to the pitch or "fat," with which it seems to be fairly loaded.

I know of no kind of wood in all the forests of Michigan that would answer so well for firing a grape fruit grove as this pitch-laden pine, which is Nature's own kindling wood. It burns with a dense, sooty smoke, like soft coal, and smoke is what they



want in protecting a grove. It requires no seasoning, but burns well when freshly cut. On the other hand, it is good when old, since it does not easily become water soaked and "dozy" from lying out in the weather, being protected by the same resinous pitch which makes it burn readily when green. It starts very easily, and does not char over, as some woods do, but consumes fully.

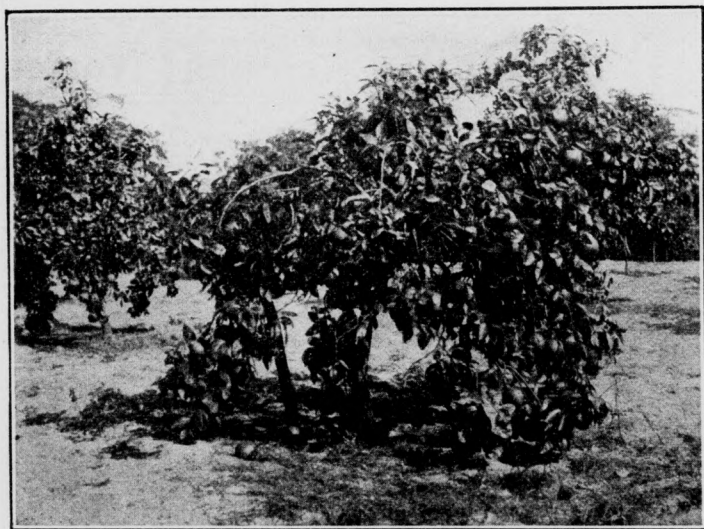
It is said that when the Florida Indians were taken by the Government and transported to the West, they missed, more than anything else, this same "fat" pine, which they had used for cooking and warmth and torches in their Florida homes.

At the Atwood grove some years it is not necessary to fire at all. I do not wish to convey the idea that

any other kind of picture not in colors does not do it justice, for the fruit "takes" of the same color as the leaves, and so does not show up properly.

Being lighter in color and larger in size than oranges, they are handsomer on the tree. They gleamed proudly in the bright sunshine on the day I visited the Atwood grove, looking as nice as—well, as nice as the big sweet bough apples growing in the orchards of Southern Michigan which were the delight of my childhood. I can give them no higher praise.

There is abundant evidence of good taste and proper regard for appearances at the Atwood grove; still, you do not get the impression that it is "fancy farming" that is being done



Young Grape Fruit Tree Loaded With Fruit.

firing is of frequent occurrence anywhere, since I think the raising of grape fruit and oranges is now confined largely to those portions of the State where, as at Manavista, there is not much trouble from frost. But wherever there is danger I think the best growers try to protect their groves.

I would not wish the Atwood grove or any other a frost; but when they do have to light those pine fires, this nose would like to be there to sniff the fine resinous odor arising therefrom like a mighty offering of incense to the great gods of Frost and Cold.

I believe grape fruit is usually sold at retail simply as grape fruit, the consumer not knowing the variety he is getting, and perhaps being unaware that there are different varieties. At Manavista they raise five kinds, Walter's, Pernambuco, Royal, Triumph and Seedless, the two first named being most popular, owing to their excellent quality and desirable size.

It was a fine sight to see so great a number of bearing grape fruit trees evidently so well cared for and thrifty. Some trees were fairly loaded with fruit. Grape fruit is surprisingly heavy, so much so that you can hardly lift a little branch bearing a large cluster. The wood is like the orange, very tough and strong, so the limbs rarely break off.

A photo of a grape fruit tree, or

here or that this is simply a great playground for the amusement and recreation of a wealthy man who is careless about financial returns.

It seems, rather, the result of the workings of a very practical mind, ready to use and even to originate advanced and scientific methods, but subjecting them all to the test of common sense—a mind that in dealing with even so beautiful an investment as a grape fruit grove has not shrunk from applying to every transaction the homely shibboleth of "Will it pay?"

It is difficult to get at just the origin of grape fruit. Early in the eighteenth century one Captain Shaddock brought the fruit that has since borne his name from its native home in Southeastern Asia to the West Indies.

According to the books the grape fruit, called also the pomelo, is a variety of shaddock, smaller and of better quality than the parent stock, but derived from it. But practical grape fruit growers whom I have talked with think that the grape fruit never could have sprung from the shaddock, but is as distinct a species of citrus fruit as the orange or the lemon.

While always running larger than the orange, especially large size in grape fruit is not considered desirable. Very big ones are like too large musk melons, not good as shippers.

The name grape fruit comes not from any similarity in texture or flavor between the pomelo and the grape but because the fruit is often borne in clusters which have, perhaps, a somewhat fanciful resemblance to an immense cluster of grapes.

In flower, leaf and general appearance the grape fruit tree closely resembles the orange tree and the conditions of its culture are very much the same.

Grape fruit groves are, I think, practically all of budded trees. On lands a little wet it is best to bud on sour orange stock. On higher lands lemon and grape fruit stock are also used. Placing the bud quite low is considered best, both because a more shapely tree will result, and because, when low, the soil can be drawn up to protect the bud from frost.

As to soil, grape fruit is grown on both pine lands and the "hammocks." It is hard to say which is better. There is a feeling, however, in favor of the pine land, although more fertility has to be supplied artificially in the beginning. But it is held that a grove grown on pine land will be longer lived, and also less subject to the attacks of the various pests and enemies of citrus fruits than one planted on the naturally richer "hammock" land.

The matter of a proper soil, underlaid by a proper subsoil, is a vital one. Many an orange grove has been a total failure simply because it was planted on land that could never be made to grow oranges.

Like the orange, the grape fruit is

ed it is a fine thing if the ground can be soaked occasionally along in the spring when the trees are in blossom. There is apt to be but little rainfall at that time, and if the drouth is severe the blossoms fall off without the fruit setting. Irrigation is, of course, more necessary in groves where the trees are large and crowded too close together.

Owners of small groves generally sell their product to a packing company, at so much per box at the orchard. The company employs a force of pickers, who clip the fruit from the trees and place it in crates, in which it is hauled to the packing house.

Here it must first be cleaned to get off as much as possible of the scale and mildew. There are different ways of doing this, the method I have seen employed being to place the fruit in a hollow cylinder containing sawdust. The cylinder being put into revolution the sawdust rubs and cleans the fruit.

The fruit is now ready to be sorted for size, wrapped in tissue paper and packed for shipment.

The grape fruit is affected by all the pests and diseases which trouble the orange, although generally it does not seem to be quite so badly damaged by them.

A volume or several volumes could be written upon the enemies of various kinds that prey upon citrus fruits in this country. In Europe, where these fruits have been raised for centuries, the list of adversaries is much longer.



Cluster of Grape Fruit. Photo Taken From Fruit Hanging on the Tree.

a voracious feeder, and where fertility is lacking in the soil it must be supplied artificially or the trees can not thrive and yield. Commercial fertilizers are used almost entirely. A man whose grove adjoins a piece of woodland, or another citrus grove that is not being properly fertilized, will sometimes dig a ditch on his side of the division line so that the roots of his neighbor's trees shall not get over and feed on his fertilizer.

Irrigation is employed in some groves. Others do not have it. It is a good thing to have, if there is a source of water supply so it can be put in without too great expense. Trees that are just set out should be watered whenever they need it, even if it has to be done by hand. And even after a grove is well establish-

I will speak of but one, the dreaded white fly, which is the veritable bete noire of the Florida grape fruit or orange grower.

This appears in early spring in such numbers as sometimes to be like a white mist about the trees. An individual white fly is so small as to be only well visible to the naked eye, and its exquisite daintiness and beauty must be seen through a microscope, but it is a creature to which the epithet "Little, but oh, my!" is especially applicable. It lays its eggs upon the lower side of the leaves of the orange and grape fruit trees. The eggs hatch and the larvae remain mostly upon the under side of the leaves. In due season these go into the chrysalis state, which is the time when they do the most damage.



They seal themselves up with a sort of scale, and while in this state they suck the juices from the leaves, and further exude a sort of sticky substance called honeydew, which falls on the leaves below.

When this gets on the leaves then they are sure to become covered with a sort of black smut, a fungus growth, which seals up the pores so that the leaves are not aerated properly. The tree becomes unhealthy and the scale follows.

Thorough and frequent spraying will do much toward checking the damage done by the white fly, but fumigation with hydrocyanic-acid gas is considered the radical remedy, and the one to which Florida orange growers will undoubtedly have to come. Fumigating, since it must be done each tree by itself under a tent, is an expensive process; but it does away with various other pests along with the white fly, and a grove thoroughly "cleaned up" by fumigation is considered good for three years without further measures being taken. At the end of this time another fumigation may be necessary.

As to the matter of there being danger from occasional frosts in some of the best orange and grape fruit sections of Florida, the reader may ask, "Will not the raising of citrus fruits eventually be relegated to Cuba, Puerto Rico and other localities where there is no frost to contend against? Will not the competition of these countries eventually drive the Florida fruit from the market?"

To this the Florida grower will reply that the very best orange or grape fruit can only be raised in the teeth of some danger from frost, and that it is not so much the tariff on citrus fruits (I think there is about a 20 per cent. ad valorem duty) as the superior quality of the fruit he can raise here that constitutes his great protection from West Indian competition.

The authority first quoted says that the semi-tropical orange is firmer, heavier, more sprightly in flavor and with much better keeping and carrying qualities than the tropical. The tropical orange has but little commercial importance, since it can be sent to distant markets only in small quantities; it is the semi-tropical orange that rules in the markets of the world.

The Northern consumer, while beginning his morning meal with dietary correctness by first eating a luscious grape fruit or orange, finds it very easy to imagine that the owner of a good grape fruit or orange grove can live in luxurious idleness, and that picking these golden globes from the trees is nearly as easy a way to obtain money as clipping coupons off from good bonds.

It may be well for this same consumer to know that to produce this fine specimen lying on his plate land has first been cleared, probably with great labor and expense; then it may have been necessary to drain it or irrigate it, or both; the grove has been set out and nursed through the difficult period of getting started; after getting it started it has been necessary to maintain a tooth and nail

fight against the enemies that have beset it; much good money has been expended for fertilizers to enrich the soil; and very likely in cool times sleepless eyes have kept all night vigils for the protection of the fruit.

The citrus fruit grower who is guilty of any sins of omission with regard to his grove must take the consequences in lessened yield, lower quality of product and sickly trees.

Which is more profitable to the grower, grape fruit or oranges?

Grape fruit has been and still is the more profitable for the reasons that it is not quite so badly affected by the white fly and other pests as the orange, it comes into heavy bearing at a younger age and it yields as many or more boxes of fruit which sell at a higher price per box.

A box of grape fruit is now bringing about double the price of a box of oranges at the groves. The price of grape fruit in years past reads like a fairy tale. In the very palmiest days, when, of course, it was still very scarce, \$15 per box was sometimes paid the grower. Then the consumer sometimes had to pay a dollar apiece for fancy grape fruit.

From old trees the yield is sometimes very large. Thirty-eight boxes in a season are said to have been taken from a single tree, but that tree was sixty years old, and most grape fruit groves are young. At the Atwood grove sixteen boxes from one tree is the highest record.

Owing to its being more profitable than oranges there has been extensive planting of grape fruit within the last few years. Indeed, it is truly wonderful that the consumption of a product as unknown as was the grape fruit a few years ago, and one for which the taste with most people is a cultivated one, should have kept pace with its marvelously increased production.

Doubtless there were those who asked Mr. Atwood and others who had faith in its possibilities, "Whom are you going to get to eat your grape fruit after you get it raised?" But the eaters have been found.

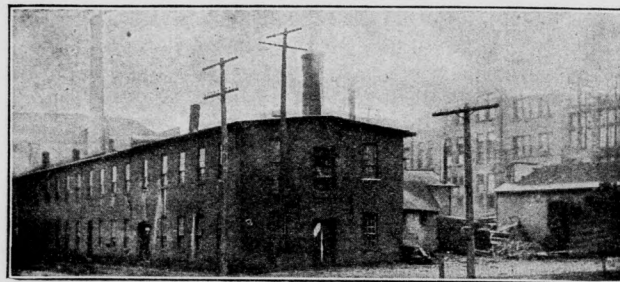
There is a feeling, however, that the tide may soon set the other way, and that in making new plantations it is wiser to put at least half the acreage to oranges. Some would plant all oranges, selecting, of course, the varieties which have proved the very best. One grower has adopted the plan of alternating grape fruit and orange trees in a new grove, setting them rather close together, calculating that by the time they begin to crowd one another he can tell which will be more profitable, and then he will cut out the other.

While the grape fruit is larger and handsomer than the orange, later in time of ripening, a better shipper and a better keeper, it is as a table fruit and not as a stand fruit that it is always sold. It can not be eaten out of the hand as is the orange the world over, so it is considered less staple than the orange.

With this feeling favoring the orange, in the planting that will be done from this time on, it hardly seems to me that there is now any

# Removed

From Alliance, Ohio, TO SALEM, OHIO



"The Old Homestead" at Alliance, Ohio



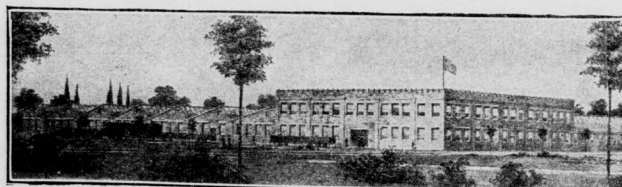
## Removal Notice

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.

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danger of serious overproduction of grape fruit. Those who get the habit of eating it seem to keep it and give it to others. I believe the growers themselves do not all of them realize the increase in the consumption of their product which the next five years will show. There are countless prosperous farm homes and small villages which in time will take great quantities of grape fruit which are now, as regards its market, virgin territory.

Eventually I think the prices of oranges and grape fruit will get on about the same level; that is, taking the cost of production into consideration, one will pay about as well as the other.

Can a man make money by going to Florida and engaging in grape fruit or orange culture? is a question which will be asked by many Tradesman readers. My reply I give simply as my own impression, gained by not overwide observation and unbacked by any experience whatever.

I think the green cousin who happens to have some money—and by green cousin I mean the sort of man who knows nothing about fruit culture anywhere, and does not realize the necessity of knowing anything about it, but who will see that a citrus grove in blossom or in fruit is a very pretty piece of property to look at, and decides at once that he wants to begin raising grape fruit and oranges—well, if there is any place on earth where the verdant relative can be properly taken care of, he would better go there and not come to Florida to raise fruit.

True, since the time of the great freeze, when the groves in the more northerly portions of the State had to be abandoned, there has been some very easy, lucky money made in oranges and grape fruit in these southerly parts where the cold is never so great as to make their culture impracticable.

One gentleman living in St. Petersburg tells me that on an original investment of \$1,800 he has, in about a dozen years, cleared \$50,000, and that there has been no science about it at all, just "bull-dog luck." He says he didn't know anything about fruit culture, didn't pretend to, but that he just happened to get hold of a grove and get it into bearing during the years following the great freeze when there was a big demand and stiff prices were paid for Florida fruit.

But these days are probably over, as I hope the days of severest losses may be. With greater competition and the increase in the ravages of diseases and insect enemies that come in any fruit country the older it gets I think the thing will have to get down to a basis of hard work and scientific cultivation.

Low prices are prevailing at present and the outlook of the Florida fruit grower is regarded by a great many people as not very bright. But despite all discouraging circumstances I think that the kind of man who can raise peaches or grapes or strawberries successfully in Michigan can probably, with equally good profit, raise grape fruit or oranges in Flor-

ida. Those lacking what I may call the fruit growing temperament would better stay out of the business.

#### Quillo.

The writer of this article takes pleasure in saying that information regarding grape fruit and its culture, given her by the following named gentlemen, has been of great service: Messrs. A. E. Hoxie, formerly of Ironwood, Michigan, now of St. Petersburg, Florida, A. F. Bartlett, also of St. Petersburg, J. A. Johnson, of Thonotosassa, Florida, and the Superintendent of the Atwood grove at Manavista.

#### Is Shading a Price a Shady Transaction?

Written for the Tradesman.

What is the difference between cutting prices and shading prices, and which is the more injurious to all concerned?

Cutting prices, as I understand it, is selling goods below a living profit. No one can continue in business who cuts prices on everything. As usually practiced there is the intention to make up on something else. One customer gets goods without paying a due share of the retailer's expenses, while another customer pays too large a share, or the same customer is let off easy at one time and bled at another.

But about shading prices: Is that right or wrong? Does it help the merchant who practices it? Does it hurt other merchants?

The price cutter has this much to be said in his favor: He advertises his prices, he deals openly and above board, his competitors know what he is doing. The one who shades prices usually does it secretly. It is a confidential transaction between buyer and seller. The buyer is pledged to secrecy or admonished not to tell any one.

Shading prices is usually done to get a customer away from some other merchant. It is a favor which is not granted to regular customers. The merchant may not go out to find those who regularly deal elsewhere, but they happen in; they enquire prices; they ask if that is the best he can do. The merchant understands the situation, he knows he can not make a sale at the same price his competitor asks; he thinks a slightly smaller profit is better than none, and he shades the price a little.

It is every person's privilege to buy goods where he can buy cheapest. And every dealer has a perfect right to reduce prices on goods. If he can sell for less money than others do, treat all alike and defraud no one, that is commendable competition. But when he knows that his competitor is selling goods at a reasonable price; when he knows the margin is the lowest living figure, what excuse has he for shading prices? Can he truly feel that he is doing as he would like to be done by?

And what does he make by it? Very likely he makes an enemy of a competitor. Even if the purchaser keeps the matter of price a secret, which he is not likely to do, such things leak out some way. For instance, if the other merchant is a grocer, he does not have to be told that A. or B. is buying less flour or sugar or tea or coffee at his store than formerly. He knows he must

buy somewhere, and he knows he must be getting goods at a lower price, or else has become offended at something. When the true state of affairs is learned some one is going to feel bad. Ill-feeling may lead to retaliation, to a waste of valuable energy and to unnecessary loss of profits.

The good will of one's competitors is of more value, will put more money in a merchant's till or pocket than all he will ever gain by shading prices to lure away other merchants' customers. That good will may be secured and retained by using fair and honorable methods to win trade.

E. E. Whitney.

#### The Smallest "Bill."

A conductor on the Grand Rapids Street Railway Company had such a good run of business Sunday afternoon that he had difficulty in keeping himself supplied with small change. Many persons who patronized his car handed him dollars and bills of larger denominations in payment of their fares.

The conductor managed to get along fairly well until a woman, carrying a tiny infant, boarded his car. When he approached the woman for her fare she handed him a \$5 bill.

"Is that the smallest you have madam?" queried the conductor, fearing another stringency in change.

The woman looked at the conductor and then at her baby, and made this surprising reply:

"Yes. I have been married only twelve months.

#### How To Judge Tobacco.

On no point is the average smoker so ill informed as that of judging a cigar. Nine times out of ten, upon being handed a cigar, he will hold it to his nose, unlighted, sniff at the wrapper with a critical air and deliver his verdict in a self-satisfied manner. This characteristic maneuver is always a source of amusement to any tobacco man who happens to observe it. There is only one way to ascertain the quality of a cigar and that is to smoke it. No expert will pass judgment on a cigar until he has lighted it and smoked it well down toward the middle. The first and most important point upon which he bases his opinion is the "burn." Tobacco may have every other virtue, but if it does not hold the fire and burn evenly it is poor tobacco. Next in order of importance comes the aroma—the smoke must have a pleasant "smell." Next comes the flavor—the smoke must be smooth and not "scratchy" or bitter. Then there is the color—rich brown, indicating a ripe leaf, well cured; and, lastly, workmanship—good if the wrapper is put up smoothly and the "bunch" is made so that the cigar "draws" freely and is neither too hard nor too spongy—bad if the reverse.—The Bohemian.

#### An All Around Man.

Employer—You say that at the last place you worked you were an all-around man?

Tramp—Yep. Collected tickets on the hobby-horses.

## CERESOTA Flour

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Distributors  
Grand Rapids, Mich.



## THE CANAL ERA.

## What It Will Mean To Central Michigan.

Written for the Tradesman.

In this period of awakening to the advantages of water transportation our attention is drawn to the remarkable depression of the Grand-Saginaw Valley extending across the State diagonally from Saginaw Bay to the mouth of the Grand River.

This depression was caused by the receding of the Michigan and Saginaw ice lobes, which caused a lake to be formed in Lower Lake Michigan known as Lake Chicago; also a lake in Saginaw Bay known as Lake Saginaw, the waters of which flowed down the Maple and Grand valleys to Lake Chicago, thence through the Chicago outlet to the Mississippi.

The gravel deltas and old bottom which can be traced along the course of this river show that Lake Chicago was some seventy feet higher than at present. The continual lowering of Lake Chicago caused this channel to be gradually worn down to its present level, with a crest elevation of about 70 feet at the outlet of Lake Saginaw.

It has a width of a mile or more nearly its entire length and banks of 200 feet or more. Rock is encountered at Grand Rapids for about a mile, being a hard, brittle, impure limestone, which prevented further cutting at this point. Above Ionia is a stretch of sand stone, very soft and of not much value.

This is all the rock met with through the entire length, all the rest being of clayey or gravelly formation with large numbers of boulders in places.

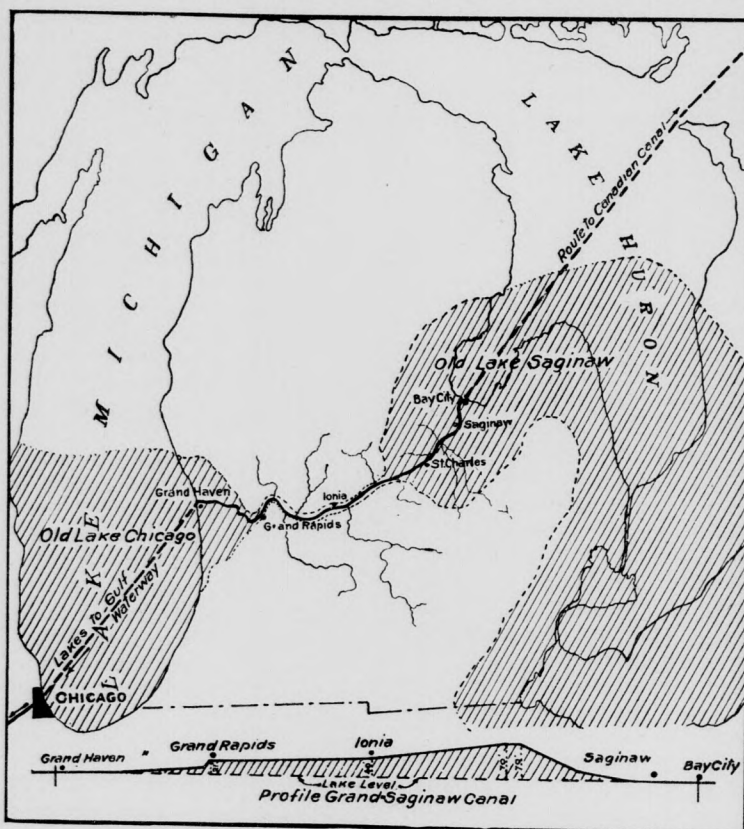
The fall from the crest where the Maple River enters the valley is about one foot per mile for forty miles to near Ionia. From there it is about twenty-five hundredths of a foot per mile for forty-two miles to Grand Rapids, where it falls about 14 feet in one mile. From there it again falls about twenty-five hundredths of a foot for twenty-five miles to Bass River, where it reaches lake level fourteen miles from Grand Haven. From the crest east we have a fall in the Bad River of  $4\frac{1}{2}$  feet per mile for fifteen miles to St. Charles, which is 4 feet above Saginaw Bay. This runs out in ten miles and for the next twenty-three miles we have lake level.

The Maple, Grand and Bad Rivers, with their numerous feeders and tributaries that could be led into the high-level lock, drain some three thousand miles, so that it is readily seen that an ample supply of water could be obtained for this level. It is proposed to make this a three level canal with four locks and dams with a fall of 23 feet on the high level and 28 feet on the second level. This will give us four great water powers developing from twenty to thirty thousand horse power, which would go far towards paying the cost in a few years from this source alone. At Chicago they propose to pay the entire cost of the drainage canal, some \$80,000,000, in less than twenty years from the sale of the power.

About ninety years ago we began to build canals in this country. Forty-five hundred miles of them were completed, but they have largely fallen into disuse through the development of railways which could get there faster and more conveniently; but now we have outgrown the railway and the railway has about reached the limit of its capacity to move

yard, and some large firms were forced to close their doors because of a lack of cars to move their products and get in their raw material.

The Forestry Department tells us that the supply of tie timber will last ten years more at the present consumption, so it will be impossible to equip more lines. They also say that the supply of car timber will last



freight, as was shown a couple of years ago.

Listen to a few instances: A car of long timbers from the Pacific coast to Duluth, sold on a sixty-day guaranteed delivery, was nine months late. A car of furniture from Grand Rapids to Fort Wayne was three months on the road, and it took six weeks to place it after it was located in the

only twenty years, so only a few more can be built. The geological survey says that there is none too much iron ore in sight and advises caution in our use of it. One or two of the transcontinental lines would be a heavy drain on it.

There was recently projected an air line from Chicago to New York with the straightest line and least

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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.

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"THE FLOUR OF QUALITY" is not only good, but the very best. It costs more because it is better

## Judson Grocer Co.

Distributors for  
Western Michigan



grade possible. Ample capital was provided to build it, but when they reached Chicago and New York they found that the terminals connecting with the seaboard would cost more than the entire other portion of the line.

James J. Hill says: "It will take \$8,000,000,000 to put our railroads in shape, and when that is done we can commence all over again, for never will we be in condition to handle the traffic."

Little Germany, which is not as large as some of our states, with her 35,000 miles of state-owned railways, has, for years, been taking some of their income and digging canals parallel to these railways, and now Germany has a foreign commerce exceeding that of the United States by more than \$450,000,000, and the United States manufacturers, with an output of over \$15,000,000,000, export less than 5 per cent. of it.

It is expected that our population by 1950 will have reached about 250,000,000, or three times what it is at present; and if the railroads are now unable to handle our business and are unable to keep pace with our growth on account of inadequate terminals, failing timber supply and our tremendous growth, what will they do then?

We must build for the future, and the time to lay the foundation is now.

Our European critics say there is one thing that appeals to the American and that is a dollar.

Do you know that the radius to which your business extends is absolutely determined by the distance to which that dollar will carry a ton of your goods?

If you haul your goods by horse and wagon on American roads it will cost 25 cents per mile, or \$1 for four miles; on English roads with steam truck it will cost 5 cents per mile, or \$1 for twenty miles; on the average United States railroad 133½ miles for \$1; on our selected trunk line roads 200 miles for \$1; on the Erie Canal 333 miles for \$1; on European canals with electric haulage 500 miles for \$1; on the Great Lakes 1,250 miles for \$1, or at the rate coal is carried on the Great Lakes and the Ohio and Mississippi Rivers 30 miles for 1 cent, 300 miles for 1 dime and 3,000 miles for \$1.

Or, if you are located at a central point, with horse and wagon you can cover a circle 8 miles in diameter; with the English steam truck and improved highways a circle 40 miles in diameter; by the railroads of the United States a circle that is 267 miles in diameter; by the special railroads a circle that is 400 miles in diameter; by the Erie Canal a circle that is 666 miles in diameter; by European canals 1,000 miles; at the rate charged through the Soo Canal a circle that is 2,400 miles, and at the rate at which coal is carried on the Lakes and on the two great rivers of this country a circle that is 6,000 miles in diameter.

Now you see why it is important that we have cheap transportation for our raw materials. We have spent on the Great Lakes above Niagara

Falls a total of about \$85,000,000, and last year the saving over rail transportation on the traffic through those lakes was \$338,000,000. On an investment of \$85,000,000 it is estimated that we have saved over \$5,000,000,000 since the Soo Canal was first opened in 1855.

The greatest single cargo to come down the Lakes is about 14,000 tons, and with barge and tow, 29,200 tons; but the greatest cargo that we know of was taken by the tow boat Sprague from Cairo, Illinois, to New Orleans, one barge tied to another and another and another and another until there were acres of them, and they carried 57,500 tons of coal on that one trip.

In Germany they have seaports 300 miles from the sea, cities that have fleets that go to every corner of the globe, and all their canals are artificial.

Take Manneheim, for instance, over 300 miles from the sea. She has a dredged harbor of 550 acres, 3 miles of docks, 9 miles of improved shore, 129 cranes, 16 grain elevators and 26 coal elevators. Look at the great cities in this country. Name any that do not have water transportation. There are only three, Denver, Indianapolis and Grand Rapids. Look along the Erie Canal at the splendid cities of Buffalo, Rochester, Syracuse, Utica, Albany and New York. When the Erie Canal was built New York was the third city in this country, but the old Erie Canal has made her the metropolis.

It is said that the railroads will oppose waterways, but when Mr. Hill, Mr. Schonts, Mr. Fink and other great railroad men champion the waterway it shows that they have awakened to the necessity. If you will take the trouble to look you will find that in every instance when a waterway is

built parallel to a railroad it has doubled, trebled and quadrupled the traffic of that railroad on account of its handling the cheap, bulky freight and raw materials, the railroad taking the more expensive traffic. Take, for instance, the canal to Manchester, where they have more than quadrupled the traffic on the railroad. On the Elbe and Rhine it has been the same.

We are spending a great deal of money on our highways that we may move our products more cheaply and with greater ease. This is what we should do. The more miles of good road we have the richer our State will be, but why not spend some money on our waterways that can move freight so much cheaper than any other way? I venture to say that a deep waterway across our State will do more for the central portion of the State than any other one thing that could possibly be done.

The central part of the Lower Peninsula has vast geological resources, as well as being one of the richest agricultural regions; for instance, the sugar beet industry, for which we are indebted to the farsight of the late Dr. Kedzie. There are thousands of acres of land along this valley from Grand Haven to Bay City that are adapted to the beet and we are already among the large producers in this country, but we might be many times larger with cheap transportation to the mill and cheap freight for the sugar to the great cities.

There are along this valley 20,000 acres of peat or muck. At an average depth of three feet it would give us 800 tons per acre, or 16,000,000 tons of peat. Peat is valuable in the production of fertilizer and as an absorbent. Since it is necessary to have some of the ingredients that are



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**Holland Rusk**  
(Prize Toast of the World)

packages always look inviting—they're the kind that keep moving off the grocers' shelves, and every time a package moves some grocer makes a substantial profit.

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10 Cents.

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and you can not supply it, will he  
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**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.



advertised in a fertilizer in the mixture, peat has come into the market at a value of about \$10 a ton in Chicago, and as it is a bulky material it requires cheap freight rates. Peat will come into use to take the place of charcoal in the manufacture of charcoal iron. It is burned the same as charcoal and gives off the same by-products, also large quantities of gas that can be used as fuel gas or used for driving gas engines for cheap electrical power.

We have at Grand Rapids great quantities of lime rock that could be quarried and would find a ready market along our west shore cities as a material for concrete and harbor work where there is a dearth of such material. We also have along this river bed millions of yards of the finest gravel and sand in the world, which will find a ready sale for concrete plastering and street work at all the Lake Michigan cities, as none of them have such material at home, could we have water transportation to move it.

Below Grand Rapids are the plaster mines and mills. This is now a considerable industry with an output of over 200,000 tons per annum, but plaster is a very heavy, bulky material. Its sale could be greatly increased could we put it in the consumers' market without breaking cargo and securing cheap rates.

All along this valley are clays and they have been developed to some extent in the manufacture of brick, tile and pottery, but would be more extensively used could they be brought to the consumer at less cost.

At Saginaw and vicinity we have a vast coal field, the output of which is now enormous, and the people of Saginaw, realizing the importance of water transportation, are dredging a 14 foot channel to the lake and intend to continue dredging until they have a 21 foot channel from St. Charles to the lake, when they expect to get some large steel plants to locate there. Along with the coal the salt industry has been revived. This had fallen away with the exhausting of the timber, but by using the cheap grades of coal that were unfit for shipping the Saginaw Valley has again become a large producer of salt.

I hope you will consider this feeble appeal of mine in the line of a preliminary lesson in the great work of education of the American merchant, mechanic, laboring man, engineer and all others in the doctrine of waterways.

When we have accomplished this we will have taken a long step toward universal peace; for with a complete and comprehensive plan of our inland waterways we will soon have results, and when they are well under way we can hold our own with any other nation on earth, and it will be a proud day for this country when we can say: "Brittania rules the wave, but not alone. America is joint ruler," as we surely will be when all our large cities are ocean ports.

John Nellist.

The man who follows his appetites expects his wife to follow his ideals.

#### It Doesn't Pay.

It doesn't pay to hate.

It doesn't pay to quarrel.

How often have I seen men who imagined they had a grievance go out on a search "in order to have an understanding," as they expressed it; and in brooding as they walked they would work themselves to such a state of frenzy that by the time they reached the object of their search they would be unfit to talk, much less reason. And then when it was over they would lose the entire day, and perhaps it would be twenty-four hours before their minds would become settled and they could plod along and feel a particle of contentment.

It doesn't pay to hate anybody or anything. One may feel justified because in the end he can not injure the thing he hates. He can injure only himself by disturbing his peace of mind—and that gone the satisfaction he seeks against others is his personal loss.

The world is filled with trials, but after all they are only trifles. At least one can make them so by mapping out for himself a still higher sphere in which to move.

When a man is surrounded by those who prove thorns in his side, it is a simple lesson that if he would avoid his unpleasant condition he should look where there is broader, higher type of manhood. So, after all, he can blame himself for being out of instead of in that channel where he properly belongs.

The world is getting broader and better. If we take time to study we will observe this. And our condition of mind rests with us.

The Mississippi is clear.

The Missouri is yellow.

When they mingle, all becomes yellow. One absorbs the color of the other.

It is the same with man's associates. He may become better or he may become poorer.

It doesn't pay to hate anybody. If you can't love or respect a fellow creature, pity him and walk away.

Look upward. Walk upward.

Nathan Baker.

#### The Employer Who Nags Loses Money.

It is the testimony of married men that a wife with a fiery and uncertain temper is a far more agreeable life companion than a "nagger." The same sort of nagging that results in a good many shipwrecks on the matrimonial sea has run many a business upon the rocks. The employee doesn't live who wouldn't prefer a good blowing up now and then to constant faultfinding and scolding. We don't mind a good, dashing thunder-shower now and then, by way of variety, but two weeks of constant drizzle superinduces suicidal mania. More than this, such constant irritation stirs up all the dormant microbes of dissension that may be hanging around. A mole on the neck is a very simple thing, but it may result in a carbuncle if you worry it. If you don't like the looks of it, get a surgeon to cut it out; but don't keep scratching it.



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There's satisfaction for every customer in Karo. It is good down to the final drop. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy.

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

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

Your jobber will tell you all about it.

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Gentlemen:

About January 1st. I succeeded my partner in the above business. Three weeks later I took in a silent partner, Mr. 500 Account Roll Top McCaskey, who came to me well recommended with a promise to do away with all forgotten charges, eliminate all disputes, post my books to the last minute and make me better acquainted with my business; all of which I am happy to say he has made good, even more than he promised. And to think I acquired such a useful partner at a cost of about \$200.00 is a surprise to me, as his board and clothing and room rent amount to nothing compared to what he is doing and will do for the rest of my business lifetime.

I am glad I made his acquaintance through your Mr. Fulmer.

Wishing you the success all good things deserve, I remain,

Yours truly, (Signed) Chas. H. Daniels.

Do you want a partner that will actually **earn** and **save money** and not ask for any of the profits?

Ask us for information—a postal will do.

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Alliance, Ohio

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### Don't Get in the Habit of Making Explanations.

Every little while I come in touch with a young man in the business world who is becoming sufficiently numerous to represent a type. Not only is he a type, but he is following a mistaken idea in general which can work only ill to himself if he continues.

This young man most frequently is an employe of a large organization. He sees to it that he presses the button in the time clock promptly. He wears his best front in the office. Every task which he is set to do is accomplished always with an eye to possible future explanations as to his work. How he did one thing, why he didn't do another, when he purposes to do something else—all things that are expected of him he approaches guardedly as something that in the end may prove a trap to his undoing unless he shall prepare against it.

On his desk you will find the card motto, "Do It Now." There will be card reminders to "Keep Smiling," "Don't Make the Same Mistake Twice," and such. But in spite of all this a knowledge of his status in the organization shows that his responsible superior always has kept a pretty close account of the man's work and movements.

In fact, this type of young man, preparing always against the event of "holding up" on the part of his employer, always is held up. Nothing in his line of duty is accomplished and laid by as a finality. He doesn't say to himself, ever, "Well, there's the

end of that." He doesn't know how to say it. But instead he goes along conscious only that if he should be questioned in the matter he has a logical explanation of one kind or another. He can say that the thing has been done literally and effectively to the purpose; or he is prepared with an explanation, plausible enough to satisfy himself, why nothing has been accomplished to the desired end. To him, in his mistaken point of view, this is allsufficient. But is it?

I have a wise friend at the head of a big business who a few months ago employed a new private secretary. He was pleased with the appearance of the young man and spared no pains in the beginning to see that the young fellow got a proper understanding of his duties. Within a fortnight the young man was in touch with his duties thoroughly. The pleasure that his employer had felt at securing his services in the beginning had settled down to an absolute confidence in the man at the end of thirty days.

Speaking of this young man the other day my friend voiced the one possible shade of criticism of the former's services. Will this other young man of this other type consider what it was just for a moment?

It seems that the young fellow was just a little too sensitive as to his full duty to his employer. He wanted his employer to know when a thing had been done promptly and well. He wanted to tell him when something else had been impossible and why. In the event of some un-

usually important bit of work that was expected of him this young man, after his best accomplishment, wanted to reassure his employer that he might dismiss it from his mind.

But all of this was an imposition upon the time of the busy employer, who had other things to think about. In view of this the employer had called the young man in for an explanation. It was just this in a nutshell:

That the employer, intrusting a duty to his secretary, expected him to do it. His secretary might depend upon it that he would be given no duty which his employer felt he could not do, provided it possibly could be done. His employer believed that anything possible to be done would be done by his secretary. If it were not done the employer was willing to take it for granted that it couldn't be done, at that time at least.

"Your work given you is your work," said he. "Do it if it is possible. If it isn't possible, don't try to do it. Use your own judgment in your own work, and when I feel that I want a report on something I'll ask you about it."

It isn't enough that he is prepared to explain. Regardless of the cost of the thing to be explained, an explanation itself costs time and money. It involves trouble and irritation. It brings home to the responsible director of the young man's services that these services are not to be depended upon. Because of this fact his own position of responsibility is en-

dangered. How much more in danger is the position of the young man who embarrasses him? Yet this young man constantly is planning explanations, with the result that every explanation that covers a shortcoming successfully invites the planning of another to the same end.

Don't get the habit. It is bad in every phase of its expression. Most of us have been called upon to explain, but "every explanation is a knock!"

John A. Howland.

### Just What She Wanted.

A gentleman wished to make his wife a present of a lace scarf, but had no desire to pay an extravagant price.

"I want you to buy a nice lace scarf for Cousin Amelia," he said to his spouse. "Choose something nice—something you would get for yourself."

The wife, however, had her own ideas as to generosity in buying presents, and the purchase, when she made it, consisted of a very simple article.

"H'm!" said the husband. "Is it what you would have chosen for yourself?"

"Exactly!" she replied.

"Well, my dear, keep it, I meant it for you!" he explained, with an amiable smile.

### The Ship Gets It.

Taylor—When a ship comes in late who gets the blame?

Saylor—Well, I can't exactly say, but I know that the boat always gets docked.

# We Have Grown, So Can You



Prior to 1868 we were small retail grocers; since that time we have, by persistent and honest efforts, become the largest manufacturers of high-grade ketchup in the world. So you won't lose if you listen to our advice.

Grocers who sell their customers **BLUE LABEL KETCHUP** are sure of the three things which are most important to them:

- 1.—Satisfying their trade—which means holding it.
- 2.—Getting a good profit—which means **making money**.
- 3.—Being sure their competitors can't take their trade away by giving them something better.

Guaranteed to conform with all the requirements of the Federal Pure Food Law.

**CURTICE BROTHERS CO.**  
ROCHESTER, N. Y.



## SALESMANSHIP-ADVERTISING.

## Team-Work Only Can Secure Complete Success.\*

We hear much now-a-days about the New Thought.

And there is no such thing.

A recent speaker in Grand Rapids told us that the oldest thing in the world is the new born babe; the little one who first opens its eyes to the world to-day.

Thought is coincidental with birth and each new born babe is the embodiment of thought, of history, of life, so that all three are as old as Time.

And so, as expressions of thought, salesmanship and advertising are as old as Time—twin cherubs whose offspring are countless, whose versatility is beyond conception and whose potency can not be computed.

For all of this, however, I have the nerve to attempt to differentiate as to the relationship between salesmanship and advertising, so that I may not be outdone in audacity by those gentlemen who quite casually and in a delightfully matter-of-fact sort of manner invited me to discuss two such very trivial propositions.

Of course you will, all of you, agree with me when, like the monologue artist of the vaudeville, I assure you that I consider the task set for me this evening "a mere bag-'o-shells."

Once upon a time a member of the New Rich fraternity visited the apartments of an eminent collector of paintings, sculptures, aquarelles, etchings, and the like, and, informing him that he had half a million dollars which he wished to invest in works of art with which to embellish his new million dollar palace, asked if he would undertake to execute such a commission.

"What kind of a structure is your new home and what are the surroundings?" asked the collector.

The visitor stared vaguely and finally stammered: "Why, I told you—the house cost a million dollars and stands a mile and a quarter back from the road on a rise of ground in an estate of 1,200 acres. And everything is up to date about the place. You go ahead and spend the half million. Never mind the grounds and building."

Of course, the collector had to explain and, of course, after he had spent months in company with the architect, the sanitary engineer, the designers and decorators, and after he had gone all over the situation with the landscape architect in an effort to get at the true and best appreciation of what was needed, the New Rich gentleman found that upward of one-tenth of the original half million appropriation had been expended and that all he had in sight was a lot of blue prints he could not read, several scores of catalogues and color schemes he couldn't comprehend and a multitude of estimates which were bewildering.

"Well!" he exclaimed finally as he looked at the serene, self-respecting and well-satisfied collector with an expression almost witless: "I know

just about as much now as I did before I consulted you."

And I very much fear, young gentlemen, that yours will be a like condition after consulting me.

Because:

Every salesman has as his chief end in life the winning of his customers' confidence and patronage. Without he wins these essentials and holds them inviolate he is a failure.

And because:

The ultimate and chief aim of all advertising is to reach the consumer permanently and effectually. Any advertisement failing to do this is worthless.

And so, that you may appreciate the maze involved in the generalization we are to consider this evening, permit me to add that our New Rich friend and his art collector had a mere play-spell as compared with the entanglements presented to balk your speaker in his attempt to distinguish, to individualize, the relationship between salesmanship and advertising.

But it can be done, I believe, and that, too in spite of the facts that there are multitudes of differing grades and classes of salesmen and uncounted hordes of differing methods of advertising.

Believing that I am entirely fair in assuming these two statements as facts, I am firmly convinced that we must now go to headquarters, to the business office, the administrative office, for our basis, our foundation of argument.

Back of, under and around all success in salesmanship as related to advertising must inevitably be found the business office of whatever establishment a salesman represents, which follows out a policy of advertising. This goes without saying, however, because the concern which does not advertise in one way or another is not under discussion—I was going to say, is not worthy of consideration.

Thus, as I see it, every successful salesman must keep in closest touch constantly with what is going on in the business office relative to advertising. It is at headquarters that the respective communities visited by a salesman are under constant surveillance, that conditions may be always understood; that their preferences may be appreciated; that their needs may be known. And this information must come quite largely through the salesman. He must know each community in his territory with approximate accuracy and must keep his employer or his establishment promptly informed as to any important change or prospective change as to conditions.

At the business office all of these reports are carefully analyzed and conclusions are drawn in their relation to conditions at the central office and in the general business world. Thus there are derived clear and comprehensive ideas for utilization in carrying out their system of advertising.

In turn, the head center, the home office, which fails to inform immediately its salesmen representatives as to any change, however slight, in its general policy of advertising or as to any advertisement relating spe-

cially to the territory of any of their salesmen commits a grave error.

It is team-work all through that produces the maximum of value out of salesmanship and advertising.

For example, a salesman visits all of his customers and prospective customers in a certain territory and from what he learns in "talking shop" and in purely social visits he forms opinions and sends them in to the central office with accurate and as complete details as he possesses to back those opinions.

At the head office those opinions are carefully considered because it is known that the salesman is on the ground, knows the territory and is a high grade salesman. The recommendations he makes may be followed, they may be modified or they may be rejected.

If they are adopted and carried out the salesman gets credit therefor if his employers are wise; if they are modified the salesman receives a clear presentation of the reasons why if his employers are wise; and the same process, without any show of impatience or temper on either side, is observed if the recommendations are rejected; that is, if both employer and employe are alike wise and fair.

The only cause for friction between employer and employe, as I see it, is when an employer fails to notify his representative of a change, however small, as to the advertising he is putting out; or when a salesman fails to notify his house of any fact, however small, in his territory which might have an important bearing upon that advertising.

Of course all salesmen are kept informed as promptly and as accurately as possible as to prices current in the respective lines. And equally it is true that all of his customers keep themselves posted as accurately as possible as to those prices.

But neither customer nor salesman can know as soon and as reliably as to prices current as do those who are in the home office, so that the brunt of this responsibility, as of all others, lies in the central office.

If I have thus far made myself clear, I trust you are prepared to follow me in a discussion, briefly, as to what in the sense of advertising is meant by the term, "the consumer."

And I will begin by reference to the actual physical consumer who is

## Condensed Pearl Bluing

Dissolves instantly  
Sells rapidly  
Profitable

Will  
Not  
Freeze

Sold at  
Popular prices

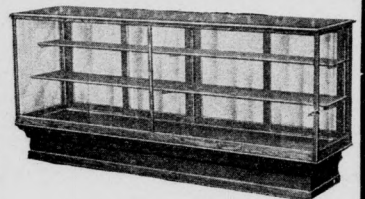
5c and 10c



Order from your  
Wholesale Grocer

See Special Price Current

Jennings  
Flavoring Extract Co.  
Grand Rapids, Mich.



**Wilmarth**  
THE CASE WITH A CONSCIENCE

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

WILMARTH SHOW CASE CO.  
936 Jefferson Ave.  
GRAND RAPIDS, MICH.

Grand Rapids Floral Co.

Wholesale and Retail

**FLOWERS**

149 Monroe Street, Grand Rapids, Mich.



**LOWNEY'S**  
**COCOA and**  
**CHOCOLATE**

For Drinking and Baking



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

**The Walter M. Lowney Company**  
BOSTON

\*Address delivered by E. A. Stowe before Y. M. C. A. Class in Salesmanship, Mar. 18, 1909.



met by the retail merchant and his salesmen; the person who eats, drinks, smokes, wears and otherwise utilizes the merchandise he buys.

Even the salesman who sells goods at retail will fall short of full value as such if he fail to keep well informed as to what is advertised relative to the goods he handles. He should know, so far as his own local market is concerned, just when and how his competing merchants advertise and what they advertise. A good retail salesman must necessarily be an observing man in relation to the general practice of advertising, so that when he enters a street car or passes a bill-board or picks up a local paper his eye will readily catch any new idea and pass upon it as to value almost instantly. He must be able to judge whether or not a certain method of circularizing or another practice of distributing free samples or a novel form of demonstrating is worth what it costs.

A good retail salesman, of course, knows his regular customers in a general way and equally, of course, he practices courtesy and careful attention to all customers, old or new. But he should know more: He should have a fairly accurate idea as to local newspaper circulation in his territory and should be able to judge whether or not the people in that territory are habitual and intelligent readers of local advertisements.

A good retail salesman should know with as complete a knowledge as possible just what and how among the articles he handles or might handle certain ones are advertised in the trade journals, the illustrated weeklies and the monthly periodicals, and, knowing this, he should be able to form an opinion as to the benefits to his own trade that are attributable to such publicity.

Millions of dollars are expended annually for the direct benefit of retail merchants and their salesmen by jobbers and manufacturers, and there are thousands of retailers who remain unconscious of the fact.

Why? Because the retailers do not scrutinize publications devoted to the giving of publicity to facts of especial value to their business.

Every advertising manager formulates his campaign upon, first, the appropriation set apart to meet the cost of the department in his control; next, upon the facts as they are gathered, compiled and classified in the administration office of the establishment he represents and, finally, upon his own individual estimate of those facts, taken in connection with the money he has in hand, to carry out a campaign. He has authentic knowledge as to circulations of publications, as to the character or class of people who are subscribers to every publication; he knows all about rates and has a keen appreciation as to when advertising forms close; he knows as to wash drawings, pen and ink sketches, half-tones and zinc etchings and all of the mechanical details, lengths of columns, sizes of pages, quality of papers, inks and press work and a lot more.

But all of these things combined

have little value if he lack the ability to see broadly, see fairly and, in the light of such a view, to work directly, plainly and truthfully.

Originality in an advertising manager is a good quality, a splendid thing, but it is not the whole thing by a great deal. The man who "strikes home" tersely, honestly and attractively with his text, although it be nothing new as to the use of language, is quite as valuable as is the chap who banks upon his originality; and more so, because, when we get right down to brass tacks, originality of form and expression is usually a mere phrase.

And the most alert and ruthless critics of the work of an advertising manager are the salesmen—both travelers and retail. And it is right that this is so. It is a part of the duty of salesmen to express opinions upon good or bad advertising, always with fairness and without temper and always within their own limitations.

No salesman ignorant of the rules of proportion, perspective, design and correct drawing has any right to criticize a drawing.

No salesman lacking the ability to speak and write good English has any right to criticize the composition of an advertisement.

But any salesman who knows his trade absolutely and who knows the lines he handles with equal thoroughness has every right to express the opinion (when he fairly and truly holds such an opinion) that any certain advertisement fails to attain the desired purpose.

And no well-balanced, fair-minded advertising manager will take offense at any such candid expression.

It is said that Edmund Burke, the eminent English orator and member of Parliament, originated the term, "The Fourth Estate," as designating the reporters in the reporters' gallery. At all events members of the newspaper fraternity throughout the world have accepted the term as a proper one denoting their profession as an entity.

As I look at things to-day it seems to me that it is about time a Fifth Estate was created, which shall embody all high grade advertising managers and all high grade salesmen. Why not? They are, both of them, collectors of news that is most important and dispensers of news that is most interesting. Enthusiastic, devoted to and in love with their work, they contribute mightily and all the time to the wondrous aggregate of power which "makes the wheels go 'round.'" Without them trade and commerce would revert to a condition of chaos, hopeless and helpless.

Purposely I have left for the last section of my review the most discussed and, perhaps, the most important feature of my estimate of salesmanship as related to advertising, to-wit:

Which are the best methods and what are the best mediums for advertising?

I put it in this general way because those are the forms in which the enquiries are usually presented and because, also, I desire to add that it

would be equally sensible to enquire as to humanity in general which are the best methods and what are the best mediums for acquiring great wealth?

Advertising methods range from word-of-mouth declarations and the ringing of a bell or the blowing of a tin horn to two-thousand-dollars-a-page, one insertion; and they include everything from fences, sides of barns, telegraph poles and vagrant boulders to street cars, kites, balloons, airships, pulpit orations, platform declarations and congressional enactments.

Advertising mediums are like the leaves of the forest, beyond enumeration.

And so, having no quarrel with any method or any medium, I will answer the question as I comprehend it in relation to salesmanship and its coordinate fellow, advertising.

In my judgment—and I believe I will be supported by a large majority of high grade salesmen representing such interests—the best policy for manufacturers and jobbers to follow would involve two phases, for the reason that it is quite as necessary for the retail dealer to know that any given article is on the market and to know where that article can be obtained as it is for the individual who uses or may be induced to use such article to know the merits and cost thereof and to know where it may be bought.

It would be, in my judgment, the height of folly to attempt by advertising to put any article on the market until there had first been created a demand for it.

Therefore, as I see it, the manufacturer or jobber should create the demand, through the retail dealers, by advertising in the trade journal.

Then, having created the demand, the second step is to tell the people at large through the daily and weekly papers as to the merits of the article, its cost and where it may be procured.

As the first and best advertising step for the manufacturer or jobber I would recommend the recognized high grade trade paper.

For the retailer I would say without any hesitation whatever that his best mediums are, beyond any question, his respective local papers, be they dailies or weeklies. As to a retail dealer's methods, I would advise the use of every dollar that their business can fairly be made to stand in timely, well-arranged and very frequently changed announcements with prices at which goods may be obtained as the salient feature. The simple fact that a certain staple article can be obtained at a certain store on a certain day at a certain price is worth more as an advertisement than is a column of indefinite generalization, and every good salesman will bear me out in this claim.

To return to the traveling salesman and the jobber and the advertisement they have in the trade journal.

The high grade trade journal reaches their consumer directly, what-

ever may be the line that is advertised.

And that consumer takes that journal because he knows he can get regularly and promptly prices current and a large volume of special news, carefully classified, directly allied to his own especial business. It will tell him what others in the same line as his own are doing; how business is with them; how they conduct their establishments; what have been the failures and why and what have been the successes and why. And, finally, he is attracted by every advertisement in each issue of the publication because they appeal in a material sense directly to his own personal interests.

On the other hand, the salesman can, when soliciting an order, enquire, "Did you see our last advertisement in your copy of"—whatever trade journal may be in his mind, with a moral certainty that his customer has seen it.

Then, knowing that there is in that advertisement a certain feature placed there to appeal especially to that customer, he can take up his soliciting along that line and make a better canvass than he could otherwise.

Incidentally, the customer may learn that, in case he wants to do a little local advertising, the manufacturer or the jobber will very gladly loan electrotypes of the cuts shown in the trade paper's columns for such a purpose.

In brief, the salesman is at once very close to the individual, private interests of the customers and ready and able to offer in a score of ways valuable assistance to them.

As I said at the outset, salesmanship and advertising, at their best, must represent team-work; and that work, I desire to add, must be characterized by absolute rectitude of purpose and practice.

When a misrepresentation is made in an advertisement the salesman is discredited and vice versa.

Truth is the foundation of success in all salesmanship and all advertising, and that foundation must have its birth in the central administrative office of every establishment employing salesmen and indulging in advertising, or the entire effort at co-operation will be a failure.

#### No Time Lost.

A mother, after days of preparation for a week's absence from home, suddenly remembered, after the train was well under way, that she had left a bottle of a certain well-known remedy within reach of the middle-some little fingers of her 3-year-old son. She remembered, too, that there was nothing that the child loved better than the aromatic contents of that particular bottle.

Hurriedly calling the porter, the anxious mother prepared a message to be telegraphed from the first station. It read:

"Hide bottle of Robbie's medicine. Left it on table in my room."

An hour later she received this not altogether soothing message from the boy's father:

"Too late, Bobbie got there first."



## FOR THE RETAILERS.

## Plans Made For Their Entertainment This Season.

The jobbers and wholesalers of Grand Rapids are alive to their duties, and are going to live up to them. More than this, they are united and what they will do will not be for the good of any individual but for the good of all.

The jobbers and wholesalers enjoyed their annual dinner together Friday evening at the Pantlind. It was under the auspices of the Wholesalers' Committee of the Board of Trade. About seventy-five attended. The plans for the coming season were discussed and decided upon and committees were appointed to carry them into effect.

Merchants' Week will be observed again this year, the fourth annual.

Another trade excursion will be given, with a three days' swing around in some part of the Grand Rapids territory.

Three or four one day trade extension excursions will be given to the larger towns tributary to this city.

A. B. Merritt, chairman of the Wholesalers' Committee, presided at the dinner and in opening the speech-making part of it, he said:

"We are here to-night because we believe in ourselves, our business and Grand Rapids. We are here because we like our city and are willing to help it grow. We are here because, realizing that we can not stand still but must either go backward or forward, we prefer to move on to greater achievements—mightier accomplishments.

"The wholesalers of Grand Rapids have done much as individuals and firms. They have built up big businesses—magnificent commercial institutions. But they have not rested there; they have shown the broad-mindedness which takes into account the things beyond the walls of their own buildings, which recognize the existence of related enterprises and acknowledges the benefits of co-operative effort.

"Three times we have joined hands and hearts and have contributed freely of our means and time for the purpose of entertaining our customers from surrounding towns. The first time we did it with fear and trembling lest our friends, the country merchants, might misunderstand our intentions, might doubt our motives, might spurn our well meant hospitality; but, thank God, they knew us better. They responded heartily; they came in hundreds where we would have been grateful for tens; they appreciated our hospitality; they entered thoroughly into the spirit of the occasion; they enjoyed our entertainment and frankly told us so.

"And, as they have come in greater numbers year after year, how proud we have been to have them with us. How it has expanded our hearts as we have felt the joy of making them happy; of offering them a brief respite from the toil of life; of feeling their handclasp and looking into eyes kindling with the warmth of new born

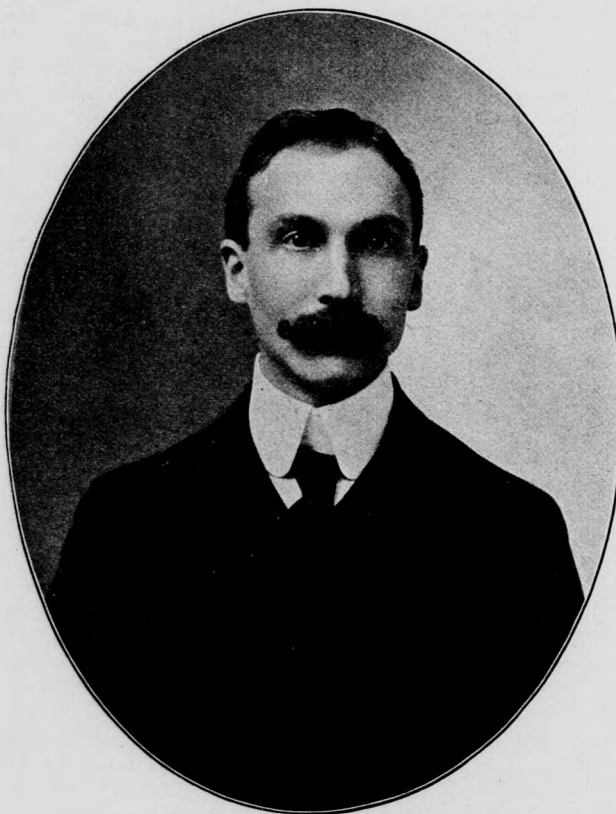
friendship. Who shall say who has benefited more from these gatherings? We who have given or they who have received?

"And when we have gone forth in our special trains to call on these people in their own towns we have met with a large hearted hospitality that has almost brought the tears to our eyes for very joy. They have met us at the train, given us the right hand of fellowship, welcomed us with the sincerest of expressions, extended to us the freedom of their cities, and in a thousand other ways shown us that they were glad to have us come; and the only regret they have ever expressed has been that we couldn't stay longer in order that they might do more for us.

"Gentlemen, who can measure the benefits derived from friendly intercourse like this? The giving and re-

rounding it are the beating hearts of men who love their country, their city and their fellow men."

Mr. Merritt called on Walter K. Plumb to discuss "Merchants' Week." Mr. Plumb recalled that four years ago, when Merchants' Week was first proposed, many of the jobbers were doubtful, and it was with fear and trembling that they awaited the day. They were afraid not only that the merchants would not come but that the invitation they issued might be misinterpreted. The first Merchants' Week brought 425 visitors, and it was declared a great success. Those who came enjoyed themselves and went home glad that they came. The second Merchants' Week brought 850 visitors, an increase of nearly 100 per cent., and the third, that of last year, 1,500, or 78 per cent. increase. No longer is this an experiment. No



A. B. Merritt, Chairman Wholesale Dealers' Committee.

ceiving of hospitality between a business house and its customers? How can it be measured? Certainly not alone in dollars and cents, for however much it may mean to both sides in that regard, it has a far deeper significance, a more lasting influence.

"Wholesale dealers of the Grand Rapids Board of Trade, you may well be proud of your share in this great movement towards closer relations between sellers and buyers; between the big business houses of the city and the smaller ones of the country; between the men in the ammunition department and their brothers on the firing line. You have set a good example which others have been quick to follow; you have shown the world that business is not altogether the hard, sordid, soulless institution it has been reputed to be, but underneath it all, through it all and sur-

longer are arguments needed to continue this custom, to keep up the practice of receiving our friends and welcoming them to the city. The merchants in the Grand Rapids territory are looking forward to their next visit to us and we can reasonably expect a still greater number who after enjoying our hospitality will go home to make it known that Grand Rapids knows how, and impressed with the idea that this is their market. No plans have yet been made and none have been suggested, but we can look on what has been done in the past and we can improve on it. By the time Merchants' Week comes the tariff will have been settled and other disturbing influences disposed of, and with good business prospects ahead the merchants will be glad to come here for a visit and we will be glad to have them come.

"A few years ago such a gathering as this would have been impossible," continued Mr. Plumb. "The business men of to-day are on a different basis. They realize now that they all belong to one family, that their interests are identical, that they can best help themselves but standing and working together. We should endeavor to convey this same spirit to our neighbors, that they, too, may stand together. It should not be confined to the wholesalers, but the retailers, too, should catch the spirit that the city may more than ever become a great business center. Some of our Board of Trade movements, such as the effort to get a more equitable freight rating to the seaboard, are of State wide importance and the active friendship and co-operation of our neighbors will help to accomplish what will benefit them and ourselves alike. We must cement the ties of friendship which bind us to the merchants who trade with us, and no better way to do this can be found than in having them come to visit us and to enjoy our hospitality."

In conclusion Mr. Plumb offered the following resolutions, which, after others had spoken, were unanimously adopted:

Whereas—The merchants of our State have in a substantial way encouraged our annual Merchants' Week by increased attendance each year and have thus testified to the benefits which spring from ripened acquaintance with our city—her industries, resources, manufacturing and jobbing advantages and

Whereas—This expression of social and trading benefit is wamly reciprocated by the manufacturers, jobbers and merchants of our city, and

Whereas—It is our earnest and hearty desire to continue, extend and broaden the relations so satisfactorily and pleasantly established and

Whereas—We are confident an added year of experience in conducting Merchants' Week will make it possible for us to provide our guests increased benefits, socially and commercially, and

Whereas—Our beautiful city has experienced another year's prosperity in expanded growth, ethical, civic and business and

Whereas—This cordiality of feeling—this expansion of resources, must mean a more attractive market to the merchants of Michigan and

Whereas—The merchants of our State have given us so freely of their confidence and co-operation, thus assisting us to make Grand Rapids a "best market," be it

Resolved—That the wholesale dealers and jobbers of the Grand Rapids Board of Trade conduct a fourth Annual Merchants' Week at a suitable date to be arranged by the Committee, to which the merchants of Michigan be cordially invited. Wholesale Dealers' Association of the Grand Rapids Board of Trade.

A. B. Merritt, Chairman.

John Sehler cordially supported the resolution. In business he believed in pushing success to still higher success, and the same rule will apply



here. Grand Rapids has shown that it desires the friendship of its neighbors, that it is glad to become acquainted with them. It is not sufficient to offer good goods at good prices, but we must go farther and show an interest in those who trade with us, and there is no better way to do this than by means of Merchants' Week and trade extension excursions. This custom should continue until all Michigan and the adjoining states look to Grand Rapids as the center.

John Snitseler said that those who come here on Merchants' Week trade here all the year around and it is no more than right that we should afford opportunity to cultivate a personal friendship that will be mutually beneficial. We should not only give our friends a square meal but educational features might well be introduced. Automobile rides may be taken as a matter of course, but we should also try to give them information that may be of use to them. For instance, we might have an authority on the subject give a lecture on the kind of insurance they ought to carry and the form of policy.

Guy W. Rouse believed that the Merchants' Week was the best kind of advertising that Grand Rapids could do with the largest and promptest return on the investment. If half of those who have borne the expense would refuse to go in, his concern would still favor it and cheerfully pay its double assessment. This is not merely a question of a dinner for the visitors and a ride around town. It is a question of personal acquaintance, helpful to both sides and to everybody. If you know a man personally you know how to write to him and if he knows you he will take your letter in the spirit intended, and both will get results. If Merchants' Week did nothing else than to grease the wheels of friendly relations it would be worth while. Michigan is a big State and between Detroit and us is a wide stretch of debatable ground, which either may hope to claim. If we are the more aggressive we will get a larger share of the middle lands and if we go to sleep that territory will trade with Detroit. It is for us to be aggressive and Merchants' Week and trade extension excursions will help bring things this way. Everybody should join hands in making the merchants glad to come and regard this city as their market. This will mean greater prosperity for Grand Rapids.

Wm. Logie believed that Merchants' Week is the greatest and best thing that the wholesalers of the city have done. It is the best advertising and brings the quickest returns. Visitors who come here know that we take an interest in them and appreciate it.

Frank E. Leonard heartily favored Merchants' Week and thought the local support should be larger than the expense may be distributed. Chicago and Detroit are both watching closely what we do. Detroit merchants meet weekly to study how to extend their trade. It is up to us to push harder than ever.

Alvah W. Brown liked the educational features which John Snitseler suggested and mentioned as other topics in which the visiting merchants would be interested:

Partnerships and the responsibilities attached thereto.

Corporations, how to form them and the responsibilities of stockholders.

Simple book-keeping methods.

Decoration of show windows.

Arrangement of stores and stock.

Modern salesmanship.

Extension of credits and exchange of information among local merchants.

Proper insurance.

The visitor should certainly be entertained, but many of the merchants come to learn as well as to have fun and a course of popular lectures would certainly be appreciated. It would be something new, something for them to remember and that would be of benefit to them in their business.

C. E. Tarte said Merchants' Week was of great benefit to the Citizens Telephone Company and asked that the company be counted in for an assessment next time.

The resolution offered by Mr. Plumb was unanimously adopted and Frank E. Leonard offered a motion that if the educational ideas are adopted Lee M. Hutchins be asked to so arrange his dates that he may be in town when the merchants come.

R. J. Prendergast offered the following resolution:

Resolved—That another Trade Extension Excursion be organized and conducted and that a special committee be appointed by the chairman to make all necessary arrangements.

In support of his resolution Mr. Prendergast said that Merchants' Week has been found to be a good thing, but it should be supplemented by a return visit; that in addition to asking our merchant friends to come to see us we should go and see them at their homes and where they do business. They like to have us come. Their hospitality is as great as our own and our going to see them is regarded as a compliment. None who attended the former trade extension excursions will forget how cordial was the reception we received everywhere, how sincere they were in giving us welcome. The former excursions won us new friends, new customers, new business and the money it cost us was well spent.

M. D. Elgin said the first trade extension excursion did not appeal to him, but experience and observation had won him over. The excursions have enabled us to meet old friends and to make new ones. As advertising it is the cheapest kind of a proposition and every wholesaler and jobber should be represented on the next trip.

P. H. O'Brien said that the visitors at Merchants' Week come here to learn, and when we go to visit them we go to learn. It is mutually beneficial and the exchange of visits should be continued.

Sidney F. Stevens said the com-

bination of Merchants' Week and trade extension excursions was just what is needed to make a complete programme. The combination increases friendly relations and increases business, and also gives lots of pleasure to all of us.

W. J. Loomis said that Milwaukee jobbers were planning a trade extension trip that would cover Michigan from Mackinac to Kalamazoo and that Grand Rapids should not neglect its opportunities.

Without further discussion Mr. Prendergast's resolution was adopted.

E. A. Stowe brought up another important matter. "Merchants' Week and trade excursions are good," he said, "but the latter as they have been conducted have in some instances been aggravations rather than promotive of good feeling. To spend only an hour in such towns as Cadillac, Traverse City, Greenville, Belding and others is totally inadequate, unsatisfactory to us and equally unsatisfactory to the towns visited." He suggested that three or four one-day trade extension excursions be arranged during the season. "Let as many as possible, for instance, take the morning train for Cadillac and spend all day there, not only visiting our friends but seeing the things and places in which they take pride and which it will be a pleasure for them to show us. Another day we can go to some other of the larger towns in our territory for a similar purpose."

Heber A. Knott favored the one-day visits and thought there should be at least three of them. "If any criticism is to be made of the trade excursion it is the necessary brevity of the stops at the larger towns. The one-day trips would obviate this difficulty."

R. B. Kellogg and Sidney F. Stevens cordially endorsed the one-day trip plan and Mr. Stowe's suggestion was adopted.

Several of the banks were represented at the meeting and E. D. Conger, of the Peoples Savings, A. T. Slaght, of the Grand Rapids National, F. S. Coleman, of the Grand Rapids Savings, H. A. Woodruff, of the Old National, and J. C. Bishop, of the Fourth National, expressed themselves heartily in favor of the plans.

Heber A. Knott recalled the good that came from the last excursion. This trip brought to the attention of the wholesalers that freight service to some parts of the territory was slow and inadequate. This discovery led to the agitation for a better service and improvement secured almost immediately has been worth many times what the excursion cost.

Chairman Merritt said that the movement to secure a better freight rating to the seaboard would be of great benefit to the whole State. The business men of the other towns are co-operating with the business men here to make this movement success-

ful and Merchants' Week and the trade excursions would help it along. At his suggestion a resolution was adopted endorsing what Robert W. Irwin has done in the organization of the Michigan Shippers' Association.

Frank A. Voigt, W. W. Tanner, Henry Vinkemulder and Alfred J. Brown spoke in warm approval of the plans and Clarence A. Cotton, the new Secretary of the Board of Trade, made a brief address.

Merchants' Week, the trade extension excursions and the one-day trips having been agreed upon Chairman A. B. Merritt appointed the following committees to determine the dates and to make the necessary arrangements:

Merchants' Week.

Finance—John Snitseler, Chairman, John Sehler, M. D. Elgin, Samuel Krause, A. C. Chapman.

Banquet—F. E. Leonard, Chairman, Wm. Logie, A. T. Slaght, W. J. Loomis, W. F. Blake.

Amusements—Walter K. Plumb, Chairman, R. J. Prendergast, F. E. Walther, John Dietrich, M. B. Hall.

Transportation—R. J. Prendergast, Chairman, D. C. Steketee, F. A. Voigt.

Programme—E. A. Stowe, Chairman, L. M. Hutchins, Guy W. Rouse.

Advertising—A. B. Merritt, Chairman, W. F. Blake, Claude Wykes.

Trade Extension Committees.

Transportation—Heber A. Knott, Chairman, Wm. Logie, M. D. Elgin, F. E. Leonard.

Finance—Walter K. Plumb, Chairman, John Snitseler, R. J. Prendergast, John Sehler, W. F. Blake.

Catering and Hotels—R. J. Prendergast, Chairman, John Dietrich, A. T. Slaght, Henry Vinkemulder.

Advertising—A. B. Merritt, Chairman, W. F. Blake, Claude Wykes.

Special One-day Trips—E. A. Stowe, Chairman, L. M. Hutchins, H. A. Knott.

Perpetual Half Fare—R. J. Prendergast, chairman, D. C. Steketee, Samuel Krause.

Professional spectators get least fun out of life.

Courage is simply the conquest of our fears.

A soft answer never has a sting in it.

**Don't Write!**  
USE THE  
**LONG DISTANCE SERVICE**  
OF THE  
**MICHIGAN STATE**  
TELEPHONE CO.

**G. J. Johnson Cigar Co.**

S. C. W. El Portana  
Evening Press Exemplar  
These Be Our Leaders

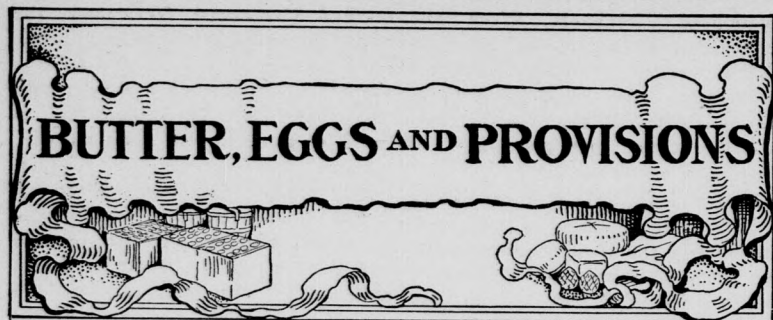
## PURE OIL

**OLIENE** The highest grade PENNSYLVANIA oil of unequalled excellence. It will not blacken the chimneys, and saves thereby an endless amount of labor. It never crusts the wicks, nor emits unpleasant odors, but on the contrary is comparatively **Smokeless and Odorless**

**Grand Rapids Oil Company**

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.





### NEW YORK MARKET.

#### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 20—If all the opinions of all the dealers here could be gathered, when asked about the proposed tariff on tea and coffee, it would make a big book of hodge-podge. They all "knock" the bill, all know just what it will do and how it will put this one and that one out of business; and each one could draw a better bill. Some say the retailer has made no money on teas and it is wicked to put on the tax. Others—jobbers—say the retailer has been making a great big profit on teas, thus making good any loss he might suffer on other goods. So it goes, and as there never was a schedule but what the same things were said of it, it is likely the sun will rise and set, whatever is done with tea and coffee.

One effect has been a mighty active tea market with jobbers during the past few days. This has been largely owing to the fact that there is likely to be a big crop shortage, but still more to the tariff question. Buyers who were a few weeks ago content with a half-chest now order from six to ten chests, and there is probably not a store but could tell something of the same story. Quotations have advanced probably 2c on an average, and the tendency is still upward.

Coffee remains about the same as to demand. It is said that the storehouses here are bulging with supplies, and this is doubtless true. In store and afloat there are 4,110,858 bags, against 4,107,512 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 8½¢@8¼¢. Mild grades are dull and roasters seem to be waiting to see what Congress will do with coffee. Good Cucuta, 10½¢.

Withdrawals of sugar under previous contract have been fair, but new business is nil. Refined shows some advance and quotations are on an average of about 4.75¢ with "delay" varying from seven to twenty-eight days.

Rice has been neglected all the week and buyers are hardly willing to take enough to keep business going. But "statistics" warrant firm rates. Fair to good domestic is quoted at 4½¢@5¼¢. Japans and Honduras sorts are well sustained.

Spices, which have long been dormant, were "galvanized" into life in one day upon the report that a 30 per cent. duty was to be clapped on. Orders came in for almost every sort

and pepper, cloves and nutmeg were all "distinguished objects of consideration." Forty tons of ginger were sold and it is said this reduces stocks to a low ebb and they are in strong hands.

Molasses is quiet and the trade, as a rule, seems to be waiting for new stock to arrive from Ponce. This supply is due here the fore part of the week and will be quickly absorbed. Fancy Ponce, 37¢@39¢; choice, 33¢@35¢. Syrups are in light supply. The export demand is quite brisk.

Little attention has been paid to canned goods. Sixty-five cents seems to be the quotation for really desirable Maryland tomatoes 3s, and while some can be bought for 62½¢, they are not strictly standard goods. Standard Maine corn is worth 90¢ f. o. b. Portland; Southern, Maine style, 55¢@57½¢@60¢. Peas are steady. No great quantities seem to be in sight at 60¢@65¢. Other goods are steady, but neither buyer nor seller seems to be much interested at the moment. Canned fruits are practically without change.

Butter, especially the top grades, shows more strength and special creamery is quoted at 30¢@30½¢; extras, 29½¢; lower grades show no advance, Western imitation creamery remaining at 20¢@22¢; factory firsts, 19¢@19½¢; seconds, 17¢@18¢; process, 22¢@23½¢.

Cheese is without special interest. New York State full cream is quoted at 15¢@15¾¢@16¢. The market is strong and stocks will soon be almost entirely cleaned up.

Eggs show some advance, owing, perhaps, to the return of wintry weather. Fresh-gathered firsts, 19½¢; seconds, 19¢.

#### Why He Couldn't.

He had advertised for a chauffeur, and when a rather good-looking young man presented himself he asked for written references. Two or three were tendered in response, but after looking them over the auto-owner said:

"But these references are a year old."

"Yes."

"You must have had a place since then?"

"Yes."

"Well, your reference from your last employer, then."

"Say, now, he refused to give me one."


"Then you must be incompetent or something."

"Not at all, sir. I simply eloped with his daughter, and he does not love me as a son-in-law!"

#### A Startling Motto.

A traveling salesman died very suddenly in Pittsburg. His relatives telegraphed the undertaker to make a wreath; the ribbon should be extra wide, with the inscription "Rest in Peace" on both sides, and if there is room, "We shall Meet in Heaven."

The undertaker was out of town, and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and bore the inscription, "Rest in Peace on Both Sides, and if there is Room We Shall Meet in Heaven."



**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.  
Phone Cit. 5746 Grand Rapids, Mich

### The Perfection Cheese Cutter

Cuts out your exact profit from every cheese. Adds to appearance of store and increases cheese trade.

Manufactured only by  
**The American Computing Co.**  
701-705 Indiana Ave. Indianapolis, Ind.

## Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining **all the buckwheat taste**. Insist on getting **Wizard Buckwheat Flour**. Send us your buckwheat grain; we pay highest market price.

**Grand Rapids Grain & Milling Co.**  
L. Fred Peabody, Mgr.  
Grand Rapids, Michigan

## 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** I will now make you an offer for all you can ship. I am also in the market for  
**BUTTER, POULTRY, VEAL AND HOGS**

I can furnish you new and second hand egg cases and fillers at factory prices.

**F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.**



## AFTER TWENTY YEARS.

## Lone Shipper Conquers Twenty Railroads Single Handed.

One of the proudest citizens of the United States to-day is George K. Kindel, of Denver. After a strenuous battle lasting nearly twenty years Kindel has won an important victory against the combined railroads of the West and has ceased to be regarded by his fellow citizens as a joke.

Kindel is the man who brought before the Interstate Commerce Commission a suit that was against more than a score of the greatest railroad corporations in the country and compelled thereby an order for a reduction in the Denver freight rates from all points east of the Missouri River and from Denver west to Utah and Colorado points. The victory was a sweeping one. It was won practically by Kindel single-handed, after he had ceased to be regarded by his business associates and by members of the Commission in a serious light. Kindel's history and the history of his battle against the railroads for what he termed "common justice" forms one of the most interesting chapters in the industrial development of the West.

Shortly after the Interstate Commerce Commission was organized Kindel began complaining to that body of injustices and discriminations in various phases of the Western rate adjustment. Unable to get much support from his fellow shippers, Kindel swore to make the railroads "be good." He had amassed a comfortable fortune in the manufacturing business in Denver, and he neglected this in his hunt after rate "justice." Disgusted with the attorneys he employed to prosecute his cases before the Commission, Kindel discharged them and became his own lawyer. Case after case was worked up by him and filed with the Commission. For years he dogged the course of that body in the West and hung onto it demanding hearings of cases which were illy prepared, but which had just a modicum of merit in them. The Commission heard these cases when it could not avoid doing so, gave Kindel much good advice and tried to gently "shake" him. It did not work. He hung on, and when the Commission did what he thought was unfair he publicly denounced certain Commissioners in vigorous terms.

In his pursuit of the railroads and of the Commission Kindel spent his fortune. Then he appealed to shippers for aid in carrying on the battle. This did not come generously, so he made another modest fortune and took up the battle again. His name became a byword in Denver and the West and all that was needed to raise a smile on any business man's face or a frown upon the face of an Interstate Commerce Commissioner was to say "Kindel." When unable to do anything more, Kindel placarded the front of his place of business with epigrams and cartoons directed against the railroads and wrote pamphlets denouncing their injustice. He sought publicity through the newspapers until he became an

unwelcome visitor in many offices. In short, he raged up and down the country, while his business was suffering, crying for justice.

At last Kindel hit upon the Denver rate case, got it drawn fairly well and went to the Commission at Washington. To his amazement that body agreed with him, but stated that the complaint was drawn in such style that the Commission could not take proper notice or enter a proper order. The complaint was amended so it would hold water and the result was a decision which will make Kindel's dream come true and transform him from a joke in the business world to one of the foremost business men of the West.

## The Egg in History.

There are many superstitions in connection with Easter, and each country has a custom of celebrating it peculiar to itself, but while each varies, they all unite to observe the spirit of springtime, and all Christians rejoice that the Lord of Life forever won victory over death. Among the many quaint superstitions is the old Aryan one which typifies the return of the sun of springtime by a golden egg—eggs being distributed at the early equinox by priests to strengthen the hopes of the people that the bleak, cold days of winter might soon cease and a brighter time ensue.

The Persians believed that the earth was hatched from an immense egg on Easter morning; the Aryans also believed the sun to be a large golden egg which was constantly rolling nearer to the earth.

With the Jews the egg became a type of their rescue from the land of bondage, and in their Feast of the Passover eggs occupied a conspicuous place in the services. It was their connection with the latter that finally caused them to be used by Christians the world over in celebrating Easter—the egg of resurrection into a new life, bringing a message of life from death, as it were.

Tyrolese Easter eggs are similar to our valentines, for besides being most beautifully tinted they have, in unique lettering, mottoes representing appropriate wishes for the recipient.

The priests of Italy bless all eggs brought to service on Easter morning, and each person carries his back home, where they are placed on a kind of altar arranged for the purpose, surrounded by lighted candles and often flowers; then each member of the family and any guests abiding with them eat one of these holy eggs as a safeguard against disease and danger. They are hard-boiled before being taken to church.

## Easily Explained.

An old lady who was a passenger on one of the ocean liners seemed very much more afraid of the icebergs than of fogs or storms, and asked the Captain what would happen in case of a collision.

"Madam," the Captain replied, bowing low, "the iceberg would move right along in its course just as if nothing had happened."

## BEANS AND CLOVER SEED

We are in the market for both. If any to offer, mail samples and we will do our best to trade.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.  
OTTAWA AND LOUIS STREETS

W. C. Rea

A. J. Witzig

## REA &amp; WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

## REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

Established 1873

## C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

## Egg Cases and Egg Case Fillers

Excelsior, Cement Coated Nails, Extra Flats and extra parts for Cases, always on hand.

We would be pleased to receive your inquiries and believe we can please you in prices as well as quality.

Can make prompt shipments.

## L. J. SMITH &amp; 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.





### Retailing Hardware Now a Progressive Science.

To the man who works and loves his work no imaginative romance is so full of vital interest as the great romance of business, no story of adventure so absorbing as a tale of struggle and final triumph on the great battlefield of trade. And hardware is one of the most interesting of all forms of business.

In the days of our grandfathers it required little skill or foresight to carry on a retail store. Business, as a rule, was conducted on simple and primitive lines. It required only ordinary judgment and commonplace ability to succeed fairly well in the retail trade. To become a successful retailer little in the nature of scientific commercial knowledge was demanded.

Retailing now has become a science; not a fixed, but a progressive, science. Great progress has been made in the raising of standards in retailing. At one time competition in retailing was largely confined to the question of price and to price cutting. The merchant has seen, however, that there are other factors in trade that can be made to appeal to the public besides price; so that price has now become only one of the many keys upon which the successful retailer must play in order to win. Assortments, qualities, service, window and interior displays, shopping comforts and conveniences, free delivery, a liberal exchange and refund system, original and ingenious publicity, to say nothing of attractive store entertainments, are all avenues more or less exploited by the modern retailer.

Above all things else, the successful retailer must be a hard and persistent worker. The time may have been when the shiftless, thoughtless, intemperate retailer could show a profit despite wasted hours spent in sitting on counters or on dry goods boxes at the shop door, with jack-knife in hand whittling, or despite the loss of time wasted in bar-rooms or at card playing; but that time is past. No whittling, drinking, card playing retailer, big or little, can hope to compete in these strenuous days with the army of faithful, industrious, tireless and scientific competitors. The price of success in this age in the retail world is eternal vigilance and concentrated, intelligent effort. He who is not prepared to pay this price should seek some other calling.

The question of profitable salesmanship is one that is constantly before the retail dealer; having his business well understood, his trade par-

tially established, and wishing to satisfy his customers and pushing for more, he knows an exact system in his store will reduce friction to a minimum in handling his customers, and further his sales as perhaps no other factor will.

What, then, about his system. He wishes to avoid insane simplicity of little worth and red tapeism, a positive damage, and to further sales by a comprehensive and smoothly running system between the two mentioned extremes.

It is for the reason that taking stock in a retail hardware business is such a herculean task that the hardware man has become discouraged at the outset, when the question of system is broached. Inventory has always been looked upon as the first and necessary step in order to properly regulate the profit and call attention to losses, and study of the business as regards the selling end, but an inventory at frequent times is not possible in this business by reason of the immense amount of work it entails.

How is the hardware man to keep close tab on his sales; how is he to know whether he is making or losing money in his tinshop or sporting goods department; how is he to know whether he is getting all that is due him in his house-furnishing department; are his average profits being sustained in the hardware department?

To be master of one's craft, to have one's hand at the helm and be able to read the compass correctly, one must be able to make comparisons every day, week or month. These comparisons are and must be of vital necessity in scanning the business horizon for sales; how can they be most profitably made? If this is not possible, the leaks are liable to sink the ship. It is a relief to the merchant to be able to plan and formulate and leave to his book-keeper to

### We Want You if You are a Real Living Salesman

We don't want any "Near" salesmen, nor men who "Used to be Corkers," but men who are in the top-notch class to-day, right now. We know that it is better to be a "Has-Been" than never to have been at all, just as it is better to have loved and lost than never to have loved at all, but—

The man we are after is the man who has good red blood in his veins, who is full of vim and vigor and who doesn't know what a "Turn-Down" means. If you belong to that class write us, and you may find we have a proposition that means progress for you. Straight commissions, new and profitable, for both the salesman and retailer. (Mention this paper.)

**BOSTON PIANO & MUSIC CO.**  
Willard F. Main, Proprietor  
Iowa City, Iowa, U. S. A.

### 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.**

### 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.



Established in 1873

Best Equipped  
Firm in the State

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

**The Weatherly Co.**  
18 Pearl St. Grand Rapids, Mich.

### H. J. Hartman Foundry Co.

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

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

MFG'D ONLY BY  
**Brown & Sehler Co.**  
Grand Rapids, Mich.  
WHOLESALE ONLY

**NO SOOT SMOKE DIRT OR ASHES**  
**QUICK CLEAN SAFE AND SIMPLE**

**FOSTER, STEVENS & CO.** Grand Rapids, Mich.  
Exclusive Agents for Michigan. Write for Catalog.

### A HOME INVESTMENT

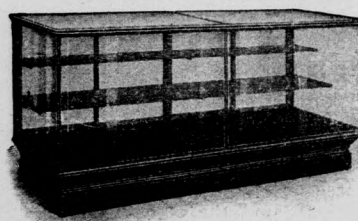
Where you know all about the business, the management, the officers

### 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



do what formerly required many moments or hours of his own time each day. It is a relief not to answer questions many times a day or in an hour; in a word, it is a relief to reduce his business to such a system that he will have time to work out new preparations, formulate new plans to interest the buying public and advance his business until, unharrassed by a thousand petty details, he will find himself growing and expanding.

Did you ever stop to think how much your own presence is required every moment at your work; how dependent your clerks are on you for prices; how many kicks you have from your customers because, so often, no two clerks charge the same; how often your memory serves you badly in buying and selling goods?

One of the means for effecting sales in any line of retail trade is to interest the clerks in the work of selling. Once thoroughly interested in their work, and the welfare of the employer and his business, their capacity for salesmanship increases in direct ratio with their interestedness. When the merchant has taken the initiative and shown the clerks what system means and what labor it saves, they will be stimulated to take an interest in his business; they will add their own personality to the work, suggest and give ideas and be a constant source of help and pleasure, and not a source of constant irritation to their employer by their negativeness and dependence for every petty detail connected with their work.

No retailer can hope to succeed unless he is overwhelmed by prosperity, without having his financial affairs under complete control. However large or small his business, he should have a system of accounting which will tell him monthly, weekly, and, if need be, daily, his assets and liabilities, his bills receivable and his bills payable. Without some such system he is liable to over-trade and to find himself unexpectedly some morning unable to meet his bills and thus impair, if not cripple, his credit.

With the progress that has been made in scientific retail accounting by professionals who make this a specialty, it is an easy matter to have a system worked out to suit the needs of any retail business, large or small.

W. H. Stepanek.

#### "Smokeless" America Is Dawning.

A smokeless America is a dream of Uncle Sam now fulfilling through the instrumentality of the government scientists, who are bringing several factors into play. One factor is the gas engine, the internal combustion motor. This is an absolutely smokeless engine because it has no chimney.

Its greater economy, some engineers believe, will cause it to displace the steam engine. Secondly, there is the establishment of central steam heating plants in the cities to supply heat to the millions of homes, and the great steam power plants many of which are now operating smokelessly and with far greater efficiency than ever before. Thirdly, there is the location of immense gas producer plants at the coal mines and

the turning of this gas into electric power for long distance transmission or the piping of the gas to substations near the great manufacturing districts, there to be burned in gas engines and also to develop power and heat for the various industries.

With the smokeless cities will arrive the smokeless journey. On July 1, 1908, every smoke emitting passenger locomotive was banished from Manhattan island. In several of the large cities of the country there are immense steam turbine power plants operating without smoke and producing a horse power for the same price as the gas engine. In one of the largest cities a company with 100,000 horse power is furnishing power to a large number of consumers cheaper than they can produce it themselves. These big steam turbine plants, as well as the gas engine, can be located at the coal mines generating electric power that may be sent long distances to the centers of industry. In these great steam plants the most modern conditions exist and poor coal, almost the refuse of the miner, is being burned without smoke in the scientifically constructed furnaces.

Prof. Robert Heywood Fernald, consulting engineer in charge of the gas producer investigations for the government, believes that in a few years great gas producing plants will be erected at the mines, the gas engines furnishing electrical energy that will send the trains speeding across the continent. He believes that the ultimate solution of the domestic heating problem as well as the means of preventing domestic smoke may be found in the central heating plant.

#### Logical Reason.

Jinks—"Have you selected a trade or profession for your boy?"

Winks—"I shall make a plumber of him."

Jinks—"Has he a bent that way?"

Winks—"He's born for it. Tell him to do a thing immediately, and he won't think of it again for a week."

### CHILD, HULSWIT & CO.

INCORPORATED.

#### BANKERS

### GAS SECURITIES

DEALERS IN

#### STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING IN BANK AND INDUSTRIAL STOCKS AND BONDS OF WESTERN MICHIGAN.

ORDERS EXECUTED FOR LISTED SECURITIES.

CITIZENS 1999 BELL 424

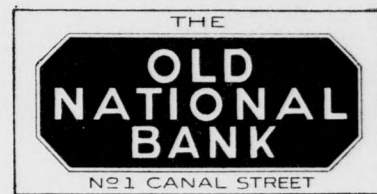
823 MICHIGAN TRUST BUILDING, GRAND RAPIDS

### MODERN LIGHT

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

SWEM GAS MACHINE CO. Waterloo, Ia.

Our  
Responsibility  
\$2,100,000



Commercial  
and  
Savings  
Departments

No matter where you live you can keep your money safe in our bank. It can be sent to us from any distance by post office or express order.

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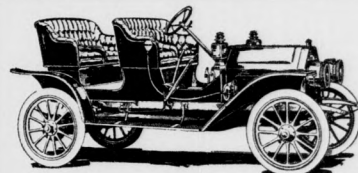
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### To What Extent Should the Traveler Stand Humiliation?

Written for the Tradesman.

We are all much alike and there is no reason why we should be exceedingly puffed up; we all come into the world in much the same manner, with an equal amount of knowledge, are subject to certain impressions and follow a definite process of evolution. It is all very well for industrial captains, saturated in self-sufficiency, to hand our youths stereotyped object lessons with their consider-how-I-grew attitude. Of course, it is all very well and you will generally find father calling Willie's attention to it, but the chances are greatly against his memorizing such words as character, capacity, capital, temperance, long hours, midnight oil, etc. Such words are mere abstractions to him. He may have a more or less hazy recollection of them while wearing shoe leather in quest of job No. 2, but it is like throwing pearls to the swine to hand him any such dope before he has gotten over being nervous in the barber chair. You see, we all travel in circles. We start the new year with monkish vows, when lo, the straight road we have carved to the very feet of Peter is suddenly intersected by returning faults. We suffer remorse, for deep down in our hearts we feel the uselessness of the whole thing, and determine to start anew. And so on through life, we fall to rise only to fall again. Like iron, it is only by constant hammerings that a strong character is drawn out. It is not a question of a skirmish, of a battle, but of constant warfare, and all Nature teaches us this lesson. The history of the world shows the fatal mistakes of nations content to carve their own destiny oblivious to the great lessons of the past. The individual is no different, for in his first stages at least he is filled with omniscience and an abiding conviction that he is the one exception not amenable to the grand cosmos. You see we do not inherit experience and that is probably why we have not anything new under the sun. The mother-in-law and the lawyer jokes will outlive the human race, for there are thousands every day who are learning for the first time or just becoming so situated as to fully appreciate their humor.

If you are a father it is to be hoped you have a healthy, rational son, and, if so, you must remember you have not an automatic machine to handle, where it is simply a question of adjusting this or that screw and then watch it run to your liking. No, sir, you have a free, moral being who is so full of the God-like conscious-

ness and freedom that an immature chin and a No. 14 collar do not prejudice his interest in the least. His proper sphere is the Garden of Eden, where he can command the lions, tigers and elephants to bow down in humble subjection, but the devil, as you have probably read, succeeded some aeons ago in balling up the system and a number of industrial captains have not improved the conditions much, either. The boy has to accommodate himself to a great many standards, both right and wrong, and it takes considerable patience all around. But so long as he will pay 10 cents for a microscopic shave, 25 cents for a massage, plus 10 cents for toilet water, on the strength of gracing the president's chair shortly, there is only one thing to do: Set a good example by attending to business and behaving yourself, and then wait for the crash and the ambulance call. It will come; it always has. For instance, there was Charlie Green, a bright, clear-headed boy, quick to grasp details, courteous and well liked by everyone. By good hard work he had posted himself up to a road job and was initiated at a most inopportune time, right after the panic of 1907. The house realized he was up against it and the old man, with a kindly spirit, had called him into the office and told him not to lose heart but keep plugging. He surprised the house. His first week out he sold six cars of mixed building material for April shipment and the house was not stingy with its praise. He enjoyed the confidence of his trade and, in the face of keen competition, did more than could be expected under the circumstances. Now, I would like to strew the roses all along his path up to the very time he marries a German Countess, but this is not a novel. Charlie had read considerable biography and he formed a philosophy of power which had individualism as a foundation and self as the goal. He had heard all about Christ, but he considered Him a little out of date and as not fitting in with the competitive system. Such teachings, he thought, might be followed by apron strings and white-haired mothers in general, for they would not necessarily conflict with the dishwasher environment. He was wise to the fact, however, that he was yet at the bottom and, until such time as he had mounted the pinnacle, his duty was to hang by the common herd. The President of the company for whom he was working had had many a bitter experience in life. He, too, had known the bottom rounds of the ladder, had invested judiciously. Gold

had rolled into his coffers and just when the sun shown brightest and all the happiness of the world seemed his, like a thunderbolt in a clear day, the dark cloud of trouble smote his career. A palatial home and financial affluence had been too much for his wife and of a night she stole away, blackening the family name. He was an Englishman, proud and dictatorial, and with his race hauteur looked his neighbors and business associates straight in the face, but drowned his sorrows in drink and dissipation. This had begun long before Charlie had come to work for him. If it be objected how such a protracted dissipator could long hold the presidency of a large corporation, I will reply this is a story of facts, not fiction, and has to do with the lesson Charlie Green learned. Years of dissipation made Johnson, the President, a very devil at times. If you met him under the right conditions he was one of the nicest and most obliging men one could wish to see, but woe to him who crossed his path when his bloated body was ill at ease. Charlie Green had such an experience and he is looking for another position to-day.

Charlie had been traveling one and one-half years. One day he called the house over long distance and, being connected with the President, gently asked for \$50 expense money, requesting that the same be sent to C—, where he would stay over Sunday. Suddenly the telephone booth turned all the colors of the rainbow. The old man was up on his ear and of all the vituperation that was ever pumped into the head of an unsuspecting youth this was the limit. He accused the boy of losing the house money, of beating time on the road, of being extravagant with his expense account, etc. No one could blame Charlie for responding: "Very well, there is just this much to the whole matter: I can not travel on air. I am perfectly willing to quit."

"Don't make a d— fool of yourself," rejoined the President. "Go on to work and your check will be on hand all right."

Charlie went on, waited patiently for his check, but it did not come. He borrowed money from one of his customers and pulled stakes straight for the home office.

He had definitely settled his course. He was coming into the office for an understanding. The first face to greet him was that of the President. "What in — are you doing back here?" he asked. Green was possessed of an immense amount of nerve and he had carefully calculated what he was going to say. "I have come in to have an understanding, Mr. Johnson," he calmly said. The President filed into his private office with Charlie, Indian fashion, behind. Every ear in the office was strained. At its best a clerical position is a rather tame occupation. Charlie started to close the three doors leading from the office to the several departments. In fact, he had just succeeded in closing one when: "If you want to quit, Green, say so and get out. I have no time to throw away. You

don't need to close any doors around here."

"I did not come here with the intention of quitting, Mr. Johnson, I merely wished to have an understanding," he replied.

"I'm not open to suggestions, Green. Ever since you first came here I have noticed a cynical attitude on your part. You have insisted time and time again, against my word to the contrary, that our prices on cement, roofing, plaster and brick are way above our competitors'. You've been too easy and unsophisticated—too ready to believe everything you hear."

Charlie warmed up. He had been insulted. He had his dignity to uphold. "There is no use of your trying the bluff on me, Johnson. I'm not exactly a fool. What I see, I see, and when I'm shown invoices it is no use of your trying to throw the hooks into me. It is a significant fact that every one of my prices has been cut since I started out for you."

The President was fast working himself into a state of explosion. "Charlie Green," he slowly measured, "I know you from a to z and you are a d— egotistical fool. I have never made a suggestion to you that your lip didn't curl. But I expected it. Jim Bradley, who recommended you, told me what to expect. He said you were one of these kind of fellows who would take advantages, that you would impose upon anyone to the limit and that there was only one thing to do with you and that was to put the screws on tight and hold you down and that I am the only man who could do it."

Charlie foamed. So Bradley had knocked, had he? "I don't believe a d— word you say," he fairly screamed the words. "Let me tell you what he said about you. I called him up when I didn't get your check and he said it was a dirty rotten shame; that he would not treat a dog that way; that the proper thing for me to do was to come up here and have an understanding with you."

"He said that, did he?" It was plain to see the President was fast reaching the point of convulsions.

"Yes, he did." The answer was heated and sharp.

"Then you can tell Bradley for me that if he ever steps his foot into my office I shall kick him all the way out. As for you, you get out of here."

"I will get out of here," and the words were cutting and mean, "just

It may be a little out of  
your way to

**Hotel Livingston**  
**Grand Rapids**

but we went a little out of  
our way to make our Sunday  
dinners the meals  
"par excellence."



as soon as a settlement is effected. Not one moment before."

"There is nothing coming to you, sir. Your account is already overdrawn."

"My account is not overdrawn. There is still a balance of \$72.50 coming to me and I intend to have a settlement before I leave this office."

"I know better. I have seen the books."

"Then you must be blind or crazy."

"None of your insults, sir. I know all about your little deals on the road. I have been watching you. You have been beating time ever since you started to work for us. Your expense account has been out of all reason and sense."

Now, of course, all of this was pure fiction. Johnson knew it was, so did Charlie, but anger, like gravitation, increases something like the square of the distance.

Johnson continued: "You have been coming down here Sunday afternoons and looking through my private correspondence."

"You're a liar," was the rejoinder and they were both on their feet in an instant. The Secretary and Treasurer, Mr. Brown, interposed.

"This has gone far enough, I think. Mr. Green, I will see to your check later."

"I thank you, Mr. Brown," he replied, "but you understand that I claim one-half pay for my vacation. It has never been passed to my credit, but I hold a letter written by your President agreeing to this and I shall expect a settlement on that basis. Perhaps the dispute as to my account hinges there. I shall expect a settlement in accordance with my figures at any rate."

"I never agreed to it," the President roared; "you never came into this office yet that you didn't look as though you were hungry for money."

"Maybe you need the money more than I do, perhaps for your bar bills, women, etc. If I don't get it, it will be one of the strongest talking points against your firm and I will use it to the limit, too."

"You use it? Huh!" his voice was full of sarcasm. "You, why, you could not get another job."

"Don't you worry about that. I never starved to death yet," and with one grandiloquent swing of his arm he made as if to banish Johnson from his thoughts forever and proudly strode out of the office.

Mr. Brown had seen many a troubled day as Secretary and Treasurer of the Drake-Dolson Supply Co., Inc. His sympathies were with Green. He understood Johnson perfectly and knew that in this instance it was the liquor talking, not Johnson. So, slipping on his coat, he caught Green down the street a little ways and said: "Come on up to the house. I want to see you. Come on up to dinner." Green thanked him for the invitation and embraced it. Once in his home the diplomat of many storms assigned Green a liberal plate of victuals. After finishing dinner he took him into the library, where choice cigars were lighted. Green was a passionate lover of music. Brown knew it and so on the phono-

graph he played a number of soothing selections. The soul of Green, touched to tenderness, caused the better man to rise and he looked sadly at Brown and smiled. It was the psychological moment and Brown realized that fact.

"This is a hard world, after all, isn't it?" he simply said.

"I have always found it so," said Green. "It doesn't seem to matter much what a fellow does. He's up against it just the same."

"The old man is a devil when he gets started. Why, I could have quit him a hundred times, but I did not. I believe in Christ and his message. I feel somehow too big to quarrel with him."

"That's all right, Brown, but he can't rub it into me. I won't stand for a word."

"Have you a position in view?"

"Yes."

"Where, Charlie?"

"I don't feel at liberty to tell you."

"Well, Charlie, you are young. The old man generally does as I tell him. Somehow he has a great deal of respect for my opinion. Now he has made a mistake. All the boys like you. He does, too. Your services have been satisfactory. I will go down and talk to him and I am sure matters can be straightened up. Are you on?"

"Why, yes. Of course, I didn't want to quit any of the time. If he will treat me half-way decent—"

"I will see him and you call at the office at 5 o'clock."

True to his word Brown went back and he told the old man straight from the shoulder that he was mistaken—was in the wrong; that the best thing he could do would be to have a quiet talk with Green and square matters. It was hard to convince the Englishman. It looked too much like a come-down, but the arguments adduced were strong in favor of his doing so. He was not in the mood, however, and he instructed Brown to hold the interview over until the next day. By appointment Green called again at 9 o'clock and meekly waited. Man after man called to see the President, was ushered into his private office and in due time departed, but no call came for Green. Green felt it. It looked much like an effort to belittle him. However, he sat patiently and about 11:30 o'clock the President sent in word that he could spare a few moments with Green.

"I don't wish to argue with you, Green. We have had enough of—nonsense already. Do you want to work for us?"

"Yes, sir, I do."

"Then you didn't have any other position in view, did you?"

"I think I told you once that I had and I'm not in the habit of lying."

"Who called you a liar? I simply asked you. Now, you don't need to think for a moment that I'm coming down to you. There are lots of good men out of employment. I am doing this because Mr. Brown likes you and doesn't want to see you go. I don't intend to withdraw what I said yesterday. Perhaps some things were a

little out of the way, but in the main what I said was correct."

"Well, if you are hiring me simply because some one else wants me, why, of course—"

"I don't think you want to work for us."

"Don't you?"

"No, I don't."

"I came here with that intention."

"Yes, but I can see in your actions—I don't believe you have a very good opinion of me from what you said yesterday. Not that I give a d—. I'm not asking you for any bouquets or any other man. I'm nervous and sick. My living's tied up in this business. I want things to go the way I say. I hired you to follow my instructions. Bradley was right, and—"

"You can't get Bradley out of your head, can you? Well, you keep it there. I didn't come in here to beg for a job this morning. I want a settlement."

"Very well. Mr. Peterson, write Green a check in settlement of his account. I do not intend to give you the half pay during vacation. You have no definite promise from me to that effect. My letter said that, if necessary, I would make some concession. I don't think you wanted to work for us any of the time."

Green walked out of the President's office and met Brown.

"How did you come out?" he asked.

"Satisfactorily to me," he answered. "I quit."

"I'm sorry, old man. I did all I could for you. You should have come halfway." And he added, with a smile, "I guess you both wanted to fight a little, didn't you?"

Charlie Green walked out into the wide, wide world with a feeling of having inspired Mr. Johnson with an awful conception of his importance and his nostrils expanded a wee bit as he speculated upon the old man's remorse. But anon the Spectre of the Unemployed stole unwillingly to the front. The thought would not down and the whistling wind seemed like the groans of millions of suffering human beings. For the once, he wondered wherein he differed essentially from them, and he knew of the terrible privation they would suffer for a stale crust. But surely his honor, his importance, his dignity—wouldn't any man go a duelling for them? And yet that night as he lay in his room and listened to the old clock slowly ticking away the last day of his job he wondered—yes, he wondered and counted himself. He could find only one and he wondered again. He covered his head so the world could not steal the guilty thought and in the faintest whisper asked himself, "I am confused, what did we both say?"

The really big man, the successful man is he who can stand a shock now and then to his dignity, his code of honor; who can discount the insults received, remembering that three-quarters or more originate in the animal, not the spirit. All the bluff and individualism in the world can not stand of itself against weak

human nature with the ledger on its side. The Master of Men is he who humbles himself, and an arm thrown, Manson-like, around a troubled pilgrim will do more to soothe and gain respect than all the vituperation and abuse in the world.

Was Charlie Green justified? I do not answer the question, for it depends upon one's standard. Johnson died two months after Green's resignation and Brown is now President. Green? Oh, he is in the United States Navy, somewhere on the other side of the world. No disgrace surely, but one would imagine a rather hard position in which to exercise initiative and individualism.

Ford E. Shaw.

#### Movements of Working Gideons.

Detroit, March 23 — George S. Webb and wife, assisted by W. F. Parmelee, of Kalamazoo, aided in the service at the Rescue Mission on Farmer street.

Sunday Mr. and Mrs. Webb, aided by Mr. Flemming, were in Pontiac, morning and evening, and next Sunday they will look after services in Chelsea.

Charles M. Smith led the Griswold House service Sunday evening and Miss Bessie Burgess presided at the piano, while Miss Evo sang solos.

Next Sunday evening it is expected that M. E. White will lead the Griswold House meeting if in the city.

M. C. McBrayne, formerly of this city, expects to return here from Connecticut during the coming month and gladden the hearts of many friends. The doctor brought him a brand new baby a few days ago and informed Brother and Sister McBrayne that it was a girl.

Charles M. Smith will conduct a Bible fund service at the Warren Avenue Baptist church next Sunday evening.

A. H. Holmes is under the doctor's care with a complication of diseases. He has suffered for several months with indigestion.

Aaron B. Gates.

#### Chance For All.

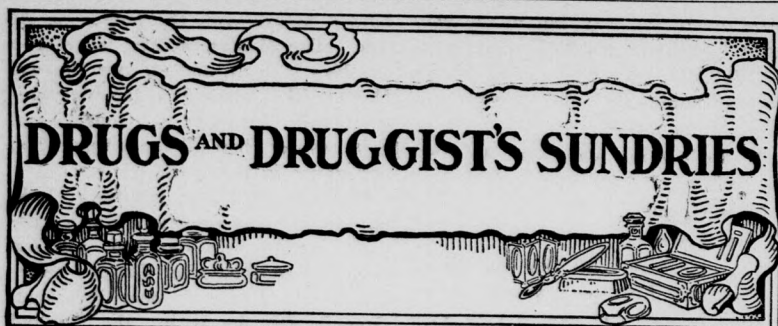
There was little doubt in the minds of those who were invited to the wedding of Augustus Clay Johnson and Chloe Matilda Baker as to the cordiality of the invitation. It was clearly printed and read as follows:

"You are invited to attend the marriage of Mr. Augustus Clay Johnson and Miss Chloe Matilda Baker at the house of the bride's mother. All who can not come may send."

An Escanaba correspondent writes: Timothy Crain recently moved to Escanaba from Ford River to accept a position as traveling salesman for Brauns & Van. Mr. Crain resigned as manager of the Ford River Lumber Co.'s store to accept the new position.

A. B. Brown has resigned his position with Hirth, Krause & Co. to take a similar position with the Ohio Rubber Co., of Cleveland. He is succeeded by Herb. I. Miller, who has until recently been engaged in general trade at Freeport.





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### Advance Thoughts for the Soda Season.

Spring is in the air, and the torrid heat of summer is not far distant, when all roads lead—not to Rome—but to the thirst-quenching, soul-satisfying soda fountain. The public demands soda and is willing to pay for it, but, being a discriminating as well as a thirsty public, naturally will go where the goods and service are the best obtainable for the money.

Good soda can not be served without a thorough equipment in good repair, and unless the apparatus is periodically tested and examined, there will be sure to be a breakdown upon a holiday or some other equally embarrassing occasion. The engineer tests his machinery before every run, the captain is sure his vessel is seaworthy before he ventures forth, and the druggist must be equally businesslike and cautious if he expects to have smooth sailing through busy seasons.

While the March winds are howling outside and the rosy-cheeked Tam-o'-Shanter girl is contentedly sipping hot chocolate, it is an excellent opportunity to tie up the fountain for repairs. The pipes should be taken out and tested for the elusive pinhole leaks and the weakened places; drain pipes cleaned and freed from all stoppages; covers, joints, washers and plumbing looked to, that all parts may be in the best possible repair. Auxiliary apparatus, such as milk-shakes, ice-shavers, ice cream cabinets, etc., will likewise need a thorough going over. Here a coat of enamel paint and there a renicked part will add much to the general attractiveness of appearance. Spoons and holders must be kept glittering, even at the expense of replating. Glasses and frappe cups of delicate thinness usually may be secured much cheaper if bought in advance of the demand and in sufficient quantities to warrant a reasonable discount. A number of neatly fitting drawers underneath the soda counter give a handy place for everything, however meager or elaborate the outfit may be.

Once everything is right and tight,

it takes care to keep it so. The ice man must be watched that he does not dump in great chunks of ice and smash the coolers; the drainage of the ice cream cabinet requires constant looking after to be kept free from clogging and corroding accumulations of salt, and last, but by no means least, there must be absolute cleanliness.

The fountain syrup containers must be regularly cleansed, taking care to let the scalding water run through and sterilize the taps. The main syrup container should be of block-tin, as wood absorbs the syrup and renders it impossible to keep down the germs of ferment. Glasses at the fountain should never be allowed to stand to attract flies and disgust customers, and when washed ought to be clear and sparkling. At least once a day they will require a good washing in hot soapy water. For public safety the spoons should be sterilized several times a day, and when not in use left in a solution of borax or bicarbonate of soda.

Everything about the fountain, both in and out of sight, should be sweet, clean and wholesome. Towels—and plenty of them—are no small factor in the grand result. What can be more disgusting than to have a towel stiff with dirt and heavy with the odor of uncleanness switched about the soda counter? If necessary, wash out a couple of dozen every morning, give them a good boiling, and hang them to dry in the fresh air and sunshine of heaven, but under no circumstances limit the supply. If one wishes to be particular, a cheap clothes wringer can be purchased through which to press the towels when nearly dry, thus making an improvised mangle that answers all purposes of ironing.

Good quality is an almost assured fact where everything is scrupulously clean, and the public is quick to recognize the fact. The highest-priced articles are not always the most satisfactory, but the quality should be good and the use intelligent. The finest fruit flavors may be spoiled by flat, lifeless soda water. Whether the carbonated water is the result of one's own manufacture or purchased in the regulation tanks, it is only satisfactory when of crystal clearness and well charged. It is false economy to scrimp on ice. An old blanket with which to cover the ice surface beneath the covers, however, will effect a saving of many dollars during a season's use.

Purchase fruit flavors in as large quantities as can readily be disposed of, that the profit of a purchase dis-

count may be obtained as well as a sale profit. Some flavors may be made much more satisfactorily and at much less cost. Lemon manufactured directly from the pulp and peel has a flavor that no essence can give. The orange peel from the household table in many instances will give sufficient extract to last a season, with no expense but the alcohol for maceration. Coffee, of course, must be made directly from the freshly ground berry to obtain the full rich flavor. Chocolate syrup is better for being made often and the container should be frequently scalded.

Crushed fruits, when used, are only attractive when served from flyproof bowls. The milk containers in most stores are a snare and a sour delusion, simply because they are neglected. These things may all seem like trifles, but we all know that "perfection is no trifle," and it is this care or attention to detail that makes perfection possible.

The same formulas should produce the same results, and customers will walk an extra block or two to obtain a glass of a favorite sarsaparilla or special drink, if it is satisfactory and always the same. The dispenser who waits to observe the position of the clouds Sunday morning, before he makes up his syrups for the day, is likely to find himself with several ways to go at once, and the most frequent calls for the flavors that are out. He must be ahead of the game if he wishes to make the work either a source of pleasure or of profit.

Demonstration has proved that the reduction of the postal rates has increased the extent of the use of the service many times over, simply because it brought it within reach of the great majority. There is a greater profit to be made on ten gallons of ice cream dispensed in five-cent ice cream sodas than in one gallon served in ten-cent drinks, which is the actual ratio of amounts used at the prices named in one store of which I know. The quicker the sales the oftener the money is turned over, and like the proverbial snowball it gathers profits as it rolls. Once a track is beaten to a certain place for soda, it will be followed for other things as well. It pays to make the price right.

A good soda may be spoiled by poor serving. A clerk with a grimy coat, hands or nails is not an appetizing background for the most delicious drink. A neatly groomed clerk with a fresh coat and a flower in his button-hole is a good assurance that the serving is equal to the quality and that the quality is good.

A lady can not endure to be handed a glass that drips and is likely to ruin her gown, or to grasp a holder which leaves a syrupy imprint upon her glove. A soda dispenser who runs over in filling it is too awkward for toleration. A supply of paper napkins used with discretion will be much appreciated. The newsboy who blows in and says "Gimme a sody" will prefer a julep straw, while milady in dainty foulard and nodding plumes will look and feel her thanks for the little Japanese square of crinkly paper.

Tact is required. Customers are sufficiently human to appreciate small acts of thoughtfulness, and the occasional evidence of a little personal interest: a pleasant word of greeting, a kindly enquiry for a sick member of the family, or a fan on a hot day.

Unless there is plenty of room, tables are an objection, as they tend to cause customers to linger too long, to the disadvantage of those who would take their places, but seats should be provided in abundance. A tired individual is doubly refreshed if he can be seated as he drinks.

Any man who is willing to equip himself properly with the necessary apparatus and to keep it in good repair; who is willing to give the attention essential to absolute cleanliness; who is regularly supplied with goods of a good quality at the right price; who insists on proper serving and courteous treatment of customers, is sure to reap the substantial rewards of friends, satisfaction and money at his soda fountain.

Russell Wilmot.

### China Wars on Opium Smoking.

"The planting of the black smoke is forbidden," was the imperial edict in China in 1906, and the proclamation went forth that there must be a yearly 10 per cent. decrease in cultivation and a 20 per cent. decrease in smoking. Teachers and students were commanded to stop the habit in one year, high officials in three months, and military officers at once. It is estimated that 60 per cent. of Chinamen smoke opium, and yet in the face of that fact marvelous advance has been made. In scores of cities the open sale of the drug has been suppressed, and from 10 to 50 per cent. less planting has been done. In not a few towns the local gentry and merchants have taken the matter into their own hands.

In Chekiang is reported a 75 per cent. less cultivation and nearly all dens closed; in Yunnan a 30 per cent. decrease in many districts, also large decreases in Szechuan, Hunan, Anhui, Shantung, Chili.

In October, 1907, an edict cashiered the prince of Jui and Chuang, both of the first order, and the president and vice-president of the censorate for failing to break the habit. They were afterward reinstalled upon representation that they were cured. Two officials in Peking died from the effects of hastily breaking the habit. In May, 1908, the orders were repeated and the ministry of finance was directed to devise a scheme for replacing the \$33,000,000 of income from the opium taxes.

### The Drug Market.

Opium—Has advanced 15c per pound.

Cocaine—Is very firm and tending higher.

Balsam Copaiba—Is very firm.

Essential Oils—The following will advance on account of the prospective duty on the tariff schedule: Oils anise, bergamot, citronella, cloves, lavender, lemon, orange and rose. Under this influence the following have already advanced: Cloves, anise and citronella.



## WHOLESALE DRUG PRICE CURRENT

<b>Acidum</b>		<b>Copalba</b>		<b>Scillae</b>		<b>Rubia Tinctorum</b>		<b>Vanilla</b>	
Aceticum	60 78	Cubebae	1 75 1 85	Scillae Co.	50 50	Saccharum La's	12 14	Zinci Sulph	9 00 70
Benzoinum, Ger.	70 20	Erigeron	2 15 2 25	Tolutan	50 50	Salicin	18 30	Oils	
Boracie	12 12	Evechthitos	2 35 2 50	Prunus virg	50 50	Sanguis Drac's	40 50	Lard, extra	85 00
Carbolicum	16 23	Gaultheria	1 00 1 10	Zingiber	50 50	Sapo, G	10 12	Lard, No. 1	80 00
Citricum	50 55	Geranium	2 50 4 00			Sapo, M	10 12	Linseed, pure raw	60 00
Hydrochlor	3 5	Gossypil Sem gal	70 75			Sapo, W	13 14	Linseed, boiled	10 00
Nitrosum	8 10	Hedeoma	3 00 3 50	<b>Tinctures</b>		Seidlitz Mixture	20 22	Neat's-foot, w str	65 70
Oxalicum	14 15	Juniper	40 21 20	Aloes	50 50	Sinapis	18 18	Spts. Turpentine	70 70
Phosphorium, dil.	44 45	Lavendula	90 23 60	Aloes & Myrrh.	50 50	Sinapis, opt.	36 36	Whale, winter	70 70
Salicylicum	14 15	Limons	2 00 2 25	Anconitum Nap's F	50 50	Snuff, Maccaboy	51 51	Paints	
Sulphuricum	14 15	Mentha Piper	1 75 1 85	Anconitum Nap's R	50 50	DeVos	51 51	Green, Paris	29 33 1/2
Tannicum	75 85	Mentha Verid	3 00 3 50	Arnica	50 50	Snuff, S'h DeVos	51 51	Green, Peninsular	13 16
Tartaricum	38 40	Morrhuae, gal.	1 60 1 85	Asafoetida	50 50	Soda, Boras	6 10	Lead, red	74 00
<b>Ammonia</b>		Myrica	3 00 3 50	Atropine Belladonna	50 50	Soda, Boras, po.	6 10	Lead, white	74 00
Aqua, 18 deg.	4 6	Olive	1 00 1 10	Aurant Cortex	50 50	Soda et Pot's Tart	25 28	Ochre, yel Ber.	1 1/2
Aqua, 20 deg.	6 8	Picls Liquidia	10 12	Baarsma	50 50	Soda, Carb	1 1/2	Ochre, yel mers	1 1/2
Carbonas	13 15	Picls Liquidia gal.	10 12	Benzoin	50 50	Soda, Bi-Carb	3 5	Putty, commer'l	2 1/2
Chloridum	12 14	Riclna	94 01 00	Benzoin Co.	50 50	Soda, Sulphas	2 2	Putty, strictly pr	2 1/2
<b>Aniline</b>		Rosae oz.	6 50 7 00	Cantharides	50 50	Spts. Cologne	2 60	Red Venetian	1 1/2
Black	2 00 2 25	Rosmarini	1 00 1 10	Cardamom	50 50	Spts. Ether Co.	50 55	Shaker Prep'd	1 25 1 35
Brown	80 81 00	Sabina	90 21 00	Cardamom Co.	50 50	Spts. Myrcia	2 50	Vermillion, Eng.	75 80
Red	45 50 00	Santal	4 50 5 00	Cassia Acutifol	50 50	Spts. Vinl Rect bbl	1 10 1 30	Vermillion Prime	
Yellow	2 50 3 00	Sassafras	85 90 90	Cassia Acutifol Co	50 50	Spts. Vi'l Rect 1/2 b	1 10 1 30	American	13 15
<b>Baccas</b>		Stnaps, ess. oz.	4 65 4 65	Castor	50 50	Spts. Vi'l R't 10 gl	1 10 1 30	Whiting Gliders	9 55
Cubebae	28 30	Succini	40 45 40	Catechu	50 50	Spts. Vi'l R't 5 gl	1 10 1 30	Whit's Paris Am'r	9 1 35
Juniperus	10 12	Thyme	40 50 40	Cinchona	50 50	Strychnia, Crys'l	1 10 1 30	Whit's Paris Eng.	9 1 35
Xanthoxylum	30 35	Thyme, opt.	1 60 1 60	Cinchona Co.	50 50	Sulphur Subl	2 1/2 4	Whiting, white S'n	9 1 40
<b>Balsamum</b>		Theobromas	15 20 15	Columbia	50 50	Sulphur, Roll	2 1/2 3 1/2	Varnishes	
Copalba	65 75	Tigill	10 11 20	Digitalis	50 50	Tamarinds	8 10	Extra Turp	1 60 1 70
Peru	2 75 2 85	<b>Potassium</b>		Ergot	50 50	Terebenth Venice	25 30	No. 1 Turp Coachl	10 1 20
Terabin, Canada	75 80	Bi-Carb	15 18	Ferri Chloridum	50 50	Thebromae	50 55		
Tolutan	40 45	Blechromate	13 15	Gentian	50 50				
<b>Cortex</b>		Bromide	25 30	Gentian Co.	50 50				
Abies, Canadian.	18 18	Carb	12 15	Guaiaca	50 50				
Cassiae	20 20	Chlorate	12 14	Guaiaca ammon.	50 50				
Cinchona Flava	18 18	Cyanide	30 40	Hyoscymus	50 50				
Buonymus atro.	60 60	Iodide	2 50 2 60	Iodine	50 50				
Myrica Cerifera	20 20	Potassa, Bitart pr	30 32	Iodine, colorless	50 50				
Prunus Virginl.	15 15	Potass Nitras opt	7 10	Kino	50 50				
Quillaja, gr'd.	15 15	Potass Nitras	6 8	Lobelia	50 50				
Sassafras, po 25	24 24	Prussiate	23 28	Myrrh	50 50				
Ulmus	20 20	Sulphate po	15 18	Nux Vomica	50 50				
<b>Extractum</b>		<b>Radix</b>		Opil, camphorated	1 25 1 00				
Glycyrrhiza, Gla.	24 30	Aconitum	20 25	Opil, deodorized	2 00 2 00				
Glycyrrhiza, po.	28 30	Althae	30 35	Quassia	50 50				
Haematox	11 12	Anchusa	10 12	Rhatany	50 50				
Haematox, 1s	13 14	Arum po	2 25	Rhei	50 50				
Haematox, 1/2s	14 15	Calamus	20 40	Sanguinaria	50 50				
Haematox, 1/4s	16 17	Gentiana po 15	12 15	Serpentaria	50 50				
<b>Ferru</b>		Glycyrrhiza pv 15	16 18	Stromonium	50 50				
Carbonate Precip.	15 15	Hellebore, Alba	12 15	Tolutan	50 50				
Citrate and Quina	2 00	Hydrastis, Canada	2 50	Valerian	50 50				
Citrate Soluble.	55 55	Hydrastis, Can. po	2 60	Veratrum Veride	50 50				
Ferrocyanidum S	40 40	Inula, po	18 22	Zingiber	50 50				
Solut. Chloride	15 15	Inecac, po	2 00 2 10						
Sulphate, com'l	2 2	Iris plox	35 40						
Sulphate, com'l, by	70 70	Jalapa, pr	25 30	<b>Miscellaneous</b>					
Sulphate, pure	7 7	Maranta, 1/2s	25 30	Aether, Spts Nit 3f	30 35				
<b>Flora</b>		Podophyllum po	15 18	Aether, Spts Nit 4f	34 38				
Arnica	20 25	Rhei	75 100	Alumen, grd po 7	3 4				
Anthemis	50 60	Rhei, cut	1 00 1 25	Annatto	40 40				
Matricaria	30 35	Rhei, pv	75 100	Antimonl, po	4 5				
<b>Folia</b>		Sanguinari, po 18	15 15	Antimonl et po T	40 50				
Barosma	55 65	Scillae, po 45	20 25	Antifebrin	20 20				
Cassia Acutifol	15 20	Senega	35 50	Antipyriz	2 63				
Tinnevelly	15 20	Serpentaria	60 65	Argent Nitras oz	6 63				
Cassia, Acutifol.	25 30	Smlax, M	25 25	Arsenicum	10 12				
Salvia officinalis,	18 20	Smlax, off's H.	48 48	Balm Gilead buds	60 65				
1/2s and 1/4s	18 20	Spigella	45 50	Bismuth S N	1 65 1 85				
Uva Ursi	8 10	Symplocarpus	25 25	Calcium Chlor, 1s	9 9				
<b>Gummi</b>		Valeriana Eng.	25 25	Calcium Chlor, 1/2s	10 10				
Acacia, 1st pkd.	45 65	Valeriana, Ger.	15 20	Calcium Chlor, 1/4s	12 12				
Acacia, 2nd pkd.	45 65	Zingiber a	12 16	Cantharides, Rus.	20 20				
Acacia, 3rd pkd.	45 65	Zingiber j	25 28	Capsici Fruc's af	22 22				
Acacia, sifted sts.	45 65	<b>Semen</b>		Capsici Fruc's B po	15 15				
Aloe, Barb	22 25	Anisum po 20	15 16	Carmine, No. 40	4 25				
Aloe, Cape	25 25	Apium (gravel's)	13 15	Carphylus	20 22				
Aloe, Socotri	45 45	Bird, 1s	4 6	Cassia fructus	2 35				
Ammoniac	55 60	Cannabis Sativa	7 8	Cateacum	10 10				
Asafoetida	35 40	Cardamom	70 90	Centaria	2 35				
Benzoinum	50 55	Carul po 15	15 18	Cera Alba	50 55				
Catechu, 1s	13 13	Chenopodium	25 30	Cera Flava	40 42				
Catechu, 1/2s	14 14	Corlandrum	12 14	Crocus	30 35				
Catechu, 1/4s	16 16	Cydontum	75 100	Chloroform	34 54				
Comphorae	60 65	Dinterix Odorate	2 00 2 25	Chloral Hyd Crss 1	35 1 80				
Euphorbium	40 40	Foeniculum	7 18	Chloro'm Squibbs	20 25				
Galbanum	21 21	Foenugreek, po.	7 9	Chondrus	20 25				
Gamboge, po. 1	25 35	Lini, grd. bbl. 2%	3 6	Cinchonid's Germ	38 48				
Gaulacum po 35	35 35	Lobelia	75 80	Cinchonidine P-W	38 48				
Kino, po 45c	45 45	Pharlaris Cana'n	9 10	Cocaine	2 80 3 30				
Mastic	45 45	Rapa	5 6	Corks list, less 75%	45 45				
Myrrh, po 50	50 50	Sinapsis Alia	8 10	Croscotum	2 45				
Opium	45 45	Sinapsis Nigra	9 10	Creta, prep.	9 11				
Shellac	60 65	<b>Solritus</b>		Creta, Rubra	9 11				
Shellac, bleached	60 65	Frumentl W. D.	2 00 2 50	Cudbear	24 24				
Tragacanth	70 71	Frumentl	1 25 1 50	Cupri Sulph	8 10				
<b>Herba</b>		Juniperis Co.	1 75 2 50	Dextrine	7 10				
Absinthium	45 60	Juniperis Co O T	1 65 2 00	Emery, all Nos.	8 8				
Eupatorium oz pk	20 20	Saccharum N B	1 90 2 10	Emery, po	8 8				
Lobelia, oz pk	25 25	Snt Vinl Gall	1 75 2 50	Ergota, po 65	60 65				
Majorum oz. pk	25 25	Vini Alba	1 25 2 00	Ether Sulph	35 40				
Mentha Pip. oz pk	25 25	Vini Oporto	1 25 2 00	Flake White	12 15				
Mentha Ver. oz pk	25 25	<b>Sponges</b>		Gaula	30 30				
Rue, oz. pk	25 25	Extra yellow sheeps'	1 25	Gambler	8 9				
Tanacetum, V.	22 22	wool carriage	1 25	Gelatin, Cooper.	60 60				
Thymus V. oz pk	25 25	Florida sheeps' wool	3 00 3 50	Gelatin, French.	35 60				
<b>Magnesia</b>		carriage	3 00 3 50	Glassware, fit boo 75%	75 75				
Calcined, Pat.	55 60	Grass sheeps' wool,	1 25	Less than box 70%	11 18				
Carbonate, Pat.	18 20	carriage	1 25	Glue, brown	15 25				
Carbonate, K-M.	18 20	Hard, slate use.	1 00	Glue, white	15 25				
Carbonate	18 20	Nassau sheeps' wool	3 50 3 75	Glycerina	18 24				
<b>Oleum</b>		carriage	3 50 3 75	Grana Paradisi	25 25				
Absinthium	40 50	Velvet extra sheeps'	2 00	Humulus	35 60				
Amygdalae Dulc.	75 85	wool carriage	2 00	Hydrarg Amm'l	1 12				
Amygdalae, Ama	8 00 8 25	Yellow Reef, for	1 40	Hydrarg Ch. Mt	87 87				
Anisi	1 00 1 25	slate use	1 40	Hydrarg Ch Cor.	87 87				
Aurant Cortex	8 25	<b>Syrups</b>		Hydrarg Ox Ru'm	97 97				
Bergamit	8 25	Acacia	50 50	Hydrarg Ungue'm	50 60				
Cajiputi	8 25	Aurant Cortex	50 50	Hydrargrum	75 75				
Caryophilli	1 20 1 30	Ferri Iod	50 50	Ichthyobolla, Am.	90 1 00				
Cedar	50 50	Ipecac	50 50	Indigo	75 1 00				
Chenopadii	3 75 4 00	Rhei Arom	50 50	Iodine, Resubi	3 85 3 90				
Cinnamonl	1 75 1 85	Smlax Off's	50 60	Iodoform	3 90 4 00				
Citronella	60 70	Senega	50 50	Liquor Arsen et	25 25				
Contum Mac	80 90			Hydrarg Iod.	25 25				
				Liq Potass Arsenit	10 12				

## Grand Rapids Stationery Co.

Valentines, Hammocks  
and  
Sporting Goods134-136 E. Fulton St.  
Leonard Bldg.

Grand Rapids, Mich.

Fine  
Half-  
tone  
Plates  
of Fur-  
niture,  
Catalogs  
CompleteTradesman  
Company  
Engravers  
and Printers  
Grand Rapids, Mich.

## A New Departure

We are agents for the

Walrus  
Soda Fountains

And All the Necessary Apparatus

We are prepared to show cuts of styles  
and furnish prices that are right for  
the goods furnished. \* \* \*Please talk with our travelers or write  
us direct for particulars and general  
information. \* \* \*

Hazeltine &amp; Perkins Drug Co.

Grand Rapids, Mich.



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
Fresh Fish Fresh Meats Cheese	Hides and Pelts

## Col

A	
Ammonia .....	1
Axle Grease .....	1
B	
Baked Beans .....	1
Bath Brick .....	1
Bluing .....	1
Brooms .....	1
Brushes .....	1
Butter Color .....	1
C	
Candies .....	1
Canned Goods .....	1
Carbon Oils .....	2
Catsup .....	2
Cereals .....	2
Cheese .....	3
Chewing Gum .....	3
Chicory .....	3
Chocolate .....	3
Clothes Lines .....	3
Cocoa .....	3
Coconut .....	3
Cocoa Shells .....	3
Coffee .....	3
Confections .....	11
Crackers .....	3
Cream Tartar .....	4
D	
Dried Fruits .....	4
F	
Farinaceous Goods .....	5
Feed .....	6
Fish and Oysters .....	10
Fishing Tackle .....	5
Flavoring Extracts .....	5
Flour .....	5
Fresh Meats .....	5
G	
Gelatine .....	5
Grain Bags .....	5
Grains .....	5
H	
Herbs .....	6
Hides and Pelts .....	10
I	
J	
Jelly .....	6
L	
Licorice .....	6
M	
Matches .....	6
Meat Extracts .....	6
Mince Meat .....	6
Molasses .....	6
Mustard .....	6
N	
Nuts .....	11
O	
Olives .....	6
P	
Pipes .....	6
Pickles .....	6
Playing Cards .....	6
Potash .....	6
Provisions .....	6
R	
Rice .....	7
S	
Salad Dressing .....	7
Saleratus .....	7
Sal Soda .....	7
Salt .....	7
Salt Fish .....	7
Seeds .....	7
Shoe Blacking .....	7
Snuff .....	8
Soap .....	8
Soda .....	8
Soups .....	8
Spices .....	8
Starch .....	8
Syrups .....	8
T	
Tea .....	8
Tobacco .....	9
Twine .....	9
V	
Vinegar .....	9
W	
Wicking .....	9
Woodenware .....	9
Wrapping Paper .....	10
Y	
Yeast Cake .....	10

1

ARCTIC AMMONIA

12 oz. ovals 2 doz. box. .75

AXLE GREASE

Frazer's

1lb. wood boxes, 4 doz. 3 00

1lb. tin boxes, 3 doz. 2 35

3½lb. tin boxes, 2 doz. 4 25

10lb. pails, per doz. 6 00

15lb. pails, per doz. 7 20

25lb. pails, per doz. 12 00

BAKED BEANS

1lb. can, per doz. 90

2lb. can, per doz. 1 40

3lb. can, per doz. 1 80

BATH BRICK

American 75

English 85

BLUING

Arctic

6 oz. ovals 3 doz. box \$ 40

16 oz. round 2 doz. box 75

Sawyer's Pepper Box

Per Gross.

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 .80

Fancy Whisk .1 25

Warehouse .3 00

BRUSHES

Scrub

Solid Back 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

Stove

No. 3 90

No. 2 1 25

No. 1 1 75

Shoe

No. 8 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 90

BUTTER COLOR

V. & Co.'s 25c size 2 00

W. & Co.'s 50c size 4 00

CANDLES

Paraffine, 6s 10

Paraffine, 12s 10

Wicking 20

CANNED GOODS

Apples

3lb. Standards 1 00

Gallon 2 75@ 3 00

Blackberries

2lb. 1 25@ 1 50

Standards gallons @ 5 75

Beans

Baked 85@ 1 30

Red Kidney 85@ 95

String 70@ 1 15

Wax 75@ 1 25

Blueberries

Standard 1 35

Gallon 6 25

Brook Trout

2lb. cans, spiced 1 90

Clams

Standard 1 00@ 1 25

Little Neck, 2lb. @ 1 50

Clam Bouillon

Burnham's ¼ pt. 1 90

Burnham's pts. 3 60

Burnham's qts. 7 20

Cherries

Red Standards 1 40

White 1 40

Corn

Fair 75@ 85

Good 1 00@ 1 10

Fancy 1 45

French Peas

Sur Extra Fine 22

Extra Fine 19

Fine 15

Moyen 11

Gooseberries

Standard 1 75

Hominy 85

Lobster

½ lb. 2 25

1 lb. 4 25

Picnic Tails 2 75

Mackerel

Mustard, 1lb. 1 80

Mustard, 2lb. 2 80

Soused, 1½lb. 1 80

Soused, 2lb. 2 75

Tomato, 1lb. 1 50

Tomato, 2lb. 2 80

Mushrooms

Hotels @ 24

Buttons @ 28

2

Oysters

Cove, 1lb. .85@ 95

Cove, 2lb. 1 60@ 1 85

Cove, 1lb. Oval @ 1 20

Plums

Plums 1 00@ 2 50

Peas

Marrowfat 90@ 1 25

Early June 95@ 1 25

Early June Sifted 1 15@ 1 50

Peaches

Pie 90@ 1 35

No. 10 size can pie @ 3 00

Pineapple

Grated 1 85@ 2 50

Sliced 95@ 2 40

Pumpkin

Fair 85

Good 90

Fancy 1 00

Gallon 2 50

Raspberries

Standard ●

Salmon

Col'a River, talls 1 95@ 2 00

Col'a River, flats 2 25@ 2 75

Red Alaska 1 35@ 1 50

Pink Alaska 90@ 1 00

Sardines

Domestic, ¼s 3¼@ 4

Domestic, ½s 7@ 5

Domestic, ¾ Mus. 6¼@ 9

California, ¼s .11 @ 14

California, ½s .17 @ 24

French, ¼s .7 @ 14

French, ½s .18 @ 25

Shrimps

Standard 90@ 1 40

Succotash

Fair 85

Good 1 00

Fancy 1 25@ 1 40

Strawberries

Standard ●

Fancy ●

Tomatoes

Good @ 1 10

Fair 85@ 1 00

Fancy 1 40

Gallons 2 75

CARBON OILS

Barrels

Perfection @ 10¼

Water White @ 10

D. S. Gasoline @ 13½

Gas Machine @ 24

Deodor'd Nap'a @ 12½

Cylinder 29 @ 34½

Engine 16 @ 22

Black, winter 8¼@ 10

CEREALS

Breakfast Foods

Bordeau Flakes, 36 lb. 2 50

Cream of Wheat 36 2lb 4 50

Egg-O-See, 36 pkgs. 2 85

Excello Flakes, 36 lb. 4 50

Excello, large pkgs. 4 50

Force, 36 2lb. 4 50

Grape Nuts, 2 doz. 2 70

Malta Ceres, 24 lb. 2 40

Malta Vita, 36 lb. 2 85

Mapl-Flake, 36 lb. 4 05

Pillsbury's Vitos, 3 dz. 4 25

Ralston Health Food

36 2lb. 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 2lb. 4 10

Zest, 36 small pkgs. 2 75

Rolled Oats

Rolled Avena, bbls. 6 35

Steel Cut, 100 lb. sks. 3 25

Monarch, bbl. 6 10

Monarch, 90 lb. sacks 2 90

Quaker, 18 regular 1 50

Quaker, 20 Family 4 60

Cracked Wheat

Bulk 3 30

24 2 lb. packages 3 50

CATSUP

Columbia, 25 pts. 4 15

Snider's pints 2 25

Snider's ½ pints 1 35

CHEESE

Acme @ 16½

Elsie @ 12

Gem @

Jersey @ 15½

Warner's @ 16½

Riverside @

Springdale @ 16

Brick @ 17

Leiden @ 15

Limburger @ 16½

Pineapple 40 @ 60

Sw Sago @ 23

Swiss, domestic @ 16

3

CHEWING GUM

American Flag Spruce 55

Beeman's Pepsin 55

Adams Pepsin 55

Best Pepsin 40

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 5

Frank's 7

Schener's 6

CHOCOLATE

Walter Baker & Co.'s

German Sweet 24

Premium 33

Caracas 31

Walter M. Lowney Co.

Premium, 1/4s 32

Premium, 1/2s 32

COCOA

Baker's 39

Cleveland 41

Colonial, 1/4s 35

Colonial, 1/2s 42

Epps 35

Huyler 45

Lowney, 1/4s 36

Lowney, 1/2s 36

Lowney, 1s 40

Van Houten, 1/4s 12

Van Houten, 1/2s 20

Van Houten, 1s 40

Webb 72

Wilbur, 1/4s 39

Wilbur, 1/2s 40

COCOANUT

Dunham's 1/4s & 1/2s 26 1/2

Dunham's 1/2s 27

Dunham's 1/4s 28

Bulk 12

COFFEE

Rio

Common 10@13 1/2

Fair 14 1/2

Choice 16 1/2

Fancy 20

Santos

Common 12@13 1/2

Fair 14 1/2

Choice 16 1/2

Fancy 19

Peaberry

Maracalbo

Fair 16

Choice 19

Mexican

Choice 16 1/2

Fancy 19

Guatemala

Choice 15

Java

African 12

Fancy African 17

O. G. 25

P. G. 31

Mocha

Arabian 21

Package

New York Basis

Arbuckle 17 50

Delworth 14 75

Jerry 15 00

Lion 14 50

McLaughlin's XXXX

McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Extract

Holland, 1/2 gro boxes 95

Felix, 1/2 gross 1 15

Hummel's foil, 1/2 gro. 85

Hummel's tin, 1/2 gro. 1 43

CRACKERS.

National Biscuit Company

Brand

Butter

Seymour, Round 6

N. B. C., Square 6

Soda

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

Cavaller Cake 14

Current Fruit Biscuit 10

Cracknels 16

Coffee Cake, pl. or Iced 10

Cocoanut Taffy Bar 12

Cocoanut Bar 10

Cocoanut Bon Bons 16

Cocoanut Drops 12

Cocoanut Honey Cake 12

Cocoanut Hon Fingers 12

Cocoanut Hon Jumbles 12

Cocoanut Macaroons 18

Dandellon 10

Dinner Biscuit 20

Dinner Pall Cake 10

Dixie Sugar Cookie 8

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 9

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

Lemon Yem 11

Lemon Gems 10

Lemon Biscuit Square 8

Lemon Wafer 16

Lemona 8

Log Cabin Cake 10

Lustania 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

Oval Sugar Cakes Ast. 9

Penny Cakes, Assorted 8

Picnic Mixed 11 1/2

Pretzels, Hand Md. 8

Pretzeltes, Hand Md. 8

Pretzeltes, Mac. Md. 7 1/2

Raisin Cookies 8

Ravena Jumbles 12

Revere, Assorted 14

Rube 8

Scalloped Gems 10

Schotch Cookies 10

Snow Creams 16

Spiced Honey Nuts 12

Sugar Fingers 12

Sugar Fingers 8

Sultana Fruit Biscuit 16

Sunside Jumbles 10

Spiced Gingers 9

Sugar Cakes Iced 10

Sugar Cakes 8

Sugar Cakes, Iced 9

Sugar Squares, large or small 8

Superba 8

Sponge Lady Fingers 25

Sugar Crimp 8

Sylvan Cookie 12

Vanilla Wafers 16

Victors 12

Waverly 8

Zanzibar 10

In-er Seal Goods

Per doz.

Albert Biscuit 1 00

Animals 1 00

Baronet Butter Th Bisc 1 00

Butter Thin Biscuit 1 00

Butter Wafers 1 00

Cheese Sandwich 1 00

Chocolate Wafers 1 00

Cocoanut Dainties 1 00

Faust Oyster 1 00

Fig Newton 1 00

Five O'clock Tea 1 00

Frotana 1 00

Ginger Snaps, N. B. C. 1 00

Graham Crackers 1 00

Lemon Snap 50

London Cream Biscuit 1 00

Oatmeal Crackers 1 00

Oysterettes 50

Old Time Sugar Cook. 1 00

Pretzeltes, Hd. Md. 1 00

Royal Toast 1 00

Saltine 1 00

Saratoga Flakes 1 50

Social Tea Biscuit 1 00

Soda, N. B. C. 1 00

Soda, Select 1 00

Sultana Fruit Biscuit 1 50

Uneeda Biscuit 50

Uneeda Jinjer Wayfer 1 00

Uneeda Lunch Biscuit 50

Vanilla Wafers 1 00

Water Thirn 1 00

Zu Zu Ginger Snaps 50

Zwieback 1 00

In Special Tin Packages.

Per doz.

Festino 2 50

Nabisco 2 50

Nabisco 1 00

Champaigne Wafer 2 50

Per tin in bulk.

Sorbetto 1 00

Nabisco Biscuit 1 75

Festino 1 50

Bent's Water Crackers 1 40

Holland Rusk

36 packages 2 90

40 packages 3 20

60 packages 4 75

CREAM TARTAR

Barrels or drums 20

Boxes 20

Square cans 22

Fancy caddies 25

5

DRIED FRUITS

Apples

Sundried 9

Evaporated 9

Apricots

California 10@12

Citron

Corsican 17

Currents

Imp'd 1 lb. pkg. 6

Imported bulk 8

Peel

Lemon American 13

Orange American 13

Raisins

Cluster, 5 crown 1 75

Loose Muscatels 2 cr.

Loose Muscatels 3 cr. 5 1/2

Loose Muscatels, 4 cr. 6 1/2

L. M. Seeded 1 lb. 6 1/2@ 7

California Prunes

100-125 2 lb. boxes. 4

80-90 25 lb. boxes. 4 1/2

80-90 25 lb. boxes. 5

60-70 25 lb. boxes. 6

60-70 25 lb. boxes. 7

40-50 25 lb. boxes. 7 1/2

30-40 25 lb. boxes. 8

1/4c less in 50 lb. cases

FARINACEOUS GOODS

Beans

Dried Lima 5 1/2

Med. Hand Pk'd 2 50

Brown Holland

Farina

24 1 lb. packages 1 50

Bulk, per 100 lbs. 3 50

Hominy

Flake, 50 lb. sack 1 00

Pearl, 100 lb. sack 2 45

Pearl, 200 lb. sack 4 80

Maccaroni and Vermicelli

Domestic, 10 lb. box. 60

Imported, 25 lb. box. 2 50

Pearl Barley

Common 3 00

Chester 3 00

Empire 3 65

Peas

Green, Wisconsin, bu. 2 35

Green, Scotch, bu. 04

Split, lb.

Sago

East India 5

German, sack 5

German, broken pkg.

Tapoca

Flake, 110 lb. sacks. 6

Pearl, 130 lb. sacks. 5

Pearl, 24 lb. pkgs. 7 1/2

FLAVORING EXTRACTS

Foot & Jenke

Coleman Brand

Lemon

No. 2 Terpeneless 75

No. 3 Terpeneless 1 75

No. 8 Terpeneless 3 00

Vanilla

No. 2 High Class 1 20

No. 4 High Class 2 00

No. 8 High Class 4 00

Jaxon Brand

Vanilla

2 oz. Full Measure 2 10

4 oz. Full Measure 4 00

8 oz. Full Measure 8 00

Lemon

2 oz. Full Measure 1 25

4 oz. Full Measure 2 40

8 oz. Full Measure 4 50

Jennings D. C. Brand

Terpeneless Ext. Lemon

Doz.

No. 2 Panel 75

No. 4 Panel 1 50

No. 6 Panel 2 00

Taper Panel 1 50

2 oz. Full Measure 1 25

4 oz. Full Measure 2 00

Jennings D. C. Brand

Extract Vanilla

Doz.

No. 2 Panel 1 25

No. 4 Panel 2 00

No. 6 Panel 3 50

Taper Panel 2 00

1 oz. Full Measure 90

2 oz. Full Measure 1 80

4 oz. Full Measure 3 50

No. 2 Assorted Flavors 1 00

GRAIN BAGS

Amoskeag, 100 in bale 19

Amoskeag, less than bl 19 1/2

GRAIN AND FLOUR

Wheat

New No. 1 White 1 17

New, No. 2 Red 1 17

Winter Wheat Flour

Local Brands

Patents 3 15

Second Patents 5 90

Straight 5 40

Second Straight 5 00

Clear 4 40

Flour in barrels, 25c per barrel additional.

Worden Grocer Co.'s Brand

Quaker, paper 5 70

Quaker, cloth 5 90

Wykes & Co.

Eclipse 5 40

Kansas Hard Wheat Flour

Fanchon, 1/4s cloth 6 50

Judson Grocer Co.

Grand Rapids Grain & Milling Co. Brands.

Wizard, assorted 5 40

Graham 5 50

Buckwheat 6 00

Rye 6 00



6	7	8	9	10	11
<b>Spring Wheat Flour</b> <b>Roy Baker's Brand</b> 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, 6.90 Ceresota, 1/4s, 6.80 Ceresota, 1/8s, 6.70 <b>Lemon &amp; Wheeler's Brand</b> Wingold, 1/2s, 6.30 Wingold, 1/4s, 6.20 Wingold, 1/8s, 6.10 Worden Grocer Co.'s Brand Laurel, 1/2s cloth, 6.50 Laurel, 1/4s cloth, 6.40 Laurel, 1/8s & 1/4s cloth, 6.30 Laurel, 1/2s cloth, 6.30 <b>Voigt's Flouring Co.'s Brand</b> Voigt's Crescent, 6.00 Voigt's Flouring Co. (whole wheat flour), 6.00 <b>Voigt's Hygienic</b> Graham, 5.45 Voigt's Royal, 6.50 <b>Wykes &amp; Co.</b> Sleepy Eye, 1/2s cloth, 6.20 Sleepy Eye, 1/4s cloth, 6.10 Sleepy Eye, 1/8s cloth, 6.00 Sleepy Eye, 1/2s paper, 6.00 Sleepy Eye, 1/4s paper, 6.00 <b>Meal</b> Bolted, 4.00 Golden Granulated, 4.10 St. Car Feed screened, 29.00 No. 1 Corn and Oats, 29.00 Corn, cracked, 27.50 Corn Meal, coarse, 27.00 Winter Wheat Bran, 27.00 Middlings, 28.00 Buffalo Gluten Feed, 33.00 <b>Dairy feeds</b> <b>Wykes &amp; Co.</b> O P Linsed meal, 34.00 Cottonseed Meal, 29.50 Gluten feed, 29.00 Malt Sprouts, 25.00 Brewers Grains, 28.00 Hammond Dairy Feed, 25.00 <b>Oats</b> Michigan carlots, 57 Less than carlots, 53 <b>Corn</b> New, 73 <b>No. 1 timothy carlots</b> 10.00 <b>No. 1 timothy ton lots</b> 11.00 <b>HERBS</b> Sage, 15 Hops, 13 Laurel Leaves, 13 Senna Leaves, 13 <b>HORSE RADISH</b> Per doz., 29 <b>JELLY</b> 5 lb. pails, per doz., 2.25 10 lb. pails, per pail, .95 30 lb. pails, per pail, .50 <b>LICORICE</b> Pure, 30 Calabria, 25 Sicily, 14 Root, 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip, 1/4 50/4 75 <b>MOLASSES</b> New Orleans Fancy Open Kettle, 40 Choice, 35 Good, 22 Fair, 20 <b>Half barrels 2c extra</b> <b>MINCE MEAT</b> Per case, 2.90 <b>MUSTARD</b> 1/2 lb., 6 lb. box, 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 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, 2.00 Queen, 18 oz., 4.50 Queen, 28 oz., 7.00 Stuffed, 5 oz., 1.90 Stuffed, 3 oz., 1.45 Stuffed, 10 oz., 2.40 <b>PIPES</b> Clay, No. 216 per box 1.25 Clay, T. D., full count 2.50 Cob, 90 <b>PICKLES</b> Medium Barrels, 1,200 count, 6.00 Half bbls., 600 count, 3.50 Small Half bbls., 1,200 count, 4.50 <b>PLAYING CARDS</b> No. 90 Steamboat, 85 No. 15, Rival, assorted, 1.25 No. 20 Rover, enam'd, 1.50 No. 572, Special, 1.75 No. 98 Golf, satin fin., 2.00 No. 808 Bicycle, 2.00 No. 632 Tourist, 2.25 <b>POTASH</b> 48 cans in case Babbitt's, 4.00 <b>PROVISIONS</b> Barreled Pork Mess, new, 19.00 Clear Back, 20.00 Short Cut, 17.00 Short Cut Clear, 17.00 Bean, 15.00 Brisket, Clear, 19.00 Pig, 24.00 Clear Family, 16.00 <b>Dry Salt Meats</b> S. P. Bellies, 11 Bellies, 9.75 Extra Shorts Clear, 11.15	<b>Lard</b> Pure in tierces, 11.15 Compound Lard, 8.4 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 <b>Smoked Meats</b> Hams, 12 lb. average, 11.15 Hams, 14 lb. average, 11.15 Hams, 16 lb. average, 11.15 Hams, 18 lb. average, 11.15 Skinned Hams, 11.15 Ham, dried beef sets, 12.15 California Hams, 8.15 Picnic Boiled Hams, 14 Boiled Hams, 13.15 Berlin Ham, pressed, 9 Minced Ham, 9 Bacon, 12 1/2 @ 15 <b>Sausages</b> Bologna, 4 Liver, 7 Frankfort, 9 Pork, 9 Veal, 7 Tongue, 7 Headcheese, 7 <b>Beef</b> Boneless, 15.00 Rump, new, 15.50 <b>Pig's Feet</b> 1/2 bbls., 1.00 1/4 bbls., 40 lbs., 1.80 1/2 bbls., 3.80 1 bbl., 8.00 <b>Tripe</b> Kits, 15 lbs., 80 1/2 bbls., 40 lbs., 1.60 1/2 bbls., 80 lbs., 3.00 <b>Casings</b> Hogs, per lb., 20 Beef, rounds, set, 30 Beef, middles, set, 70 Sheep, per bundle, 90 <b>Uncolored Butterine</b> Solid dairy, 10 @ 12 Country Rolls, 10 1/2 @ 16 1/2 <b>Canned Meats</b> Corned beef, 2 lb., 2.50 Corned beef, 1 lb., 1.50 Roast beef, 2 lb., 2.50 Roast beef, 1 lb., 1.50 Potted ham, 1/2s, 50 Deviled ham, 1/2s, 50 Deviled ham, 1/4s, 50 Potted tongue, 1/2s, 50 Potted tongue, 1/4s, 50 <b>RICE</b> Fancy, 7 @ 75 Japan, 5 1/2 @ 6 1/2 Broken <b>SALAD DRESSING</b> Columbia, 1/2 pint, 2.25 Columbia, 1 pint, 4.00 Durkee's, large, 1 doz., 4.50 Durkee's, small, 2 doz., 5.25 Snider's large, 1 doz., 2.35 Snider's small, 2 doz., 1.35 <b>SALERATUS</b> Packed 50 lbs. in box, 3.10 Arm and Hammer, 3.00 Dewitt's Cow, 3.15 L. P., 3.00 Wyandotte, 100 1/2s, 3.00 <b>SALT SODA</b> Granulated, bbls., 85 Granulated, 100 lbs. cs., 1.00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 <b>SALT</b> Common Grades 100 3 lb. sacks, 2.25 60 5 lb. sacks, 2.15 28 10 1/2 lb. sacks, 2.05 56 lb. sacks, 32 28 lb. sacks, 17 <b>Warsaw</b> 28 lb. dairy in drill bags, 40 28 lb. dairy in drill bags, 20 <b>Solar Rock</b> 56 lb. sacks, 24 <b>Common</b> Granulated, fine, 80 Medium, fine, 85 <b>SALT FISH</b> <b>Cod</b> Large whole, @ 7 Small whole, @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 <b>Halibut</b> Strips, 14 Chunks, 15 <b>Holland Herring</b> Pollock, @ 4 White Hp. bbls., 8 50/2 50 White Hp. 1/2 bbls., 4 50/2 50 White Hoop mchs., 60/75 <b>Norwegian</b> Round, 100 lbs., 3.75 Round, 40 lbs., 1.90 Scaled, 13 <b>Trout</b> No. 1, 100 lbs., 7.50 No. 1, 40 lbs., 3.25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 <b>Mackerel</b> Mess, 100 lbs., 14.50 Mess, 40 lbs., 6.20 Mess, 10 lbs., 1.65 Mess, 8 lbs., 1.85 <b>No. 1, 100 lbs.</b> 13.00 <b>No. 1, 40 lbs.</b> 5.60 <b>No. 1, 10 lbs.</b> 1.50 <b>No. 1, 8 lbs.</b> 1.25 <b>Whitefish</b> No. 1, No. 2 Fam 100 lbs., 9.75 50 lbs., 5.25 1.90	10 lbs., 1.12 55 8 lbs., 92 48 <b>SEEDS</b> 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 <b>SHOE BLACKING</b> Handy Box, large 3 oz., 2.50 Handy Box, small, 1.25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 <b>SNUFF</b> Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rapple in jars, 43 <b>SOAP</b> <b>J. S. Kirk &amp; Co.</b> American Family, 4.00 Dusky Diamond, 50 8oz, 2.80 Dusky Diamond, 100 6oz, 3.80 Jap Rose, 50 bars, 3.80 Savon Imperial, 3.80 White Russian, 3.80 Dome, oval bars, 3.80 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 <b>Lautz Bros. &amp; Co.</b> 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 toll, 4.00 Marseilles, 1/2bx toll, 2.10 <b>A. B. Whisley</b> Good Cheer, 4.00 Old Country, 3.40 <b>Soap Powders</b> <b>Lautz Bros. &amp; Co.</b> Snow Boy, 4.00 Gold Dust, 24 large, 4.00 Gold Dust, 100-5c, 4.00 Kirkoline, 24 4lb., 3.80 Pearline, 3.75 Seapline, 4.15 Rabbit's 1776, 3.75 Roseine, 3.75 Armour's, 3.70 Wisdom, 3.80 <b>Soap Compounds</b> Johnson's Fine, 5.10 Johnson's XXX, 4.25 Nine O'clock, 3.35 Rub-No-More, 3.75 <b>Scouring</b> <b>Enoch Morgan's Sons.</b> Sapolio, gross lots, 9.00 Sapolio, half gro. lots, 4.50 Sapolio, single boxes, 2.25 Sapolio, hand, 2.25 <b>Scouring Manufacturing Co.</b> Scourine, 50 cakes, 1.80 Scourine, 100 cakes, 3.50 <b>SODA</b> Boxes, English, 5 1/2 Kegs, English, 4 1/2 <b>SPICES</b> <b>Whole Spices</b> Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 12 Cassia, Batavia, bund., 28 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 55 Cloves, Amboyana, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 35 Nutmegs, 105-10, 25 Nutmegs, 115-20, 25 Pepper, Singapore, blk., 15 Pepper, Singp. white, 25 Pepper, shot, 17 <b>Pure Ground in Bulk</b> Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 55 Cloves, Zanzibar, 24 Ginger, African, 15 Ginger, Cochon, 15 Ginger, Jamaica, 25 Mace, 55 Mustard, 18 Pepper, Singapore, blk., 18 Pepper, Singp. white, 20 Pepper, Cayenne, 20 Sage, 20 <b>STARCH</b> Corn Kingsford, 40 lbs., 7 1/2 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 1/2 <b>Gloss</b> Silver Gloss, 40 lbs., 7 1/2 Silver Gloss, 16 lbs., 6 1/2 Silver Gloss, 12 lbs., 8 1/2 <b>Muzzy</b> 48 lb. packages, 5 16 lb. packages, 4 1/2 12 lb. packages, 4 50 lb. boxes, 4 <b>SYRUPS</b> Corn Barrels, 31 Half barrels, 33 20lb. cans 1/2 dz. in cs., 2.10 10lb. cans 1/2 dz. in cs., 1.95 5lb. cans 1/2 dz. in cs., 2.10 1 1/2 lb. cans 1/2 dz. in cs., 2.15	<b>Pure Cane</b> Fair, 16 Good, 20 Choice, 25 <b>TEA</b> <b>Japan</b> Sundried, medium, 24 Sundried, choice, 32 Sundried, fancy, 36 Regular, medium, 24 Regular, choice, 32 Regular, fancy, 36 Basket-fired, medium, 31 Basket-fired, choice, 38 Basket-fired, fancy, 43 Nibs, 22 @ 24 Siftings, 9 @ 11 Fannings, 12 @ 14 <b>Gunpowder</b> Moyune, medium, 30 Moyune, choice, 32 Moyune, fancy, 40 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 <b>Young Hyson</b> Choice, 30 Fancy, 36 <b>Oolong</b> Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 <b>English Breakfast</b> Medium, 20 Choice, 30 Fancy, 40 <b>India</b> Ceylon, choice, 32 Fancy, 42 <b>TOBACCO</b> Fine Cut Cadillac, 54 Sweet Loma, 34 Hiawatha, 5lb. pails, 55 Telegram, 30 Pay Car, 30 Prairie Rose, 49 Protection, 40 Sweet Burley, 41 Tiger, 41 <b>Plug</b> Red Cross, 31 Palo, 35 Hiawatha, 45 Kyo, 45 Battle Ax, 37 American Eagle, 33 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 14 1/2 oz., 44 Nobby Twist, 55 Jolly Tar, 39 Old Honesty, 43 Toddy, 34 J. T., 33 Piper Heidsieck, 69 Boot Jack, 86 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 34 Nickel Twist, 52 Mill, 32 Great Navy, 36 <b>Smoking</b> Sweet Core, 34 Flat Car, 32 Warpath, 26 Bamboo, 16 oz., 25 1 X L, 5lb., 27 1 X L, 16 oz. pails, 31 Honey Dew, 40 Gold Block, 40 Flagman, 40 Chips, 40 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, 55 Corn Cake, 2 1/2 oz., 26 Corn Cake, 1lb., 22 Plover Boy, 1 1/2 oz., 39 Plover Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 39 Air Brake, 36 Cant Hook, 30 Country Club, 32-34 Forex-XXXX, 30 Self Indian, 25 Silver Foam, 16oz. 8oz. 20-22 Sweet Marie, 32 Royal Smoke, 42 <b>TWINE</b> Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 13 Flax, medium N, 24 Wool, 1 lb. balls, 8 <b>VINEGAR</b> Malt White, Wine 80gr 1 1/2 Pure Cider, B & B, 1b Pure Cider, Robinson 1 1/2 Pure Cider, Silver, 15 <b>WICKING</b> No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 <b>WOODENWARE</b> Baskets Bushels, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 30 Splint, medium, 30 Splint, small, 25 Willow, Clothes, large, 25 Willow, Clothes, m'm, 25 Willow, Clothes, small, 25	<b>Bradley Butter Boxes</b> 2lb. size, 24 in case, 72 3lb. size, 16 in case, 68 5lb. size, 12 in case, 63 10lb. size, 6 in case, 60 <b>Butter Plates</b> No. 1 Oval, 250 in crate, 35 No. 2 Oval, 250 in crate, 40 No. 3 Oval, 250 in crate, 45 No. 5 Oval, 250 in crate, 60 <b>Churns</b> Barrel, 5 gal., each, 2.40 Barrel, 10 gal., each, 2.55 <b>Clothes Pins</b> Round head, 5 gross bx, 55 Round head, cartons, 70 <b>Egg Crates and Fillers</b> Humpty Dumpty, 12 dz., 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 undersets, 1 30 Case, mediums, 12 sets, 1 15 <b>Faucets</b> Cork, lined, 8 in., 70 Cork lined, 9 in., 80 Cork lined, 10 in., 90 <b>Mop Sticks</b> 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 <b>Faucets</b> 2-hoop Standard, 2.15 2-hoop Standard, 2.30 2-wire, Cable, 2.25 2-wire, Cable, 2.40 Cedar, all red, brass, 1.20 Raper, Eureka, 2.20 Flora, 2.70 <b>Toothpicks</b> Hardwood, 2.50 Softwood, 2.75 Banquet, 1.50 Ideal, 1.50 <b>Traps</b> Mouse, wood, 2 holes, 22 Mouse, wood, 4 holes, 45 Mouse, wood, 6 holes, 70 Mouse, tin, 5 holes, 65 Rat, wood, 80 Rat, spring, 75 <b>Tubs</b> 20-in. Standard, No. 1, 8.75 18-in. Standard, No. 2, 7.75 16-in. Standard, No. 3, 6.75 20-in. Cable, No. 1, 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 <b>Washboards</b> Bronze Globe, 2.50 Dewey, 1.75 Double Acme, 2.75 Single Acme, 2.25 Double Peerless, 4.25 Single Peerless, 3.60 Northern Queen, 3.50 Double Duplex, 3.00 Good Luck, 2.75 Universal, 3.65 <b>Window Cleaners</b> 12 in., 1.65 14 in., 1.85 16 in., 2.30 <b>Wood Bowls</b> 13 in. Butter, 1.25 15 in. Butter, 2.25 17 in. Butter, 3.75 19 in. Butter, 5.00 Assorted, 13-15-17, 2.30 Assorted, 15-17-19, 3.25 <b>WRAPPING PAPER</b> Common straw, 1 1/2 Fibre Manila, white, 2 1/2 Fibre Manila, colored, 4 No. 1 Manila, 4 Cream Manila, 3 Butcher's Manila, 2 1/2 Wax Butter, short cut, 13 Wax Butter, full count, 20 Wax Butter, rolls, 19 <b>YEAST CAKE</b> Magic, 3 doz., 1.15 Sunlight, 3 doz., 1.00 Sunlight, 1 1/2 doz., 1.15 East Foam, 3 doz., 1.15 Yeast Cream, 3 doz., 1.00 Yeast Foam, 1 1/2 doz., 58 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo, 18 Whitefish, No. 1, 14 Trout, 14 Halibut, 11 Herring, 7 Bluefish, 16 Live Lobster, 35 Boiled Lobster, 35 Cod, 11 Haddock, 8 Pickrel, 12 Pike, 8 1/2 Perch, 6 1/2 Smoked, White, 13 Chinook Salmon, 15 Mackerel, 25 Finnan Haddie, 10 Roe Shad, 25 Shad Roe, each, 50 Speckled Bass, 9 <b>HIDES AND PELTS</b> <b>Hides</b> Green No. 1, 9 Green No. 2, 8 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, 12 Calfskin, cured, No. 2, 11 1/2	<b>Pelts</b> Old Wool, 25 @ 30 Lamb's, 15 @ 25 Shearlings, 10 @ 15 <b>Tallow</b> No. 1, 5 @ 5 No. 2, 4 @ 4 <b>Wool</b> Unwashed, med., 20 @ 20 Unwashed, fine, 15 @ 15 <b>CONFECTIONS</b> <b>Stick Candy</b> Standard, 7 1/2 Standard H H, 7 1/2 Standard Twist, 8 1/2 <b>Cases</b> Jumbo, 32 lb., 7 1/2 Extra H H, 10 Boston Cream, 12 Big stick, 30 lb. case, 8 <b>Mixed Candy</b> Grocers, 6 1/2 Competition, 7 Special, 8 Conserve, 7 1/2 Royal, 12 Ribbon, 10 Broken, 8 Cut Loaf, 8 1/2 Leader, 8 Kindergarten, 10 French Cream, 9 Star, 11 Hand Made Cream, 16 Fremio Cream mixed, 14 Paris Cream Bon Bons, 10 <b>Fancy—in Pails</b> Gypsy Hearts, 14 Coco Bon Bons, 14 Fudge Squares, 13 Peanut Squares, 13 Sugared Peanuts, 12 Salted Peanuts, 12 Starlight Kisses, 11 San Blas Goodies, 13 Lozenges, plain, 13 Lozenges, printed, 12 Champion Chocolate, 12 Eclipse Chocolates, 14 Eureka Chocolates, 15 Quintette Chocolates, 14 Champion Gum Drops, 9 Moss Drops, 10 Lemon Sours, 10 Imperial, 1 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 10 Auto Bubbles, 13 <b>Fancy—in 5lb. Boxes</b> Old Fashioned Molasses Kisses, 10lb. bx 1.30 Orange Jellies, 50 Lemon Sours, 60 Old Fashioned Horehound drops, 60 Peppermint Drops, 60 Champion Choc. Drps, 65 H. M. Choc. Drops, 10 H. M. Choc. Lt. and Dark No. 12, 1.10 Bitter Sweets, 14 Brilliant Gums, Cry., 60 A. A. Licorice Drops, 60 Lozenges, plain, 60 Lozenges, printed, 65 Imperial, 60 Mottoes, 65 Cream Bar, 60 G. M. Peanut Bar, 60 Hand Made Crms, 80 @ 90 Cream Wafers, 65 String Rock, 60 Wintergreen Berries, 60 Old Time Assorted, 2.75 Buster Brown Good, 2.50 Up-to-date Assmt's, 2.75 Ten Strike No. 1, 6.50 Ten Strike No. 2, 6.00 Ten Strike, Summer assortment, 6.75 Scientific Ass't, 13 @ 10 <b>Pop Corn</b> Cracker Jack, 25 Checkers, 5c pkg., 30 Pop Corn Balls, 20 @ 1.35 Azuliki, 100s, 25 On My 100s, 3.50 <b>Cough Drops</b> Putnam Menthol, 1.00 Smith Bros., 1.25 <b>NUTS—Whole</b> Almonds, Tarragona, 16 Almonds, Drake, 15 Almonds, California, sft. Brazil, 12 @ 13 Filberts, 12 @ 13 Cal. No. 1, 12 @ 13 Walnuts, soft shell, 15 @ 16 Walnuts, Marbot, @ 13 Table nuts, fancy, 13 @ 13 1/2 Pecans, Med., @ 13 Pecans, ex. large, @ 14 Pecans, Jumbos, @ 16 Hickory Nuts per bu. Ohio new, 10 Cocacnuts, 10 Chestnuts, New York State, per bu., 10 <b>Shelled</b> Spanish Peanuts, 7 @ 7 1/2 Pecan Halves, @ 55 Walnut Halves, 30 @ 32 Filbert Meats, @ 27 Alcicane Almonds, @ 42 Jordan Almonds, @ 47 <b>Peanuts</b> Fancy H. P. Suns, 5 1/2 @ 6 Roasted, 6 1/2 @ 7 Choice, H. P. Jumbos, @ 6 1/2



## Special Price Current

### AXLE GREASE



Mica, tin boxes ..75 9 00  
Paragon ..... 55 6 00

### BAKING POWDER

#### Royal



10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

### BLUING



C. P. Bluing

Doz.

Small size, 1 doz. box..40  
Large size, 1 doz. box..75

### CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots ...31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32

Worden Grocer Co. brand  
Ben Hur

Perfection .....35  
Perfection Extras .....35  
Londres .....35  
Londres Grand .....35  
Standard .....35  
Puritinos .....35  
Panatellas, Finas .....35  
Panatellas, Bock .....35  
Jockey Club .....35

### COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60  
35 1/2 lb. pkg. per case 2 60  
35 1/4 lb. pkg. per case 2 60  
18 1/2 lb. pkg. per case 2 60

### FRESH MEATS

#### Beef

Carcass .....7 1/2 @ 9 1/2  
Hindquarters .....8 @ 10 1/2  
Loins .....9 @ 14  
Rounds .....7 @ 8 1/2  
Chucks .....6 @ 7 1/2  
Plates .....5 @ 5 1/2  
Livers .....6 @ 6

#### Pork

Loins .....@ 11 1/2  
Dressed .....@ 8  
Boston Butts .....@ 10  
Shoulders .....@ 9 1/2  
Leaf Lard .....@ 10 1/2  
Pork Trimmings .....@ 8 1/2

### Mutton

Carcass .....@ 10  
Lambs .....@ 14  
Spring Lambs .....@ 14

### Veal

Carcass .....6 @ 9

### CLOTHES LINES

#### Sisal

60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..1 50

#### Jute

60ft. ....75  
72ft. ....90  
90ft. ....1 05  
120ft. ....1 50

#### Cotton Victor

50ft. ....1 10  
60ft. ....1 35  
70ft. ....1 60

#### Cotton Windsor

50ft. ....1 30  
60ft. ....1 44  
70ft. ....1 80  
80ft. ....2 00

#### Cotton Braided

40ft. ....95  
60ft. ....1 35  
80ft. ....1 65

Galvanized Wire  
No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb. ....  
White House, 2 lb. ....  
Excelsior, M & J, 1 lb. ....  
Excelsior, M & J, 2 lb. ....  
Tip Top, M & J, 1 lb. ....  
Royal Java .....  
Royal Java and Mocha....  
Java and Mocha Blend....  
Boston Combination ....  
Distributed by Judson  
Grocer Co., Grand Rapids.  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

Peerless Evap'd Cream 4 00

### FISHING TACKLE

1/4 to 1 in. ....6  
1 1/4 to 2 in. ....7  
1 1/2 to 2 in. ....9  
1 3/4 to 2 in. ....11  
2 in. ....15  
3 in. ....20

#### Cotton Lines

No. 1, 10 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....10  
No. 5, 15 feet .....11  
No. 6, 15 feet .....13  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

#### Linen Lines

Small .....20  
Medium .....25  
Large .....34

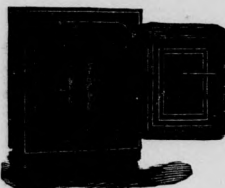
#### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

### GELATINE

Cox's, 1 doz. Large ..1 80  
Cox's, 1 doz. Small ..1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's .....1 50  
Knox's Acidu'd. doz. 1 25  
Oxford .....75  
Plymouth Rock .....1 25

### SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

### SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50  
50 cakes, large size..3 25  
100 cakes, small size..3 85  
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

### TABLE SAUCES

Halford, large .....3 75  
Halford, small .....2 25

Use

Tradesman

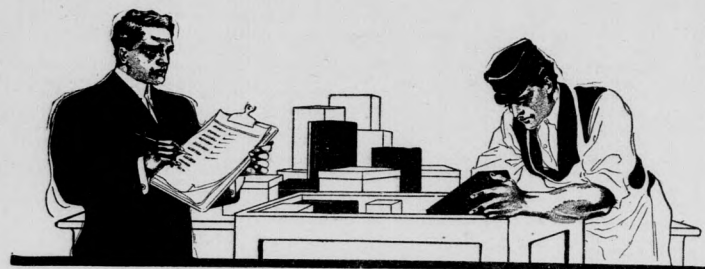
Coupon

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—For only \$3,500, a well equipped canning factory, located in the heart of Southern Michigan fruit belt; write for particulars. W. E. Stedman, Fennville, Mich. 464

Must sacrifice some choice brewery stock at half price. Brewery making excellent product. Should pay big dividends. Don't fail to write. E. Reynolds, Box 636, Butte, Mont. 463

For Sale—Stock of general merchandise and fixtures, invoice about \$4,000; for quick sale, will take \$3,000. Will sell or rent building 24x60 with living rooms above. For further particulars address Lock Box 124, Preston, Minn. 462

Wanted—Man for general merchandise store proposition in good healthy mining camp in northwest, requiring capital of \$2,500. For information address Acme Coal Co., Ranchester, Wyo. 461

For Sale—Clean \$10,000 stock of dry goods. No suits or cloaks. Live Michigan city of 3,000. Good reasons for selling and good chance for live man. Address D. L. A., care Tradesman. 460

Position Wanted—By window trimmer and card writer, with dry goods and clothing house in Indiana, Ohio or Southern Michigan. F. Bradbury, Wolcottville, Ind. 459

For Sale—Clean drug stock and fixtures, located in growing town of Leroy; also double door safe about five feet high; also full platform dray, nearly new. Frank Smith, Leroy, Mich. 458

For Sale—Stock of general merchandise of about \$6,000. Well established business in good healthy town of 500 inhabitants, surrounded by first-class farming community. Address X., care Michigan Tradesman. 457

General agents for entire or part of Ohio and Michigan high class patented necessity. Exceptional opportunity for high-grade men who are able to carry stock from \$300 to \$500 to do business aggressively. Address Adam, Box 670, Buffalo, N. Y. 456

For Sale—General stock of merchandise invoicing \$8,000, in a town of 1,200 inhabitants, will sell at a liberal discount if taken at once. Address Lock Box 297, Carsonville, Mich. 455

For Sale—Good up-to-date hardware and implement stock, good location. Reason for selling, poor health. Address Box 232, Remus, Mich. 454

Wanted—To buy for cash, good shoe stock. Address M. J. O., care Tradesman. 453

I will tell you of a profitable business, one in which the profits are large and the chances of success exceptional. I also know of many good openings for retail stores which I will be glad to tell you of if you will write me to-day. Edward B. Moon, 14 W. Lake St., Chicago. 452

For Sale—Wholesale notion wagon, good condition. Would make good retail grocery wagon. A bargain. W. L. St. dard, Eaton Rapids, Mich. 465

For Sale—A small drug stock in a small town. Write for particulars. U. S. Drug Exchange, Three Rivers, Mich. 466

To Exchange—A good going drug business for something a non-registered man can handle. What have you? U. S. Drug Exchange, Three Rivers, Mich. 467

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

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—Old-established implement, vehicle and harness business in good Southern Michigan town of 1,400; A1 country surrounding; good reason for selling. For particulars address Lock Box 57, Bronson, Mich. 429

Does Christ Say: Go to church. By Rev. Felix J. O'Neill. A remarkable booklet, deserving widespread publicity. Rev. John Talbot Smith, L.L. D. 2 cents each by the 100 net. Sample copy 6 cents stamps. Church Publications, Box 42, Stafford Springs, Conn. 428

For Sale—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—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—\$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

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

For Sale—Cheese factory equipment nearly new. Also building for creamery industry, fine location. W. J. Pettit, Stanton, Mich. 420

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

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—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

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

## 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—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—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—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

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—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

Wanted—Position by German speaking hardwareman who understands general merchandise. Best of recommendations. Address Lock Box 8, Bear Lake, Mich. 430

## HELP WANTED.

Wanted—Drug clerk with one or two years' experience in store and at soda fountain. Address X. Y. Z., care Michigan Tradesman. 417

Wanted—Experienced clerk for general store in small town. Prefer man with experience in handling meat. Address No. 448, care Michigan Tradesman. 448

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

**ELECTROTYPES**  
DUPLICATES OF  
ENGRAVINGS & TYPE FORMS  
SINGLY OR IN QUANTITY  
TRADESMAN CO. CHICAGO, ILL.

# 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.



**TAKE A LOOK AHEAD.**

In contemplation of the consolidation of the two water power companies in Grand Rapids and the substitution of a single deep tail-race in the center of the river for the two canals which have so long been in service motor boatmen are vitally interested.

They realize that with a deep, free channel to a point just above Bridge street and with a slack water channel above the dam the pleasure boating facilities will be largely increased if—

And the question is: Will there be any lock or other lifting facility for passing boats from one level to another? Under the special acts of the Legislature of Michigan authorizing the construction of the first dams put across Grand River at this point stipulations were made for the installation therein of locks.

The provision is a proper one and should be made a feature of whatever authority is granted for the proposed new dam, and the dimensions of the lock should be at least 150 feet long by 30 feet wide.

Also there is another feature of present day river navigation which should be taken into consideration in connection with the construction of the flood walls. There should be, both above and below the dam at convenient points, slips with elevator facilities for lifting motor boats from 20 to 75 feet in length out of the water for repairs and for lowering new boats or craft which have been repaired into the water. And from these slips should be dredged channels to the main channel.

Of course, private enterprise will meet the cost of such slips and elevators, but there should be a change in the flood-wall plans making it possible to put in such conveniences.

There are upward of seventy-five motor boats owned in Grand Rapids, which range from 15 to 50 feet in length, and in all likelihood if the deep channel to a point above Bridge street is realized this number will be doubled in very short order. As the city grows motor boating on our river will increase accordingly. For this reason a long wise look ahead is advisable.

**CONVENTION BENEFITS.**

First, to many business men comes thought of rest, new scenes, diversion from the harassing problems of the day, renewal of old acquaintances and making of new, all of which have much to do with rejuvenating the worn frame. But if the old sweaty harness is donned without cleaning, if the hard wrinkles and creases are not softened and straightened, if the time spent must be made up to the very last minute, the recreation is as but the momentary pause of one running a race that he may catch the breath for a harder run. Those who carry all their trials along and those who endeavor to do two days' work in one to make up for the time will alike find the convention falling short of its mark.

Between sessions there should be the complete alienation from business cares which makes a true vacation. Business meetings require a certain

return to everyday life, though in a different form. As the Israelites viewed the Promised Land so the bird's-eye view of business and technical matters will come up, presenting a chance to grasp them on the best possible vantageground, with no pressing duties or unpleasant circumstances to distract.

No two persons will see things in just the same perspective, and the range of vision thus permitted but results in a more perfect picture. What has proved a difficult problem for one may by one brief sentence from another be happily solved. In many instances an existing flaw in a business may not be appreciated by its manager until the situation is pictured by another in a similar field. A comparison of experiences must always result in benefit to part and almost always to all of the participants. The airing of diverse opinions and final harmonious adjustment impress fixed truths more vividly and enlarge our ideas along the various lines of trade.

But even more than the improved methods gained is the increased enthusiasm. Work becomes no longer mere routine but seems a living, growing reality capable of undreamed-of possibilities. We find ourselves as mentally concerned over the future as the present. So many things that had seemed plenty good enough now seem far short of the perfection mark. We have learned just how some improvements may be made; have seen some flaws that need a patch hunted up for them, and know that there are other ways of bettering the entire plant if we will only take the trouble to find them.

The fraternal feeling has been strengthened to good purpose. Life seems no longer a ceaseless strife for dollars with no respite. The struggle for material gain becomes but a means for an end. The mutual good will which the well-organized convention should foster leaves a broader vision of business methods and of humanity, the bond uniting them being more firmly interwoven. Good cheer, earnestness of purpose, enthusiasm in employing the best methods and a broader view of the entire commercial life should be permanent fruits of the convention.

**FRESH VEGETABLES.**

Let your product be all that the name implies. During July and August the preservation of fresh goods in first-class order means special provisions and labor; but at this season there is no excuse for offering stale vegetables.

The hot house products are more susceptible to changes than those of the home gardens. It requires work to put and keep them in their prime; but it is work which we can not afford to shirk. If your show window is on the sunny side of the street, do not allow your lettuce to wilt and your radishes to lose their inviting crispness. With public water facilities, a case can easily be so constructed as to keep them wet; and, even if the running water is lacking, a little supply in the ice tank may serve instead, the work of freshening

two or three times in the day making the goods doubly attractive.

If you find that some of the stock will be left on your hands Saturday night, make an extra effort to make it attractive to the public. Cut prices if you must and put up a neat placard to this effect. It is better to close out at a loss than to carry green goods over. If you persist in keeping first-class goods there is little danger of any serious loss.

Announce in the morning paper if you have a choice consignment of some perishable delicacy. Get it out where people must see it in passing, and arrange it to best possible advantage. There is an art in arranging the beautiful lettuce and bright-hued radishes; even the prosaic onions add to the effectiveness if shining in their white and green, and in prime condition. Let your motto be: Vegetables, like news, lose their value with their crispness.

**YOUR OWN ADVERTISEMENTS**

A rural friend interested in some of the special features of a closing out sale in a neighboring city took the first opportunity to avail herself of a few of the offered bargains. Having several boys and girls in the family, an offer of "caps for boys or girls, former price 50 cents, closing out price 9 cents," was the special attraction. Judge her disappointment when the clerk answered in the most indifferent way, "Those caps are 19 cents." Yet the advertisement had been continued daily in that form for at least two weeks.

The inference drawn must be along one of two lines: Either the "mistake" was made purposely to bait customers or the advertiser took very little interest in his own announcements. If the former, the reputable merchant scorns any such device for drawing trade. The latter explanation is the more plausible, and yet the advertiser is scarcely less culpable. It is only good business when an order is given to see that it is properly executed. This is a rule which no thoroughly shrewd manager will regard as other than fundamental. It should apply with the printer and proof reader as well as with the errand boy. Do not excuse yourself on the plea that "you are not proof reader;" neither are you errand boy; yet you see that the duties of the latter are executed. Why not look after those of the former as well? You pay money for space. It is your right to have it properly used. If, as in the instance quoted, there is a misrepresentation, it does you injury. That this was a "closing out" sale did not excuse the oversight unless the tradesman included his character in the stock offered. If you don't take interest enough in your own advertisements to read them you certainly do not deserve to have them read by others.

"Money is not at the bottom of everything," sadly remarked the college man as he plunged his hands deep down into his pockets.

Coats Grove—Frank Price has purchased the sawmill of George Townsend.

**THE BEST NERVE TONIC.**

Nervous breakdowns, heart failure and similar affections accompanying the high tension of modern living are especially prevalent in the commercial world. This sticking too close to business is located by professional and popular opinion as the cause of the trouble; a vacation of brief or extended limit is ordered, and the patient may eventually recuperate, or fall into the ranks of life-long invalidism.

The diagnosis may be, in a certain sense, entirely correct; yet after all, some of us do not stick so close to business as to endanger health; the trouble is, we let it stick too close to us. It is not the man who works the hardest for the time being who first succumbs to the so-called strain of overwork. It is the one who lets his work drag him down at all hours of the day and night, when he should be entirely free from it and recuperating in the most complete sense.

If you are beginning to feel the touch of this overwork—or if you are not—resolve to take regular recreation daily and to throw business worries away during this time. If lugging them about would do any good, one might be pardoned for the offense, but the load continually borne slowly saps away strength; while if laid aside for the time, it can be taken up at the proper time and carried to some purpose.

**Lapeer Retailers Join Hands Cooperatively.**

Port Huron, March 22—The Retail Merchants of Lapeer organized a Retail Merchants' Association on March 19, with the following officers: President, M. Carey; Vice-President, C. H. Tuttle; Secretary, D. F. Butts; Treasurer, Kirk Williams. Every grocer and butcher in the city became a member and they expect to include every retail merchant before the charter is closed. The matter of early closing and credits will be taken up at once.

Friday evening a large number of the grocers and butchers of Muskegon and Muskegon Heights met in the hall and listened to addresses by Ex-President F. W. Fuller, of Grand Rapids, and Secretary J. T. Percival, of Port Huron, on matters pertaining to the State Association, particularly on the credit system which they are greatly interested in at present. They will in all probability affiliate with the state organization. They now have a membership of ninety.

J. T. Percival.

Lake Linden—The Pure Manufacturing Co., which makes extracts, has merged its business into a stock company under the same style and will also deal in baking powders, syrups and groceries. The company has an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$8,000 paid in in property.

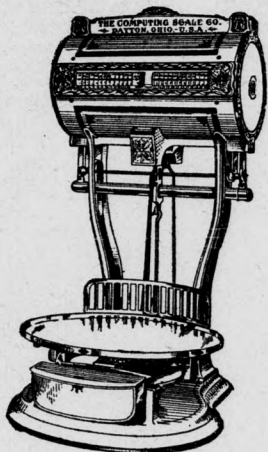
There's one sure thing, and that is that you can't be sure of anything.

**BUSINESS CHANCES.**

For Rent—Bakery, ice cream parlor store. Mrs. L. Jackson, Chebanse, Ill.



# 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.

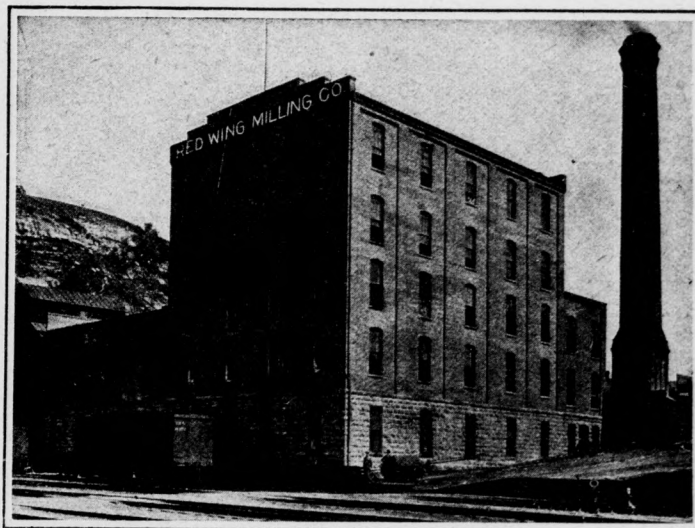


**Moneyweight Scale Co.**

58 State Street, Chicago

## 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.

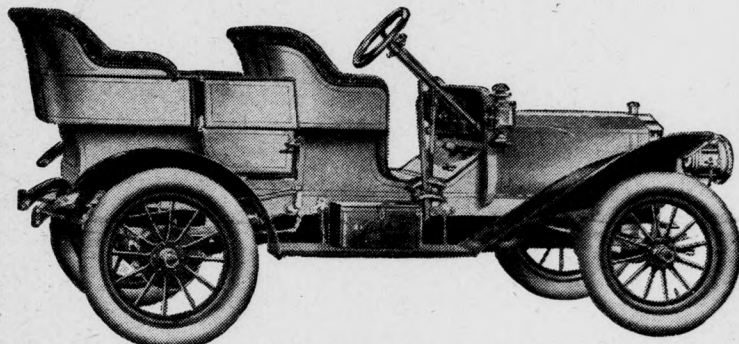
**Red Wing Milling Co.**

**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

**B**ECAUSE 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**





# H=O

## Is A Success

Why bother with an oats  
that **used to be** a seller, or  
an oats somebody thinks **will**  
be a seller, when you know  
**HORNBY'S OATS**  
"has the call" now?

**The H=O Company**  
Buffalo, N. Y.



# A Pure White Strain

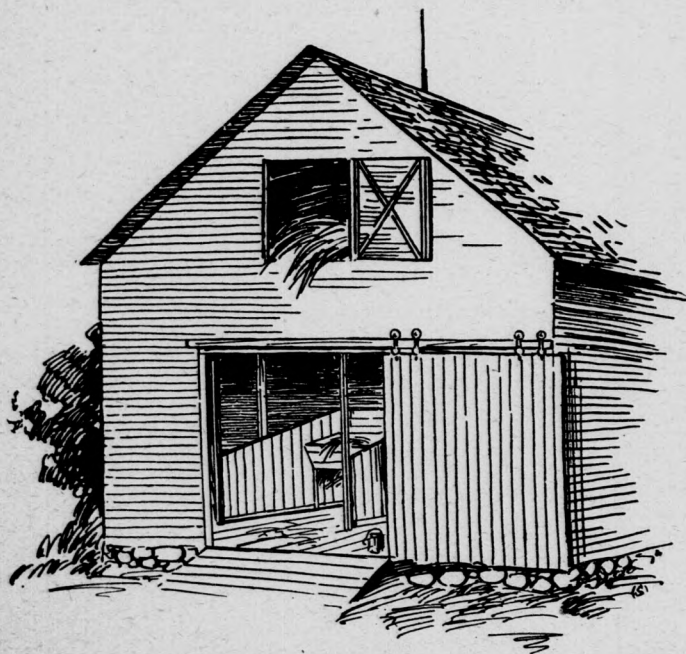
WHITE House Coffee: *WHITE*  
House Coffee: **WHITE** House Coffee.  
This coffee is as "white" as its name—  
straight goods, square goods, genuine  
goods, reliable goods, satisfactory goods.  
And its name is "WHITE" House  
Coffee.

There's *ONLY ONE* "WHITE House"  
Coffee—the slickest coffee known to the  
trade—the coffee *Best known by Name*—the  
coffee that can have **no substitute** in the  
hearts of thousands of people who **call** for  
WHITE House Coffee as religiously as  
they **believe** in it.

**Symons Bros. & Co.**

Wholesale Distributors    Saginaw

# 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.