

EVOLUTION

When you were a Tadpole and I was a Fish
In the Paleozoic time,
And side by side on the ebbing tide
We sprawled through the ooze and slime,
Or skittered with many a caudal flip
Through the depths of the Cambrian fen,
My heart was rife with the joy of life,
For I loved you, even then.

Mindless we lived and mindless we loved,
And mindless at last we died;
And deep in a rift of the Caradoc drift
We slumbered side by side.
The world turned on in the lathe of time,
The hot lands heaved amain,
Till we caught our breath from the womb of death
And crept into light again.

We were Amphibians, scaled and tailed,
And drab as a dead man's hand;
We coiled at ease 'neath the dripping trees
Or trailed through the mud and sand,
Croaking and blind, with our three-clawed feet
Writing a language dumb,
With never a spark in the empty dark
To hint at a life to come.

Yet happy we lived and happy we loved,
And happy we died once more:
Our forms were rolled in the clinging mold
Of a Neocomian shore.
The eons came and the eons fled,
And the sleep that wrapped us fast
Was riven away in a newer day
And the night of death was past.

Then light and swift through the jungle trees
We swung in our airy flights,
Or breathed in the balms of the fronded palms,
In the hush of the moonless nights.
And oh! what beautiful years were these,
When our hearts clung each to each;
When life was filled, and our senses thrilled
In the first faint dawn of speech.

Thus life by life, and love by love,
We passed through the cycles strange,
And breath by breath, and death by death,
We followed the chain of change,
Till there came a time in the law of life
When over the nursing sod
The shadows broke and the soul awoke
In a strange, dim dream of God.

I was thewed like an Auroch bull
And tusked like the great Cave Bear;
And you, my sweet, from head to feet,
Were gowned in your glorious hair.
Deep in the gloom of a fireless cave,
When the night fell o'er the plain,
And the moon hung red o'er the river bed,
We mumbled the bones of the slain.

I flaked a flint to a cutting edge,
And shaped it with brutish craft;
I broke a shank from the wood all dank,
And fitted it, head and haft.
Then I hid me close to the reedy tarn,
Where the Mammoth came to drink;
Through brawn and bone I drave the stone,
And slew him upon the brink.

Loud I howled through the moonlit wastes,
Loud answered our kith and kin;
From west and east to the crimson feast
The clan came trooping in.
O'er joint and gristle and padded hoof
We fought and clawed and tore,
And cheek by jowl, with many a growl,
We talked the marvel o'er.

I carved that fight on a reindeer bone
With rude and hairy hand;
I pictured his fall on the cavern wall
That men might understand,
For we lived by blood, and the right of might,
Ere human laws were drawn,
And the age of sin did not begin
Till our brutal tusks were gone.

And that was a million years ago,
In a time that no man knows;
Yet here to-night in the mellow light
We sit at Delmonico's.
Your eyes are deep as the Devon springs,
Your hair is dark as jet;
Your years are few, your life is new,
Your soul untried, and yet—

Our trail is on the Kimmeridge clay,
And the scarp of the Purbeck flags,
We have left our bones on the Bagshot stones,
And deep in the Coraline crags;
Our love is old, our lives are old,
And death shall come amain.
Should it come to-day, what man may say
We shall not live again?

God wrought our souls from the Tremadoc beds
And furnished them wings to fly;
He sowed our spawn in the world's dim dawn,
And I know that it shall not die,
Though cities have sprung above the graves
Where the crook-boned men made war,
And the ox-wain creaks o'er the buried caves
Where the mummied Mammoths are.

Then as we linger at luncheon here,
O'er many a dainty dish,
Let us drink anew to the time when you
Were a Tadpole and I was a Fish.

Langdon Smith.

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Number 1332

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TARIFF JUGGLING.

Ida M. Tarbell continues her discussion in the American Magazine for April of the tariff problem. And while she does this in an interesting, clear and convincing manner, she arrives ultimately at the seemingly eternal maze through which the Congress of the United States is trying to feel its way just now to a perfect solution.

The wool-iron-and-steel influence is an old story; the schedule juggling by appraisers is a commonplace; Carroll D. Wright's enquiry as to "Industrial Depressions" is standard as reference work; the McKinley ten-dollar-suit story was worn out in the making, and everybody who has given any careful attention at all to Senate proceedings knows the autocratic power exerted over that body by Senator Aldrich.

That which the people of the United States desire to know just at present is how to overcome the influence of: "These hundreds of witnesses organized and unorganized" who "have it in their power to upset local machines, displace local bosses, defeat congressmen, hold back campaign contributions, make endless mischief."

Miss Tarbell gives a startling display of facts as to permitting men who profit by the tariff to write the schedules and adding: "Our tariff schedules will never be worthy of respect as long as it (the practice) is kept up," agrees with President Taft.

As Miss Tarbell says, "What is wanted in making the present bill is evidence—evidence of the cost of production here and abroad, gathered not by the interested, but the disinterested, not by clerks, but by experts."

Miss Tarbell is herself an expert. She is, beyond question, the most expert and indefatigable delver after facts and the most successful discoverer of facts, when once she hits a trail, known among women. Her histories are standards on the topics presented and both of them have been dug out from the depths of time and compiled and published within a comparatively few years.

And from present indications at Washington there is still ample time, before anything definite and satisfactory is accomplished as to the tariff, for the lady to add one more laurel to her well earned chaplet. She might give us an intimate, interesting and revealing History of Tariff Juggling, with an appendix filled with evidence so direct and unqualified and so persuasive that it would be impossible for any Congressman as he performed his duties to rest his eyes, even for an instant, upon what effect his action in any case will have upon the fall election or upon cam-

paign funds for the next presidential election.

WATERWAY POSITION.

After two years of investigation and sincere consideration on the part of its River Improvement Committee the Grand Rapids Board of Trade authorized the Committee to correspond with other cities and villages in Michigan and with State officials relative to the inauguration of an effort to secure a deep waterway across the State from Grand Haven to Saginaw.

The result was that an Association was formed to conduct a propaganda in behalf of what is known as the Grand-Saginaw Valleys Deep Waterway.

This was accomplished six months ago. The results already obtained are the formal recognition of the Association by the Lakes-to-the-Gulf Deep Waterway Association and by the National Rivers and Harbors Congress; the approval of the purpose of the propaganda by the Board of Scientific Advisors of the Michigan Geological Survey and by the Michigan State Association of Civil Engineers; an investigation by the Special Legislative Committee on Michigan Waterways, which will report upon the matter shortly.

In addition a large amount of printed matter descriptive of the proposed waterway has been circulated through the State and generous attention to the subject has been given by the press of Michigan.

While there is a multitude of data yet to be compiled and a great variety of problems to be solved, there is no engineering problem whatever in this particular project. It is chiefly a question of vested rights and privileges and the avoidance, so far as possible by the exercise of absolute fairness and wisdom, of costly litigation. Resulting benefits, direct and indirect, must be set before the people; the question of cost must be settled with practical accuracy; power ownership must be most carefully handled and for all of these and many other equally good reasons the campaign of education now under way must be necessarily slow.

A Waterway Conference is to be held in Fort Wayne, Ind., next October under the auspices of the Lake Michigan, Fort Wayne and Lake Erie Waterway Association. The next convention of the Lakes-to-the-Gulf Deep Waterway Association will be held in New Orleans the same month, and two months later the next convention of the National Rivers and Harbors Congress will be held at Washington. The Grand-Saginaw Valleys Deep Waterway Association will be represented at each one of these meetings and the desire of the

Association is that clear and convincing exhibits can be made in behalf of the Michigan enterprise before each organization.

The national awakening in this direction and the formal creation of a great Federal plan for improving inland waterways while practically just developed, is gaining strength daily and the fortunate thing for Grand Rapids, Saginaw, Bay City and all intermediate points is that Michigan is clearly and fairly in the movement.

THE UNION CARD.

Notice to Public—Any one having painting or paperhanging done kindly ask workman for his working card. Painters, Decorators and Paperhangers Local 475. L. Ober, Rec. Sec

The foregoing impudent request is published in a daily paper in Michigan—a journal representing a city not sixty miles from Grand Rapids.

It is an illustration of the contemptible assurance of the labor union element.

And it is a confession on their part that they are utterly incompetent to compete successfully with workmen who know their trade thoroughly and who are too high minded to submit to dictation from men who are required to depend upon the unfair list and the boycott for their living.

What fairness is there in asking for a workman's "working card?"

Is it not a fact that in a majority of cases a "working card" is merely a guarantee for shiftless, unsatisfactory work?

Will a "working card" protect a patron from the painter who uses poor materials or who, if his patron furnishes the materials, appropriates the high grade leads and oils and substitutes therefor the cheaper materials?

Does not experience show that the "working card" is merely a certificate that the painter will skip the knots and checks in lumber, "skin" the cornices and spread each coat of paint until it is a mere gauze of color?

And practically the same grade of low-down dishonesty as to paperhanging is assured by the "working card," so that cheap papers at outrageously high prices and poorly trimmed, poorly matched and wretchedly inharmonious combinations of designs and colors are certain to result.

The best "working card" any workman can have is his character as a man in the community where he is best known; and a man who is sufficiently upright and courageous to depend upon his reputation has no use for the absurd and impudent certificate authorized by any labor union.

If you are looking for a poor workman insist on the card—only poor workmen carry cards.

If you want good work and sober workmen invariably select a man who does not carry a card.



Cater To Youth in Displays and Everything Else.

On the approach of the blessed Eastertide storekeepers are fixing up their windows in a way to suggest the celebration of this church festival formerly observed only by the Roman Catholic and the Episcopal churches. Rabbits and eggs and the pure Easter lilies are beginning to appear on every hand and many original ideas are being carried out.

One trimmer has fitted all his window out in yellow, a most odd color to use for an Easter exhibit. He has three tiers of steps in the background. On these steps are dozens of lifesize white papier mache rabbits, all alike. They are sitting on their haunches, and so close together that their sides touch each other. Their backs are to the street. In front are three rows of men's patent leather shoes, all placed in twos, with a 2-inch space separating the pairs, and all have the heels toward the observer.

The placard accompanying this unusual display could not be noted for its elegance, but it serves to make itself read and it provoked a smile:

Walk
Right
In
We're Glad to See
Your
Back

There is no limit to the combinations of arrangement that may be accomplished with Easter decorations.

There is no possible analogy between them, but one confectionery dealer is attracting much attention by using Christmas colors in his Easter exhibit: green and red. There are three Christmas trees about three feet high, with—would you believe it?—a large red rabbit perched jauntily in the top and red baby rabbits tied all through the branches!

I never saw such a peculiar Easter exhibit, and I don't believe anybody else ever saw one just like it. It isn't at all the proper idea, but still these little red animals are bringing about the same result for the store employing their rabbitships that the brown ones are that I told about first: making people stop and "have a look"—and smile. Indeed, the placard says:

Have a Look
At
Us
Then Come In
And
Buy
Our Hundred Brothers
For
The

Children

In the dry goods stores there may not be this latitude of color. Everything there should, at Eastertime, be on the exquisite. White is seen then more than colors. Nature shows then her daintiest tints and so should those who imitate her. Later on all the colors of the solar spectrum may run riot in the windows. So, also, may pre-Easter windows contain the gayest of the gay.

There's a cheerful exhibit down on Canal street of men's haberdashery. The hosiery is all packaged as in the original except that a pair in each open carton is flipped out at either side. The boxes are all placed slanting on the fixtures and with the different shades are self-colored silk handkerchiefs and generous neckwear to go with the hose. Suspenders might have been added, but if so the exhibit would have been too choppy.

This window accurately indicates the tendency in spring accessories for the Sterner Sex. Mr. Bush may pat himself on the back for the just-right arrangement of this display. To my mind it is the best of its kind ever seen in Grand Rapids.

Embracing Opportunity.

College boys, if they are nothing else, are great for the first word in this subhead, and while they are home for their Easter vacations storekeepers should also give a lively evidence of ability to keep up with the procession—by embracing opportunity to let the college kids see what they can do for them in the way of appropriate apparel. Get on the right side of the boys as to their clothes and, as they develop into business men and settle down to the work of their lives, you will find it difficult for any other fellow to get them away from you.

I can't understand how some dealers can be so callous as not to see the importance of pleasing the younger element. So many seemingly focus all their energies on securing and keeping the trade of the fathers and mothers, utterly oblivious to the fact that the children of to-day will not always be children. If I had a store I'd make it the strictest rule of the establishment that there should be the most careful catering to the young fry. Beginning, if a grocer, with an occasional stick of candy to a 3-year-old, I would make each child, on every occasion, feel that I wanted to do my prettiest by him. This may not always be evidenced by gifts—I couldn't give away my whole store—but there should be invariably such courtesy that they would think

of me first in all their contemplated purchases in my line of merchandise. Remembrance of small customers' likes and dislikes goes a long way toward cementing their friendship. For instance, if I carried candy, and had in something especially toothsome, I would telephone that fact to some of the worst little candy fiends that I numbered among my clientele. They should be made to feel that I had their interests at heart. If clothing was my specialty I would telephone to the children themselves that they must bring their parents in to see what I had that I knew would just suit them. A dealer who keeps his ear close to the ground told me that he had no idea until he tried out this plan that it could effect such a change in his business.

Movements of Working Gideons.

Detroit, March 30—Detroit Camp is busy these days conducting the various meetings in connection with the presentation of the "Bible in hotels" work at the different churches in which all are invited. Last Sunday evening the service at the Warren Avenue Baptist church was conducted in the interest of the above work and proved almost a duplicate of the successful effort put forth at the Grand River Avenue Baptist church a few weeks ago. Great interest is being manifested by the church-going people in this missionary work for the Lord, all of which is encouraging to the Gideons. Two weeks hence it is expected that a call to the Highland Avenue Presbyterian church will be made. Let the boys rally unto this work.

C. L. Hyde, of Chicago, who formerly covered the State of Michigan and who was always a most welcome visitor to the Griswold House service on Sunday evenings about every sixty days, will not be with us for a time as his territory has been changed and Illinois and Indiana will now be invaded by him. Brother Hyde is a busybody in the Lord's work, his latest effort being a neat folder having a lot of well-chosen scripture texts thereon, which, when read, make some telling points and ones that will have their effect upon the reader. If anyone is interested in the distribution of this kind of literature the same will gladly be mailed to their address upon notifying C. L. Hyde, 1416 Monadnock building, Chicago.

W. D. VanSchaack is very likely to be the delegate to the Constitutional Convention to be held July 22 at St. Louis, Mo. He has consented and no doubt will be the candidate to receive the honor. Besides having the necessary qualifications he is a railroad man and through this will be a pecuniary benefit to Detroit Camp. He informs us that his company, the Wisconsin Central, has been absorbed by the Canadian Pacific Railroad Co.

Gideons in general will do well to take out their pencils and jot down some dates for future reference, for the near future is filled with things of considerable moment unto them.

On April 23 special sessions of the members of the Cabinet will be held

to treat on matters pertaining to changes in the constitution and by-laws—a sort of preliminary to the Constitutional Convention to be held in St. Louis preceding our National convention.

Michigan holds her State convention at Bay City, May 1 and 2.

Wisconsin holds her State convention at Madison, May 8 and 9.

Illinois holds her State convention at Danville, May 15 and 16.

National convention at St. Louis, July 23-25.

A social will be given by the Auxiliary of Chicago on the evening of Friday, April 23, in honor of the members of the National Cabinet.

Charles M. Smith.

Detroit, March 30—Ray Blakman, of Flint Camp, was at Charlotte last week scattering sunshine and taking large orders.

E. M. Wilson, of Detroit Camp, moved last week to Glendale, Arizona, with his wife and two sons. They will live in a tent and expect Mrs. Wilson will regain health and vigor.

M. E. White, of this city, is making a Western trip and will remain several weeks.

C. H. White, of Detroit Camp, has been in Montana for several months.

Chas. M. Smith, D. Bennett and C. H. Joslin conducted a Bible fund service in the Warren Avenue Baptist church last Sunday evening and received a cordial welcome and enough funds to supply one hotel with Bibles.

Appleton Smith, W. R. Barron, T. N. Rogers and the writer conducted the Volunteer meeting last Saturday evening. Next Saturday evening C. H. Joslin will lead the meeting.

The writer led the Griswold House meeting last Sunday evening, aided by W. R. Barron, T. N. Rogers, Mr. and Mrs. Mitchell, Mr. Grant, Mrs. Webb, Mrs. Williams and Miss Eyo. The parlor was filled with ladies from the city and hotel guests. Miss Mouit presided at the piano.

Aaron B. Gates.

Fifth Knitting Mill for Grand Rapids.

The Sanitary Knitting Co. has been organized by E. A. Clements, Carl A. Clements and Ed. C. Mangold with a capital stock of \$15,000, divided equally between the three subscribers. The officers of the new corporation are as follows:

President—E. A. Clements.

Vice-President—Carl A. Clements.

Secretary and Treasurer—Ed. C. Mangold.

The company has leased ample space on the second floor of the Rani-ville building, fronting on Lyon street, and will begin manufacturing underwear as soon as the necessary machinery can be procured and installed.

This makes five knitting factories in Grand Rapids, as follows:

Globe Knitting Co.

Star Knitting Works.

Clark Knitting Co.

Sanitary Knitting Co.

Grand Rapids Underwear Co.

These factories employ an average of 500 hands and have an aggregate output of \$500,000 per annum.

HAD TOO MUCH MONEY.

That Was Why Chester Encountered the Police.

Written for the Tradesman.

There had been a scarcity of small change all day. It seemed to the cashier at the Haldane Dry Goods House that every customer had a twenty dollar bill. Twice he had sent out to the bank next door, and twice the small bills and silver in his cash register had passed away.

Now the bank was closed for the day, and here was a hundred dollar bill!

In desperation he put the bill in his vest pocket and went out. Perhaps Sid, at the grocery on the corner, would give him fives and tens for it.

Sid couldn't. Large bills had rained in on him all day.

Chester, the cashier, went on to the clothing store in the next block. The man in charge of the cash there had taken his money to the bank.

"Sorry," he said, not looking it.

Chester went back to the store with a frown on his brow. Anyway, it was near closing time, and he might get through.

He put the bill in the drawer where the ones belonged and went about his business. If anyone had told him he had dropped the one hundred dollar bill into the wrong pile he would have called his informant a blooming idiot. That was a way he had whenever he was angry.

When it came time to close the store he remembered that he had no money for dinner and breakfast, so he took a bill out of the one dollar heap and put a slip in the drawer for that sum.

It was against the rules, but he had done it before and nothing had come of it.

Something was to come of this, for it was the one hundred dollar bill he shoved into his vest pocket. It was a worn and faded bill at that, but good. Chester had inspected it carefully when it came to his hand.

When he left the store he was tired and disgusted. He felt as if he wanted to get away into some strange country where he could loaf and sulk and not attract the attention of his friends.

It is easy enough to find a new atmosphere in a large city. Chester turned away from the restaurant where he usually dined, and where he was certain to meet people who would bore him, and walked south on State street. He had a notion that it would take the crimps out of his brain to mix with the masses and take in a cheap show after he had eaten something at a down-town lunch counter.

He sauntered into a restaurant next to a museum and dropped into a chair at a sloppy table. The dishes were thick and ragged of edge and the cloth was coarse and dirty. The waiters wore soiled aprons and called for "Adam and Eve on a raft—wreck 'em" when he asked for scrambled eggs on toast.

The coffee was thick and black and tasted like dishwater—or as he

imagined dishwater might taste—and the toast was not at all toasted. Chester bought an evening paper of a boy who came running in with a loud noise and read as he sipped his coffee. Anyway, he was resting in the sense that he knew he wasn't going to be brought back to his daily struggle for existence and small change by the coming in of anyone he knew. His acquaintances didn't visit that sort of meal house.

Presently he arose from the table and, check in hand, approached the blonde lady who made change while she joked with patrons. He took the bill from his vest pocket and tossed it down on the square of glass on the desk.

The blonde cashier looked up and winked at him.

"You're all right," she said.

"Sure," replied Chester, who knew the breed.

Then the blonde lady looked at him with hard, unsmiling eyes.

"Come along," she said, pushing the one hundred dollar bill back at him.

"There you are," said Chester.

"Why don't you give me my change?"

"Come out of it," said the cashier.

"Twenty cents, please."

"Well?" said Chester.

"When you swing to these things," said the blonde lady, holding up the bill, "don't use the phoney kind."

Chester saw that it was the one hundred dollar bill of anxious memory and grabbed for it, his face flushing at the thought of what might have happened.

"I didn't mean to give you that," he said.

His hand went into his pocket only to come out again empty.

"I'm afraid," he said, "that I haven't anything else. Perhaps the proprietor can change it."

"Say," said the blonde lady, "don't you hear me telling you that it's a phoney? I'd lose me job if I should ask the boss to hand out good goods fer that. Twenty cents, please."

"I haven't anything else," repeated Chester.

The red-faced boss came up and leaned over the desk by the cashier's side.

"What's coming off here?" he demanded.

The blonde lady pointed to the angry cashier with a finger of scorn, upon which glistened a ring with a glass diamond.

"He's working me for his check," she said.

The boss came out from behind the counter and rolled up his right shirt sleeve.

"You're too far south on State to work that," he said. "Pay the lady."

"She can't change my money," pleaded Chester.

"He ain't got no money," interrupted the blonde lady. "He's got a phoney bill fer a century that a blind man wouldn't take."

Chester drew a valuable ring off his finger.

"Here," he said, "I'll have to ask you to keep this until I can get some small change. I thought I was bringing a one away from the store."

The boss took the ring and turned it over and over suspiciously, then passed it to the blonde lady with an enquiring look.

"That's all right," she said, and Chester got out of the door. As he left a plain clothes man entered, for the blonde lady had pushed a button under her desk and the bell at the other end of the connection was in a near-by police station. Those who did not pay at that restaurant were arrested, and the plain clothes men got their meals for being good fellows. The boss and the plain clothes man conversed for a moment, then the latter hastened to the street and strolled on after Chester.

The cashier passed along until he came to a decent looking cigar store and entered. If he was to see a show that evening he must get his bill changed. This place looked as if he might be treated decently. He bought a quarter's worth of cigars, lighted one, put the others in his pocket and handed out his bill. The clerk threw it back at him.

"This ain't no clearing house," he said.

"It's all I've got," said Chester.

"Then you're in hard luck," replied the clerk, "for it's counterfeit."

"You're a liar!" cried Chester.

The plain clothes man, who was known to the clerk, shook his head in warning and the clerk did not deny the statement.

"Dig, sonny," was all he said.

Chester pulled off his scarf pin.

"Hold it," he said, "until I can get this changed."

The plain clothes man took the pin and looked it over.

"I don't see," said Chester, not knowing that he stood in the presence of the law, "where you get any cards in this game."

The plain clothes man drew forth a pair of handcuffs, and before Chester knew what had happened his wrists were neatly linked together.

"This is a man I've been looking for a long time," said the plain clothes man, seizing Chester fiercely by the collar. "He's been shoving bum jewelry all along the street. Now, young man," to the cashier, "if you bat an eye at me I'll send you in on a stretcher."

Chester, for once, had the good sense to keep his mouth shut, and so reached the office of the lieutenant in charge of a police station without getting his head cut up with a billy. The plain clothes man strutted when he came into the Presence.

"Lieut.," he said, proudly, following the detective system of personal boost, "for a long time there's been phoney bills and jewelry sowed out on State. I've been on the lay for a month or more. This feller I've got here is the man. His name is Eastman, but he goes by the name of Sammy the Slick. He's got a police record in New York, and has been mugged in all the big cities."

"You've made a good catch," said the lieutenant. "Send the fellow down and we'll have him mugged in the morning. You're doing good work, Michael."

Chester tried to explain what good

work Michael was doing, but the lieutenant told him to shut up and Michael shook a dirty fist in his face. In a moment he was shoved out of the private office and into the presence of John James Haldane, of the Haldane Dry Goods House, who had called to see his friend, the lieutenant. It was awkward meeting the boss under such circumstances, but Chester was never so glad to see any person as he was to see the dry goods magnate right then.

John James Haldane heard the story and roared. Then he looked at the bill and came near choking. He put it into his pocket and handed out a ten.

"Here," he said to Chester, "you're not responsible to-night. Go out to your show and redeem your ring and your pin. A cashier that mixes money in the register ought to be fired, but I guess you've had your lesson. And to-morrow morning go to the bank and get small bills enough to last all day, Sammy Slick!"

"Say," said Chester, as a parting shot to Michael, "you seem to be making a hit on the street. If I had your imagination and your talent for lying I'd travel with some snide side show as a barker for the bearded lady."

And Michael glanced at the lieutenant and said not a word.

Alfred B. Tozer.

New Method In Planting Trees.

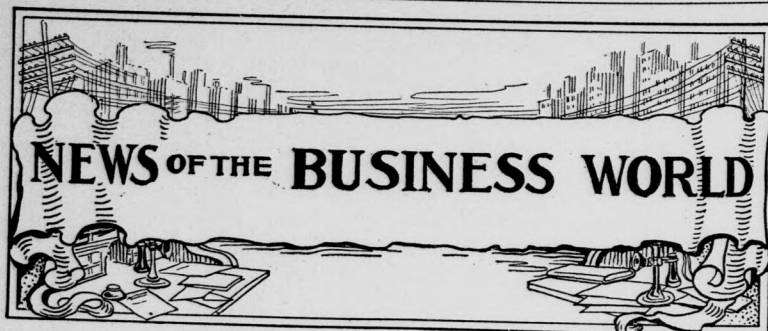
Tree planting revolutionizes. It is an article of faith among fruit growers that a fruit tree must be planted in properly prepared soil, a large, wide, shallow hole, the roots carefully spread out in all directions and arranged near the surface with a slight upward bearing at the ends.

Small quantities of the finer soil are first worked in among the roots, hollow places caused by archings in the stouter roots are filled up, the remainder of the soil is put in, trodden carefully down, and the whole left to the compacting influence of the rain. The tree is supported by stakes until it is firmly established.

But Spencer U. Pickering, with his recent researches, declares that proper tree planting means a small hole, roots doubled up anyhow, the trees stuck in, the soil thrown in and rammed down as for a gate post. With extensive experiments 59 per cent. show in favor of the new simple method, 27 show no difference, and 14 per cent. show against the new way. By whatever criterion the trees are gauged the new method is said to give better results than the orthodox. Although an antagonistic cry has been raised against the revolution theory, no practical man has been able to give any reason for the old faith that is in him beyond the fact that it is sanctioned by established custom.

Examination proves that ramming has led to a copious development of fibrous roots. In planting the important thing is to induce fresh root formation, and ramming does this more rapidly than the old way.

The faint hearted are those who think only of feeding themselves.



Movements of Merchants.

Bagnall — Fearnley Bros. have opened a general store here.

Ahmeek—A new general store has been opened by Morgan & Grierson.

Hudsonville—S. E. Morrill has purchased the general stock of Wm. Beck.

Howell—A racket store will be opened here by R. G. Spiers, of Owosso.

Beaverdam—J. Zichteman is the successor of Wm. Carsten, general merchant.

Alto—J. O. Shepard has sold his general stock to A. Nichols, late of Fennville.

Oakland—R. VanderLeest is succeeded in general trade by Holst & Brummel.

Plainwell—F. E. Buxton is succeeded in the grocery business by J. E. Cairns.

Zeeland—A building is being erected by Stephen Buter in which to open a meat market.

Sherman—Chas. Hecox, hardware dealer, has concluded to close out his hardware stock.

Parkville—A. Ulrich has sold his general stock to E. J. Barnabee, formerly of Mendon.

Eastport—H. L. Dawson, furniture dealer and undertaker, has added a line of groceries.

Moscow—J. M. Williams, hardware dealer at North Adams, has opened a branch store here.

Fenton—Jeudevine Bros. are succeeded in the meat business by H. C. Sawyer, of Flint.

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

Eaton Rapids—Wilcox & Godding have sold their drug stock to Theron Atwood, of Caro.

Ypsilanti—The B. G. Moorman Produce Co. has changed its name to the Ypsilanti Produce Co.

Detroit—A petition in bankruptcy has been filed by Wm. H. Chevalier, 93 Jos. Campau avenue.

Englishville—Albert Swanson succeeds A. M. Church, who formerly conducted a general store.

Ludington—A building is being erected which will be occupied by Paul Bloch for a meat market.

Benton Harbor—The Puterbaugh & Downing Co. has changed its name to the Central Clothing Co.

Butternut—The hardware stock formerly owned by Osborn Bros. is now the property of C. C. Messenger.

Alma—H. J. White has leased a store, which will be occupied by a bakery managed by his son, Lloyd White.

Scottville—The C. E. Mustard gro-

cery stock has been purchased by Wm. J. Murphy, formerly of South Bend, Ind.

St. Joseph—Fetke & Gersonde is the name of a new clothing firm here, composed of A. O. Fetke and H. C. Gersonde.

Detroit—A grocery and general store has been opened by A. Kadrovach at the corner of Randolph and Division streets.

Battle Creek—The shoe business formerly conducted by Riggs & Alderice will be conducted in the future by C. E. Carey.

Alpena—Thomas Solomon and Samuel Johnson have formed a co-partnership and will conduct a grocery store on Second avenue, north.

Traverse City—Louis Scott is still engaged in the grocery business, the report that he was succeeded in trade by Joe Madison being erroneous.

Eastport—Wm. N. Sweet has traded his general stock to L. T. Ball, of Lake Ann. Mr. Sweet has conducted business here for the past ten years.

Pittsford—The Wesley Co., of Adrian, has established a branch store here, in which it will carry ready made clothing, dry goods and shoes.

Pickford—Donald McInnis will soon open a confectionery and ice cream stand in the building formerly used by Hossack Bros. & Co. as a warehouse.

Pittsford—John Hile is building a two-story building at Henry's Corners, three and a half miles north of here, in which he will open a general store.

Big Rapids—A store has been opened at 219 Maple street by the W. S. & N. Paper Co., composed of C. H. Williams, John C. Stall and H. W. Newman.

North Branch—G. H. Finkle, formerly engaged in trade at this place, will soon open a store, carrying a line of ready made garments, dry goods, novelties and shoes.

Bloomington—The general stock of Harrison & Spayde has been nearly destroyed by fire. The building is not a total wreck, but most of the stock is burned or damaged.

Wacousta—Fred Foster, owner of the local butter factory, has made arrangements with E. A. Winegar whereby Mr. Winegar will assume the management of the factory.

Lansing—Clyde H. Christopher has sold his interest in the grocery firm of Christopher & Loftus to his partner, Frank M. Loftus, who will continue the business under the style of F. M. Loftus.

Grand Marais—The Smith, Hurst, Schneider Co. has been incorporated with an authorized capital stock of \$15,000, of which \$9,000 has been subscribed, \$2,120 being paid in in cash and \$6,880 in property.

Wyandotte—The grocery stock formerly owned by Thos. McCleery has been purchased by Grant Martin and James McCleery, who will continue the business under the style of the Martin Grocery Co.

Burt—Adolph and Charles Prell have purchased the store building and hardware and implement stock of D. M. Hunter and will take possession April 26. Mr. Hunter has purchased his successors' farm.

Ypsilanti—The Rowina Company has been incorporated to conduct a drug, book and grocery store, with an authorized capital stock of \$5,000, all of which has been subscribed, \$300 being paid in in cash and \$4,700 in property.

Escanaba—Carlson & Gunderson, dealers in teas and coffees, are moving their stock from South Charlotte street to the North Star building on Ludington street and will conduct business hereafter under the name of the North Star Mercantile Co.

Royal Oak—The Royal Oak Lumber & Supply Co. has been incorporated to conduct a lumber, builders' supplies, general hardware and coal business with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed, \$1,500 being paid in in cash.

Mancelona—A. H. Gruber, formerly engaged in the furniture and undertaking business at Maple Rapids and at Perrinton, has formed a co-partnership with Jesse Wisler, of this place, under the style of A. H. Gruber & Co. and will re-engage in the same lines of trade.

Kalkaska—Frank and Howard Leach, of South Boardman, and C. W. Prevost, of this place, who conducts a notion store, have purchased the hardware stock of George E. Smith and will continue the business under the style of the Kalkaska Hardware Co. in the Prevost building.

Bessemer—This is probably the only city of 5,000 people in the State that has not an up-to-date hardware establishment. As it is all supplies in the line of tools, pipes, fittings and hardware specialties must be ordered out of town, to the great inconvenience of those in need of goods in that line.

Ashley—B. F. Pease is acting as receiver for the general stock of John Hatfield, who is offering to settle with the creditors on the basis of 65c on the dollar. The indebtedness is \$2,145 and the stock is inventoried at \$1,200. If a compromise is effected, the business will probably be taken over by L. E. Pease.

Greenville—J. E. Van Wormer has bought the grocery stock of A. L. Evans and will carry on the grocery business in the Evans store, on the opposite side of the street, which Mr. Van Wormer occupied once before. Mr. Evans will clerk for Mr. Bohrer. Z. C. Bohrer will occupy the Van Wormer present store room, connecting it by an archway with the

store room he is now using.

Alden—Creditors of L. Armstrong are arranging to place the estate in bankruptcy, so as to realize on their claims. The business was placed in the hands of a trustee about two years ago, at which time the creditors were promised 100 cents on the dollar. As a matter of fact, only 35 per cent. has been disbursed, and no statement of liabilities or assets is forthcoming.

Dowagiac—C. L. Sherwood, one of the most prominent druggists in Southwestern Michigan, died March 27, aged 71. Mr. Sherwood was in the drug business in Dowagiac for forty years. He was connected with many fraternities. He was a member of Peninsular Lodge and Keystone Chapter of Niles and also of the Commandery, Consistory and Shriners. The funeral services were conducted Tuesday under the auspices of the Masonic fraternity.

Manufacturing Matters.

Detroit—The capital stock of the Home Roofing Co. has been increased from \$5,000 to \$15,000.

Central Lake—The Central Lake Canning Co. has increased its capital stock from \$21,500 to \$35,000.

Detroit—The Michigan Sulphite Fibre Co. has increased its capital stock from \$180,000 to \$270,000.

Saginaw—The capital stock of the Saginaw Butchers Ice Co. has been increased from \$3,000 to \$6,000.

Detroit—The capital stock of the Michigan Gas Mantle Co. has been increased from \$10,000 to \$30,000.

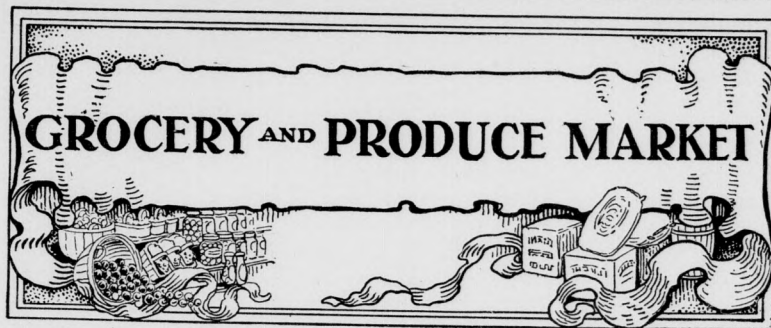
Bay City—The Bay City Supply Co. has been incorporated to manufacture sanitary supplies, with an authorized capital stock of \$5,000, of which \$3,200 has been subscribed and paid in in cash.

Detroit—The Avery Manufacturing Co. has been incorporated to make toys, novelties and patterns, with an authorized capital stock of \$25,000, of which \$20,020 has been subscribed, \$20 being paid in in cash and \$20,000 in property.

Saginaw—The John D. Merston Lumber Co. has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, all of which has been subscribed, \$12,500 being paid in in cash.

Detroit—The Victor Manufacturing Co., which makes showcases, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Kalamazoo—F. J. Humphrey, manufacturer of water lifts, is succeeded by F. L. Marandette and Roland J. Fairchild, who have merged the business into a stock company under the style of the National Water Lift Co., which has an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$10 being paid in in cash and \$10,000 in property. It is the intention of the company to move its factory to the south part of the city eventually.



The Produce Market.

Apples—All varieties of both barrel and box stock continue very firm, but it is thought that prices are as high as they can go without materially curtailing consumption. 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 per 2 doz. 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 have been a falling off in the make and an increase in consumption. The market is very healthy throughout and is likely to remain firm until there is an increase in fresh butter, which is not likely for a few weeks yet. All grades have shared with fancy butter in the strong demand. 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, \$2.25 per crate.

Cocoanuts—\$5 per bag of 90.

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

Cucumbers—\$1.75 per doz. for hot house stock from Illinois.

Eggs—Local dealers pay 17c f. o. b. shipping point and sell case count at 18@19c. This is the highest point eggs have ever reached in this market at this time of the year. It seems next to impossible for local dealers to secure enough eggs to meet the demands of their customers. Both New York and Chicago are bidding up, so that Michigan dealers are compelled to offer the top of the market in order to secure enough stock to anywhere near meet their requirements. As soon as the weather becomes settled and the roads are good again, the present high price will probably recede, but there is no prospect of any lower price until after Easter.

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.

Green Peppers—\$3.50 per 6 basket crate.

Honey—14c per lb. for white clover and 12c for dark.

Lemons—Local dealers ask \$2.50 for Messinas and \$2.75 for Californias.

Lettuce—Leaf, 10c per lb.; Florida head, \$3 per large hamper.

Onions—85c per bu. for red stock and \$1 for yellow. Texas Bermudas are now in market, commanding \$2.25 per crate.

Oranges—Navels are weaker, if anything, due to heavy arrivals and the fact that the trade has not taken hold as good as expected. Supplies are beginning to show some accumulation and unless the demand begins to pick up soon, lower prices may result. Present quotations range from \$2.50@2.75, according to quality.

Parsley—35c per doz. bunches.

Pieplant—10c per lb. for hot house.

Pineapples—Cuban stock commands \$3.75 per crate for 36s, 30s and 24s and \$3.25 for 18s and 16s.

Potatoes—The market shows no change in price or sentiment. The supply seems ample without being excessive. Carlot call for seed stock is about over with so far as the South is concerned, but there is a fair demand for table stock from non-producing sections. A steady range is looked for until new stock begins to affect prices, which will probably not be for sixty days. Present transactions, locally, are on the basis of 85c.

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 per 6 basket crate.

E. D. Winchester, who has conducted a grocery store at 241 East Bridge street for several years, has admitted to partnership his son, C. A. Winchester, who will manage the business, which will hereafter be conducted under the style of E. D. Winchester & Son.

William Judson, who has been at Hot Springs, Arkansas, for two weeks, is expected home Saturday night. Mrs. Judson accompanied him.

Guy W. Rouse, Manager of the Worden Grocer Co., has been confined to his home by illness since last Saturday.

The Grocery Market.

Sugar—Refined sugar advanced 10 points on Friday, all refiners moving up to that extent except the Federal and Warner companies, which advanced 20 points. The market is strong and all of the refiners are heavily oversold.

Tea—The effect of the 8c duty on tea appearing in the tariff bill before Congress stimulated country buying to such an extent that nearly 20,000 packages were shipped out of New York in one day. This in addition to the present scarcity of supplies, especially of Japans, caused the market to hold strong with a good demand noted and buyers willing to pay full prices. Nearly all grades and styles of tea have advanced from 3@5c per pound. While it is possible that the proposed duty may yet be eliminated from the bill or reduced somewhat, yet the condition of tea stocks in this country is such as to warrant a strong market covering the entire list.

Coffee — Both Rio and Santos grades are dull and featureless. The entire trade is waiting for something definite to develop regarding the effect of the coffee duty. The feeling is still bullish, however, and unless Brazil repeals her export coffee tax it is certain that a duty will be imposed upon it by this country, always provided the tariff bill becomes a law. The consumptive demand is fair. Mild grades are quiet and steady, as they will not be directly affected by the tax, since no mild coffee growing country has an export tax. Java and Mocha are steady and unchanged.

Canned Goods — Tomatoes are about steady and holding at the lowest price in a number of years. Corn shows an advance of about 2½c per dozen, which brings the price to the same basis as last fall. This advance is due to the clean-up of some large blocks. Peas are unchanged and steady. Gallon apples continue strong and material advances are expected as soon as green apples are out of the way and the demand is turned toward the farmer. All California canned fruits are steadily held at cheap prices, but not much interest is shown as yet. Strawberries and raspberries continue firm but dull. There is no change in the situation of salmon, which is strong. A peculiar feature of retailers' purchases is that they are mostly for the medium and high grades, which are in the shortest supply. Cheap salmon seems to be neglected. Sardines are expected to advance, as packers have notified the trade that they will advance 15c per case at the end of this month, as their supplies are just about enough to carry them through to the next pack.

Dried Fruits—Currants are in fair demand at unchanged prices. The feeling on the other side is a little firmer, but this has not reached this country as yet. Citron has advanced a small fraction, due to the prospects of higher duty; figs and dates are unchanged and quiet. Prunes are unchanged, both old and new, and in light demand. Peaches are in good

demand at about ½c advance, both on the coast and in secondary markets. Apricots are scarce, firm and moderately active. Raisins show no improvement whatever.

Syrups and Molasses—Compound syrup is in fair demand at unchanged prices. Sugar syrup is scarce, firm and moderately active. Molasses shows no change in price and fair demand.

Rice—Predictions are made that good grades of domestic Japan rice will rule at least 1c a pound higher before new crop and that fancy head rice will be entirely off the market. This is due to the exceedingly heavy demand.

Rolled Oats—No new feature has developed, but a very strong tone continues to prevail.

Cheese—Stocks in storage and in stores are very light, and for this reason there is likely to be a firm market, and if there is any change it is likely to be upward. No new cheese is looked for until May.

Provisions—There is more activity in the demand for everything in smoked meats, but no change in price. Pure and compound lard are very firm at an advance of ¼c over a week ago. An active consumptive demand is reported for both. Barrel pork, dried beef and canned meats are in fair demand at unchanged prices.

Fish—Cod, hake and haddock have been hurt in this market by the warm weather, and the general demand is light. Domestic sardines will advance to \$3.05 for oils on April 1, according to an announcement by the combine. This is an advance of 35c per case and is doubtless intended to make the jobbers who bought at \$2.50 feel comfortable, and incidentally to boom more orders at \$2.70, the present price. As yet, however, there has been very little business done. Salmon is healthily firm and unchanged in price. Norway mackerel are doing somewhat better. Holders have grown a little firmer in their ideas and are asking about 50c per barrel more for Norway 3s. If this is maintained other sizes will follow. Irish mackerel is not now a factor. The demand for mackerel seems very fair.

Change of Location.

The American Case and Register Co. has removed from Alliance, Ohio, to Salem, Ohio, where a modern fire-proof, up-to-date factory building has been in course of construction during the past year. The facilities of the company have been greatly augmented by this change.

The Shepley-Campbell Mercantile Co., of Kalkaska, has put in a new stock of groceries, which it purchased of the Judson Grocer Co.

Peter Prins, grocer at Holland, has added a line of shoes to his stock, purchasing the same of the Grand Rapids Shoe & Rubber Co.

It is no use talking about having divine grace if you can not be gracious to men.

He who lives in a cave is always sure as to the sun.

EARLY GRAND RAPIDS.

Recollections Inspired by Herald's Story Last Sunday.

Written for the Tradesman.

There are few things easier to do than it is to pick flaws in reminiscences of pioneer settlers as to the early history of the communities which they represent, because the unobserving pioneer with a faulty memory is just as sincere and firm in his faith that he is telling an accurate and truthful story as is the pioneer who noted everything and has a keen, clear memory.

Thus it happens that the chap with a bent for archaic investigations and records is liable to fall between the two stools; and the best he can do is to give his story, expecting that in time, somehow and from some source or other, he will obtain additional reminiscences which may eliminate errors or add to his store of recollections.

In this spirit the Tradesman offers the following anent the excellent article by Mr. Abe Geldhoff as to Early Grand Rapids, published in the Grand Rapids Herald of Sunday, March 28:

Hon. Lucius Lyon was a surveyor and for several years was employed by the United States Government in making surveys in Michigan and what is now known as Wisconsin. He was a member of the Kent Company and was one of the first two United States Senators sent to Washington from the State of Michigan. Just when or how he became "General" Lucius Lyon it would be interesting to know.

Capt. John W. Gunnison was a graduate of West Point (1837) and was assigned as a lieutenant to the U. S. Second Artillery. Later he became a captain in the U. S. Engineer Corps and achieved an honorable record in that service and in 1853, while in command of an exploring expedition sent out by the Federal Government he was killed by the Indians. Gunnison county and Gunnison city, Colorado; Gunnison street and "Gunnison Swamp," Grand Rapids, are named in his honor. Accordingly this patriot and soldier did not participate in the Civil War.

Taylor street was not named in honor of Zachary Taylor so much as it was a title bestowed by "Tanner" Taylor, who had a dam, mill-pond and an overshot water wheel in Coldbrook; and the staunch, stone relic of whose tannery is still standing and in use as a boiler shop.

Titus J. Bronson was the founder of the city of Kalamazoo and one of the largest land owners and most enthusiastic dreamers in Michigan in the 30's and his name, "Bronson," was given to what is now Crescent avenue.

The fountain(?) which suggested the name of Fountain street was not located where the metal cast fountain now stands opposite the Peninsular Club building. The fountain de-facto, thus remembered, consisted of a group of springs just north of the house on Fountain street at present occupied by George Gage, his mother and sister and just east of the Davidson homestead on Bostwick street.

Here it was that the late Canton Smith and his associates put in a reservoir about 10x25 feet in size and perhaps 10 feet deep from which the first Hydraulic Company in Grand Rapids obtained its supply of water. And for a long time its chief purpose was to provide the old National Hotel and the stage barns—which, respectively, were on the sites of the Morton House and the Ashton building—with water.

Here, also, it was that once in awhile the late Robert Shoemaker, as Superintendent of the Water Works, would surprise boys from the old stone school-house-on-the-hill enjoying surreptitious baths in the reservoir—and some of those boys are still alive and residents of Grand Rapids.

There was a tradition, years ago, that the head of Island No. 1—which was about where the Amberg block on Pearl street is now located—was a famous place for gathering clams and that on various occasions the Indians had found pearls in clam shells,

Fred Reynolds, Warren Smith and other boys of the long ago were wont to build dams and operate water wheels in this creek along Washington street, and Charles H. Leonard, still living, began acquiring his knowledge as to hydraulics in the same creek at Spring (Commerce) street, while George R. Allen and Stanley Allen, still living, and the late John Avery found great pleasure in navigating their toy sail boats on Sargeant's Pond.

Nearly all of the territory south of Island street and west of Division street, to the old diagonal road—now obliterated by the Union station and its accessories—to Grandville, was little less than a great bog swamp, filled with springs, at that time, so that the "spring of well water that flowed"—if it did the boys of Grand Rapids in 1857-60 did not know it, neither did Canton Smith and his associates know of it—"from Monroe street" has been peculiarly honored.

During the years 1860-65 the buildings whose chimneys and roof trees

the part of the soldier and the matter, taken up by Masters Stevens and Cohn, was settled in behind Cohn's store, with the adults, Berry, McQueen, Trowbridge, and so on, as spectators and umpires. And the soldier received his just reward.

Canal street and Monroe street were, by Uncle Louis' relenting, by the passing out of the Kent Company and by the creation of "Grab Corners"—so christened by the late Robert Wilson in a series of very humorous sketches when he was "local editor" of the Grand Rapids Eagle, before the war—joined together as a continuous thoroughfare upward of sixty years ago.

And the Arcade—Exchange Alley, old style—was a fact a quarter of a century before Powers' Opera House was built. During the Buchanan administration the postoffice was immediately back of Rindge & Krekel's shoe store, on the east side of the alley, and during the Civil War the same building was occupied as a Variety Theater under the management of John Rhodes.

During the war, also, the top floor of the Rood block, at the corner of the Arcade and Pearl street, was operated as a variety theater under the management of J. W. Nichols, whose wife—her stage name was "Madame Brignoli"—was an accomplished violinist and very popular as a premier danseuse.

A third variety theater was in operation in Collins hall—top floor at the northwest corner of Canal and Erie streets—managed by an actor named O. W. Blake.

These, with Luce's hall for lectures and concerts and Squier's Opera House for theatrical entertainments, constituted the amusement places in Grand Rapids during the war. And the city, fairly alive with lumber jacks, river men and soldiers, to say nothing of the permanent population, was an attractive point for amusement managers.

To get back to peculiar features of Grab Corners: The Taylor-Boardman building—so called, perhaps, because of years of legal contention—was on the south side of Pearl street, with its east front on a line with the eastern line of Canal street. It was a long two-story frame building with an outside stairway leading to a balcony gallery which extended its entire length. Next south of this and on the same front line was the "Checkered Store," and next south of that was the Commercial block, built by A. Roberts & Son, who occupied one store, while John Kendall occupied the other. Then came the establishment of Foster & Parry, which completed the west boundary line of the "jog" between Monroe and Canal streets. From the angle formed by this "jog" and the south line of Monroe street extended an alley southwest about 50 feet and then west to the river bank.

On this alley, next south of Foster & Parry's store, was a two-story building occupied by C. J. Kruger as a saddlery, harness and trunk factory. To the east across this alley was the building known as "Irving

Opportunity

Master of human destinies am I!

Fame, love and fortune on my footsteps wait.

Cities and fields I walk, I penetrate

Deserts and seas remote and, passing by

Hovel and mart and palace, soon or late

I knock unbidden once at every gate!

If sleeping, wake! If feasting, rise before

I turn away! It is the hour of fate,

And they who follow me reach every state

Mortals desire, and conquer every foe

Save death. But those who doubt or hesitate,

Condemned to failure, penury and woe,

Seek me in vain and uselessly implore.

I answer not, and I return no more!

John J. Ingalls.

which gems they had sold to Louis Campau. And this tradition may reveal the origin of the name of Pearl street. The more likely origin of the name, however, is that it was given in remembrance of Pearl street, New York City, then one of the great business thoroughfares of the metropolis and well known to the pioneer merchants of Grand Rapids.

Spring street (now Commerce street) was supposed by the boys of 1856-60 to have taken its name from a creek which, originating in springs east of Prospect street and south of the old Louis Campau and John Ball homesteads, at the summit of Fulton street hill—or Campau's hill, as it was then better known—flowed down the north side of Washington street to and across Jefferson avenue, thence to and across Lagrave and Division streets to Commerce street, thence along the south side of what is now Island street and so on to a point about where the electric light plant is located at Fulton street, and there it broadened out into a considerable body of water known as Sargeant's Pond. Col. Charles Calkins, still living, and the late Alfred P. Rathbun,

are shown in the Herald's picture of "Pearl street in 1860" were very popular with the soldiers—the raw recruits brought in from all points to begin service for their country. H. B. Jarvis had a hat and cap store there and it was an up-to-date enterprise; M. Cohn (father of Mrs. Regina Watson, eminent as a pianist) bought and sold jewelry, peltries and furs; next east of the hat store and a door or two farther east Heman Leonard had his grocery and crockery store. Next north of the Jarvis store, facing the "Checkered Store," A. Bradford had a confectionery and fruit store, while next north of Bradford's was John Youell's saloon and billiard room, where Dave Berry, Aleck McQueen, Jerome Trowbridge and their crowd made their headquarters.

Sidney F. Stevens, of Foster, Stevens & Co., and Sigma Cohn—of the Lord only knows where—might tell a good story of an experience they had with a great muscular soldier who had deliberately knocked a ripe watermelon from the hands of a small boy to the sidewalk and destruction. It was a pure case of cussedness on

Hall," with Wm. Fulton's bakery occupying the corner store room and the late W. G. Henry (father of Mrs. Gen. R. A. Alger) occupying the other as a drug store.

Back or west of the Taylor-Boardman building the Commercial block and the Foster & Parry stores—which were about 80 feet deep—was a riverside alley, 20 feet wide perhaps, which extended from Pearl street south until it connected with the alley, passing the Kruger shop and the Fulton Bakery. At the junction of these alleys was a high water boat landing.

One evening in April, about 1850, the sidewheel steamer Michigan arrived from Grand Haven and made this landing. As she did so a tiny girl named Hepsey Merryfield ran to meet someone on the boat, and in her excitement fell between the boat and the landing into the river. Fortunately it happened that the late U. S. Judge S. L. Withey was just coming ashore from the boat, and stooping instantly and reaching down as far as he could he succeeded in catching the child by the hair and so, probably, saving her life.

There was another high water landing for steamboats just above Pearl street, approximately where is now the desk of the cashier of the Pantlind cafe. This landing was the regular spring wharf of the wondrous stern wheel, double smokestacks, magnificently cabined Olive Branch, the first boat of the Mississippi River high grade type to ply on Grand River. And one season an important figure on the boat was Johnnie Burns, who sold newspapers, fruits and confections—a bright, hustling lad who, because of unfortunate associates and environment in his boyhood, misdirected and misapplied his natural energy, determination and shrewdness.

The Canal street of to-day is 100 feet wide, as it has been always, and in the 50's and 60's the west line of that thoroughfare, extended south across Pearl street, passed through the center of the riverside alley back of the Taylor-Boardman building. About 10 feet west of that extended line was the river, which at that point was perhaps 150 feet wide. There was no Pearl street bridge, of course; and so in high water stages the steamboats made the landings designated, discharged their cargoes, took on new freights and began their down river trips by passing up stream, around the head of Island No. 1 and down the west channel.

Yes, we have Campau Square.

Yes, the Pearl street hill or "Prospect Hill," as it was called, is a mere memory.

Yes, the assessed valuation of properties on Pearl street east of Campau Square and on Ottawa and Ionia streets between Monroe and Lyon streets have increased tremendously.

Yes, Campau Square properties are worth much more than they would have been with "Grab Corners" perpetuated.

And finally, yes, the taxable values along Campau street and the western ends of Pearl, Lyon, Louis and

East Fulton streets yield a large aggregate annual income to the city.

But Grand Rapids has paid dearly for these artificially produced benefits and the penalty, laid and paid each year, has been paid by the city as a whole, while the major portion of the profit thus derived has gone to individual accounts.

If to-day the municipality of Grand Rapids owned and controlled the original islands, Nos. 1, 2, 3 and 4, the annual damage by floods would be reduced to a minimum and there would be a flood protected series of island parks in the very heart of the city, available to all citizens, which could not be duplicated in any city in the country and which, merely as a beautiful feature of our city's resources for public pleasure, recreation and good health, would be priceless, as is Belle Isle Park to the city of Detroit.

More than that, even, the example set by the filling in of the eastern channel of the river would not, had the islands been preserved, have warranted and precipitated the numerous and equally shameful and hurtful encroachments along our river front both above and below Pearl street.

Some day some delving historian will go exhaustively into legislative records in Grand Rapids and at Washington; into the records of Congress, the War Department, the State Legislature and the Common Council and will write an accurate, complete and authentic history which shall "name names," analyze processes and purposes. And when such an exhibit is given to the people of Grand Rapids, say in 1925, there will be interesting information available.

Charles S. Hathaway.

Tribute to the Mortgage.

High water never washes away the mortgage. It may uproot trees and take the hencoops sailing on down to the next state, but after the floods have subsided the mortgage is still there as firmly as though it had been anchored to the foundations of the earth and then nailed down to the sills of the barn to make it doubly secure.

Cyclones may blow away the woodshed, unroof the house or take the haystack on an excursion over into another county, but when the blow is over it is always found that not even a corner of the mortgage has been jarred.

Talk about sticking closer than a brother! There is a friend that hangs to the place like a porous plaster. Thieves do not come in and steal it, the son does not warp it, neither does it wander off down the road every time the gate is left open.

For a good, practical recipe for losing a mortgage, men would pay most any sum; but try their best, they simply can't.

Too many are trying to give this world a holy tone by drowning its walls with hymn tunes.

No man ever spoke truth without hearing its echo in Heaven.

No man gets to be a star by rehearsing as a cloud.

The Miser Is Most Independent of All.

Perhaps never before did the young man of any generation have set before him in stronger colorings the goal of a concrete, individual success as the supreme end of his attainments. To suggest to the modern young man a career that shall not promise to him this acme of individual attainment would be to invite doubt and disapproval. In school he may accept the pedagogical reasoning that individual man has a debt of obligation to the many, but when he shall have shouldered his life's work in social competitions he finds himself spurred and prompted to individual success measurable in money.

He must admit at the same time that perhaps never before has the human race been more independent. Looking about him upon material progress of his fellows, he discovers that fields which a generation ago were open to their horizons to individual efforts now are divided up among a dozen specialized workers, each specialized worker dependent upon the net results of all the other workers. No matter how effective his own accomplishment as an individual, its relative worth is measured and tempered by the accomplishment of those with whom changed conditions have made him merely a fellow worker.

Working as this individual works, an integer in the social fabric, with his work complementing and fitting in with the work of the others along the line of the greatest good to the greatest number, this individual candidate for success nevertheless looks forward to individualist independence as the goal of his success. His life work may be such that if 500 other toilers were not working to the end of his needs, his own work would be impossible. Yet his ambition spurs him to a time when—working through concessions of others in his own specialty—he shall be independent of them. Success must mean independence; without independence the measure of success must be uncertain and unsatisfactory.

It is in this gauging of success by the means of independence which it brings the successful, which the young man well may look to with some degree of careful questioning. How much of individual independence may he be entitled to? What price shall he be influenced to pay for it?

Theoretically, one of the most independent men in the world is the miser, who has his buried gold in quantities which ever afterward shall be sufficient for his needs. All that is required of him is that he seek its hiding place and dig for his purse's replenishment. In such a case he has only to preserve the secret hiding place of his treasure in order that he shall continue independent in unusual degree.

But to all men in all times this type of independent miser has been the butt of most criticism and dislike on the part of his fellows. He uses selfishly the written and un-

written laws of society for his protection and contributes nothing in return for the privileges. If his storehouse of gold should be discovered and sacked, no man would have bitterer invective against society than he, who never has contributed to its maintenance. So long as it protects him he is content to declare his independence of organized society and to withhold his share of its support. But the instant he becomes the victim of this same society he is in arms to demand that it crowd to his rescue and make good his selfish losses.

Fifty years ago, under the spur of a simpler life, the wealth sufficient to promise this independence was immeasurably less than now. The whole point of view has changed for the masses of the people. Everything in all time has been comparative. One of the present day merchant princes of the United States once said to me that while to-day he is among the multi-millionaires of the country, no increase of these millions ever gave him the satisfaction that came to him with the rounding out of his first \$100,000.

As a young man he had felt that a fortune of \$100,000 would enable him to retire with an independence. The fickle times changed upon him, however; independence no longer could be measured in hundreds of thousands; tens of millions became the gauge of fortunes and he was forced to accept it. But with this acceptance of the new scale of living this merchant abandoned the idea of independence. He discovered that independence, as he had nursed the idea, promised only sluggish individualism and decay. Success, instead of absolving him from responsibilities, put new responsibilities upon him, which, to shirk, would be desertion of his post with a battle not half won.

The result has been that this merchant has assumed the larger responsibilities that have come with his larger fortunes. Instead of his seeking to deny that out of his wealth he no longer is his brother's keeper, these responsibilities to his fellows are the influences that are holding him to life. With money no longer the sole spice of existence to him, he is nursing plans for assumption of wider responsibilities for his fellows. He is little more than 50 years old and he is finding more recompense for living through the increase of his social obligations than ever he could have found in denying them out of his selfishness.

If there is a lesson in all of this, it points the young man to a future that shall keep him still closer in touch with humanity. Every earnest, honest worker in the world is the better man for looking forward to a future that shall promise him the largest measure of usefulness in his work. To have the virtues of earnest honesty, a man must have chosen his work well. Can he do more for himself and for others than in doing this work for the sake of doing?

John A. Howland.



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E. A. STOWE, Editor.

Wednesday, March 31, 1909

DENVER FREIGHT RATES.

A striking object lesson which might prove valuable to the Grand Rapids Board of Trade and all other commercial organizations striving and hoping for a fair adjustment of transportation problems is afforded by George J. Kindel, of Denver, Colorado.

Mr. Kindel is President of the Sanitary Compressed Air-Vacuum Co. For twenty years or more he has been contending for the removal of unjust discrimination against the city of Denver and neighboring cities and villages on freight rates imposed by the railways. And at last he has secured a decision by the Inter-state Commerce Commission upholding his contention.

And now, alarmed at the far-reaching effect of the reductions ordered by the Commission, the Western railroads are arranging to take the matter into the Federal courts and test the legality of the Commission's order.

On the other hand, the Chamber of Commerce and the Manufacturers' Association of Denver have filed protests against the new rates being put into effect until more complete investigations can be made and claiming that their opposition is based upon the general principle, to be applicable in making up all rate schedules for territory west of the Missouri River, that is, that a through rate should always be equal to the sum of all local rates affected by the through rate.

The Commission denies the justice of such a contention and says: "The Denver Chamber of Commerce intervening in this proceeding insists that the proper way to eliminate the alleged discrimination against Denver is not by reducing rates to Denver, but that it should be removed by making Denver a basing line. There are certain points in Colorado which, together with Denver, are known as Colorado common points and to which rates from the East are generally the same.

"The Denver Chamber of Commerce urges that these Colorado common points should be made basing points in the same way that the Mis-

souri River is a basing line and that the discrimination against Denver would thus be removed."

Then the Commission gives its reasons for differing from the opinion of the Denver organization. Briefly, the establishment of the desired basing line would institute a precedent for Salt Lake and other Utah points to seek another new basing line. Moreover, the Mississippi and the Missouri Rivers are natural barriers to the construction of railways from the East to the West and there is no such natural inducement or justification for the establishment of a Colorado basing line.

The order by the Inter-state Commerce Commission in the suit against twenty great railways, brought by Mr. Kindel, reduces class rates from 6 cents to 26 cents per hundredweight between Chicago and Denver and St. Louis and Denver. "The reduction wasn't what I wanted," says Mr. Kindel, "by a long shot; but it was a move in the right direction at any rate and we ought all to rejoice at it. Why should we turn on our trail now and go to backing up the common enemy—the railroads?"

When one considers that Mr. Kindel has made his fight alone, in the face of derision and criticism of the harshest character bestowed by his fellow citizens, and in spite of the great wealth and influence of the railways; when it is realized that he has expended two fortunes in carrying on this fight and that he is now making a third fortune with which to continue his campaign, he is to be commended and congratulated.

A MEAN EVASION.

"Really, you know I am not informed upon the subject. I've read about it in the papers, but I haven't given any thought to the matter."

Such a reply is a ready-made and convenient way out for a man when he finds himself confronted by almost any proposition of a public character.

Moreover, it is a cowardly means of exit, because the probabilities are that no man is approached in relation to public affairs who is not expected and believed to keep himself sufficiently well posted to have estimates, and express opinions in behalf of the general welfare.

No, it does not follow that one must necessarily express his opinions. He may fairly and freely decline to give out his opinions; but it is silly to plead ignorance unless one is truly uninformed.

"Do you think our city's police and fire alarm telegraph system is old and out of date?" was asked of a gentleman noted for his frankness, and he replied that he was ignorant as to electricity and telegraph appliances, but added: "It would be strange, indeed, if after so many years the Grand Rapids system had not been improved upon." That was a frank, fair and intelligent reply and it was supplemented with: "Just how much our fire alarm telegraph has to do with our fire department service I do not know, but—and I get all over the country at least once a year—I know of no city anywhere which has

a more alert and successful fire department." There was an opinion expressed without qualification.

"What is your opinion as to the Town Hall proposition?" was asked of one man of wealth in the city, and he answered promptly: "I think it is a crazy idea. It would never pay in the world."

Another man interrogated in the same way replied: "It would be a big thing for the city as a whole, and from such a standpoint it will be a fine investment."

A third citizen questioned on the subject—and a citizen who should be deeply interested therein—voiced the reply given at the opening of this discussion.

Getting outside purely local matters and catechizing citizens on the tariff bill, one will get answers galore. One man says: "If the Payne bill goes through the next Congress will be Democratic beyond any question;" another man says: "Oh, land, I don't care how the thing goes. I'm sick of the whole business," and the reply of a third citizen who is questioned is: "Well, I hope they take the tariff off lumber."

Rarely does one hear a citizen claim that he "has not looked into the matter," and rarely, also, is it that there comes a refusal to express an opinion. Yet it is a safe wager that at least 95 per cent. of the voters in Michigan have no clear idea as to what the Payne bill provides. This is no reflection, either, upon the loyalty or intelligence of the citizens of our State, because it is an equally safe wager that a majority of both houses of Congress are no more accurately informed on the subject. The Ways and Means Committee may have approximately definite ideas thereon, and when they are in doubt all that is required of them is to consult Senator Aldrich.

PROFESSION AND PRACTICE.

There never was a time in the world when there was greater need for positive convictions, absolute and thoroughgoing belief on the part of the community, and only those men and women who have such convictions are liable or indeed able to be of very substantial service. There are a lot of people who make a bit of a parade of their church membership and who pose for their piety, whose notions on these subjects are decidedly superficial and whose religion, alas, is only theoretical. There are a few—and the number is annually growing smaller—who think it fashionable to call themselves agnostics, to ask hard questions and give vague answers, to seek to unsettle faith, but fortunately they are not numerous and are annually less influential. A fool can ask questions a wise man can not answer and as long as the world stands there are some things which will have to be taken on faith.

The fact about it is that it is coming to be a generally accepted fact that religion which has the right to be called fervent is less of theory and more of practice. Most men will admit the theory and subscribe to it, but those who fail to put it into

everyday living, who fail to make its precepts not nominal but actual guides, are living up neither to requirements nor principles. Of the two it is infinitely better to do more practicing and less preaching. There is no need to make any great parade of goodness to have its possession known and wherever there is a parade there is always the suspicion of insincerity and a suggestion of hypocrisy, and if there is anything under the sun which rightminded people hate it is the latter. Those who have deep seated, honest convictions of religion will show it in their lives. They can not conceal it and they need to wear no tag on their coat sleeve or placard in front. When profession is far from practice the cause professed is positively damaged, but when practice is ahead of profession substantial good is accomplished anyhow and those whose convictions are thorough will do a little preaching perhaps, but they will do a great deal more practicing.

THE EASTER WINDOW.

Though you are not showing a stock of millinery goods there are many ways besides the Easter bonnet to show your enterprise and to let the new life which the day symbolizes become a part of your own. Surely you have some seasonable goods, no matter what your line of trade. Get them out in pleasing form; offer some new feature which will make people stop to look a second time.

Crepe paper has the power of doing wonders in a short time and with little expense. Just try covering the floor and sides of your show window with it in some pleasing shade that harmonizes with your goods. A combination happily chosen will render the most prosaic goods inviting. If you do not wish to invest in a few paper lilies, which can be purchased for a small sum, some of the girls of the family will fashion a bouquet of roses, which are easily made by cutting strips of paper about two inches in width, slashing each of these at intervals of an inch at least two-thirds of the way through. Then curl the corners of each piece slightly by passing them over the dull blade of a knife and roll them up into roses, wiring at the base with fine wire. Lilies and poppies are also readily made and may add much to the effectiveness of the decoration.

Avoid crowding flowers and goods. A few of the former in the background will have a much better effect than over-trimming. Let the blossoms correspond to the nature of the goods exhibited. If you want to show muslins and laces, a clump of pure white Easter lilies will prove a charming attendant; while for the heavy display of hardware or farm implements, the gay roses or poppies will be more in keeping.

The holiest work in this world is buying happiness for others with our own toil and pain.

When the preacher goes hunting for fame the wolf needs no invitation to the fold.

THE GREATEST EVER.

Wednesday, Thursday and Friday, June 9, 10 and 11, will be observed as Merchants' Week in Grand Rapids this year, with the banquet on Friday night. It will be the fourth annual entertainment offered by the Grand Rapids jobbers and wholesalers for their up-country friends, and it is hoped the entertainment will be a greater success and that the attendance will be larger than any of the previous entertainments.

In determining the dates there was at first some difference of opinion, some favoring Thursday, Friday and Saturday. It was argued, however, that most of the visitors would want to be at home for the Saturday trade, and that to continue the entertainment to the last day of the week would deprive many of the visitors of a share of the pleasures planned for them. The logic of this was quickly recognized, and the dates agreed upon were accepted unanimously.

The arrangement for the banquet will be in charge of the committee of which Frank E. Leonard is chairman. The banquet last year cost \$1,944. The cost this year will be considerably greater. The cost per plate will be larger and it is hoped there will be more plates. What the entertainment will be will be for the committee of which Walter K. Plumb is chairman to determine. Last year an automobile ride was one of the big features. This was not altogether satisfactory because the entire 2,000 visitors could not well be taken out at one time. This year a line of street cars may be chartered, enough to carry everybody, and a round made of the interesting places on the car lines, Reed's Lake, John Ball Park and the Soldiers' Home. This plan will have one advantage in that instead of small parties there will be a general mixing up of everybody, which will make for better acquaintance among the visitors themselves and add much to everybody's enjoyment. A base ball game may be arranged. The attractions at the Lake may be thrown open and visits to some of the factories may be planned. There will be, of course, the banquet as the great closing feature, with speeches that will entertain and instruct.

The local wholesalers and jobbers want Merchants' Week this year to be the greatest ever, and will exert themselves to this end. The retail merchants, the municipal government and everybody else will enter cordially into the spirit of the occasion in extending the glad hand and in making the visitors delighted that they came. And the more who come the better.

PRETENDERS REVEALED.

Every business man knows when he is busy and whether or not he is so busy with a matter of actual importance that he can not afford to be interrupted by anyone.

But there are many men of business who, for various reasons, assume to be busy when, in truth, they have, as the street puts it, "time to burn."

These two facts are well known to a majority of traveling salesmen and the salesman who is able, instinctively, to differentiate between the two possesses at least one valuable factor for the successful pursuit of his profession.

"And I want to say," said an experienced traveler, "that I have yet to meet the man who is truthful and sincere in this respect, who has ever made me feel uncomfortable by declining, because he knew me to be a salesman, to give me a hearing."

And the gentleman continued: "I do not know anything of telepathy and I am in no sense a mind reader; but I can tell instantly when I meet a man who is a pretender, when he claims to be too busy to talk with me. How? I do not know. I simply feel it all through me and the sensation that I am being deliberately deceived puts me on my metal and I never let go until I have made my talk."

Asked if he had never made a mistake, the gentleman asserted that so far as he knew his instinct in such cases had been invariably reliable. The speaker had a perfect right to a feeling of satisfaction over his peculiar ability; but there is another essential which he probably possesses and which, seemingly, he overlooked.

As a rule a good salesman is a good judge of human nature, quick to size up mental and physical moods and expert in his self adjustment to any mood. More than that, he knows, before he seeks an interview—and with approximate accuracy—the sort of a man he is to meet and whether or not his visit is well timed. These things are an amazing help in picking out the man who is truly busy from the man whose claim to being busy is a mere pretense.

INEVITABLE CONSEQUENCES.

Because a man has an instinct for business he develops executive ability. With this instinct and such ability he acquires a business and so becomes an employer of help. If he works hard, is upright in all of his dealings, careful and thrifty, his business grows because he makes and saves money with which to carry out steps in advance which he has planned in the past.

And so after awhile his capital in cash has been increased 500 per cent, and from providing employment for twenty-five persons he is obliged to employ 500 individuals. Also the process observed has intensified his business instinct and his ability is advanced.

His instinct, his ability, his cash and his business are his own, but they embody also the welfare of those in his service who are loyal in every particular to his interests, and also the well being of the entire community in which he has made his progress.

For these reasons the successful business man should utilize his business instinct and ability, his cash and the prosperity of his establishment to a liberal extent to the advancement of the welfare of his employees and toward the betterment of the community in which he lives.

nity in which he lives.

Such a man, if he becomes identified with his local public welfare organization, is certain, if he is sincere and generous in his desire to help, to prove of inestimable value to such an organization. The business instinct and ability he possesses, exerted even to a small extent but applied sincerely, can not fail to increase the efficiency of such a body.

Such a man, if he is not entirely selfish and a bigot, must necessarily bestow in addition to the wages he may pay out a multitude of benefits upon those who are in his employ.

For all of these reasons no broad, fair minded and prosperous business man will fail to give hearty support to every public welfare movement in full ratio to his every resource, nor will he neglect to favor in every fair and rational way those in his employ whose faithfulness and abilities warrant such recognition.

INTERVENTION AHEAD.

It actually seems as if there is something in the climate which prevents people within a certain distance of the equator from being able to govern themselves. The little tip ups and revolutions in Central and Southern America, the opera bouffe rebellions, are matters of common note and comment. They excite very little interest or attention and they amount to very little in any view. Much the same climatic and other conditions prevail in Cuba. They are born revolutionists and they fuss and fight, plot and conspire to a degree sufficient to prevent them from maintaining their own government successfully. Recent reports are to the effect that an incipient revolution is under way, that desertions from the rural guard indicate a conspiracy and that the little news which has leaked out is only an inkling of the actual situation. From this it would appear that the government of Gen. Gomez, which has been operative only about six weeks, is unable to cope with existing conditions.

The Cubans as a people have had more done for them than any other nation in modern times. They kept up a running fight with Spain for several years and finally when the situation became intolerable the United States interfered and in a very short time whipped the Spaniards and literally cleared up and cleaned up the whole place. The conditional government was continued until it was believed the Cubans had reached a point where they would be self-governing and then they were given a chance. After a fair trial they failed. Then the United States intervened again and during that regime there was practically no difficulty in maintaining peace and order and everything went along satisfactorily. Then the Cubans were given a second trial and it looks now as if that too might be a failure. Meanwhile affairs over in Porto Rico under American direction are progressing to the satisfaction of all concerned. It would seem as if the Cubans would actually be ashamed of themselves and if they had any pride and anything with which to back

their pride they would either maintain a good government of their own or they would throw up their hands and ask for help which should be permanent, appealing for the appointment of a guardian to be their perennial protector.

THE OUNCE OF PREVENTION.

It is a very long time ago that some wise head made the remark which has since passed into a proverb, to the effect that an ounce of prevention is worth a pound of cure. That sound and sensible rule has not been put into as practical operation as it ought to have been with reference to many affairs of public interest and importance. For example, the state has hospitals for the insane, idiots teachable and unteachable, and various others suffering physical or mental ailments, and it very properly pays out large sums annually to defray these expenses. It gives altogether too little attention to means and measures which might be invoked to prevent people from suffering from these various maladies. It costs in the aggregate a great deal more to care for cases which have become chronic than it does to head off the disease in its incipient stages. A good many diseases are hereditary and the surest way to have healthy children is to have healthy parents, for ever since the world began it has been true that the sins of the fathers have been visited upon the children even unto the third and fourth generation.

Insanity is one of the misfortunes which if intelligently taken in time can in many instances be averted and avoided. Some of it is hereditary and in such cases the treatment should have commenced with the ancestry. Much more of it is brought on by excesses participated in by those who afterward become victims. If the ounce of prevention could be applied there it would save a good many pounds of cure in later years.

The Pennsylvania Railroad Company has decided to furnish coffee and tea free of charge to all passengers in Pullman cars on trains to which there is a dining car attached. Porters will be required to go to the dining car at the request of any passenger at any time and bring therefrom coffee or tea, which he will deliver to the passenger absolutely free, the railroad company furnishing the tea or coffee. It is stated that this service has been established because tea or coffee is a good preventive or cure for headache, so prevalent among travelers. It will no doubt be highly appreciated by the traveling public, and soon be adopted by other lines. There is brisk competition for first-class passenger traffic, and any inducements offered by one line are sure to be adopted by other lines.

Readers of the Tradesman will undoubtedly enjoy Langdon Smith's poem on "Evolution" on the front cover this week. The versification is so exquisite and the conceit of it is so daring that it is a refreshing intellectual draught.

REVERSED HIMSELF.

Judge Anderson in Harmony With U. S. Government.

Indianapolis, Ind., March 27.—Judge Anderson, of the United States District Court for Indiana, sitting at this city, has reversed his former decision on benzoate of soda, so far as it affects the public action of Food Commissioner Barnard, of that State.

It will be recalled that Commissioner Barnard, in pursuance of his war on the users of benzoate of soda, proposed to make a great deal of publicity against such goods. The manufacturers who use such material appealed to Judge Anderson, who, after a hearing refused to restrain Mr. Barnard from his prosecutions and publication. This opinion was based on the ruling against benzoate, contained in F. I. D. 76. Since the Referee Board of Chemists has rendered its decision, declaring benzoate harmless, and the Washington authorities have confirmed it formally, the situation has again been taken up with Judge Anderson and the decree, as stated, is the result. The full text of Judge Anderson's decision is as follows:

Upon the hearing of the application for a temporary injunction in this cause affidavits were filed by the defendant setting forth that benzoate of soda can be and is used for the purpose of concealing inferiority in materials and unsanitary methods of manufacture. These matters were not denied at that time, and in ruling upon that motion the court held that it could not say, in the face of such showing, that the provision of the pure food law excluding benzoate of soda was unreasonable.

The question now is upon the sufficiency of the bill as amended. The bill charges, in substance, that complainants have a large amount of money invested in the business of packing food and vegetable products, including catsup and pickles; that complainants' annual products are of the value of \$3,000,000, and that \$80,000 worth of these products are sold annually in the State of Indiana; that from time immemorial it has been necessary to pack tomato catsup and sweet pickles with some kind of preservative in order to keep the same from spoiling, and especially after they are opened and while in the process of consumption; that the approximate value of the products of complainants and other manufacturers in the United States prepared with benzoate of soda is sixty millions of dollars annually; that benzoate of soda is a harmless and inoffensive substance and, as used by complainants, does not render the foods with which it is prepared deleterious to any person consuming them; that it is not and can not be used to conceal inferiority or unsanitary conditions in foods or food products; that unless complainants can continue to use benzoate of soda in the preparation of food and vegetable products, such prohibition will absolutely destroy all that portion of their business devoted to the manufacture and sale of catsup and pic-

kles and that they will have to discontinue wholly the manufacture and sale of such products; that the defendants purport to be acting under and by virtue of chapter 104 of the Laws of Indiana for the year 1907; that section 1 of that act forbids the adulteration of foods within the meaning of the act; that section 2, paragraph 7, provides: "If it (a food) contains any added antiseptic preservative substance except common table salt, saltpeter, cane sugar, vinegar, spices, or, in smoked food, the natural products of the smoking process or other harmless preservative whose use is authorized by the State Board of Health," it shall be deemed adulterated. That section 7 of said act provides, among other things, that "the State Board of Health shall adopt such rules as shall be necessary to enforce this act, and shall adopt rules regulating minimum standards for foods and drugs, defining specific adulteration and declaring the proper methods of collecting and examining drugs and articles of food, and the violation of said rules shall be punished, on conviction, as set forth in section 10 of this act." That, purporting to act under said law, the defendants published and promulgated certain standards, etc.; that section 2 by exclusion prohibits the use of benzoate of soda in foods; that the said standards set forth as aforesaid exclude the use of benzoate of soda in such products; that in pursuance of said statute and ruling the defendants have notified dealers in complainants' products in the State of Indiana that if they sell or offer for sale such products, they will be violating the laws of the State and will be prosecuted criminally; and that defendants have written and printed bulletins to complainants' customers in Indiana to the effect that goods prepared by complainants do not comply with the laws of the State, warning the public against buying such products, and threatening criminal prosecutions; that all of said statements made by the defendants are false; that the defendants have conspired with their servants and employees to ruin complainants' business in said State of Indiana by bringing to bear upon complainants' customers intimidating and coercive means.

It is contended that chapter 104 of the laws of 1907, and especially the sections set forth, are unconstitutional and void for the reasons:

1. Said chapter is contrary to the fourteenth amendment to the Constitution of the United States in that it attempts to deprive complainants of property and property rights without the process of law and without compensation.

2. Said chapter and especially section 7 thereof vests legislative powers in the United Board of Health, and is contrary to article 4, section 1, of the constitution of the State of Indiana.

3. Said chapter, and especially section 1 and section 6, which make the United States Pharmacopoeia and the food and drugs act of June 6, 1906, of Congress a part of said chapter by reference, is contrary to article 4,

section 21, of the said constitution of the State of Indiana.

4. Said section 2, of said chapter 104, is contrary to the constitution of the State of Indiana in that it attempts to deprive complainants of their property and property rights without due process of law and without compensation.

5. Said entire chapter 104 is unconstitutional because when void portions are stricken out it will not be presumed that the Legislature would have enacted the remaining portion alone.

For the purposes of this demurrer the court will only consider the first reason assigned, namely: that the act deprives complainants of their property and property rights without due process of law and without compensation as prohibited by the fourteenth amendment to the Constitution of the United States.

The demurrer admits that benzoate of soda as used by the complainants is harmless and inoffensive and does not render foods with which it is prepared deleterious to the health of the persons consuming them; that it is not and can not be used to conceal inferiority of materials or workmanship or unsanitary methods of manufacture. "The Legislature may not, under the guise of protecting the public interests, arbitrarily interfere with private business or impose unusual or unnecessary restrictions upon lawful occupations. In other words, its determination as to what is a proper exercise of its police powers is not final or conclusive, but is

subject to the supervision of the courts." *Lawton vs. Steele*, 152 U. S., 133, 137. "A statute to be within the (police) power must be responsive to some public necessity, suitable to subserve it and reasonable in its operation upon the persons whom it affects." *Republic Iron and Steel Company vs. State*, 160 Ind., 379. If, as alleged, benzoate of soda is absolutely harmless and can not be used to cover up defects, conceal inferiority or cause deception, it is difficult to see upon what ground the inhibition of its use by complainants as alleged can be upheld. Unless its inhibition has some substantial relation to the protection of the public health, the public morals or the public safety, it is arbitrary and unreasonable.

Defendants' counsel, however, insist that if the allegations as to its harmless character and to the effect that it is not and can not be used to conceal inferiority or unsanitary conditions in manufacture, be true, yet that the very fact that benzoate of soda is a chemical preservative shows that it contains the elements that arrest decomposition, and that such elements must necessarily retard or prevent digestion.

This argument, of course, would justify the exclusion of common salt as a preservative. It is said in *People vs. Biesecker*, 169 N. Y., 53:

"The preservative of food and the arrest of its tendency to decay is certainly a proper and lawful object in itself. It is a work in which man has been engaged to some extent



Grand Rapids Ice Cream Refrigerators

Are used in all Ice Cream Parlors. If you are not allowed to run a beer saloon, why not run an Ice Cream Saloon? We manufacture all styles of Ice Cream Refrigerators, and since local option is staring us in the face, there are a great many new ice cream parlors opening up in all parts of the country, and old established concerns are putting in up-to-date equipments. Write us for prices and discounts.

CHOCOLATE COOLER CO.

67 Alabama St.

Grand Rapids, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

from earliest history. It is the subject of large industries in this country and the products of those industries are generally used by the community and are lawful objects of manufacture and sale. The industry has grown to an enormous extent. These are matters of common knowledge. There is, doubtless, in the prosecution of those industries danger of adulteration and of the use of processes injurious to public health. The regulation of these subjects for the protection of public health and the prevention of imposition on consumers is within the power of the Legislature, and the propriety of its exercise can not be questioned. But while it may regulate, the Legislature may not destroy an industry, and that is not a valid regulation which in dealing with the means of preserving food makes the preservation of food itself an unlawful act. Ingredients and processes may be prohibited as unwholesome or causing deception, but not solely because they preserve."

The bill tenders issues of fact which require answer. The demurrer is accordingly overruled.

Brought the Wrong Fish.

"Ma'am, here's a man at the door with a parcel for you."

"What is it, Bridget?"

"It's a fish, ma'am, and it's marked C. O. D."

"Then make the man take it straight back to the dealer. I ordered trout."

Self-esteem does not develop self-reliance.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 27—"All the air a solemn stillness holds," so far as general trade is concerned here, and our only satisfaction is in reading accounts of generally good times in the West. In almost every line the same reply is given and buyer and seller both seem to be willing to go fishing until, they stay, "the tariff question is disposed of."

Coffee, which was so active three weeks ago, is especially dull and buyers take only the smallest possible lots on which to do business. In store and afloat there are 4,093,990 bags, against 3,833,266 bags at the same time a year ago. At the close Rio No. 7 is quoted at 8½¢@8¼¢. Mild coffees have had a pretty good week and quotations on a former basis are well sustained, but there is still a feeling of uncertainty. Good Cucuta is worth 10½¢.

Teas have been so active that stocks have become somewhat depleted and there is a quieter feeling. It would be rather hard to find any large lots save Congous. Grocers continue to take rather more liberal supplies than a month ago, but most of this is applicable more to Eastern than to Western trade.

Rice is firm at about former quotations. The general situation is in favor of the seller in sympathy with the South. Fair to good domestic, 5¼¢@5½¢.

Sugar is higher and firm. Dealers (grocers) throughout the states seem to be pretty well stocked up. Withdrawals have been quite active, and with the advent of warmer weather there will be improvement. Quotations are 4.85¢, less the usual 1 per cent. cash, with some refiners, and 4.95¢ with others, less 1 per cent.

Spices are firm and speculators are making the most of the situation. Quotations are well sustained and the general impression is that the duty talked of in Congress will actually be levied.

Quietude prevails in the molasses trade and grocers are taking only enough to last from week to week. New Ponce is in better supply and a little more activity is observable. Good to prime centrifugal, 22¢@30¢. Syrups are quiet and in somewhat limited supply.

In the canned goods district everybody is reading the remarks of Mr. Haserot, of Cleveland, at the Tri-State meeting. He strikes from the shoulder when he appeals for better physical conditions in the factories and this is exactly the sort of talk that is going to tell. There are, doubtless, many factories not much better than pig pens, but they put a most charming label on the cans and this sells the goods. Mr. Haserot is raising money for a publicity campaign, and from many canners it is like pulling teeth to "cough up" any amount. As to market conditions, tomatoes are slightly more active than a week ago and it is thought by some that a higher range

of values will prevail. Some transactions in No. 3s took place on a basis of 55¢ f. o. b. for standard 3s, but an offer of less is promptly declined. Corn is quiet. Sellers are not inclined to make concessions and the chances certainly seem in their favor, although no change in price is as yet observable. Standard and medium peas are moving at last quotations, but for the finest grades the market is very quiet. Other goods are practically without change in any respect.

Butter shows little variation from conditions prevailing last week. Top grades are in pretty good request and creamery specials are quoted at 31¢@31½¢, although the latter is probably top. Extra, 30½¢; firsts, 27¢@29¢; Western imitation creamery, 20¢@22¢; Western factory, 18¢@19½¢; process, firm at 21¢@23½¢.

Cheese is well sustained. State, full cream, 16¢@17¢.

Eggs show a little advance for the best. Western fresh-gathered, 20½¢; firsts, 19½¢; seconds, 19¢.

Not To Be Trusted.

A man who is slow to acknowledge his indebtedness to his benefactors in business is too selfish to be trusted with large credit. Such a man will "throw down" his creditors if he thinks the amount worth his while.

Of course the preacher's aim wasn't accurate when his sermon hit you.

Airing your troubles will not mitigate them.

Michigan People Want Michigan Products

MICHIGAN is the Greatest Fruit State in the Union. Its fruit is not only the finest in appearance, but in flavor it is ahead of anything grown anywhere else. Why handle goods grown and packed in other states when you can obtain of your local jobbers goods of superior quality grown in Michigan soil and packed in sanitary factories under the most approved conditions, with the most modern machinery and by the most skillful workmen?

We pack a full line of canned fruits and vegetables. On fruits we pack strawberries, red sour cherries, sweet cherries, red raspberries, black raspberries, blackberries, gooseberries, huckleberries, pears, peaches and plums, in fact a full line of fruits as grown in Michigan. On vegetables we pack all grades of peas, including our Little Dot, Little Quaker, Sifted Early June and Pride of Michigan. Sweet peas we pack Tiny Sweets, Small Oxford Gem Fancy Sweets, Dimpled Dainty Sweets, Ungraded Dainty Sweets, Hart Sweet Wrinkle and Hart Autos, which are all strictly fancy goods guaranteed to please the most particular people on the different grades. We pack a full line of string beans, sweet corn, lima beans, beets, and fancy succotash made out of fancy corn and fancy green lima beans, spinach and fancy hand packed tomatoes. We guarantee every can to be absolutely pure goods, can to be well filled, to comply with the National Pure Food Law of any state.

W. R. Roach & Co., Hart, Mich.

Factories at Hart, Kent City and Lexington

GREATER GREENVILLE.

Some Things a Board of Trade Can Do.*

Much could be said on the negative side of this question which might, perhaps, be of as much value to an audience of this kind as a rehearsal of things which have been done or that are possible of accomplishment by such associations as yours.

A board of trade or business men's association can not accomplish much unless there is a united public sentiment behind it, therefore the first and most essential thing to do if such a sentiment is non-existent or at a low ebb is to create or revive it. Do not mistake me, though: You can never win everybody to the support of your association. Greenville, in common with every other community, has its anvil chorus:

Let Them Rant.

Don't you care,
Let them rant and tear;
Let them swear
What they will,
Lies never kill.
What isn't true
Can't sully you.
The mud they throw
Won't bring you low
If you but know
It's all outside.
What others bring
And smear and fling
You'll wash away
With truth some day.
The stains that last
Are all self-cast—
And fast.

No more striking tribute to the value in a community of a business men's association or of a board of trade, or whatever you wish to call it, has ever appeared in print than is contained in an article in a recent issue of the Outlook, from the pen of Frederick C. Howe. He would, indeed, be a hopeless cynic who, after reading this remarkable narrative, told so well by Mr. Howe, should rise from its perusal with a mind not wholly converted to the board of trade idea as it is carried out in such towns as Worcester, Mass., Cleveland, Ohio, Detroit and—shall I say in Battle Creek?

Mr. Howe opens with the assertion that critics of the American city have entirely overlooked one big element in their appraisal of our municipal life in their failure to observe that large field of activity which is voluntary and which lies outside of the politically chosen agencies.

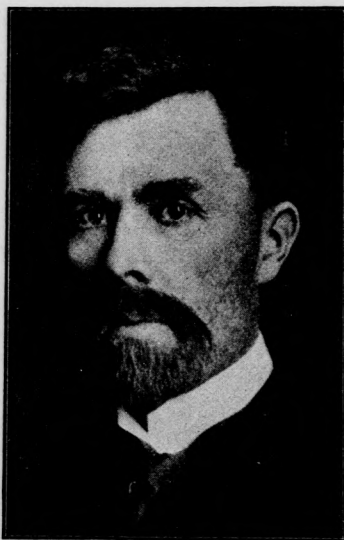
This element includes the board of trade, the colleges, libraries, the private schools and hospitals, playgrounds, humane societies and other activities which with propriety might be, and in some cases are, under municipal control.

"These must be borne in mind," says Mr. Howe, "in any fair estimate of the real achievements of our cities. They are as much a part of our common life as are the activities whose efficiency we so generally condemn. For, after all, the measure of a city's self is what it does for it-

self and how well it does it, not so much the forms which it employs. The extent of a city's self-consciousness, how much it thinks of itself, is to be found not alone in the character of its common council or the efficiency of its police, fire, health or street departments. It is to be found as well in the non-political activities which, especially in an American city, go a long way to redeem its political failures."

In other countries the things these agencies do are either not done at all or are under municipal control. In Glasgow and Berlin the town hall is the clearing house of all these semi-official activities. The common council is the natural repository of these functions. As yet the American city is not sufficiently well organized to do this. Some day it will be, and the nearer you can bring Greenville in this respect to the condition of the European cities I have mentioned the greater will be the happiness and contentment of your citizens.

In this country we are sadly lack-



ing in a big city sense. When we speak of the city in which we live we have not the same municipal consciousness that centuries of existence have given to the German or to the Englishman. To them the city is a little republic. To us the city is a place where we happen to be; it is an industrial accident in which men struggle for a living and occasionally vote for the officials. I am glad to see, though, that the American city and town give promise of redeeming themselves; to my mind the best thing your Board can do is to aid in this work of redemption. It is for the creation of the sense of a city, a feeling of unity and dependence, of common obligation and purpose, that this Board should stand.

You should emulate the example of the Cleveland Chamber of Commerce, which is a veritable Chamber of Citizenship. It is a clearing house of city affairs. It has stamped a sense of civic obligation upon Cleveland. It has taken her manufacturers, her workmen, her merchants, her bankers and her professional men out of their offices and their workshops, with their narrow industrial outlook,

and compelled them to think in a social way. It has created a sense of obligation to one another and to the municipality and has, to a large extent, counteracted the purely selfish ends of cliques and parties.

This should be your work, and with help you can in a comparatively short time have not only the members of your Board but a majority of your citizens talk not so much of dollars and wages and bank clearances, freight rates, cost of production, selling price and business for their personal profit—all of which are important—but they will also talk of street cleaning, parks, schools, cheap light, heat and transportation for the people, public baths, health protection and kindred subjects. You can, in a word, create a civic sense among your business men and your citizens generally, the majority of whom now take but little interest in municipal affairs.

Both in the State Legislature and in the Common Council your Board should be quick to protest against any legislation of which it disapproves, and equally urgent in its advocacy of any measures which it believes to be in the interests of Greenville. You should not allow recommendations which you make to your Common Council to be pigeonholed. The members of this Board, I dare say, pay a large part of the taxes in Greenville and you have a right to be heard.

If time permitted I might enumerate a number of things which your Board could take hold of with advantage, such as the fostering of the farming trade of this vicinity by the establishing of free auction sales and the improvement of the roads leading into Greenville, the beautifying of the city and the acquiring of more parks, boulevards and playgrounds. But some one will say, Was not this Board established principally for commercial purposes? Yes, but I hold that its civic functions are of equal importance, and while you should be watchful of commercial opportunities and advantages, yet the fact of this Board being a clearing house of municipal matters will, I know from personal experience, appeal to prospective newcomers very strongly. If you can have a city which commands the service of its people because it serves its people in countless ways they will love and work for it and you will then have something to offer to those who are looking your way in the shape of a united public sentiment, which far outweighs the tempting offers of bonus-giving cities; and the kind of manufacturers whom you want are quick to see that this is so. The great desideratum with manufacturers today is a place where they can carry on their work in peace.

It has lately been found by actual investigation that less than 10 per cent. of the manufacturers in the city of Chicago are satisfied with the conditions under which they have to work, and the same is true, to a greater or less extent, in most of our large cities. The field of operations in which a board of trade can work is

large, but the competition is keen, and only those associations which are properly organized, financed and thoroughly equipped can attain a large measure of success.

I take it that every one here would be glad to see the day come in Greenville when your people will talk policies, not parties, and when your citizens will vote so independently that the man will lose caste who prides himself on voting a straight ticket, when you shall know neither clique nor party where the best interests of the city are concerned. The slogan of this Board should be, "Greater Greenville" — great not only in material prosperity, but in those things which make for contentment, happiness and sane living.

In closing I think I can not do better than read to you, in order to refresh your memories, the last paragraph of President Roosevelt's famous "Muck-Rake" speech, which has a direct bearing on what I have said:

"Materially we must strive to secure a broader economic opportunity for all men, so that each shall have a better chance to show the stuff of which he is made. Spiritually and ethically we must strive to bring about clean living and right thinking. We appreciate that the things of the body are important; but we appreciate also that the things of the soul are immeasurably more important. The foundation stone of national life is, and ever must be, the high individual character of the average citizen."

May the day soon come in Greenville when every member of this Board can say with sincerity to any of his fellow citizens:

Give me your hand, my brother;

You and I,

Two waifs sent wandering here,

We know not why,

Where days are dark and winds blow through and through,

Have need each of the other.

Poor fools! We know not much. If we but knew

The secret singing of the earth, our mother,

And whence the rose and hether, we should see

How I am part of you and you of me.

Fool Things.

Among the fool things we have done there are also:

The time we bought that "Library of American Literature" on the easy payment plan and have not cut the leaves of the first volume yet.

Also when we left off our vest on that hot day and tried to carry 50 cents' worth of good cigars in our hip pocket.

Also the time we invested \$75 in a dress suit.

And the time we told our neighbors to come in and use our telephone any time they wanted to.—Ex.

Slightly Improbable.

Geraldine—How red that fellow's hair is.

Gerald—Yes, I understand that he can't cross a railroad track without flagging a train.

*Address by John I. Gibson, Secretary Battle Creek Industrial Association, at annual banquet Greenville Board of Trade.



Money From Home

Direct Rebate to Retail Grocers

by the Manufacturer, to
those who "come in" on this

Great Combination Purchase of Postum, Grape-Nuts and Post Toasties

The greatest profit-producers in
the cereal line



No Retail Grocer anywhere, even those located in the small hamlets, can afford to overlook at least **one** Combination Purchase. The distribution of samples by **you**, followed by heavy advertising on **our** part, will move the goods from your shelves and help materially in building up your general business.

Push the Goods that Fatten Your Pocket-book!

TO RETAILERS IN THE UNITED STATES EAST OF COLORADO, WYOMING
MONTANA AND NEW MEXICO

Buy from any jobber between April 1st and 30th, 1909, for immediate shipment or delivery, one 5-case lot of Postum Cereal, Grape-Nuts and Post Toasties assorted, or two 5-case lots assorted, or one 10-case lot assorted.

CONDITIONS

1st. Every 5-case lot must include at least one case each Postum Cereal, Grape-Nuts, and Post Toasties. A 10-case lot must include at least 2 cases of each product.

2nd. Request us (or your jobber will) to send you free, all charges prepaid, 24 sample packages of products named above for a 5-case order, or 48 sample packages for a 10-case order.

3rd. Give out the samples, one package

each, to families who you believe are not using these goods.

4th. Write on the jobber's invoice, "Have given out the samples to prospective customers," sign it, mail the invoice (bill) to us, and we will return it to you together with our check for a rebate of 25 cents per case, a total of \$1.25 or \$2.50.

5th. No retailer will be refunded on more than 10 cases total.



Postum Cereal Company, Ltd.

Battle Creek, Mich., U. S. A.

THE SUNNY SOUTHLAND.

Things Seen At the Florida State Fair.

St. Petersburg, Florida, March 27—During February and the early part of March, while snow and blizzards had full sway in Michigan, the people of Florida held their State Fair.

Midwinter, or a little later, is the best time to hold a fair in Florida. September, the great month for fairs in the North, wouldn't answer at all down here. It is considered by many the most trying month of the entire hot season, and even if the weather would permit attendance at a fair, there would be little in the way of farm products in the best shape for exhibition at that time.

Florida is a large State and has great diversity in climate and products, so I do not wish to be understood as saying that there are no autumn crops. But at no time in the

vertising its resources and attracting capital for their development.

The Florida State Fair is held at Tampa, which is the largest and most important city on the west coast. The grounds comprise some forty acres in the midst of the residence portion of the city, and only a few minutes' walk from the business center of the town.

Upon entering the grounds, the visitor's attention was first arrested by the rows of tents and booths containing the various sideshows. There was a large number of these, which taken together were styled "The Range." The mention of the names of a few of the attractions, such as the Human Fish, the Mummified Indian, the Double Woman, the Irrogote Village, Jane the Witch, Ragio the Wild Girl, Half Snake and Half Woman and the Great London Ghost Mystery will give the reader an idea

Washington, Marion, Dade and De Soto. The four counties securing the sectional premiums were entitled to compete for the State championship, the winner getting \$750. De Soto county secured the grand prize this year.

Each competing county has its own space, uses its own taste in decorating, and strives to make as unique and beautiful a display of its products as possible.

Hillsborough county, in which Tampa is located, considered itself the host of the Fair, and on this account declined to compete with the other counties for the sectional premium. However, it made a large, fine display of its products.

Placed conspicuously near the main entrance of the building was the map of Hillsborough county, 24 by 32 feet, gotten up with such taste and skill that it received enthusiastic admiration from all spectators. The land surface of the county was all thickly studded with oranges. Tampa Bay and the Gulf of Mexico bordering the county on the west were indicated by a covering of Florida moss, and the rivers and smaller streams were all traced out in the moss. The city of Tampa was "done" in grape fruit.

There was a guessing contest as to the number of oranges on the map,

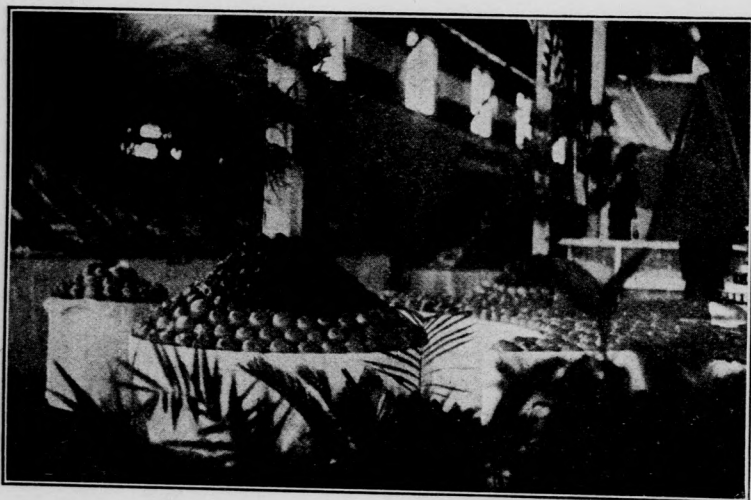
"we 'crackers' live mainly on cow peas, we don't care much for celery."

The Sanford growers have been especially fortunate this year and have made big money on their celery and lettuce. Sanford is one of the towns which suffered most severely at the time of the "big freeze," but of late years I understand she has been recouping her lost fortunes.

A good showing of Indian corn was made by several counties. It looks like our northern corn, only they seem to raise mainly the white varieties here. In some sections of Florida, I am told, corn can not be grown successfully.

The hay of Florida would be the greatest surprise to the farmer of Michigan. Bales of hay were on exhibition made from alfalfa, cow pea vines, beggar weed, Guinea grass, crab grass, crowfoot grass, German millet, Natal grass, and crab grass and pea vines mixed. A premium of \$50 was offered for the best bale of clover hay, but I believe there was not a single bale of clover hay at the Fair, to claim the award. As to timothy, it is not even mentioned on the premium list.

A large exhibit of the different kinds of sponges was made by a dealer from Tarpon Springs, Florida, which is said to be the largest



View in Main Exhibit Hall at the Florida State Fair.

fall is there the profusion and variety of semitropical productions, which are to be seen in the latter part of winter.

In February, the three important harvests of the south-central portion of the State are at their height. These are the citrus fruits, the garden vegetables for the Northern markets and the winter tourists. A satirical pen might add, "these three, but the greatest of these is the tourists." I will not put it thus. I have no figures at hand by which to ascertain which brings more money into the State, the oranges and grape fruit shipped out, the garden truck, which is also sent North by the carload, or the crowds of winter visitors who come to this warm and sunny Southland to escape the rigors of higher latitudes.

Certain it is that the coming of the tourists is welcomed eagerly, and their departure in the spring is consented to by the residents with sorrow and reluctance.

It is very essential that the Fair be held while the tourists are in the State in large numbers, both because their attendance will swell the gate receipts, and also because in a new State, a fair showing the products that can be raised successfully is one of the most effective methods of ad-

vertising its resources and attracting capital for their development.

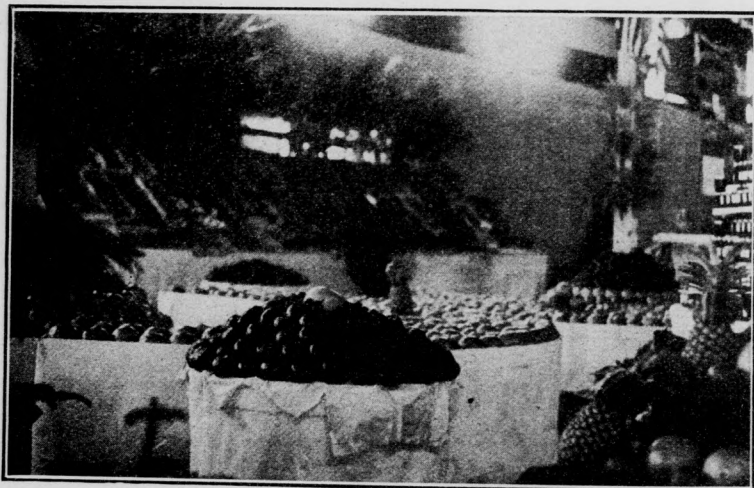
The Northern visitor found his interest centered chiefly in the main exhibition hall, unless, perchance, he happened to be a devotee of "that noble animal, the horse," in which case he might have a deeper concern in the race course and stables. More later on regarding the races.

In the main exhibit building were placed the farm and garden products, the great displays of oranges and grape fruit, in pyramids, boxes, and variously arranged, the fresh vegetables, the pineapples, the cotton, the tobacco, the cane syrup, the rosin and turpentine exhibits; in short, the products which we associate with the name and the fame of Florida.

A detailed description of all there was to see can not be attempted. A short account of a few of the more salient features must suffice.

A great part of the space in this main hall is taken up by the various county exhibits. A word in regard to this plan of making displays.

The State is divided by the Fair Association into four sections, Middle Florida, West Florida, East Florida and South Florida. Five hundred dollars was offered the county making the best display in its section. The four banner counties this year were



View in Main Exhibit Hall at the Florida State Fair.

a box of grape fruit being offered to the person coming closest to the correct number and a box of oranges to the next best guesser, G. F. Conch, of Punta Gorda, Florida, guessed 10,480, which was one more than the actual number. He got the grape fruit. A gentleman from Albert Lea, Minn., guessed 10,475 and took the second prize.

It might seem that the exact number could very easily be found out by counting, but when it is considered that the map stood nearly 25 feet high, it will be seen that counting was impracticable.

The celery growers about Sanford had a large and well arranged display of celery. Their motto was "Lucky Sanford," which was displayed in a number of places on the exhibit. The celery raised there is mainly shipped North, the gentleman in charge of the exhibit averring that

sponge market in the United States. The sponges are gathered out in the Gulf and taken in there to be cleaned and prepared for sale.

Near by a fish dealer had a glass case showing seven or eight different kinds of salt water fish, each specimen being frozen in the center of a cake of artificial ice.

In the Columbia county booth there was a bale of Sea Island cotton. This differs from ordinary short staple cotton in being finer, stronger, very much longer fibered, and more silky. Wherever a very fine strong thread is needed, Sea Island cotton must be used.

The Sea Island cotton is a very fastidious plant as to the conditions of its growth and must have soil and climate that are "just so." The area in which it can be grown is so restricted that the supply is never up to the demand. It is grown not only

on the islands off the South Carolina coast, where it has so long been cultivated, but there are about nineteen counties in Georgia adapted to its culture, and there are six whole counties in Florida, and parts of seven others, in which it can be grown successfully.

The bale shown was said to be worth \$100. Its manufacturing possibilities were graphically set forth on a large card, which stated that this bale made into sewing thread would be worth \$2,500. Woven into fine handkerchiefs, it would sell for \$5,000. The highest extreme of value would be reached by making the bale into No. 400 yarn, which the nuns in the Austrian convents would convert into lace valued at \$50,000.

Lee county, which is down near the everglades, had a noteworthy exhibit of the skins of alligators, snakes and other wild creatures, making one think of inaccessible swamps and jungles.

At the Fair, as is the case wherever you go in Florida, the alligator alive, and also in the forms of the skin stuffed and unstuffed, was to be seen in sufficient numbers that the visitor hardly knew whether to be alarmed over his prophesied extermination, or to fall back on the not unreasonable assumption that since he can be gotten so easily, there must be enough of him left to last for some years to come.

There were timber exhibits giving one some idea of the forest wealth of the state; also a large exhibit of phosphate, both in the rock and crushed.

To best enjoy one's visit to the Fair, one needed to take time to talk to the commissioners of the different counties and their assistants and other persons in charge of exhibits. In Florida everybody seems to have time to talk. At the Fair you were treated by every one with the unfailing courtesy of the South and frequently urged to partake freely of the finest oranges that ever grew.

Of course, there were live stock and poultry exhibits at the Fair, as well as industrial displays and machinery. These and also the educational and art exhibits, and the displays of women's work, I pass over hastily, since they were not different enough from what may be seen in these lines at any large fair, to be of great interest to the general reader.

There were various "days" at the Fair. The second day was Bryan day. The thrice-rejected was there, and that evening Madame Calve gave a special recital in his honor. There was an Educational day, a W. C. T. U. day, an Havana day, and a Drummer's day. In fact, almost every day was specialized for something.

One of the days on which the writer attended was Negro day. Booker Washington, who was to have been there, did not come, but the colored people had a very good speaker of their own race, Hon. John C. Daney, of Washington, D. C., and it was a dusky crowd that gathered on the grand stand to hear him.

The colored people had their exhibit in a long room off the main building. While not without points

deserving praise, the displays were, for the most part, it seemed to me, pitifully imitative. The race seems to be entirely lacking in initiative, and the best the colored man can do is to do as nearly as he can like white people.

I noticed just one exception to this tendency. Mrs. Clara C. Frye, of Tampa, a colored woman, and a nurse by profession, had on exhibition a model of a hospital bed which she has invented. It seemed very ingeniously constructed, and there is a stock company organized to manufacture and place the beds on the market. Mrs. Frye was ready to show up the points of her bed to all visitors. She really has a very charming personality and is possessed of all the "go" and enterprise we are accustomed to see in an up-to-date club woman. To a person interested in the uplifting of the colored race, the one discouraging fact about this woman is that she shows unmistakably a large admixture of white blood. Would a pure negro be likely to have so much energy and originality?

No account of this Fair could be called at all complete that did not

the beneficent purpose of "driving, racing or otherwise improving the speed and breed of horses." It is further provided that at a specified time, there must be paid in to the State a "rake-off" of 3 per cent. of the gross amount of the gate receipts of all days on which races take place.

As may easily be imagined, "book-making" went on at the Fair without let or hindrance and the winnings and losings of every day ran into thousands of dollars.

Many of the good people of Florida are thoroughly aroused to the fact that betting on horse races has as long a train of evil consequences as any other kind of gambling, and the State Legislature, which will soon be in session, may so amend the law that all pool selling, even for the specious purpose of "improving the speed and breed of horses," will be prohibited. Quillo.

Earth Has Tides Like the Sea.

Earth tides are the astronomical latest, and they are proclaimed by the eminent French astronomer, M. Camille Flammarion. He makes what he calls "the almost incredible announcement" that it has been es-

by means of special instruments has ascertained that this apparently solid earth is subject to daily oscillations analogous to the tides rising and falling twice in every twenty-four hours some twenty centimeters, or about eight inches. These measurements are not noticeable any more than is the action of the tides to any one on board ship at sea.

Earthquakes from time to time attract attention to the instability of the earth, but the idea that between these upheavals the earth's crust remains firm must be discarded since the species of tidal oscillations described is continually in progress. Of course, the inference of the attraction of the sun on the solid crust has been observed long ago and to some extent calculated. More than ten years have passed since Sir George Darwin and Horace Darwin made a series of experiments with a view to computing the yield of the earth to tidal forces.

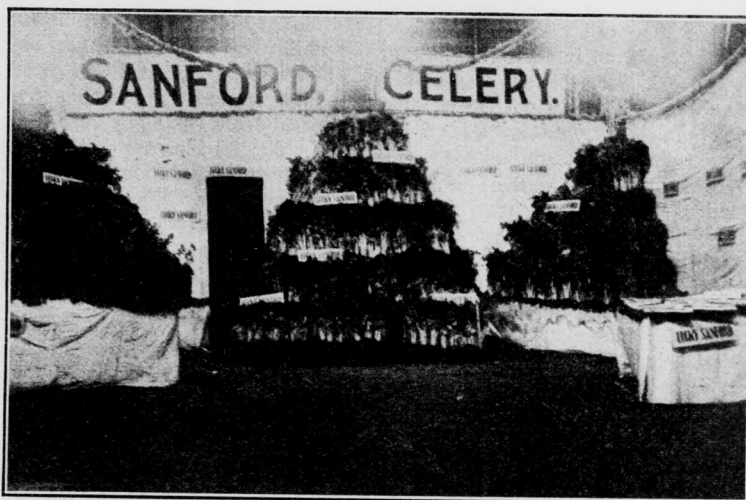
They concluded that almost all the movements of their delicate pendulum which they could measure were due to extreme causes such as minute earthquakes and effects of temperature and pressure. The late Dr. von Rebeus-Pascluritz used a horizontal pendulum and made a searching analysis of his results and became doubtful as to whether he actually had measured earth tides or not. Sir George Darwin has pointed out that the constant tidal leaping of the oceans against the shore must produce a considerable earth movement which easily might be mistaken for an actual earth tide.

Will Take Two Stoves.

"Oh!" says Pat, "I see by the papers this morning that there is a stove advertised that will save half your coal bill."

"Begorra," says Mike, "I want two of those and I'll save it all."

Fortune smiles on some men one day and gives them the laugh the next.



The Sanford Celery Exhibit.

make at least some brief description of the races.

There is a race course on the grounds, called the best half-mile track in the South. Several hundred horses, some of them the best and most valuable the country affords, were shipped to Tampa and quartered there during the Fair. Races at two thirty in the afternoon, were arranged for every day the Fair was open. There were trotting races, running races, and hurdle races. One jockey was quite badly hurt, and I understand on account of this accident, the hurdle races were discontinued.

Gambling, in all its common forms, is strictly prohibited by the laws of Florida, under heavy penalty. However, in the section forbidding the selling of pools on horse races, there is an ingenious exceptional clause which renders the selling of such pools not unlawful, providing it be done between November 1 and May 1, at a race track and on the days on which races take place, and by an association legally incorporated for

established as a result of recent experiments that the earth twice every day experiences general undulations corresponding to the tides of the ocean.

This discovery is due to observations made at the Potsdam observatory by the astronomer, Hecker, who

**All Kinds of Cut
Flowers in Season**
Wholesale and Retail
ELI CROSS
25 Monroe Street Grand Rapids

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



Call For Immediate Delivery of Spring Goods.

The manufacturers selling direct to the retail trade have had their representatives out on the road for the past month with fall lines, and the initial orders received are spreading an optimistic feeling as to the outlook for this season. The road men report that stocks of winter weights are low everywhere and that the retailer is in good shape to take on entirely new stocks. They also report that the retailers are buying their wants, which they did not do last year. The winter has been an open one throughout the country, and the buying for the fall and winter was light, so that the retailer has no excuse for saying that he has a large stock on hand that he was unable to sell on account of a lack of cold weather.

The jobbing trade are predicting the same scarcity of goods for late fall orders that they have previously noted for this spring. The western retailers are buying in substantial amounts and early, as is their custom. The initial orders for fall from the west are considerably larger than those received during the same period last year. The eastern buyers, the jobbers claim, are still buying cautiously and with the same tardiness as last year. As usual, they think that, being close to the market, they will be able to get the goods as they need them. This is not going to be the case, these commission men claim. The mills are not going to take the risk of anticipating a large fall duplicate business, and if there is no marked improvement in the buying by eastern retailers within a short time, they are going to curtail their production, as they did for fall last year and for this spring, though not to the same extent. The retailers interviewed state that their heavyweight stock is in good condition, but they do not anticipate any trouble in getting what they want, this notwithstanding that there are late spring buyers in market who assert that, although there is no scarcity of merchandise and they can always find something, they are having difficulty in getting exactly what they need, especially goods for immediate delivery.

There is considerable demand for the immediate shipment of goods and in most cases merchandise ordered for March 1 delivery was called for on February 1. One of the largest jobbers of underwear has stated that if we get two weeks of snappy spring weather orders for shipment April 1 and May 1 are going to be asked for before those dates.

Spot business is excellent with the jobbers, and the only trouble they are having is in regard to the date of delivery. As we stated in our last issue, the manufacturers grew tired of waiting for the delayed spring orders and have in many cases stopped

the production of spring goods and are devoting their time and energy to making up the heavyweights. The present situation would seem to bear out their predictions of a fortnight ago of a scarcity, as there are a number of buyers, as stated above, who are having difficulty in getting what they want.

This late buying for spring is neither initial nor duplicate business, but the filling in by the buyers who did not cover their real wants in their advance orders. This spot business is coming in mostly through the manufacturers' representatives, who are out on their first fall trip, and these orders, it is expected, will fill up the retailers' stocks to the necessary completion for the opening of the season.

A number of large department stores in a metropolitan city were recently canvassed on the question of the amount of athletic underwear in cut goods that they were putting in stock for spring. With a few exceptions, those houses seen report that they have bought more nainsook garments than knit this season, although they state that they are not carrying over from last season any extra surplus of knit goods. Their stock in the latter is not low, but is in what they call a good condition. They have all put in a certain amount of nainsook garments in fancy colors, although they do not expect any special popularity for fancies.

The nainsook athletic is distinctly an eastern garment, as the union suit is called a western garment, and although last season the manufacturers of this article hustled strenuously for western trade, they met with a comparatively small amount of success. The western buyers that did take it up last year are doing very little in it this, and in many instances state that they have plenty left over to carry them through. The manufacturers are making no special attempts in the west this season, as the eastern buying in nainsook is so strong that they are having all they can do to properly take care of this part of the country.

Full-fashioned mercerized and lisle hosiery to be sold with a guarantee are now being made up in good quantities to meet a demand, it is claimed, that is being received from the better class of trade that never handles domestic hose.

During the past fortnight silk hosiery has been prominently displayed in the windows of the better class furnishers catering to the exclusive trade, and a good season for these rather expensive articles of men's wear is predicted. The values in many instances are exceptionally good. They are almost entirely shown in solid colors. The new color, "taupe," is frequently seen, also oxblood. One "swell" hosiery shop, heretofore selling nothing but fine men's and women's hose, has been forced, by the prevailing vogue of matching, to add an extensive line of knitted silk scarfs, and for some time past has been making strong window displays of neatly boxed sets of silk hose in plain colors and silk knitted scarfs to match. Attractive contrast

combinations are also to be seen, the clock of the hose in contrasting colors and the scarf matching the clock, such as a cream-colored sock with a black clock and black scarf, or a black hose with purple clock and purple scarf.—Apparel Gazette.

The Story of E. Alfred Clements.

E. A. Clements, of the Globe Knitting Works, was not always as prosperous as he is now. He was assistant foreman in the Princess Knitting Works in Chicago about twenty years ago at the munificent salary of \$9 a week. S. S. Walker wanted a superintendent for his factory at Niles and engaged him and Clements came here with the Walkers later. In 1893 Clements decided to go into business for himself. He had \$6,000 capital and put it all into the purchase of half a dozen knitting machines and the necessary sewing machines. Lack of capital to carry on the business until returns came in from the goods manufactured came near wrecking the infant enterprise. H. M. Liesveld became interested, sold his grocery store and in all the capital he had to carry on the business. Christian Bertsch loaned the young men \$1,000 to tide over the next low spot in their finances, with no other security than his confidence in their honesty and ability, and this loan put them on their feet. The Knitting Works was first located in a single room in the Putnam building on Pearl street. The business rapidly expanded into other rooms and then to the next floor. Four years later, with additional capital enlisted, a site was purchased on Commerce street, and the north half of the present plant was built. Two or three years later the south half was built. Then a plant at Middleville was purchased. The company now employ 250 hands at Middleville, where all the milling is done, and 250 more are employed making up the fabric into underwear for a trade that extends from ocean to ocean. When the Globe company began business the only kind of knit underwear was the tuck stitch. Mr. Clements introduced and featured the rib stitch goods and to-day the rib stitch is practically the only kind of knit goods made.

Reason for the Change.

"You don't mean to say that you are going back to horses?"

"Temporarily. I have moved to a new country place, and I thought I would like to become acquainted with the scenery."

The fact that Necessity is the mother of Invention probably ex-

plains why Gossip is the parent of Slander.

Ideal Shirts

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

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

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

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

Write us for samples.

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

We 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.

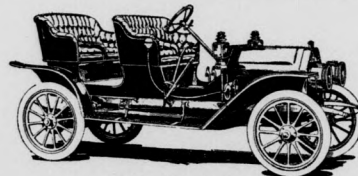
Willard F. Main, Proprietor
Iowa City, Iowa, U. S. A.

Becker, Mayer & Co. Chicago

**LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES**

Both Phones 2937

**All
Makes
Runabouts
\$125 to \$550**



My Specialty

Both Phones 2937

**All
Models
Touring Cars
\$290 to \$1850**

USED AUTOMOBILES

I am the largest dealer in Michigan and have an immense stock on hand. I can sell your car, I can take your car in trade. Send for large bargain list of 72 machines from \$125 to \$1850.

**Autos for
Real Estate**

S. A. DWIGHT

1-5 Lyon St.
Grand Rapids, Mich.

THE MORAL PARADISE.

One Whom Every Country Merchant Knows.

Written for the Tradesman.

"Do you know Dudlow?"

It was the drummer speaking. The liveryman clucked to his horses, gave an extra hitch to the robe and turned a smiling face toward his passenger.

"Do I know Bill Dudlow? Well, I should remark. Was he in the store just now?"

"He was in there when I arrived, and he was giving the merchant a warm deal. One would think that Hank Morrill was anything but an honest man to hear that fellow go on: A robber of the poor, cheating in weight, overreaching at every opportunity—"

"Exactly," chuckled the liveryman. "That's Bill Dudlow to a dot. Do you know, Sam, that such people are a nuisance to white folks? Give some men an inch and they'll take an ell. Bill is that sort every time."

"I reasoned it out that Dudlow was in debt to the merchant, and that he refused to trust him further, hence his ranting."

"A good guess, Sam. That Bill Dudlow is in debt at every store in this neighborhood; he's a man that nobody likes; no good to work, a fellow who is always complaining about others and of how he is being put upon and cheated by his neighbors. He is what you might call a human parasite. Luckily the country has very few such chaps. Now there isn't a more honest or straightforward dealer anywhere than Hank Morrill; you know that, Sam."

"I know he meets all his bills promptly."

"When he can't he'll quit business, that's Hank all over. As for Dudlow, he owes Hank and won't pay; that's the milk in the cocoanut all right enough."

"Just what I thought. Dudlow went away mad, swearing that he'd get even."

"Pooh! He's a big stiff. He wouldn't dare harm a cat. As I was saying, give some men an inch and they'll take an ell. I have had a little experience in that line myself."

"Isn't that Hiram Langford's place?" and the drummer nodded toward an elevated strip of country crowned by a handsome dwelling.

"Yes, that's Hi's place."

"He raises peaches?"

"Oh, yes, has the biggest orchard anywhereabouts. It's a sight to see in the fruiting season. Hi is an up to date horticulturist, and keeps everything slick about him. His wife's a fine lady, and they have two sons away at college."

"How did he make his money?"

"Out of the soil. He came here when the country was new and had forethought enough to invest his earnings in land. He has nearly a section now of the best land in the township."

"He must be pretty well along in years."

"Not yet sixty."

"And he came here a poor man, you say?"

"That's the fact whether I said it or not."

"Pretty close, is he?"

"I don't call him so."

"Hard on a poor man when he has him in his power?"

"Now see here, Sam, what's got into you? Hi Langford's as nice a man as you'll meet in a day's drive. He's intelligent, thrifty and all that, but as to his being hard on poor men, that's not true. He gives work to a lot of men the year round, and is in reality a public benefactor. What made you think—"

"Dudlow said Hank Morrill and Langford were of a piece, two low down thieves."

"Oh, Dudlow! Did he say that Langford was a close-fisted, mean old miser, who begrudged his poor neighbor a stick of wood or a cull peach he might chance to pick up on his place?"

"Something of the kind."

"That brings in my argument that giving is sometimes conducive to anything but good. For years Langford has allowed the public to go into his orchard and pick up the fallen fruit free gratis. It was because of public imposition that Langford gave over the practice."

"How is that?"

"I think you can guess readily enough: There were hundreds of bushels of peaches on the ground, take the whole season through, and some of them the finest ever, not marketable, however, because of being too soft. As I said, the public imposed on the fruit grower by leaving the fruit on the ground and helping themselves off the trees. They'll do it every time. Give some men an inch and they'll take an ell as I said. It was this taking advantage of his goodness of heart that caused Hi Langford to quit the practice of permitting a crowd in his orchard during peachtime. You see, he got tired of being systematically robbed."

"I don't wonder at it."

"And because Hi has discontinued the practice some people call him a hog, tight-fisted, miserly and the like."

"Exactly."

"Dudlow was one of the worst offenders. He has a swad of young ones and an old woman tall and thin as a bean pole. She got in the habit of filling her basket out of the tops of the trees, got caught at it too. The Dudlows lugged twelve bushels of peaches out of that orchard at one clip, and some of them were the very finest. Naturally Hi was a trifle roiled when he saw the long arms of Madam Dudlow snipping his best peaches. He didn't go at them rough shod, but informed the lady and her hubby that he could dispense with their presence in his orchard thereafter."

"They went home in high dudgeon and reported all around that Hi told them to go in and help themselves and then, when they were engaged in sorting out some nurly, worm-eaten fruit from the dirt under the trees, he ordered them out, calling them a parcel of thieves. Since then old Bill has no use for Mr. Langford."

"He must be a queer guy," said the drummer.

"Yes, one of the kind that know everything. If we would only turn the Government over to him things would boom all right. With him every man who has earned a decent competence is a robber. He is of the sort who are forever asking favors, never granting any himself, and often slandering the one who does him a kindness. You've met such chaps before, Sam, I know you have."

"Yes, they are to be met with in every considerable community," agreed the drummer.

"That man Dudlow is a little the meanest specimen ever," proceeded the liveryman. "He will run a store bill, then fly mad when he is respectfully asked to pay up. That's his holt. He pretends to be very much shocked that the merchant wants his pay, and insinuates that it's because he is poor and that he is trying to injure him in the eyes of his neighbors."

"All the same I have heard Dudlow brag about the way he has got the better of this merchant and that. Once he had some potatoes he was marketing. A merchant whom he had been owing placed the account in the hands of a justice for collection. 'You can't get nothin',' chuckled the man, 'coz, you see, my wife owns these taters.' And such proved to be the fact. Sharp fellow when he's put to his trumps."

"There ought to be some way to match such fellows," said the drummer. "If every merchant in a radius of a score of miles would shut down on him that would fix him, it seems to me."

"Oh, I don't know. He can tell a plausible story—sick child, wife, or bad fall—wins out every time. He's always just going to do some big thing to earn money, and—well, the merchant is bound to let him have a small bill. He often pays this; keeps his credit good for a long time; watches his chance; dips in deep when the boss merchant is away perhaps, then forgets to come back to trade with that merchant. There're dozens of ways to work the credit racket. I don't wonder there're so few store-keepers make a success of it. I should think that the last business I'd care to go into."

"And yet," said the drummer, "if properly managed mercantile life is

not only successful, but it is an ideal existence. I think I shall sometime take it up myself." J. M. Merrill.

A Case of Settle.

Silas Wirebarb—I hear thet Jim Newcomb's son Lem, the wild cuss thet run away, an' owed everybody when he went, is comin' back hum.

Zeke Sparrow—Ye don't say. Is he comin' hum ter settle down?

Silas Wirebarb—No, by gum, he's comin' hum ter settle up.

Will Pay Your Rent

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

Write for catalogue to the

Gunther Candie & Chocolate Co.

210 State St.

Chicago

Established 1872

Jennings' Flavoring Extracts



Send in your orders now for

Jennings' Terpeneless Lemon

before advance in prices

Jennings' Vanilla

is right in flavor and value

Jennings Flavoring Extract Co. Grand Rapids

SEE PRICE CURRENT

WILLS

Making your will is often delayed.

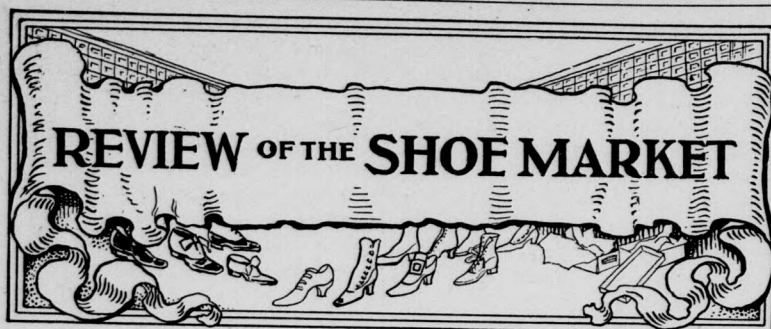
Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee Guardian



A Good Plan for a Smallish Town.

After George Stark had sold us his usual bill of goods and told us the story which he got from the conductor of No. 47 and had also tried to pass off on us as original the story about Eugene Wood and Fred Stone standing on the corner when the girl went by with the sheath skirt, and Stone turned to Wood and Wood turned to Stone and both turned to rubber, we had to call him because Frank Kellog got in first with that anecdote.

Then he tried to entertain us with a distribution of cigars which various hotels had handed him on the occasion of his payment of bills, and we had to sidetrack this plan also and then he intimated that it would be a mighty good plan if we would entertain him for a little while so that he could get onto the style of what we liked. On this invitation Sizer told him about our revival at the Methodist Church and of how hard it was to be a shoe clerk and live up to the line of advice which was being passed out by the evangelists, and Hi Ball began telling what his wife said to him at the breakfast table and he kept it up so long, being only a few months married, that we were glad to switch back to Stark by asking him what new schemes he had heard about lately.

"Quite a number," he said, "but the most interesting one is about the entertainment course down at Moribund."

We asked about it.

"Well, there are two young fellows down there running a new shoe store and they have been for four years, I think. They haven't a great deal of money and they have to turn over their stock pretty rapidly and also they can't spare very much for advertising or publicity. They advertise in the newspapers all that they can afford to, no paper in the town goes to press without their name in it in some sort of a paid advertisement no matter how small it is. Ever stop to think of that?"

I had, and Hi had, and A. Small had and we all said so, but we could not stop him, so we let him run on.

"Now, some dealers spend a lot of money for advertising. One day, or week, they will have in a two column advertisement; then for a time you won't see a word about the store in the paper, so that, if a man from that town was cast away on a desert island and he should kill a fish that had swallowed a copy of the paper which a man from that town had thrown over from a steamer, the man on the desert island wouldn't know

whether the old familiar shoe firm was in business yet or not. Get that?"

We told him that we did.

"Well, that might happen, though, now that I come to think about it, I am not quite sure that I see how it would help business, but you never know."

"Well," said A. Small, "the man might be rescued, and, of course having nothing else to read, he'd get tolerably familiar with that paper, and if the advertisement was a good one he would know it by heart, and when he got home, he'd be pretty likely to trade at that store, wouldn't he?"

We had to admit it and Stark was pleased.

"That's what I have always claimed, anyway," he went on, "no matter how small the space, a store that advertises at all ought to have a little advertisement in every issue of every paper in the village where he is located. In addition to all my other advertising, I'd always have the contract made with the newspaper to include a continual half inch, or inch or two inches, or three or four inches—"

"I suppose you mean," remarked A. Small, "somewhere between half an inch and four inches, don't you?"

"Yes. That's it. The idea grew on me. But when I made my contract for my shoe advertising I'd agree to use so many inches in the course of the year at so much an inch. Figure it down to the lowest possible amount with the publisher, and then I'd locate that little half inch, or—"

"Yes. We know the various dimensions."

"Well, I'd have that amount located somewhere in the paper, always the same spot, with something new and pat about shoes or shoe prices, changed every day if it was a daily paper, every week if it was a weekly, if it was a semi-weekly twice a week—"

"If it was a monthly every month, I suppose, and if it was a quarterly every three months and if it was an annual only once in twelve months and if the paper came out once and died you wouldn't need to change."

"Notwithstanding that you have some of the earmarks of smartallickism, that's what I mean only I suppose you would like to have me cut this story down to 'every issue,' to save time. But you get my idea: Always that little old faithful advertisement. Elsewhere on some special day, if it was a daily paper, some week if—I mean, of course, some issue of the paper in question might have, elsewhere in the number, a three column special display adver-



"The Trouble with the Hard Pan Shoe that You People Make is that It Wears too Long,"

said a merchant to one of our salesmen the other day.

Most dealers do not consider this a vital fault, however, but keep on buying more of them every season.



They know when they sell a pair that, while they are going to last a long, long time, even under severe hard wear, in the end they are pretty certain of having two or more permanent customers where they had one before.

The real and genuine Hard Pan shoe, and that's the one you are

reading about, is made only by us.

Our trade-mark guarantees them to your customer.

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



There Are Two Viewpoints

from which the retailer must consider the shoe he handles—his own, has it selling quality; and his customer's, has it wearing quality.

The old fashioned heavy brogan for the laboring man had wearing quality, but its selling quality has long since ceased to exist. Today the customer considers appearance as well as durability.

Rouge Rex Shoes combine these features in a high degree. They appear well, and wear well. They sell well, and they satisfy.

Hirth-Krause Co.

Shoe Manufacturers and Jobbers Grand Rapids, Mich.

tisement. And then the next issue might be without such a big space, but little, old, small advertisement would be going right on sawing wood and representing the store in the paper all the time. It's a great scheme."

"It sure is, George, but tell us about the great scheme of the shoe dealers at Moribund."

"Oh, yes. Well, they followed out that idea of the little advertisement, not just a business card, but a real little advertisement in every issue of every paper, and then, in addition they worked every scheme that they could think of to bring in trade. Their greatest scheme last year was a Big Course."

"What is a Big Course?"

"Well, this town Moribund doesn't get much in the way of entertainments and that sort of thing, so, until a few years ago a lyceum committee used to organize and get up a course of lectures, concerts and the like of that for the benefit of the library fund. The courses were pretty successful, brought some rather prominent speakers and concert companies to the village and netted a little each year for the library fund. Then, a few years ago, along comes Andrew with a lift, the library was built and endowed and the course languished and petered out."

"How was that?"

"No committee seems to work well unless they are working for a financial benefit for some public thing or another. These young fellows saw the opportunity and announced in their advertising column in the paper that, if the people would stand by them, they would revive the famous old course and take the financial risk, with no hope of profit, just for the sake of having the big things come to the little village. Public spiritedness is always good advertising, the only thing to look out for is to see that it doesn't cost too much, particularly in the shoe business. After some correspondence with lyceum bureaus the boys framed up a course which included a big band, Richmond Pearson Hobson, Jacob Riis, an illustrated lecture and a novelty concert company which featured a magician—five attractions, stretched along through the winter and costing, including the expense of the village hall and the advertising and printing bills, about \$1,000. That was the way it was advertised. The \$1,000 Course. The most expensive ever run in Moribund, and the local mention of it outside the regular notices was loud in the praise of the enterprising young business men through whose disinterested efforts the splendid series was to be brought to the little village."

"A subscription list was opened in the shoe store and many came in to give their encouragement by signing for tickets. It brought prominent people into the shoe store who had never been there before. Then, as, of course, any one who knows about such things knows that the bulk of tickets for this sort of thing have to be sold by running after people, canvassers were sent out and everybody in town was given a chance and

urged to subscribe for tickets, not for the purpose of financially benefiting anybody, but for the sake of getting the course for the town. The result was that six or seven hundred tickets were sold, which, with a little extra charge for reserved seats and some single night admissions, paid the entire expense of the course and left a trifle in the treasury."

"At the end of the season the boys published a detailed financial statement in the paper showing the receipts, expenses and balance and announced that this balance should form the nucleus of a fund for the following year, that they did what they could for the benefit of the town and would continue to do so, that the splendid trade in footwear which, etc. This past year the course was an even bigger success and made close to \$300 which goes into next year's course. In time, the boys say the surplus may be large enough to endow a course."

"Great scheme," said Mr. Rustelle, who had wandered in, in the friendly way we have here in Lasterville. "Reminds me of a plan that was worked in Creston when I lived there."

"Tell us about it."

"A man came there with an advertising proposition that was a peculiar thing. He had bought a number of weeks of the time of ten concert and small theatrical attractions. He arranged that they should follow each other about two weeks apart. There were to be no course tickets sold, but the admission was to be 50 cents for grown people and 25 cents for children. Without seeing anybody he went on and advertised the course in great shape all over the village and vicinity, and then he picked out one merchant, and only one, in each line and arranged with them to handle admission coupons, giving so many coupons with each ten dollars of trade or like that, according to the line. It amounted to about five per cent. Five of these coupons would admit a child and ten would admit a grown person and the coupons had to be used on the dates as they came along and were dead the next day. He advertised for the merchants and there was a big rush of trade for coupons. Get one single coupon into a house and the children gave the grown people no peace until there were coupons enough to admit all the children. This enthused the grown people and things went with a rush. The bank handled the coupons, selling them to the merchants, and redeeming unused ones that were in sheets the day after a show, selling another batch for the next entertainment. The thing lasted great all winter and brought in a pile of trade to every merchant who was interested. The promoters made a pot of money out of it, but the merchants got onto the fact after a time, that hundreds of coupons that had been paid for were never used and so were a big profit to the promoters. This caused hard feeling and the next year the merchants tried to do the thing themselves and it was a fizzle. The shows couldn't be arranged to come right."

"There are times," said George Stark, "when it's better to let the other man have his bit out of a good thing."

"You're good and right," said A. Small Sizer.—Ike N. Fitem, in Boot and Shoe Recorder.

Upper Leather Colors Run Riot.

"We are having more annoyance than we anticipated," says a large manufacturer of women's high-priced shoes, "in making up bronze kid goods. The trouble is to get the color fast. We pity the tanners, for they are up against a hard proposition. Bronze, so far as we have found it, is a vanishing—an evanescent color. Why, we are compelled to put 'gloves' on our bronze shoes while being made up to save the uppers from becoming spotted from the hands of the makers. Indeed, this is alike both troublesome and expensive. Just think of it, being obliged to canvas-cover every shoe throughout the various processes of manufacture; otherwise you will have a shoe that is not salable. But it seems to me that color in shoe leather has 'run riot.' Would you believe it? Today we had a request from a large retail house in Pittsburg, a valued customer, for shoes the upper stock of which should be 'burnt onion.' Well, that beats 'London smoke' hollow. This is an age of surprises, but no one in the shoe business dreamed 'twould come to this. 'Tisn't right; 'tis bad policy. Give me the old staple line, otherwise there's bound to be loss on all sides."

Start a New Paper.

"I have often wondered," said the idiot to the publisher, "why you fellows have never started a magazine called Rumor. It would be a corking success."

"I fail to see why," returned the publisher.

"Because rumor circulates rapidly and extensively," said the idiot.

"And what would you have in it?" asked the publisher.

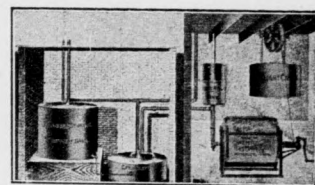
"That's just the point," said the idiot. "You needn't have anything in it. The less there is in a rumor the greater will be its circulation."

John Kendrick Bangs.

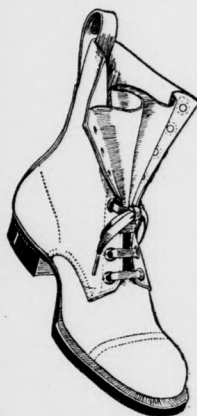
One touch of the sandbag man is enough to make any one sore.

The best work shoes bear the
Mayer Trade Mark

BRIGHT LIGHT



Better light means better results in either business or home. More and better light for the least money is the result you get from the Improved Swem Gas System. Write us.
SWEM GAS MACHINE CO. Waterloo, Ia.



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

Some Shoe Dealers Are Ambitious Others Hope to Exist

and the worst thing about it is that the plodding dealer is just the result of conditions into which he happened.

The result getter is doing what any sensible man will do, he encourages and pushes the sale of

H. B. Hard Pans

"Half Price Because Twice the Wear"

The trade learn to know him and to believe in him and to follow him because he is honest and giving a value for value return for every penny spent in his store for shoes.

Facts have a stubborn way of proving themselves—he is the man that makes the profits.

The quicker you write the quicker you'll begin making money.

Prompt "H. B. Hard Pan" deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



CIVIC AFFAIRS.

What To Do To Make a City Better.*

Once upon a time there was a very bright little boy who was making good headway in school and whose parents were, naturally, very proud of him.

One Saturday afternoon the little boy came in from play, full of life and ginger, bouncing loudly through the front door and, with a rush, came into the drawing room where, somewhat to his embarrassment, he found the minister and his wife making a call upon his mother.

Quickly recovering himself, the boy acknowledged the greetings of the clergyman and his wife and really conducted himself in a very commendable manner.

Like all clergymen—that is to say, all wise clergymen—the visitor set out to win the boy's companionship by talking about Saturday afternoon play spells, about base ball and foot ball and finally observed: "You like to go to school, Johnny?"

"Yes, sir," promptly answered the youngster.

"Like your teachers?"

"Yes, sir."

"What studies are you taking?"

"Oh, readin', 'ritin', jogerphy an' gozinta," said the boy.

"Gozinta? What in the world is gozinta?" asked the preacher.

"Why, it's jes' gozinta," was the reply.

"Yes, but what is it? What is gozinta?" urged the visitor.

"Oh, don't you know?" questioned the little fellow gleefully. "It's fun, 'cause it's so easy. It is where we say, 'Two gozinta six, three gozinta fifteen, four gozinta twenty,' like that, you know; it's easier 'n pie."

Now that boy's inarticulate use of his mother tongue was perfectly plain and intelligible to him. Indeed, I have no idea that he was trying to be funny. He had been taught to spell phonetically, and intuitively and unconsciously he invented a phonetic definition of one phase of arithmetic as he understood it.

So it is with our conception and use of the term: "Civic Affairs," and our sense of the practical application of the term: "How to Boom One's City."

The word "civic" may be, should be, applied in a multitude of ways.

An individual may be civil to all whom he meets, and still, as a manufacturer, a merchant, an artisan, a banker, a farmer or a member of any of the so-called genteel professions, he may utterly lack civic values.

On the other hand, an individual may be uncouth as to personal appearance, he may be woefully ignorant as to history and all other forms of literature and at the same time he may be overflowing with true civic merit.

In the common—the much too common now-a-days—acceptation of the words, the term Civic Affairs is

recognized as embodying only such matters as relate to municipal or corporate affairs. This analysis of the term was born in feudal times when towns were walled about and when all persons and properties outside these protected centers had to take their chances with the doctrine of "Might makes right."

Either civilization to-day is a mere pretense or else our conception of the true, full meaning of civic affairs must be tremendously broadened.

As I see it, Civic Affairs embrace anything, anywhere, relating to the public welfare.

Civic Affairs in the city of Greenville have a direct bearing upon citizenship in Belding, Ionia, Sheridan, Stanton, Edmore and even Cedar Springs, Lowell and Grand Rapids.

I read in the papers recently that there are two divisions to Greenville, one side and the other, just as once there were in Grand Rapids, and that there was contention over school house matters, just as once there was in Grand Rapids.

And I said to myself, "There's a chance for me to refer to my own city as an example; to tell the people of Greenville how foolish we once were in Grand Rapids and how completely we have reformed." Why, I mind the time when a West Sider in Grand Rapids would not walk on the same side of a street with an East Sider, while if an East Sider put in an appearance on the West Side he was simply taking his life in his hands. All this is changed and now the city of Grand Rapids is building new high schools on either side of the river, concrete flood walls are being installed along either shore of the river and on both sides of the stream the people are to vote on the project of a new Town Hall to cost a quarter of a million dollars.

It is impossible for any community to handle its affairs economically, fairly and in all ways wisely without harmony and co-operation on the part of the entire community. There must be no divisions, either geographically, financially or morally.

Grand Rapids—through twenty-two years of effort on the part of our Board of Trade—has learned this lesson, learned it thoroughly, and just now is beginning to reap the benefits of the schooling it has received.

I read on the letter-sheet sent out by your Board of Trade that Greenville has six railways leading east, west, southeast, southwest, northeast and northwest, these ways being controlled by two different corporations. And I said, "Well, they have competition in transportation." And then, thinking over the matter, I wondered if my conclusion was correct, and finally settled the question by observing that if you haven't it, it is your own fault.

The transportation problem is one of the most important if not the chief factor in the sum total of a community's civic affairs. It is so in Greenville, in Grand Rapids, in Chicago or in New York, and all communities should unite in an effort to secure a righteous readjustment,

righteous toward carriers and shippers alike, of that problem.

Down in our city one frequently hears someone carelessly observe: "I don't see why it is that the people of Greenville, only thirty-four miles away, do not seem to be attracted more generally, socially and in a business way to Grand Rapids."

But the answer is easy: Greenville has direct railway communication with nearly every point in Lower Michigan except Grand Rapids. To reach there your people are required, if they go by way of the Pere Marquette, to travel along courses directed to every point of the compass; if the journey is made by the Grand Trunk it is about the same story, and if it is a trip over the Grand Trunk and the G. R. & I. jointly it means the traversing of a useless right angle with the making of connections thrown in.

And I might interpolate, just here, that the facts I have just stated demonstrate in unanswerable fashion that it is an extremely difficult matter for any community to reach its perfection of development without securing direct railway communication with Grand Rapids.

You have asked me to tell you how to boom your town and my first advice is that you will find it an extremely difficult achievement to compass unless you include in your desire the betterment of at least 2,500 square miles of territory immediately adjacent to your town.

The cities of Belding, Ionia, Lowell, Grand Rapids, Cedar Springs,

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

HIGHEST IN HONORS

Baker's Cocoa
& 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.

Karo

The Syrup of Purity and Wholesomeness.

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



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

Ready sales—good profits.
Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.

*Address delivered by E. A. Stowe at annual banquet Greenville Board of Trade March 25, 1909.

Pierson, Howard City, Lakeview, Edmore, McBrides, Carson City, Sheridan and all the intermediate villages and townships must, necessarily, contribute to and receive from any effort at improvement which you may put forth.

Breadth of view is especially essential in the present age. We must all of us awaken to the fact that we are neighbors—neighbors much more certainly, much more comfortably and—if we are fair and honest—much more effectually than were the brave, persistent, self denying pioneers who lived in adjoining townships fifty years ago.

Do not shut your city in behind a wall of any sort. Make it wide open to the world. Do not be like the gozinta boy and assume oracularly that Civic Affairs embody merely municipal or corporate affairs.

The fact—which I believe everybody, especially the people of Grand Rapids, recognizes and applauds—that you have an abundant supply of the best drinking water in the State is a matter of extraordinary good fortune. Appreciate and protect that possession in every way. Protect it from pollution, from willful waste and from abuse of every sort.

Remember, also, that the Flat River has been and still is a very good friend of your city, and loyal and true it may still remain a good friend. Its water power? Yes, protect that, but also protect and care for its banks so that the good friend of over half a century may be pleasant to look upon, an attractive feature of your city's maximum of beauty.

And there is the Greenville potato. Do not forget that. A million and three-quarters bushels shipped

out of your town in a single year. If every potato had worn, when it left you for the outside world, a gummed sticker setting forth the merits of Greenville—well, you would have had Col. Sellers and his "There's millions in it" beaten to a frazzle.

Grand Rapids has Reed's Lake, three miles from the business center of the city. It is a pretty lake, but no better than is your Baldwin Lake. Reed's Lake, so far as utilized for public pleasures, is owned by the Street Railway Co. Just now the Municipal Affairs Committee of the Grand Rapids Board of Trade is negotiating for a right of way for a boulevard around the lake. Had this step been taken twenty-five years ago the expense would have been trivial to what the cost will be at present.

Just here and in order to fix your attention upon a fine result already achieved by citizens of Greenville, a result which in one respect shows that you are ahead of Grand Rapids, I wish to refer to the magnificent drive you have around Baldwin Lake. That single possession will be twenty-five years hence worth to your city as a whole a hundred times more than its cost and, meanwhile, as an earnest of the character of Greenville, as an advertisement of your public spirit and foresight, as a factor attracting new citizens and new enterprises, your Baldwin Lake boulevard will pay annually a generous interest upon whatever may have been the cost of the improvement.

I have talked and read a great deal—we have all talked and read much—about an interurban railway from Greenville to Grand Rapids. Indeed, some of us—most of us—have been repeatedly assured that such a

road would certainly be built within a very short time. And it ought to be built—will be built—sometime. But when? In fact, I have on this subject reached the curious stage which was so well expressed by a small boy in Greenville recently.

He was aware that something important was going on at home, but couldn't quite make out what it was. However, when he went home from school he was met by his grandmother, who said: "What do you think we have for you, Willie?"

"I dunno. What is it?" Willie replied.

"It's something real nice," said the dear old grandmother, fairly bubbling over with pride.

"Gee, what is it?" said the boy.

"Well, Willie," said the grandmother, as she took her grandson's hands in her own, "the stork brought your mother a little girl baby this morning."

Willie looked quizzically at his grandmother, but said nothing.

"Don't you want to go upstairs and see your baby sister?" she asked.

"Oh, I dunno," said Willie, who continued, "but I'd like mighty well to see the stork."

And so I feel as to the interurban railway: I'd like to see the stork!

In my opinion if such a road is ever built it will be chiefly because of a systematic, wise and enthusiastic co-operative campaign on the part of the citizens of Grand Rapids, Cansburg, Grattan, Belding and Greenville, conducted upon a public welfare basis rather than upon a speculative promotion basis. Upon such a basis the road can be built free from an overload of water and it would prove profitable. Moreover,

it would be the most picturesque summer route in Michigan.

Nearly a year ago, under the auspices of the Grand Rapids Board of Trade, there was conducted in our city what was called a Civic Revival. It covered a period of one week and consisted of public meetings in the largest auditorium in the city, afternoon and evening of each day. Every social, literary and musical organization in the city participated. It was free, absolutely free, to all comers. Each programme included good music, both vocal and instrumental, and the addresses were delivered by Prof. Charles Zueblin, eminent as a student of municipal law and practice and an enthusiast upon civic righteousness. In spite of two days of wretched weather, a total of 15,000 citizens of Grand Rapids attended these meetings, and the spirit of civic pride, loyalty, rectitude and enthusiasm received a tremendous impetus. The entire cost of the enterprise—about \$800—was met by members of the Board of Trade, and it was a fine investment. Our city received an advertisement of the very highest character all over the United States; an advertisement impossible to get in any other manner and one of greater value than any twenty-five-hundred-dollars-a-page publicity that could be imagined.

Better than all of this, however, is the resultant awakening among our own citizens. That Civic Revival is still in operation in our city and will continue for years. It is a faith in doing the right thing for the general public because it is right and because it is what the general public deserves. And that sort of thing is bound to survive in any community

Woolden & Co.

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

TELEPHONE NO. 5095

that is dominated by harmonious co-operative effort on the part of any considerable number of citizens.

I can not tell you how to attract new industries to Greenville.

But I can tell you how not to secure them: Don't offer a bonus. Don't promise freedom from taxation. Don't take anything "unsight and unseen."

In the first place it is a moral certainty that legitimate removals of industries are made for certain reasons which are well founded and tangible. It is because greater land areas at nominal cost are required; or because a better labor market is necessary; or because a better shipping point for the receipt of raw material or the sending out of finished product is demanded. It may be all three of these reasons combined. These are the chief legitimate reasons for a change of industrial base in such cases and, incidentally, good educational advantages, desirable social privileges, a fine water supply, such as you have in this city, and the presence of public utilities—street cars, electric and gas lights, electric power, sewers, public parks, and so on—have weight.

The propositions to guard against are those which can give none of the foregoing reasons legitimately. And beware of those who give these reasons illegitimately. There are scores of them.

Scrutinize every proposition carefully. Get clear down to brass tacks in every case and your own good business sense will protect you against frauds.

My own preference in this direction is the well-established, moderately-sized enterprise which, having successfully carried its progress to the limitations of its environment, is in actual need of a better location. It does not need additional machinery: it does not need cash or credit. It simply demands more room with better railway facilities and improved general conditions for its employees. Finally, it does not require better business management.

If you have such an institution in your own town you will make a mistake if you do not make an honest, sincere effort to help it along.

If you can find such an institution elsewhere—which, believing Greenville to be able to provide what is needed, you can prevail upon to come to Greenville—you will run little or no risk in securing the same.

But to do all these things well the first and most vital requisite you must possess is a broad-minded, fair-minded spirit of co-operation. Individual dislikes, personal jealousies, suspicion of motives and methods, selfishness and all the worse elements of humanity must so far as possible be eliminated.

Realize that you are neighbors and that what helps one helps all. Do not scan every tiny step taken in expectation of discovering a direct material return for your portion of the effort.

Do not expect immediate results and do not criticise because no results are developed at times.

Bear in mind always that your best field for results is right here in Greenville; because, achieving good results here, the effects thereof radiate in a constantly increasing circle from your township into the adjoining ones and thence throughout your county and into the adjoining counties.

Finally, don't butt in on municipal affairs or township affairs, county affairs or State affairs for the sake merely of butting in. If occasion arises where you are justified in taking a position as to any of these things do it carefully, fairly, frankly, dispassionately and with all the force at your command. Don't get angry and lose your head and don't get impatient and lose your courage. As Davy Crockett put it, "Be sure you're right, then go ahead."

Tidiness As Business Asset.

How much training to a systematic tidiness in business may be worth to the novice is illustrated in this little story of real life, taken from the vast stretches of cosmopolitan Chicago.

The Joneses were a simple people. Father, mother, and daughter all had experienced their full share of hard luck and poverty. Jones had not been trained to any particular business. He "found work" as he could, some of it the hardest manual labor. Quite as often in turn he could find nothing to do.

But Jones was sober, earnest, and industrious. As the family moved around from one neighborhood to another, following Jones' employment, they found themselves one day in a small cottage near a public school building. It occurred to the wife that there was opportunity in a small school store to be opened in the front parlor, for which there was little social demand in that new neighborhood.

The "store" was opened in a small way, with mother and daughter as shopkeepers. The father, outside, went on working or seeking work.

The little school store prospered. It enlarged its stock and took larger profits, which were saved. One day these accumulated profits were large enough to lead the family to consider opening a small grocery store on a vacant corner near by.

The grocery store was opened in a small way. The only experience in merchandising for the family was that gained in the little school store. But there the Joneses had made a reputation among the children of the neighborhood and enough of the old knickknacks appealing to children were carried in the new store to hold their patronage.

About this time, too, the sparsely settled section of the city began building up in a surprising way. Each new house and flat contributed a potential customer to the Jones store. The Jones grocery business grew and finally a meat market was added to it. From one old knockabout wagon and decrepit horse the Jones store acquired two new wagons, up to date and each drawn by a spanking horse.

But there were customers of the

store who remarked the untidy ways of the Joneses. Boxes of fruit and vegetables and miscellaneous canned goods lay around in disorder everywhere until it was difficult for a customer to find a passageway in and out. In a general way things always were "at sixes and sevens" in the place.

"I simply can't afford to wear a decent skirt about the store," said Mrs. Jones on one occasion to a woman customer. "There are so many nails sticking out of boxes and boards that they fairly tear my skirts to pieces."

But the business of the Jones grocery and market grew in spite of all this. Old customers became reconciled to the slipshod ways of handling stock, for the reason that the honesty of the goods could be depended upon. It might have been figured by the critic, too, that were the place to be overhauled and put shipshape, the customers of the store naturally would have to pay the cost of it in greater profits.

One day, however, the unexpected happened to Jones. Hurrying across the store to the telephone, he stepped upon a rusty nail standing upright through a board and the point penetrated his shoe into his foot.

Within a week Jones lay dead of lockjaw!

There is no moral to be appended to this true story; it lies everywhere through it, in and between the lines.

Joseph Howells.



**LAUNCH LIGHTS
STEERING WHEELS
BELLS, WHISTLES**
and a full line of
BOAT SUPPLIES

11 and 9 Pearl St.
Grand Rapids, Michigan
Mention this paper

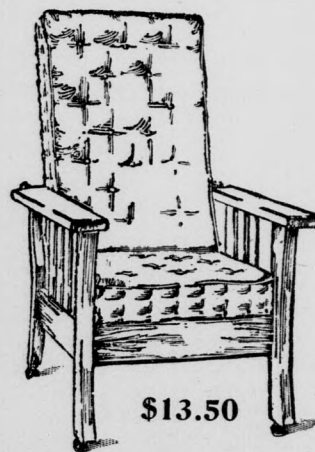
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That Will Save You Money
In Cost and Operation
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CURTIS-LEGER FIXTURE CO.
265 Jackson Boulevard, Chicago

Post Toasties

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

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



\$13.50

Klingman's

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.

\$13.50

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.
Ionia, Fountain and Division



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.

THE COFFEE SCHEMERS.

Grocer Tells How They Work the Game.

Written for the Tradesman.

"It seems to me," said the customer, "that the coffee combine now has another guess coming."

"Well?" interrogated the grocer.

"On this tariff revision game"

"I see," said the merchant.

"And we'll probably get lower prices."

"You're the one that has another guess coming," growled the grocer.

"Why won't we get lower prices?"

"The coffee fellows," replied the grocer, "are not making any Christmas presents just now. That's why."

The customer, who was fresh from the reading of a Washington Syndicate letter to the country newspapers, proceeded to explain.

"When this new revision committee got to work," he said, "the proposition was to put a four-cent duty on coffee. That's right, isn't it?"

"That," admitted the grocer, "is what the newspapers said."

"Well, what did the coffee men do? They put the berry up about a cent and a half above the December rate, and began to get busy with their ships. They rushed coffee in by the ton. They stuffed American and Canadian ports full of it. They thought they saw what was coming and wanted to get a year's supply into Uncle Sam's domains before the duty was put on. One morning not long ago it was reported that sixteen steamers loaded with coffee from Rio were racing for North America, so as to get the goods in before the new tariff went into effect."

"I remember of reading something like that," said the grocer.

"And now the chances are that coffee will remain on the free list. The importers were nicely fooled. Now, what are they going to do with all that coffee?"

"They are going to sell it to jobbers and wholesalers," replied the grocer, "and the jobbers and wholesalers are going to unload it on the retailers, and the retailers are going to sell it to consumers, and get a swift kick every time they sell a pound. That is what they are going to do with all that coffee, my son."

"But look at the supply on hand! They can never hold it. They've

just got to let go, and that will lower prices."

The grocer lighted his cigar.

"I hope," continued the customer, "that the importers will have to sell some of the stuff at a loss. Look at what they attempted to do: They thought the four-cent duty a sure thing. This would give a pretext for advancing prices, as the consumer pays the freight in all such cases. As soon as the duty was put on the price would go up. So these fellows figured on getting a year's supply into the country before the duty was put on. In this way they could beat the government out of the duty and at the same time get the advanced price from the consumer. That was a patriotic scheme, eh?"

"That," replied the grocer, "is business."

"Well," resumed the talkative customer, "it seems that they cut off their own noses. The members of the committee were after increased revenue more than anything else, and they saw that, under existing conditions, the government wouldn't get any revenue from coffee for a year or two, the country being so full of it, so they decided not to put the duty on. The smart alicks defeated their own game."

"I guess," continued the customer, "that the committee concluded that the importing syndicate was planning to make a killing."

"And you think this official action will cheapen coffee?" asked the merchant.

"It ought to."

"Well, if you think the syndicate can't hold up the corner you're entitled to a good many more thinks. People have to have coffee, don't they? Well, if the syndicate has the coffee and the money, what are you going to do about it? They'll go to the jobbers and the wholesalers some fine morning and orate about as follows:

"We're afraid the susdicutis amatoristi domezisk is getting into the coffee berry over in Brazil. We're doing all we can to stop its ravages, and are spending money like language in a Bryan campaign, but there is danger that the crop won't be up to standard. Now, you hold back on your orders for a time. Don't rush sales, for we may not be able to keep you going. Besides, prices may advance a little."

"So the jobbers and wholesalers pass the word along to the retailers that there is likely to be a coffee famine, and the retailers put up a howl that can be heard at the other end of the Northwest Passage. But the howl the retailers put up is as ant-hills to mountains compared with what the consumers say to them."

"Then the importing syndicate stores this coffee they have been playing horse with and unostentatiously advances prices. You register a kick with me. I raise a howl when I settle with the wholesaler, and the wholesaler threatens to buy of some other importing syndicate if he can't get lower rates. 'All right,' says the syndicate, 'you just look around and see where you can get better rates and we'll talk business with you.' Then the wholesaler looks around and goes back to his office and addresses himself to the empty air for a time, and refers the letters of protest from retailers to the junior member, who has been out on the road himself and knows how to calm the feelings of the country merchants. After one of these interviews between the importer and the wholesaler the laughter that meets the sky from the office of the importer is said to be very merry."

"I always had an idea," he said, "that the law protected the consumer."

"Sure," responded the grocer. "The law does protect the consumer. But the law can't make this syndicate loosen up on prices, can it? The managers of the syndicate would show government experts twenty-nine kinds of bugs in the coffee plants if they were asked about prices, and would, further, give out the information that if the experts couldn't get along without coffee they would better lay in a stock in advance of the famine news. If you think these coffee men are doing business just to keep from going into a decline you're in the wrong. This is the sort of thing provision dealers are up against, and we're getting so we like it."

"What's the good of all these laws, then?"

"My son," said the grocer, "the law proceeds on the theory that a trust is not a trust when it works in single harness; that adulterated and poisoned food is pure as the breath of morning when the maker tells

what it is made of. See how the law triumphed over the packers! They were putting up all sorts of stuff, including hay, I guess, in pretty tin boxes and labeling it ham, chicken, and all that. Just see how this new law swipes it to them! Why, they have to put up their meats in the same old cans, with sunset labels, and under the word 'HAM' or 'CHICKEN' they are obliged to put the little word 'flavor.' The labels now read 'Ham flavor.' And there you are. Same old stuff."

"Why do the grocers sell such stuff?"

"Because they sell what their customers want. They buy the best they can get, but the best is sometimes rotten. Oh, I'm not kicking. I'm just showing you how these new laws protect the consumer. Also the retailer. I think I've talked with you before about the kicks the grocer gets."

"It is enough to drive a man to drink," said the consumer.

"You wouldn't win out there, either," laughed the grocer. "You would get rice beer and whiskey made in the cellar. A friend of mine told me, the other day, that a man he knew started a saloon five years ago with one barrel of whiskey, and that he has never bought any since. He is claimed to make the stuff he sells in his cellar, but that may be all talk. Anyhow, a farmer I know went to him not long ago to buy a whiskey barrel to put cider in, and the barrel he got contained two long plugs of tobacco, or what was left of them after coloring about forty gallons of whiskey."

"I thought I was a kicker," said the customer, "but you're beating me out in my own specialty. Anything wrong with the solar system to-day, in your judgment?"

"Kick?" said the grocer. "I'm not kicking. You started in to tell me how this coffee importing syndicate got it in the neck by trying to put a crimp in our good old Uncle Samuel, and I've been telling you that the coffee men are still on their job. I explain, sometimes, but I never kick. I leave that to the customers who buy the coffee and the other things with nonpareil letters under the job type line on the tinned goods labels. Don't you ever get the notion I'm a kicker!"

Alfred B. Tozer.



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BRAZIL in 5c packages. We say "the purest" and "the sweetest" because of the perfect sanitary conditions under which it is made. We say "the freshest" because we only hold it half as long as others. We say "the cheapest" because BRAZIL is in 5c packages on which you make 40 per cent. profit. The best evidence of the truth of our statements is that we sell about twice as much as any one else.

THE FRANKLIN BAKER CO.

Philadelphia, Pa.

GOOD ROADS.

Discussion of the Subject From City Man's Standpoint.*

Speaking from a city man's standpoint upon the county and township road system, which will be voted upon at our next spring election, I will say, first, that I believe it is well known that I have always advocated good roads in the country and good streets in the city. Standing in the position of those who favor nothing but that which directly benefits themselves and refuse even then to co-operate for the general good, I could say, Why should Traverse City pay 54 per cent. of the cost of roads throughout the county and the county property holders receive direct benefits by use, enhanced land values and a decrease in local taxation, where such roads are built, when the city is compelled to pay for all street improvements, paving, bridges and repairs and allow free use of them to everyone who enters the city?

I do not wish to be understood as not favoring the county road system. I shall endeavor to look upon the law with respect, as every good citizen should, as a law emanating from men of experience along this line of work and no doubt in their judgment it is superior to any road law heretofore placed upon our statutes. This view I judge will be generally taken by the voters in both city and country.

Before the railroads entered this city the citizens were approached for aid upon the ground that the entry of these roads would be of direct value to the city. Within a radius of, say, fifteen miles through which these roads came the outer circle was sparsely settled; it was a long haul with light loads to make a trip to Traverse City and return the same day. The population in the city was small, the business limited; the coming of these roads enlarged our area for trade at once, and the constant influx of people upon the lands tributary to these roads, who made this their marketing center, gave Traverse City a new lease of life; she profited by the outlay and you, incidentally, were benefited; your farm lands came into special prominence; you came into closer touch with the markets; prices of farm products were stimulated; you redoubled your efforts; you bought more land; you marketed your wood and timber; you entertained homeseekers from other places who became your neighbors and bought your surplus land; all because you were brought into closer touch with the markets of the world by the simple introduction of a power to transport quickly and quite economically. Traverse City never put money into channels that brought better results than when she voluntarily responded to this request. Many of you who live east of Traverse City will remember another instance where the efforts of the city and townships combined to make transportation easy and economical from Traverse

City to Whitewater. No one doubts to-day but that the investment has paid many times over.

This transportation problem is one of the most discussed questions of the hour by both National and State authorities.

What does the great waterway from Lake Huron to the Mexican Gulf mean other than cheap transportation? Counties, townships and cities are beginning at their own doors to improve means of transit as evidenced by twenty-seven counties in our State having adopted the county road system within the last few years, and twenty-eight counties will vote upon its adoption this spring. We are all imbibing this good roads idea and demanding a practical solution of the question how to annihilate distance, as it were, how to decrease the cost of transportation.

want cheap transportation to the shipping point. The latter lies within your power; the better the roads the nearer the solution of the problem. This can be no better illustrated than by reading a little clipping from the Daily Eagle, which has been giving some very good road matter of late:

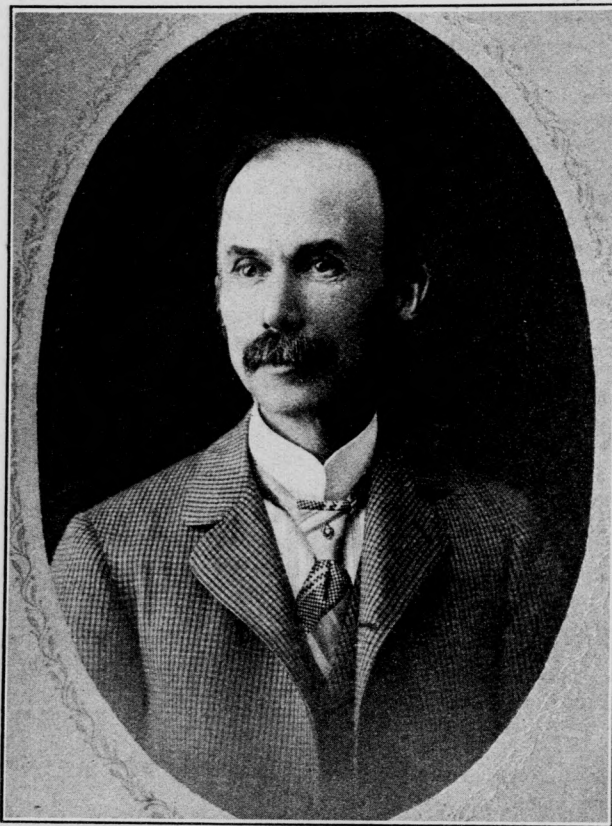
"The Manistee way of improvement is to grade the roads taken into the county system so that the hills have slopes that rise at a rate less than six feet in the hundred. The grades are made to go with the traffic. This is so that the farmer with a load of produce will not, on his way to market, have any steep grades to climb. Another principle that has been given recognition is that of improving the worst places first.

"Because of the following of the above rules the maximum load that can be hauled has been materially in-

creased. The good roads engineer says that the value of this fact was brought home to him when John S. Blair, a farmer in Pleasanton township, told him this fall that formerly he put forty bushels of potatoes in his wagon box and was two days on the road in making the round trip to Manistee, but that now he takes 100 bushels and is gone from his farm but one day."

A large majority of people in this country have been aggressive, hard workers, stimulated by the desire to make good homes for their families; have cleared away the forests, built homes, good barns, improved their stock, improved their roads in spite of the lax laws in the statute books. They have bought modern machinery, the best of farm implements; built school houses, churches, educated their children, and I will say to these men and these women that the vast improvement that has been made by you in the last fifteen years has been marvelous. Furthermore, I will say that I believe every twenty-five families in Grand Traverse county adjacent to Traverse City are as valuable an asset to Traverse City as a plant located here employing twenty-five hands. Therefore, it is to the city's interest to co-operate with you in building the main lines of travel. I believe that the progress of the cities and villages in an agricultural district is dependent upon the progress of the country. Every business man in Traverse City will in a degree be benefited by the adoption of the county road system provided it is well officered and generous appropriations are made. Now the roads in some sections of the country are good enough, in the same way that the ox-team is as good as the horse-team, as the wheelbarrow is as good as a one horse wagon, as inferior stock is as good as highly bred stock. They can not, I believe, be looked upon as "good enough" so long as mud rules and heavy grades uselessly remain to dwarf the size of loads, waste the farmer's energy, paralyze his ambition and unduly arouse his temper.

While I speak without warrant from the city, I believe the citizens are in favor of good roads and will willingly co-operate with you by paying their share of the cost of these county roads. Personally I should not like to see this law killed—a law that is designed to be of such great benefit at such minimum cost to the farmer, assuming that a gravel road



Hon. Frank Hamilton

Traverse City, 910 miles from the Eastern market, pays a larger rate of freight for carload lots from Traverse City than does Wisconsin, 1,177 miles to the same point. This is not because our railroads are not economically equipped but because our rates are not properly equalized. I simply introduce this fact to show that we are discriminated against when an obstruction of any kind enhances the cost of marketing products; this is one. But who are the losers? The farmers; why? Because if freight rates were equalized the margin of difference in transporting now going to the transportation companies would go to the farmers, enabling them to compete with their neighbors across the lake. Therefore, you want cheap transportation after it leaves your shipping point and it then follows that you

creased. The good roads engineer says that the value of this fact was brought home to him when John S. Blair, a farmer in Pleasanton township, told him this fall that formerly he put forty bushels of potatoes in his wagon box and was two days on the road in making the round trip to Manistee, but that now he takes 100 bushels and is gone from his farm but one day."

A good road over which a good big load can be hauled to market is just as necessary as a good wagon or a pair of good horses, and the best that can be had does not serve simply as a pleasure but is absolutely essential to reduce cost of transportation to the lowest point. Some will say that the roads are good enough, better than they were when we came to the country; that is true. I remember well when the farmers

*Address delivered by Hon. Frank Hamilton before Grand Traverse County Farmers' Institute.

9 feet wide, built under State specifications, would cost \$1,200, 41½ per cent. being paid by the State, or \$500; 31½ per cent. by the city, or \$378, leaving only 27 per cent. of the amount to be paid by the country, \$322.

Synopsis of County Road System.

It is a plan whereby the leading public roads of a county are improved by building gravel or macadam roads, which are built and kept in repair by a board of county road commissioners at the expense of every property owner in the county.

The tax for county roads can not be over two dollars on a thousand of valuation. The board of supervisors fixes the amount of tax each year, decides upon roads to be improved and audits all accounts.

All roads not taken over by the county road commissioners are kept in repair in the usual way by the township.

All damages on county roads are collected from the county.

The township road taxes on the property abutting the county roads go to the township to be expended on roads in other parts of the township.

The property along these county roads increases in value, so they who get the greatest benefit pay the largest tax.

Costly bridges are built by the county instead of by the township.

Property in villages and cities contributes the same amount for the county roads as the farm property.

Commissioners first year usually appointed by supervisors; after first year elected by the people.

The county and township road system is supplemented by what is known as the State reward law. This law adds much value to the county law, in fact, the county law would be lacking in its provisions without it as this State reward law defines how a road shall be built to merit the reward offered by the State.

The State reward law defines how a road shall be built in all its details to merit the reward offered by the State, which appeals to every county under the county system:

Two hundred and fifty dollars for a mile of clay-gravel road; \$500 for a mile of gravel road; \$750 for a mile of stone-gravel or gravel-stone road, and \$1,000 for a mile of macadam road, all built under State specifications.

Gravel roads have cost on an average of \$1,200 per mile and merit a reward of \$500. Macadam roads average \$4,000 per mile and merit a reward of \$1,000. For a gravel road costing \$1,200 the State allows \$500, or 41½ per cent. of the cost, leaving \$700 for the county to pay, of which in Grand Traverse county the city pays 54 per cent., or \$378, leaving the county to pay \$322 only on one mile of road. There ought not to be any question with the country as to how they will vote on the adoption of this law.

Summing up the whole matter, or why I approve of the law:

It has been adopted by twenty-seven counties in the State; many more will adopt it the coming spring and

from all reports it has given satisfaction.

The counties not working under this law are contributing to other counties where the law is in force, as every taxpayer in the State is assessed to make up these rewards granted by the State, therefore we do not want to contribute to build roads over the entire State unless with some returns upon our own roads.

Under this law a well organized force can be employed to build these roads, who will work under experienced and capable men.

By a co-operative plan uniformity of work and careful system will be adopted throughout the various townships.

No road money will be wasted on county roads.

Under this law any machinery needed too expensive for individual townships can be purchased and handled to advantage.

In giving my interpretation of the value of these laws I have drawn attention to the natural evolution of the country life as I have seen it and have appealed to the good sense of the community to adopt a practical solution of the difficulties that in a measure obstruct the rapid and economical development of the rural community. There is a wider field that I would enter if time allowed, but I can not refrain from alluding to another phase of this road building, and as I read between the lines of these laws I readily see that those who framed them saw beyond what in commercial or banking life we call "face value;" they saw what a great force and influence these roads would attain in developing the most valuable adjunct the farm life holds today, the social life. They saw that these improved avenues would be a great factor in establishing closer relationship in rural communities, binding country with city, city with country, creating an added interest in rural life, and while many would look upon the work as a profligate waste of money, the expansive element would welcome one of the oncoming forces for rural betterment and adopt it. We are prone to look upon these innovations from a pessimistic standpoint.

The innovation of the railroads was and in some cases to-day is regarded only as another demonstration of corporate greed.

The rural mail service was first looked upon by many as a foolish expenditure of public money, not calculated to enrich the country storekeeper who kept the postoffice.

The telephone was a tell-tale instrument not adapted to general use and would soon receive its just deserts.

The bicycle would kill off pedestrians upon sidewalks of the city and never take the place of the horse.

The wagon roads—they were good enough, and why all this talk about better roads? We can get to town and back again; what more do we want?

The automobile—a devilish invention, designed to kill off the people,

ruin the roads and make men profane.

The wireless telegraphy—what under Heavens next! the product of an idealist, promoted by bigots and never to become practical.

All these in their inception were stamped: "Disapproved," but happily and wisely has it been ordained that from the apparent failures to-day come the great blessings to-morrow.

When as the Florida pulled her badly broken nose out from the crushed ribs of the Republic; when the great bulkhead of the doomed vessel strained and groaned against the stress of all the seas; when the waist deep stokers gave up their brave defense; when the monster engines were stilled by the flooded fires and while over 700 human beings stood on the verge of the Mystery, what was it that sent the three letters of the code which told seven different ships that an overwhelming catastrophe was imminent? It was the storage battery which would save hundreds of human lives; it was the storage battery which, sending its own life into the life of the wireless equipment, told the world how much greater it is to win the confidence and applause of all peoples in the face of an awful emergency than it is to win a success that is merely commercial.

Within a home seven miles distant from town was brought a youth with limb torn nearly from his body and his life fast ebbing away from the rapid loss of blood; no physician nearer than the city seven miles

away; a hurried dash to a neighboring telephone; a ring that brought a quick response from Central; in a moment the physician was summoned; within five minutes he was speeding in his auto over a stone road to the boy who was between life and death; to the mother and father the minutes seemed hours, faster and faster the life was going out, when suddenly the door opened; the physician entered; the boy was saved; the clock told the hour, just twenty minutes since the phone rang summoning him to the bedside; what did it? The telephone and the auto over a stone road.

I will close by saying this: Let us not try to check the forces that are moving onward; we can not do it; we do not want to do it, as they are all contributing factors toward moral and social development.

So, stone roads, good roads, the best roads to be had and the automobile, too, will prove to us beyond a doubt their efficacy in social and moral uplifting of life both in the country and the city.

The impression which most men get of Love is something like that they have of the gun that was not loaded.



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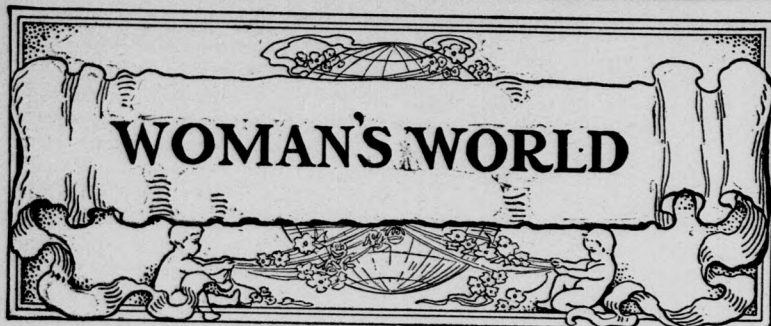
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Husband Should Tell Wife He Loves Her.

It is said with much truth that a woman will condone any offense which she is convinced has been committed for love of herself. It is an old proverb that "Love pardons all to love;" and the charity which "covers a multitude of sins" unquestionably is love of the genuine, permanent variety. The woman who loves, and who feels certain that she is truly beloved, never acknowledges that her marriage is a mistake, indeed, from her point of view it is not, whatever may be the opinion of her disapproving friends.

No matter what trials may be the portion of her married lot, she can meet them bravely—nay, gladly—hand in hand with her husband, feeling that they are borne for his sake. The man whom a woman loves can always retain her affection by loving her and telling her from time to time, not too seldom, that he is hers, hers alone.

The modern husband generally really is in love with his wife, but he has a way of forgetting to tell her so. It is a perennial source of wonder to him that his wife consented to marry him at all. The fact is that, immersed in what he considers the bigger things of life, the strenuous fight for a career and for financial independence, he sometimes is neglectful, even unconsciously selfish. He has his eyes fixed upon the material welfare of his wife and children. It is the most important thing in the world to him. Every day of his life he learns more and more of the cruelties and hardships inflicted upon the weak and unprotected, and as a result of this knowledge he flings himself with a stronger determination into the fight for competence, too often thrusting aside for the sake of this greater end all the little attentions and thoughtful courtesies which mean so much to women.

"My husband hardly ever has time to talk to me now;" "John seldom takes me to the theater nowadays;" "girls must expect to stay at home after they marry!" How often we hear these and kindred accusations, perhaps not so baldly uttered, but flung with veiled sarcasm at the tired man who has been toiling all day for the sake of the woman who reproaches him. The pity is that so few women are able to understand and appreciate the true inwardness of the case; it is only where true love gives thorough sympathy that the much vaunted intuition of woman comes to the rescue and makes all plain. It is often said that the great rival of American women with their

husbands is business. Yet "is not the life more than meat, and the body more than raiment?" An English journal tells a mythical story of an American husband who when first married offered to give his wife a dollar for every kiss she gave him. It was a bargain. Years afterward the man failed in business, whereupon his wife brought him the proceeds of her kisses, which she had saved and invested, and which amounted to enough to enable him to retrieve his fortunes.

It is a good thing for married people to be demonstrative of their affection to each other. Those who have read Gogol's "Dead Souls" will remember the chapter in which the hero visits a married couple with an unpronounceable name. This couple were neither young nor beautiful, nor were they eminent in excellence of moral character. They were ordinary sinners, lazy, careless, inefficient and selfish. They were not over-rich; their house was badly managed, even dirty after the manner of many Russian houses, and they had been married for many years. In fact, both of them were despicable rather than otherwise. But they had a way of breaking off suddenly in the midst of their occupations and diversions and exchanging an affectionate kiss. They did not know why they did this; something mysterious moved them to it. And, old and uncouth as they were, they called each other pet names. "In short," says Gogol, "they were what is called happy." In other words, they were genuinely in love with one another—the love which "many waters can not quench."

People sometimes fancy that just going through the marriage ceremony will give them domestic felicity; but no happiness is to be had upon such easy terms. Those who would be happy in married life must acquire and practice the habit of patient continuance in well doing, of giving and taking, of bearing and forbearing. Of course, the more truly they love one another the easier this is. It is not true that love makes all things easy, but it does make one able and willing to do that which is difficult.

Much depends upon the way in which people begin their married life. Newly married couples should burn up in the fire of their ardent affection all little ways which are disagreeable to each other, and avoid everything like disputation. The first quarrel between husband and wife is greatly to be deprecated, and may usually be prevented by a little patience and the soft answer which turneth

away wrath. Married people too often forget that they were gentleman and lady before they were man and wife. The necessary familiarity of their relationship may easily produce a disregard for the feelings of each other, which is the essence of bad manners, unless caution is observed during the first year, and it is chiefly because of this that the question whether or not marriage is a failure is so frequently practically determined during that period. Why should not a man be as tactful and as little inclined to find fault with his wife as with his business partner? Why should not a woman take the same pains to be agreeable to her husband as to any stranger whom she desires to please?

A woman once asked Dr. Johnson how it was that in his dictionary he came to define pastern as the knee of a horse. "Ignorance, madam, pure ignorance," was the doctor's answer. This is the simple explanation of many an accident which takes place at the beginning of the matrimonial journey. Dorothy Dix.

His Reason.

Kidder (examining tombstones in a cemetery)—The fellow that's buried here must have been a cannibal.

Katherine—Why so?

Kidder—The tombstone reads, "He Loved His Fellowmen."

A Hard World.

"Did you ever feel that the world was against you?"

"Sure. I felt it this morning when I slipped on the sidewalk."



Why take a chance of losing a good customer by offering inferior toast when a package of

Holland Rusk (Prize Toast of the World)

will win a permanent friend and customer for you?

Recommend it when your customers want the best.

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BOSTON AND CHICAGO

Blamed If They Do and Blamed If They Don't.

"Why doesn't the manufacturer do this and that?" often is an irritated question of a single small dealer or consumer who has found a slight fault in some commodity which otherwise is wholly satisfactory.

There may be half a hundred good reasons why the manufacturer never has done it and never can be induced to do it. At the same time this personal critic out of the singleness of his criticism may stew over this fault as he sees it until he is gray headed.

Some time ago a Chicago manufactory in the machinery line decided to open an European agency for the sale of this machine specialty. In the appointment of the agent and in preparation for showroom and office place in one of the great continental capitals a good deal of money was involved before the Chicago house could hope for a first order for a first single machine. All of this initial expenditure and trouble and work was in prospect and accepted when suddenly the man who had been chosen for the agency for the reason that he had accurate knowledge of the wants of this foreign market sprung an objection to the makeup of the machine.

"I see that in this particular portion of the machinery you paint and stripe it," he said. "On the other side this portion of the machine always is left with the plain steel finish. A buyer would object to that in a minute. We'll have to leave off the paint in those shipments."

To the agent, unfamiliar with the manufacturing side of the commodity, this was the simplest possible thing to suggest. Leaving off the paint would save just that much material and time in the shop.

But the situation was that the Chicago manufacturers were intending to invade the European markets on the sole strength of the economy which systematized methods on a large scale made possible. This first criticism of the agent was a more or less vital blocking of this shop routine and system.

The agent was surprised at the evident discomfiture of the president of the company at the suggestion.

"It's just a matter of leaving the paint off the foreign shipments," he repeated. "And there'll be only a few machines in the beginning, you know."

But the agent didn't recognize that in the smallness of the number lay the chief obstacle to the omission of the painting. He was still further puzzled when the president of the company passed the matter over until the next day before he could decide the point. And the surprise of his life came when that decision was that the manufactory would have to paint the part for shipment in common with all the rest of the factory product, after which the agent in the European office might hire a man to remove the paint and dress the steel parts up according to the foreign style in demand.

Why couldn't the manufacturer leave off the paint?

Simply because it would have cost him immeasurably more than the time of the highest priced workman in Europe, even if the workman dawdled away time over the job of paint removal.

According to the working capacity of this plant the machines that logically might be shipped in the first year to the European agent scarcely would have been more than one machine in 500 of the total product. These machines had grown to competitive strength in Europe simply because of clocklike manufacture of parts for clocklike assembling into a complete machine. They were to compete with the slow, careful handiwork of the men building individual machines for like uses. This strongest feature in competition had arisen out of the fact that the process of building in the Chicago plant virtually fed the materials in at one end of the building and turned the finished machine out at the other end of the plant.

Then came the proposition of the European agent, designed to break into these machine-like routines affecting a thousand processes.

Set one machine aside out of 500? Alter factory routine building 499 machines of 250 or more parts each in order that one machine should clog and impede the whole works? It was the inconsiderableness of the number of the machines which made the innovation all the more impossible!

It was worth the while of the factory to make a European sales campaign—certainly. The manufactory was more than willing that its agent should be supplied with a machine that should meet with trade demands. If the trade ever grew large enough to make it worth while to establish a factory routine making the employment of the European paint cleaner unnecessary the manufacturer was more than willing to establish that shop system.

But in his initial risk of \$10,000 or more in establishing this foreign agency the manufacturer was banking on the fact that his shop methods would not be impeded in any way. Rather, he hoped if anything to accelerate them.

But in the next few years some European workman, laboriously removing several coats of thick, hard paint from half a dozen portions of these American made machines, will mutter to himself something akin to the remark with which this article began:

"Why don't those fool manufacturers leave off this paint?"

Robert M. Owens.

Everything Wrong.

"My gracious," exclaimed Mrs. Sourley as she laid down the evening newspaper; "what is this world coming to? Banks failing, shops closing and the richest men in town going into bankruptcy."

"Ya-as," drawled her good-natured husband, gazing over the top of his own paper; "even the rain water is going to the receivers."

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

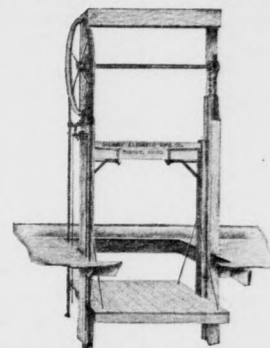


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Sidney, Ohio

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Judson Grocer Co.

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Grand Rapids, Mich.

THE QUALITIES

A Retail Salesman Must Possess To Be Successful.*

Within the last few years salesmanship as a profession has been receiving scientific treatment. We are in what is called the scientific age and it is not strange therefore that the same cold reasoning and search for facts should be applied to this department of man's activity as to others. In every branch of learning the scientific method is making headway, and it is not at all strange that farsighted men like Mr. Sheldon should apply this method to salesmanship and try to find the reason why some men are such splendid successes while others are failures.

Salesmanship may not in the past have been acknowledged by college men as a profession, in the days when a retail salesman required but very little education and competition had not developed to a point where anything but an order-taker was necessary, when the traveling salesman simply took his sample case and started out to sell goods largely on his personality and ability to be a good fellow; then salesmanship was farthest from being a profession, but to-day it is different. To-day the clerk who is simply an order-taker is sooner or later going to find himself out of a job and the traveling salesman who relies upon his personality and his ability to buy booze for a purchasing agent finds that he is losing his business to the man who applies scientific methods in selling goods, so that in the natural course of events salesmanship is becoming a profession. I know of a man who follows the profession possibly in the fullest sense of the word by selling his services to a client for a period of three, six or twelve months simply to organize or re-organize his selling force, and he charges a professional fee for his services and it is not one that looks like a clergyman's fee either. If salesmanship is a profession, what has made it so? A study of the laws that have to do with it and then a proper application of these laws.

Suppose we see what a few of these laws are: Salesmen have been placed in four divisions, the retail salesman, the wholesale salesman, the specialty salesman and the promoter, in fact, everybody is a salesman of some kind. You men when you first applied to the establishment for which you are working made your first sale when you sold yourself for so much per week, and the price you received represented probably pretty nearly the value of the information you possessed about the clothing business.

The best definition of salesmanship that I know of is: Salesmanship is that power resulting from a combination of qualities, mental, moral, physical and spiritual, that enables him who possesses it to successfully influence a high percentage of those he interviews to purchase at a profit that which he has to sell. I think if

you will analyze that definition you will see that it pretty nearly covers everything having to do with salesmanship.

It is the possession of a power resulting from certain qualities, mental, moral, physical and spiritual, and spells success for the salesman who possesses it. It determines whether you sell few goods or many goods, it determines whether you are in the mediocre class or in the best class, it determines whether you are in love with your work or simply a misfit.

Now qualities are of two kinds, positive qualities and negative qualities. The possession of the positive qualities tends to success. The predominance of the negative qualities tends to failure. We do not have

and think of him being successful. Why, it is impossible, and yet the thing that keeps us all back from being greater successes is that some of these very negative qualities are stronger in us than they should be. A sermon could be preached on each of the positive qualities I have mentioned, but I will leave the sermonizing to my friend, Mr. Wishart. All I want to say about them is this: If you have any of these negative qualities and you are ambitious for success then get rid of them. How? Well, the only way possible is by cultivating the opposite or positive qualities. The darkness in this room is driven out by bringing in the light. The habit of falsifying is corrected by telling the truth, the spirit of disloyalty is overcome by cultivat-



Charles B. Hamilton

to argue that point. You know that a salesman who has health, strength and vigor is the master of the salesman who is sick or whose liver is continually out of order, who is weak and who is lazy. You know that the salesman in whose character you find the well developed qualities of love, honesty, truth, industry, perseverance, economy, loyalty, sincerity, enthusiasm, faith and intuition is miles ahead of the fellow who has the negative of these virtues. Do you know what these negatives are? Let me name them, for you know that every positive has an opposite: Hate, dishonesty, falsehood, indolence, vacillation, extravagance, disloyalty, hypocrisy, indifference, doubt, obtuseness. Imagine a salesman possessed of these negative qualities if you can

ing loyalty, of doubt by cultivating faith, of obtuseness by cultivating intuition. By the way, I wonder if you know why it is often said that woman's intuition is greater than that of man. Intuition is that thing which enables you to properly read what is in another person's mind; to reach a conclusion quicker than you otherwise would reach it and to reach the right kind of a conclusion. Psychologists say that the reason that a woman has a keener intuition than a man is that because her mind is cleaner, her brain is not filled with unclean thoughts as is the case with too many men.

Now it sounds easy to say to cultivate these positive habits, and it does not take long to say it, but the positive quality can be cultivated just

the same. Suppose, for example, I am indifferent. Suppose I am a clerk in your store and my principal ambition is to draw my salary, and I am constantly kicking because it is not larger and the firm does not appreciate me; you have seen just such fellows. Now what is the thing to be done? In the first place, if the proprietor of the store finds that I am this kind of a fellow the first thing for him to do is to fire me. Suppose I discover it before he does and make up my mind to correct it. The thing for me to do is to commence to cultivate enthusiasm, to be enthusiastic, to keep saying to myself, "I am going to be a booster, I am a booster," to keep this constantly in my mind. Whenever a tendency comes to be indifferent immediately commence to boost somebody or something. Stick to it for three months and some morning you will wake up and not know yourself. You will be one of the most enthusiastic clerks in the establishment. Now when this habit of indifference is overcome, commence on any of the other negative qualities which you may have and the first thing you know you will be earning more money in a week than you have previously earned in a month, and in addition you will have discovered a way of cultivating positive qualities that will enable you to form habits that will make you irresistible as a salesman.

I wonder if the clerks in a retail store realize the importance of their position. To the purchasing public the clerks represent the proprietor. They can make or kill the business. The proprietor can stock his store with the best to be had in the way of fixtures and goods for sale. He can advertise and bring in people to buy and the clerk can either make this public regular customers or drive them away from the store never to return, and this driving away process is going on right here in Grand Rapids every day. Within the last two months I have listened to two men speak on retail salesmanship and they agreed that the quality that retail salesmen need to cultivate the most is courtesy. Courtesy to a man possessing the positive qualities that I have been talking about would come as a natural thing. He would never have to think, "Now I must try to be courteous," as he would be courteous naturally. Courtesy and kindness will take the place of a poor personality. They will make a customer forget a homely face or even a poor suit of clothes. They will even take the place sometimes of the lack of knowledge of the store and stock, something that should be inexcusable in any clerk. Courtesy is, moreover, the greatest asset of the retail clerk. Carry a smile with your work; it is needed in your business more than anything else. Whenever a salesman can not be sunshiny he is in need of a liver tonic.

Suppose we carry our scientific analysis, if you will call it that, a trifle farther and analyze a sale. There are four divisions to every sale. They are always present, never absent:

The customer.
The salesman.

*Address delivered by C. B. Hamilton before clerks of the Dick Brink clothing store, March 22, 1909.

The goods to be sold.

The sale itself.

The first three are tangible things; you can lay your hand on them.

The customer, he is the party whose money you are after, he is the most important part of the transaction.

The goods to be sold—your knowledge of them—is your stock in trade. It is up to you to know them, study them. If I were a salesman selling silks I would study all about silk worm culture; I would have at least a theoretical knowledge of the business from A to Z. If I were a salesman selling ready-made clothing I would know who made the clothes I sold, where they were made, what kind of a shop they were made in, who designed the patterns, how much salary he received and a hundred and one other facts that I, not knowing the clothing business, can not think of.

The salesman—it is his action that is largely to determine whether a sale takes place or not.

The sale itself—here is something that is not tangible. It takes place in the mind of the customer and it is the customer's mind you are dealing with, and the way you handle that mind and the way you make impressions on that mind will determine whether you will make the sale or lose it. Do not forget, then, that it is the customer's mind that you want to affect every time and that the sale takes place in his mind before he says, "All right, I'll take it."

Do not forget you can not make a proper impression if you are insincere; you can not fool a customer if you are not enthusiastic. If you do not have faith in the goods you are selling or in the policy of the house you are working for it is impossible for you to beget faith in the customer or to make him enthusiastic about your house. In other words, if this is a cake of ice and I throw it at Mr. —, he catches a cake of ice; he does not catch hot water, and so it is the same with an idea or a thought your customer catches, provided he catches it at all.

Now as there are four divisions to every sale, so there are four steps in making a sale. They are:

Attention.

Interest.

Desire.

Decision.

Through courtesy you are able to secure the attention of the customer for almost anything you want to show him. It is the wise salesman, the salesman who thoroughly understands the art of selling goods, who is able to follow the customer's mind and to see when interest is created, when desire follows interest and when decision follows desire. Remember that these four steps are taken in every sale. You may never have thought of it before, but they are in every sale you have made. You have lost many a sale simply because you did not recognize that the customer had come to a point where he desired the goods, but you did not bring him to a decision. Many a sale is lost even after the customer desires the

goods by the wrong remark on the part of the salesman.

The one red line that runs through the woof of selling is suggestion. It is easy to get a man's attention when he comes to your store. That is the difference between retail and wholesale selling—the difference between a sale in the store and one on the road. In the store the customer comes to you; on the road you have to dig him up; in the store the man gives his attention readily. It is up to you to interest him. How? Largely by suggestion. If you are in the clothing department you should know how clothing is made, who makes it and be able to tell if called upon an interesting story of the manufacture of the clothes you are trying to sell. It must be truthful absolutely, because anything short of the truth on the part of the salesman is detrimental. Do not ever try to sell me a suit at \$15 and tell me that it is marked down from \$20 when it has not been. Sooner or later I am going to find out and you will wonder why I never returned to your store and why I never sent any of my friends there. Suggestion properly used is the strongest factor in closing a sale. I once saw a salesman trying to sell an overcoat to a customer who was wavering in his decision between one at \$18 and one at \$30. It was cold outside and was snowing. The salesman understood the law of suggestion and with a gesture called the customer's attention to the storm and holding the \$30 overcoat towards the customer he remarked that this was undoubtedly a much warmer coat. This remark closed the sale. Without it the customer might have taken the cheaper coat.

I dare say that every one present has had the experience of receiving the negative suggestion from a would-

be salesman, or the near-salesman as he is sometimes called.

It works something like this: You go into a men's furnishing store, for example, to buy a collar. The clerk gets you the collar and as he hands it to you he says: "You don't want anything else this morning?" and you say: "No, I don't want anything else."

Now how different is the real salesman who, when he hands you the collar, says: "Have you seen our new spring neckwear? It just came in last week," and while you hesitate he is showing it to you and expressing some intelligent opinions about it, and before you realize it he has made another sale.

From this last experience you go out of that store impressed with the fact that it is an up to date establishment, that the clerks are high grade. Now do not misunderstand me. I do not mean that this real salesman is insistent; he throws the thought at the customer's mind that this particular necktie would look well on him. If the customer catches it all right; if he does not the real salesman never insists.

Nearly every customer is willing to listen to suggestion provided that suggestion be honest and intelligent.

Now just one word about the opportunities that exist to-day for retail salesmen: never were they so plentiful.

If you and I could visit Grand Rapids fifty years from to-day we would find many of the clerks who are to-day successful salesmen managers then of stores or proprietors of particular establishments. The clerks of to-day must furnish the managers of the future.

It is the fellows who make good in the small positions that are called to fill the large ones.

In closing let me leave three words with you that stand for the qualities that a retail salesman must possess to be successful. They are:

Courtesy.

Honesty.

Education.

A triumvirate that will place any salesman on the pinnacle of success.

Propose New Use for Aluminium.

The aluminium age is destined to dawn since the recent fall in the price of this useful metal. It has been proposed in several countries to strike coins of aluminium, but the most immediate use will probably be in long electric conductors. Taking into account the greater resistance of aluminium, the same conducting power may be obtained with that metal for about 57 per cent. of the cost with copper, an expense that is increased by features of the installation to about 60 per cent.

Under these conditions it has been decided that all the electric wiring for the Nancy exposition of 1909 shall be in aluminium and an investigating committee appointed in Germany is just about, it is said, to present a report favorable to that metal.

Enthusiasm in Business.

You might as well try to thaw out a frozen pipe with an ice cake as to interest a customer in your proposition unless you are interested yourself.

If your heart is in your work your enthusiasm will often cause a would-be customer to forget that you are trying to make a sale.

Enthusiasm is a great business getter. It is so contagious that, before we know it, we are infected with it, even though we try to brace ourselves against it.

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.**

**You can increase your trade and the
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HAND SAPOLIO

at once. It will sell and satisfy.

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

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

A BAD BILL.**Why the Taylor Bill Should Be Defeated.**

Senator Taylor has introduced in the State Senate and had referred to the Committee on Labor Interests a bill which has been dubbed a child labor bill. At the public hearing on this bill in the Senate chamber on March 17 it developed that the employers of the State are not generally informed as to the purport of the bill, and it was indicated by those who were present in opposition to the measure that when knowledge of the provisions of the bill became general there would be a determined and widespread opposition to its passage. The Committee has announced that another hearing will be had in three weeks in order that more employers may have an opportunity to be heard, and it is expected that a large number will be present to express themselves in regard to the bill.

The bill provides that no male under the age of 18 years and no female shall be employed in any manufacturing establishment in this State for a longer period than sixty hours in any one week. The same provision is made applicable to stores employing more than three persons. The bill provides further that no more than ten hours shall be exacted from any such male or female unless for the purpose of making a shorter work day on the last day of the week.

Another provision is that no female shall be employed in any manufacturing establishment between the hours of 7 p. m. and 6 a. m., and that no person under the age of 16 shall be employed, or permitted, or suffered to work between the hours of 6 p. m. and 7 a. m., nor more than forty-eight hours in any one week, nor more than eight hours in any one day, in any manufacturing establishment, workshop, mine, store or in the telegraph or messenger service.

It is provided, as under the present law, that no child under the age of 16 shall be employed unless such child has an employment certificate, which is to be kept on file by the employer and returned to the child upon leaving employment, and which is also to be produced for inspection on demand of the truant officer or factory inspector. The Taylor bill seems to make the procuring of an employment certificate a Herculean task.

Such certificate is to be approved only by the superintendent of schools, or by someone authorized by him in writing, and where there is no superintendent of schools, then the approval of the superintendent of the county schools is to be secured. Before issuing such certificate the person authorized to do so must receive, examine, approve and file the following paper:

1. The school report of the child, signed by the principal of the school which the child has attended and containing a statement of attendance during the previous school year; a statement of the child's ability to read and write and a further statement that the child has received instructions in reading, writing, gram-

mar, geography and arithmetic up to and including fractions. The school report shall also give the age and residence of the child and the names of its parents or guardian.

2. A duly attested transcript of the record of the birth, as kept by some public authority, or a record of baptism, or a passport showing the date and place of birth of the child.

3. Where the official or religious record can not be produced a sworn statement by the parents, showing the date and place of birth.

4. A statement by the issuing officer that he has examined the child and finds its education and physical condition sufficient for the work it intends to do.

5. A statement from the Board of Education or from someone authorized by them to investigate and report that the services of the child are essential to the support of its parents.

This certificate is to be signed by the child and shall give, in addition to the age, a brief description of the child.

Proceeding to the subject of dangerous occupations, the bill provides that no female under the age of 21, and no male under the age of 18, shall be allowed to clean machinery while in motion, nor shall such male or female be employed or permitted to work at a certain number of specified occupations, among which are the following: sewing, or assisting in sewing machine belts in any factory, adjusting any belt to any machinery, oiling or assisting in oiling machinery, operating or assisting in operating circular or band saws, wood shapers, wood jointers, planers, sandpaper or wood polishing machinery, leather burnishing machine, job or cylinder printing presses, operated by power other than foot, emery or polishing wheels, used in polishing metals, stamping machines, used in sheet metal tinware manufacturing, punches or shears, laundering machinery, passenger or freight elevators.

The list is much longer and should be studied by all employers to see if any of their operations are included in its terms. This section is concluded by the phrase, "nor in any other employment which may be considered dangerous to their lives and limbs, or where their health may be injured or morals depraved."

The bill suggests at first reading four major objections: It makes no provision for industrial emergencies, it unnecessarily hampers the boy or girl who wishes to learn a trade, the method of obtaining an employment certificate is too intricate and the list of occupations pronounced dangerous for boys under 18 and girls under 21 is not advisedly or wisely made up.

The bill aims at a humanitarian end, but it loses sight of the fact that it deals directly with the commerce of the State; with the means of production of the necessities of life and with the means of livelihood of the great bulk of our people. Such a measure, while regulating the conduct of business in normal times, should make some provision for industrial emergencies. There arise occasionally situations in which the

kindest and most considerate and generous of employers need the services of their working forces for more than ten hours a day. It is at such times that the employer needs most a trained and unbroken store or factory force. Substitutes, granting that they could be found, would not serve the purpose as well as the regular force; and it is doubtful whether the employees would be willing to forego the sharing of the employer's prosperity to the extent of having the overtime work and the overtime pay. It will be objected that any provision for longer hours in the case of an emergency would be a shield for the unscrupulous employer who believes in long hours. This danger could be obviated by attempting no definition of an emergency and leaving the matter entirely to the discretion of the factory inspector, the State's own warden of the welfare of its working people. Nearly all other protections of workers are to be installed where, "in the discretion of the factory inspector," such protection is needed. Why not also relax the rigid rules for protection where "in the discretion of the factory inspector" it is needful? The inspector is in a position to judge of the urgency of the employer's requirement, the nature of the work, and the personnel of the

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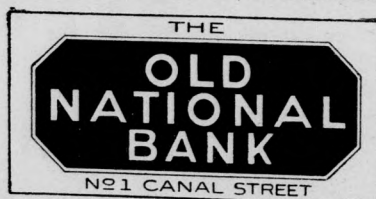
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workers in his store or factory; and without injustice or harm a permit to work overtime temporarily might be granted; which would remove an obstacle from the way of many of our industries and would enable our employers to do the business that is offered them and to bring into the State the money that is ready and willing to come.

It is conceded that in this day of highly trained mechanics and rapidly changing methods the average worker begins a trade too late to become a competent craftsman, and this bill, should it become a law, would still further limit the number of boys who could begin working at a trade early enough to work their way to the top of their craft before they became inefficient by reason of old age. If boys under 16, even although provided with a permit to work, are to be turned out of the factory at the end of eight hours, while the rest of the force is working ten hours, the result will be that no boys will be employed. No employer can afford to disintegrate a well-organized force by dismissing a part at one time and a part at another; and this is particularly true where the boys are employed, as they chiefly are, as helpers, for in this case they are usually essential to the profitable employment of a skilled workman and a machine. If the enactment of such a law as that proposed should come to pass, it will result in forcing a number of boys into the street, or into employments where they can not serve an improving apprenticeship, because the boys will have become, through no fault of their own, undesirable in the eyes of the employer. In this regard we are not speaking of the boy who can be induced to go to school. We grant cheerfully that school is the best place for every boy; but in this section we are discussing the boy who has satisfied the school authorities that he is entitled to a permit. Such a boy should, if he works at all, work to some advantage for himself and his employer.

A glance at the method assigned for obtaining school certificates calls forth at once the principal objection to this portion of the bill. It seems plain that such a method is too ponderous and unwieldy. Deputy Inspector Katherine Heath, in her report to the Commissioner of Labor for the year 1907, referring to permits and those who apply for them, says: "A very large percentage of these children are of foreign birth, the parents in numerous cases being unable to speak the English language, making it almost impossible for them to comprehend the requirements of the law." If this be true of our present comparatively simple rule for obtaining employment certificates, what would be the case where an ignorant parent was required to produce from the various authorities from whom these are to be procured an "attested transcript of the record of birth," "a statement from the Board of Education," "a school report," and in default of any of these to learn what might be supplied in its place and to procure that docu-

ment? The insuperable difficulties which such requirements would present to an untrained mind, unfamiliar with our language and institutions, can only with difficulty be comprehended by the average citizen. Quite as efficient protection for the child can be obtained by simpler means, and let it here be noted in the interest of the employer that when all of these provisions have been complied with the certificate is still no protection to the employer in case of an accident to the child. In spite of the presentation of this certificate he still employs a child at his peril; and, should the child, in the event of an accident to it, prove to be below the age which both the child and the certificate represented it to be, the employer has still no defense against a claim for damages; and the insurance company, should he carry liability insurance, will consider itself relieved from liability, so far as the child is concerned. The employment certificate, procured by a child upon its own or its parent's sworn statement, should be a protection to the employer in the event that it was secured by false oath.

We have at present a law upon our statute books providing that no female under the age of 21 and no male under the age of 18 shall be employed at employment whereby his or her life or limbs or health are likely to be injured or his or her morals depraved. For this law we have the endorsement, over their signatures, in their annual report for 1907, of Deputy Factory Inspectors Eikhoff, Downey, Knight, Houston and McIntosh. We have also figures taken from the Commissioner of Labor's report for the year 1907 to show that in a total inspected working force of 252,397 there were only eighteen severe and eight serious accidents to males under 18 and only four severe and one serious accident to females under 21. This is a grand total of thirty-one accidents, none of which were fatal, in one year in a working force of more than a quarter of a million. In the face of this splendid record it is now proposed to specify particularly machines which are to be considered as dangerous and upon which such minors are to be forbidden to work. Regardless of the necessity for such law the list condemns itself. It excludes such minors from such harmless occupations as assisting in the operation of sanders by taking away the finished boards; forbids women to oil power sewing machines upon which they may be working; prevents boys under 18 from beginning their apprenticeship as pressmen and excludes all women under 21 from working on laundry machinery. As has been said above, these are only a few of the items on this list and they are particularly set forth only to point out more plainly the fact that it is necessary for every employer to scan this bill carefully and see if there are not in it some features in which it is his duty as a citizen of the State to express himself to his representative at Lansing.

This bill, in connection with some others now in committee at Lansing,

seems to set forth clearly the need for some comprehensive and constructive legislation upon the subject of hours of labor and age limits for workers. The process of law-making upon these subjects thus far has been largely a matter of opposition on the part of manufacturers to bills drawn by fanatics or trades unionists. The result has been injudicious or harsh legislation where this opposition has been unsuccessful; mangled or incomplete legislation where the opposition has been only partially so, and possibly a void in our laws where the opposition has been wholly successful but brought forth no substitute for the defeated measure. The time is ripe for the friends of the working men, the friends of boys and the friends of industry to join their forces in an earnest effort to promote the industrial welfare of our State and pass some sane laws upon the subject of child labor.

The Eternal Feminine.

Honk! Honk!

"How delightful to know that one thing at least is not out of order," she cooed delightedly, and spitefully repeated the operation.

"No, my dear, you are mistaken," came a masculine voice from under the car, "there is something else still working."

"What?"

"Your tongue."

From which we may observe that even the "under dog" is liable to turn.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers
Send for our large catalogue—free

N. SHURE CO.
Wholesale

220-222 Madison St., Chicago

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.

"Food fads" may come and go, but Shredded Wheat goes on forever

The one breakfast food that survives the changing moods of public fancy is

Shredded Wheat

the food that shows up every year with increased sales in spite of panics, industrial depression or competition.

The grocer who doesn't know something about the delicious dishes that can be made of Shredded Wheat Biscuit in combination with fruits is missing a great opportunity to please his customers.

We will spend more money this year than ever before to advertise Shredded Wheat and to make business for the retail dealers. Be ready to meet the increased demand by always carrying a good stock of the only breakfast cereal that has become a recognized staple.

Made only by The Shredded Wheat Co., Niagara Falls, N. Y.

THE CREDIT PROBLEM.

One Way in Which It Can Be Solved.

Written for the Tradesman.

The strictly cash business wave that has been spreading over the country has brought about a very complex problem for the credit merchant to solve.

In every town there are any number of credit stores who can not make the change to the cash system because of local financial conditions.

In those communities where the people do not have the cash to pay on the spot; where the local financial situation is controlled by pay days or by crop seasons; where it is impossible for the merchant to reach over broad territory; where, on account of the long custom of credit business, it is almost impossible to educate customers to the new system, the merchant in attempting to make the change must simply revolutionize his entire business.

The merchant who is compelled to stick to the credit business has not only to devise a plan to put it on a paying basis, but he must also prepare to meet the competition of the cash stores. That one thing perhaps is going to make the credit business require more careful thought and attention than ever before.

It is quite possible to conduct a credit business and make it as easy and profitable as a cash business if it is based on the right kind of a system.

These suggestions are given to assist the credit merchants in those localities in which the people have been in the habit of buying on "tick" for so many years it seems impossible to break the habit, and in those towns where the credit store has become a fixed institution, and the owners of the store can not devise any method of changing to the cash store policy.

There are quite a number of credit systems which have exceptional merit and which will furnish relief to those merchants who are suffering credit losses and bad accounts and who must continue to conduct credit stores.

The credit business means slow pay unless a merchant learns to say "no" and has the nerve to stick to it. There must be no half-hearted final refusals. The merchant who will win in the credit business must carry in his very presence an air of assurance and firmness.

When a customer who is not good pay asks for credit the merchant must not hesitate about taking a firm position. He must let the customer down easily, but firmly. He may be a good friend, but if he does not pay he should not be given credit.

The credit merchant stands the best kind of a show in manufacturing towns and fruit farming districts and corn and wheat countries. He can, as a rule, get more business than the cash merchant if he extends credit judiciously. The farmer will not always pay cash. His account pays because he is reasonably sure to pay when he markets his crop. It is not the good customer that brings trouble and ruin to the credit merchant. It

is the part good, the fairly good pay kind that ties his accounts up and makes it impossible for him to meet cash store competition.

No matter what system the merchant adopts, there is always one rule to follow in any of them. This one rule is to trust a man if he pays and not to trust him if he fails to pay.

In order to find out whether he is good pay or poor, the plan is to go slow with him until you have him correctly rated. Never extend a man more credit to get what he already owes you. This is a common practice, but a wrong one. If he will not pay five dollars, he likely can not pay twenty dollars. Better lose the five.

This brings about the thought that money can be made on the really good customer, and the really bad, dead-beat kind no merchant will trust. Consequently, only one kind remains, that is the half good man. This is the man that causes the trouble, and the problem is, What disposition shall be made of him?

When a customer has been paying fairly well for years and begins to leave a small balance, take it up at once. If he then fails to pay up, tell him candidly that you are willing to extend credit, but that you must have your pay. It is a business proposition, and if he can not pay, you are sorry, but you must discontinue carrying him until he pays up. Do not argue. Get away from him.

If you are not in too large a place keep posted on the credit of every new arrival. In any ordinary conversation you can directly ascertain the name of the former merchants he traded with. Find out whether he pays debts promptly. Do not wait until he asks for credit, but phone or write for information. Then when the new man asks for credit you will know at once whether to say yes or no.

In case you are in a large city the plan is to organize or join a credit association which will be described further on.

One very perfect credit system which has been used with excellent success is based on a plan which enables the merchant to sell on two weeks' time and at prices which make it possible for him to meet cash store competition.

When this system is carried out carefully it provides a most satisfactory method of handling credit business.

This credit system is based on a policy of selling goods at prices made possible by a two weeks' settlement plan. In some communities it is arranged so that the bills can be paid once a month.

The plan is to issue credit certificates in denominations of five, ten and fifteen dollars, or enough to cover the bill for such a time as it may run.

Holders of such certificates can purchase goods at all times to the amount of their certificate before making settlement, or may pay as often as they wish to.

Each and every person to whom the certificate is issued is required to

make a deposit in cash, mortgages or other securities of equal amount of certificate before the same is issued.

All parties having certificates paid in full will be given 2 per cent. discount on all purchases.

In making the public acquainted with this credit system the advertising talks should consist of ideas on saving money. For example, this editorial covers all the principal points:

Our Plan of Selling Goods.

We aim to treat all customers alike and give them the value of their money at all times. We sell all goods on the same per cent. of profit as nearly as possible. When you buy a dollar's worth of goods at this store you pay the original cost of the goods and a small per cent. over to cover expense of selling, etc.

We never sell some few articles at cost and less and then double our profit on some others. We do not believe in that way of doing business.

Probably we may charge you a few cents more for some articles than other stores, but we sell a dozen others for less.

We never meet prices made by other stores. We sell all goods as cheap as they possibly can be sold, and when anyone undersells us they sell at a loss.

Our Guarantee.

We guarantee all goods on conditions under which we buy them. Non-perishable goods, where returned in good condition, will be taken back and money refunded. Canned goods, when returned unopened, will be taken back or exchanged. No allowances will be made on canned goods after opened. Perishable goods will not be taken back or exchanged unless returned at once.

The explanation of the methods and terms of this credit system should be very explicit and go into details. The public should be made to understand clearly just what they may expect in the way of values and service.

They should be told plainly that under the rule of this credit system when their account runs from ten to twelve dollars every two weeks, by taking out a fifteen dollar credit certificate they can trade at the store and pay their bill every two weeks.

Figuring that they traded ten dollars each pay day, and that they save

Condensed Pearl Bluing

Dissolves instantly
Sells rapidly
Profitable

Will
Not
Freeze

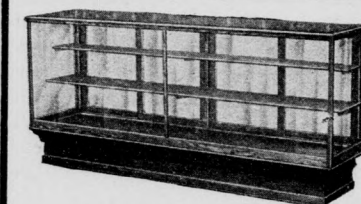
Sold at
Popular prices

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

only 5 per cent., this would be one dollar each month, or twelve dollars a year.

By having their certificate paid in full and getting a 2 per cent. discount, it would bring their savings up to \$16.80, which would be a very nice dividend on an investment of \$15.

Detailed explanations of this kind are necessary to inspire confidence. The first thing anyone wants to know in buying is just what there is in it for him and how much in actual dollars he can save.

Since the cash store man comes out with so many arguments on low prices, it is necessary for the credit merchant to take the time to explain in detail just how this system of saving works out to the interest of the customer.

It is human nature to want to have things explained plainly and in detail.

If the credit merchant is located in a town where he is compelled to meet strong cash store competition the following is suggested as a means of winning the people to the credit store:

How We Undersell Them.

Everyone knows that to make a success a merchant has to sell his goods for enough to cover cost, losses and other expenses. With our system of selling on credit we have no credit losses or bad accounts.

Under this system we have our management so regulated that we can run our store on one-half the expense of other stores.

With our perfect credit system we have a cash capital which is the same as any cash store that enables us to buy at lowest figures and save all the discounts.

We are always on the market with our ready cash, and when we see a bargain we take advantage of it.

Here is an illustration of how we save money for you:

If you wanted to get a loan of ten dollars for two weeks and one bank offered to loan it at 30 per cent. interest without security, and another at 10 per cent. with security, which one would get your business?

• Buying goods on two weeks' time, or a month's time, is the same proposition. You may be able to buy without security, but you must pay a larger profit.

Here is another suggestion for an advertisement editorial which is good, sound, common sense talk, and it tells the people just the things they should know about buying:

The first essential qualification of a good credit merchant is to take a confident stand in his own place of business concerning credit.

The constant loss to different merchants from poor accounts is largely due to the lack of an association of merchants in a community.

A merchant may be careful, he may be systematic, he may have the full name of his customer, where he lives, where he works, but he has no way of knowing how that customer stands with the other merchants.

When each merchant in a town works to himself it is no wonder that

slow pays and bad accounts pile up and the hard-working merchant keeps himself poor.

The necessity of co-operation between merchants on a credit system is universally essential and applies to every merchant and business man in a town.

If the merchants in a town are having difficulty in maintaining a profitable credit business they should get together at once and organize a credit system.

A secretary should be appointed to compile reporting lists, based upon information furnished by the various merchants.

In other words, this will be a census of customers, classified as good pay, slow pay, and dead beat pay. The reporting lists are to be placed upon index or alphabetical rating cards and filed in the secretary's office for immediate reference. In this way the secretary is able to respond to enquiries from the information thus confided to him.

On the rating cards the name of the merchant is to be designated by a number. The reports themselves are confidential.

A system of this kind where the merchants co-operate and work together at once becomes a reliable credit man. From the very beginning such a system will be a confidential campaign of education for the merchant, and there will be very few possibilities of the customer unworthy of credit taking advantage of the merchant.

The credit system must be well devised and carefully looked after to be of the greatest service to all the merchants in the association.

The getting together of the local merchants provides the only avenue of protection, and it is the most feasible and inexpensive method possible to secure.

But in order to have a perfect system a census should be made of all the customers of each and every merchant, and these ratings should be kept up to date so that they will be accurate and reliable at all times.

Information should be freely given by each merchant to the secretary of the credit association.

When merchants furnish this information regularly and freely it takes the proper care of the dead beat customer, who will stop trading with one merchant and begin dealing with another with his bills unpaid.

The incomparable value of this one feature can not be impressed upon retail merchants too strongly. A good illustration of this point was recently brought to light by an attorney who was called upon to audit the books of various merchants in the same town.

Upon the books of each merchant he found that one family was in debt to all of them to a total of several thousand dollars.

This family was not responsible, and it was not possible to collect anything from them. For years and years they had been living at the expense of the merchants, each one of the retailers being in ignorance

of the fact that his brother retailer had been imposed upon.

In every town where there is no retail merchants' credit association similar cases no doubt exist. There is only one remedy for this deplorable condition and that is for the merchants to organize a credit department and stop this kind of wholesale robbery.

One merchant may get beat. If so, he will report it and that will end the imposition before it is carried to any of the other dealers in that town.

It is the custom in a great many towns to put credit customers on the books, and the merchant asks no questions. The merchant does not think of investigating until it is too late. The customer has skipped and left his debts unpaid, which is a more simple process than going through bankruptcy.

A local credit organization requires that an applicant for credit be asked to give his full name, where he lives and how long he has lived there, where he works and if he is paid daily or weekly, semi-monthly or monthly. Information should be obtained as to the character and habits and requests for references of merchants traded with previously.

These are the safeguards to which a credit system entitles the merchant; the information he has access to when the system is running properly is worth more in dollars to him than can be estimated.

Easy credit breeds extravagance upon the part of the customer, but if a time for payment is fixed, and if not met the supplies are shut off, the customer will not, as a rule, become reckless.

The merchant must have a system of giving a credit bill with each purchase, showing the whole amount of the debt, keeping all the time before the eyes of the buyer the total amount of just how much he owes.

By this system the merchant can protect himself and keep his customer along the lines of prudence and with a realizing sense of his responsibility.

Permitting credits, keeping accounts and collecting bills is a science, and the dealer must not be careless or easy if he would not waste his goods and expose himself to fatal business results.

Desire to sell should be much less the motive of the storekeeper than to actually know if the goods he distributes will be paid for.

A merchant can not expect a credit business to prosper unless he does business upon business principles.

Just as soon as the merchants have organized a credit association blanks should be furnished to each storekeeper with columns for the full name, the exact location, the occupation, habits of pay, etc.

The customer lists are then sent to the secretary, where the information is transferred to rating cards, one for each customer.

Upon the rating card, as before stated, the name of the reporting merchant does not appear. His list is noted by a key number which

Congress Discussing Tariff Revision

To Secure Protection—Revenue

This is a national issue and the proper revision of the tariff rates means much to the prosperity of the nation.

Protection means no more to the country as a nation, though, than it does to you as an individual. In either instance—Protection is Profit.

You must protect yourself and your business against the many little unnecessary expenses, wastes and losses, if you are to secure the greatest possible percentage of profit from your business and be successful. Are you doing it?

Are you protecting yourself against errors, forgotten charges, disputed accounts and the many other little expenses incident to handling of accounts and against loss by fire?

If you are handling your credit accounts in books or by any other incomplete methods, you are not protecting your best interests. You are losing money which should be profit.

Bookkeeping is in itself expensive and should be done away with.

The American Account Register System protects you against errors. It handles accounts from the time the purchase is made until the money is in the bank, with only one writing and does away with bookkeeping. The American eliminates forgetting to charge, mistakes, disputes and the possibility of losing a half or all of your stock in trade by fire.

The American Account Register System places you in position to secure that vital detail information about your business, which you must have to be successful, without requiring you to do detail work.

Information is Protection, Protection yields Profit. Ask for an explanation of the American Account Register System, the only system that will save and make money for you in your own business.

Write to

The American Case & Register Company

Salem, Ohio, U. S. A.

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

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

makes the work confidential in every particular. These lists should be the sole custody of the manager of the association.

With these rating cards on file information is instantly obtainable as to the standing of any customer regarding whom enquiry may be made.

When this foundation work of the credit system has been finished the next thing to do is to advertise the new policy of the stores belonging to the Association. One policy should be to announce that all customers who fail to pay their bills promptly every month, or who do not make some arrangement with the merchant assuring payment, will be placed on the cash list.

The cash listing idea is that all delinquents will have to pay cash for their supplies when they are unable to pay their bills promptly as required by the rules of the organization.

However, this idea should be given considerable publicity through the newspapers, that the people will thoroughly understand the new system and that the merchants mean business.

Another important department in local credit associations should be that of assisting the members of the association in making inexpensive collections.

A plan by which this may be carried out successfully is that each merchant send delinquent accounts to the secretary of the association for collection.

As soon as the account is placed with the collecting department of the credit association the delinquent is sent a very polite letter in which he is asked to settle the account at once or arrange for some possible settlement.

If the account is not then paid a second letter is sent giving the delinquent fifteen days to pay. At the end of that period if the bill is not paid the association should consider that it is warranted to rate such people not in good standing, and the bill is then turned over to an attorney.

The most important requirement in organizing a credit association is that the rating and collecting system be as good as it is possible to secure. In order to make any system a success it is necessary for all members to co-operate and not to tear it down by extending credit where it should not be extended.

The credit systems now in working order in hundreds of towns and cities go to prove that merchants can secure the best results in obtaining rating information and making collections by installing the credit department in their own local organization instead of giving it to outside and uninterested parties for this kind of necessary help in business management.

"Application for Credit" Cards.

As soon as an organization has been effected each merchant is furnished with cards for application for credit. These cards are filled out at the time a customer asks for credit and are the only means of keeping

close tab on all accounts. The date should appear plain on every card and the answers to all questions should be perfectly correct. No guess work should be permitted at all. If the merchant uses these cards correctly the entire organization will work smoothly and harmoniously.

Card for "Reporting Sheet."

As all information must first come from the merchants who extend credit to the customer, the reporting sheets are of primary importance in the credit system. On these reporting sheets each merchant writes the names, addresses and occupation of each one of his credit customers, rating this customer as good, slow or no good, according to his own actual experience with that customer. When a merchant's customers are all listed the sheet is then mailed to the secretary or manager of the credit association.

Cards for Rating.

The rating cards are kept on file in the office of the credit manager. All the information received on the reporting sheets is transferred to the rating cards, so arranged and tabulated that instant access may be had. All the information contained on the rating cards is confidential. The name of the reporting merchant does not appear on these cards, but instead a key number is used which is known only to the credit manager and his assistants.

Explanation of rating card column by column when viewed horizontally:

1. Source of information.
2. Date of information.
3. How information came in: Reporting sheet, by 'phone, by caller, court news, etc.
4. 'Phone call of reporting merchant.
5. Rate for various years.

When read vertically the card will show the customer's standing with the various merchants from whom he buys. For instance, suppose he has been paying his stationer, but has been slow with his tailor or grocer, and is two years behind with his doctor bills. All of these ratings will appear on the same card, and the credit manager can at a glance make a correct report of any customer's record. C. L. Pancoast.

The Danger.

"What we want," said the fervid speaker, "is a man who is not afraid of a trust."

"Yes," answered Senator Sorghum, "and at the same time we don't want one who is so fearless that he will eat out of its hand."

A Shock That Might Be Fatal.

"Doctor," said the convalescent, smiling weakly, "you may send in your bill any day now."

"Tut! tut!" replied the M. D., silencing his patient with a wave of his hand, "you're not strong enough yet."

A successful politician, like the interest on a mortgage, keeps everlastingly at it.

Kicking ceases to help when it becomes a habit.

Floor Coverings

Rugs, small sizes, in the following makes:

Jutes, Axminsters, Tapestry, Smyrnas, Wiltons from 90 cents to \$4.75.

Carpet size Rugs—Ingrains, Tapestries, Axminsters, Velvets from \$3.20 to \$20.

Carpets—Ingrains, Tapestries and Velvets from 18½ cents to 80 cents per yard.

Oil Cloths—Linoleum, printed and inlaid.

Door Mats—Brush and Rubber. In fact, everything you may want in floor covering.

P. Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.



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

Of Course It Costs More

Difference in price is more easily seen than difference in quality, but it is the difference in quality that makes the difference in price.

FANCHON

"The Flour of Quality"

costs more because it's better. Unbleached and unexcelled.

JUDSON GROCER CO., Distributors

Lack of Courtesy Loses Many Customers.

Regardless of how prosperous a business may be it never will reach a point where those who conduct it can afford to show a lack of courtesy to its patrons. More good business is lost every day through discourteous treatment of possible customers than because of lack of merit in the goods sold or for any other reason. This attention need not take the form of bowing and scraping, the "glad hand" and the "jolly." Indeed, these are as much a mistake as rudeness or discourtesy in any other manner. Overpoliteness always is insincere and usually insulting.

One of the most common mistakes is the failure to reply to letters of inquiry. It also is about the most costly. When stamps are inclosed for a reply the neglect to answer is absolutely inexcusable. But whether the letter contains stamps or not is a small matter—perhaps an oversight and entirely unintentional, or it may be through ignorance of ordinary business courtesy on the part of the writer—and it is poor policy to pass such letters on to the waste basket and give them no further notice.

A man in Chicago not long ago sent a letter to Paris containing an inquiry which was of no interest to the person addressed and could not possibly have benefited him in any way whether he replied or not. Both men were absolute strangers. The Chicago man forgot to inclose a stamp, but in a short time he received a reply apologizing for a slight delay in answering. Thus was the reputation of Paris and the French maintained; and the Chicago correspondent, not to be outdone, hunted about town for a French stamp, which he finally secured at the office of the French consul, and mailed it to Paris with an apologetic note.

Another instance is that of a letter of inquiry sent to a real estate agent in this city regarding some property the writer wished to purchase. He inclosed a stamp and waited in vain for a reply. He is still waiting, and would not likely concern himself much with the letter should it be received now.

In this case the letter mailed to the agent may have fallen into the hands of a clerk whose interests were elsewhere. This is a common and unfortunate occurrence, and, what makes it more so is the fact that the employer may never learn of his losses from this cause. Should he suspect anything of the sort it would well repay any effort he might put forth to make certain, for however small a salary such an employe may be drawing—and it usually is a small one in the case of a clerk who cares nothing for his work—it is entirely too much to pay for cheap help.

It may be the employer who is to blame for the lack of interest manifested in his affairs by those who work for him. Some men never encourage their assistants to make a suggestion that might be helpful to the business, and when one is offered they belittle it or treat it in such a

manner as to prevent a repetition of the "offense."

The man who hasn't time to be polite in his every day work also may find it expensive. Some people "don't believe in signs," but there are some who do; and when they enter your office and see such notices posted up as "This is my busy day," "Make it short," "Do it now," "Please be brief," "Hurry back," and many others of similar import, all intended to make your visitors "step lively," the probability is that is what they will do, and place their business where it seems to be wanted and appreciated.

A Chicago salesman was doing a fine business as the city representative of a foreign manufacturing concern and had all he could do to keep up with it. One day he hit upon the scheme of having several of these "busy signals" framed and hung about the walls in his office. He was well pleased with the idea and it seemed to be just the thing. But it wasn't long before he noticed a falling off in his sales. On the street one day he met an old customer whom he had not seen for some time. He inquired the reason.

"Well, I'll tell you, since you ask," replied the man. "You see, my orders don't amount to much at a time, though I think they make a fair total for the year; but when I buy I like to do some figuring with the man who sells me. I have always done so with you. But lately I haven't felt like sitting down in your office with all of your 'get out' signs staring at me."

The salesman saw a great light, and that night the janitor found other things in the waste basket besides circulars and catalogues and the usual refuse of the day's work.

The really busy man, who has his work properly systematized and regulated—who drives his business and doesn't let it drive him—will always have time for something else, and never is too busy to be accommodating. Henry D. Morehouse.

The Battle Over the Saloon.

There will be doings in twenty-seven Michigan counties on election day this year. In these counties the question of local option will be submitted to the voters. Wet or dry is the issue. The liquor interests are making no claims as to results. The "drys" see nothing but victory all along the line. That some of the counties will continue "wet" may as well be conceded, but that the "drys" will make important accessions of territory is certain. The counties in which the question will be submitted are:

Allegan.	Ionia.
Alcona.	Isabella.
Branch.	Iosco.
Berrien.	Jackson.
Benzie.	Kalkaska.
Clare.	Livingston.
Calhoun.	Montcalm.
Charlevoix.	Mecosta.
Eaton.	Monroe.
Emmet.	Newaygo.
Genesee.	Ottawa.
Huron.	Sanilac.
Hillsdale.	Tuscola.
	Washtenaw.

In these twenty-seven counties are now 922 saloons paying licenses to the amount of \$461,000, besides \$28,775 extra licenses which some counties charge. There are seventeen breweries, four in Washtenaw, two each in Jackson and Calhoun and one each in Branch, Eaton, Emmet, Genesee, Huron, Ionia, Monroe, Ottawa and Tuscola. The value of the saloon properties and breweries which would be put out of business by local option is estimated at \$1,773,000, and it is claimed 2,000 persons will have to change their occupation.

The more important cities in the territory affected are Jackson, 30,000 population, where the State Prison is located; Ann Arbor, 15,000, the home of the State University; Ypsilanti, 8,000, the home of the State Normal; Battle Creek, 25,000; Flint, 15,000; Coldwater, 10,000; Monroe, 10,000; Belding Ionia, Greenville, Grand Haven, Allegan, Benton Harbor, Big Rapids, Charlotte Petoskey, Hillsdale, Marshall, Mt. Pleasant and Niles, populations ranging from 3,000 to 8,000. There are 103 saloons in Jackson county at the present time, 87 in Washtenaw, 76 in Calhoun, 68 in Berrien and Monroe, 49 in Genesee, 38 in Huron, 35 in Tuscola, 32 in Ionia and Ottawa and from 30 in

Charlevoix and Sanilac to 5 in Kalkaska and 6 in Alcona.

There are now seven dry counties in the State, won by the Anti-saloon League in former elections, and the success attendant upon former campaigns is what has furnished enthusiasm and inspiration for the campaign this spring. If a fair degree of success attends the election this spring the campaign will be pushed into a score more of counties next year, and then the effort will be to make the whole State dry.

Overlooking None.

An earnest young preacher in a remote country village concluded a long and comprehensive supplication by saying: "And now let us pray for those who are dwelling in the uninhabited portions of the earth."

Considerate.

"How do you tell bad eggs?" queried the young housewife. "I never told any," replied the fresh grocery clerk, "but if I had anything to tell a bad egg I'd break it gently."

Many think they are going forward bravely because they fear to go back.

The way to kill love is to count on its profits.



Princess Batiste

Bias seamed corset with all striping underneath. Cut on the latest style. Long hips and long back. Made from good quality Batiste. Boned throughout with kant rust wire. Trimmed at top with a German lace with silk ribbon drawn through. Solid web hose supporters

attached front and sides. Has inside tape for reinforcement. Color white. Sizes 18 to 30. Price per dozen, \$4 50.

The Above Is One

of twenty-two good styles we have in our line. Range of prices is \$2.25, \$4.50, \$8.50, \$9 00 and \$11.00 per dozen. Give us a trial in this department.

GRAND RAPIDS DRY GOODS CO.

Wholesale Dry Goods

Grand Rapids, Mich.

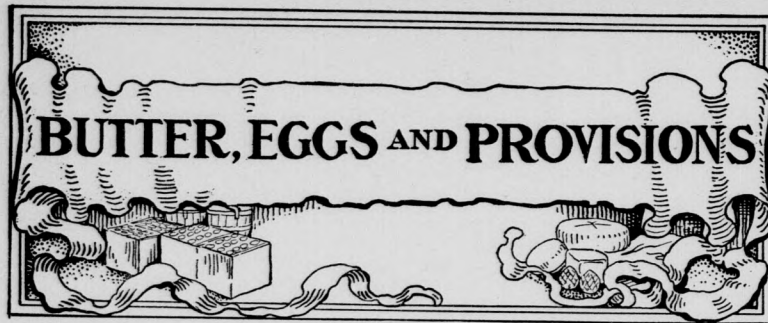
PURE OIL

OLIENE The highest grade PENNSYLVANIA oil of unequalled excellence. It will not blacken the chimneys, and saves thereby an endless amount of labor. It never crusts the wicks, nor emits unpleasant odors, but on the contrary is comparatively

Smokeless and Odorless

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.



Large Profits Made by the Banana Trust.

We import about 40,000 bunches of bananas into this country every year, which is an average of half a bunch to every man, woman and child in the United States. At least 80 and probably 85 per cent. of the bananas are imported, transported and sold by the United Fruit Company, better known as the "banana trust," whose offices are at 131 State street, Boston, and whose directors are chiefly Massachusetts millionaires. This company produces its own fruit upon its own land, has its own agencies at all the commercial centers of the country for its distribution, and does its own transportation in its own ships, either built at its expense or chartered for a term of years. These ships make regular voyages to and from Central America, the Spanish Main, Cuba and Jamaica, where the trust has its plantations wisely scattered in nine different countries, so that a revolution or a war can not interfere with its trade or cut off its sources of supply. The largest number of bananas are handled at New Orleans; then New York, Baltimore, Mobile, Philadelphia and Boston are the chief ports of entry in the order mentioned.

In each of these cities and elsewhere a good many bananas are handled by independent companies or by ordinary commission men to whom they are consigned by the growers or commission houses in the countries where they are grown. There are two or three independent steamers running across from Mobile and New Orleans to the Central American ports which handle a good deal of fruit, but as a rule the banana trade, outside of the trust, is conducted like any ordinary business and the fruit is shipped by the regular steamer. The total, however, does not amount to more than 3,000,000 or 4,000,000 bunches a year, or, perhaps, between 10 and 15 per cent. of the business.

The trust is ten years old. It was organized the year of the war with Spain. The President is Andrew W. Preston, of Swampscott, Mass.; the Vice-President is Minor C. Keith, of New York, who is the genius of the enterprise, the promoter and organizer and the forceful character in the combination. Mr. Keith was originally a railway contractor and went to Costa Rica to build the line between San Jose, the capital, and Port Limon. While there he fell in love with the daughter of Dr. Castro, President of that beautiful little country, married her and settled down there. Being a

man of energy and foresight, he developed the banana industry along the Caribbean coast and acquired large plantations. He was the pioneer in the trade. He taught the people of the United States to eat bananas and made what had hitherto been a valueless fruit, fed only to swine, the most important product and the largest export of Central America. Other men, seeing what Mr. Keith was doing, imitated his example, so that after a while the northern coast, wherever it was accessible to schooners, was being planted to bananas for the American market. Competition became so keen that Mr. Keith began to reconcile and combine rival interests and finally, in 1898, with Boston capital, bought up very nearly all the plantations that were then worth having, and has since been improving and extending them by the expenditure of nearly a million dollars a year.

The other directors of the company are bankers, merchants, manufacturers and retired business men living in the suburbs of Boston. The stock is pretty well distributed, having been placed upon the market among 5,908 persons, and the average is thirty-six shares for each stockholder.

The banana trust has a capital of \$21,828,300 in stock and \$1,652,000 in bonds, with a surplus of \$10,036,449, and other property, which makes the total assets, with unpaid dividends, \$35,215,178. It paid a regular dividend of \$1,584,484 and an extra dividend of \$1,040,000 in 1908. Among the assets are lands, houses, farm buildings, railways, tools and machinery, merchandise stores, sugar mills and other property in the following countries:

	Value.
Costa Rica	\$ 8,501,013.83
Cuba	6,328,287.95
Santo Domingo	412,274.84
Jamaica	2,352,332.07
Honduras	534,720.69
Colombia	374,268.07
Panama	3,856,372.28
Total	\$22,359,269.72

That total is an increase of \$1,730,337.20 during the year.

The company also owns 41.12 miles of tramways in Panama and 63.67 miles in Costa Rica.

The acreage of the lands owned by the company is 399,388.


In addition to these lands it has leased 4,642 acres in Costa Rica and 21,971 acres in Jamaica, which makes the total acreage of land owned and leased by the company 426,001, of

which 152,876 acres are under cultivation.

Upon the pastures of the banana trust are grazing 17,641 cattle, and 2,009 mules are in service upon the different plantations, besides 1,351 horses.

The largest plantations are in Costa Rica, where the company has 34,619 acres in bananas, and in Panama, where it has 21,138 acres.

The company has been compelled to build its own railroads in order to bring the fruit to market, and its transportation system comprises 419 miles, which is an increase of 104



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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

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.

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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.

Sell Oranges by the Peck

Less Work—Larger Sales—Increased Profits
Write us for particulars
The Vinkemulder Company
Wholesale Fruits and Produce Grand Rapids, Michigan

Want Carrots and Parsnips

M. O. BAKER & CO.
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Deer skins and all kinds of hides and skins tanned with hair and fur on or off.
H. DAHM & CO.,
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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

miles during the last year. While these railways were intended primarily for the transportation of fruit from the plantations owned by the company to their docks at the neighboring seaports, they do a regular passenger and freight business, and are thus not only aiding to fill up the country in which they are located, but are a great convenience to the people. They carry a good many passengers, and their earnings from the public business go a long way toward their maintenance. The same may be said of the steamship lines under the management of the company.

During the last year, after deducting \$665,708.22 expended for betterments, the total net earnings of the company were as follows:

Bananas and other fruits. \$3,311,923.10
Sugar plantations 411,588.40
Steamships and railways. 317,579.56

A total net income of \$4,041,091.12 which is a very good return on the investment of \$21,328,000.

The company has a sugar plantation of 22,243 acres of cane on Nipe Bay, Cuba, with a mill which produced 39,487,560 pounds of sugar, and 1,068,067 gallons of molasses in the year 1908.

At Bocas del Toro, in the Republic of Panama, during the year 1908 the company acquired 3,500 additional acres of banana trees and built forty-three miles of railway, a large concrete wharf and steel warehouse, substituted several steel bridges for temporary trestles and added five locomotives and over 200 cars to its railway equipment. In Costa Rica it acquired 2,100 more acres, chiefly planted with bananas; built eight miles of new railway and thirty-three miles of tramway through the banana farms, and increased its equipment by six locomotives and 200 freight cars.

In Guatemala it increased its banana plantations by 3,000 acres, built twelve miles of railway, erected a number of farm and commissary buildings and extended its merchandise business.

In Jamaica it purchased a new estate of 743 acres and built nine miles of tramway; in Santo Domingo 300 acres of new bananas were brought under cultivation and a sawmill and several new buildings were erected.

At Santa Marta, Colombia, four miles of railway track was laid through the company's banana field, 300 acres of new land was put under cultivation and 250 acres more cleared for planting bananas.

To summarize, the betterment expenditures of the company for 1908, according to the official report, have resulted in a net addition to its holdings of 2,700 acres of land, 8,000 acres of bananas, 1,800 acres of cane, 3,500 acres of pasture and about 2,000 acres of newly cleared land to be planted in bananas or cane. Forty-three miles of railway and sixty-one miles of tramway were added to the transportation; the equipment was increased by twelve locomotives and 400 freight cars, and 1,500 head of cattle were added to the live stock belonging to the company. Judging from these facts, which are taken

from the annual report of the company, the banana trust had a fairly good year.

The steamship business was equally prosperous. The company owns thirteen steamers, ranging from 2,000 to 5,000 tons, all under foreign flags and most of them built at Belfast. Four are fifteen years old, three are ten years old and six are brand new, each of 5,000 tons, built in 1908 and brought over in October. Three more of the same design and tonnage are expected in April. Each of these steamers has a capacity of 125 first class passengers 7,000 tons of cargo, dead weight, and 70,000 bunches of bananas. One line leaves New Orleans every Saturday for Puerto Barrios, Guatemala; Puerto Limon, Costa Rica, and Colon, Panama.

Another line leaves New Orleans every Thursday for Belize, British Honduras; Puerto Barrios, Guatemala; Puerto Cortez, Honduras, and Livingston, Nicaragua.

There is a steamer from New York every Thursday for Jamaica, Panama, Guatemala and British Honduras, and every fortnight from New York to Kingstown, Jamaica.

There is a steamer from Philadelphia every Thursday to Jamaica, and one from Baltimore to Jamaica every Wednesday, while a steamer leaves Boston every Thursday for Costa Rica.

These steamers carry over general merchandise, principally lard, bacon, ham, flour and other food products, railway supplies, hardware and manufactured goods. Mr. Ellis, the manager of the company in this city, tells me that there has been an increase of about 10 per cent. per year since the company has been doing business, until last year, when there was a considerable falling off on account of the panic, although it is difficult to understand how a financial panic in this country should affect the purchasing power of the people of Central America. Mr. Ellis tells me also that New Orleans is getting a large part of the flour trade in Central America, and down on the West coast, which was formerly enjoyed by California because of better service, lower rates and regular delivery. The company is carrying on a campaign of education for the introduction of American goods by sending agents down into Central America, and is working with the several railroads that come into New Orleans to enlarge the trade.

The company prefers foreign ships. Mr. Ellis says, because it costs 33 per cent. less to build them, 35 per cent. less to operate them and the wages of the seamen are 33 per cent. lower than those paid on American ships under the American flag.

The company has no mail contract with the United States, but is paid by the weight of mail its steamers carry and has a revenue of about \$50,000 from that source. It also has a subsidy of \$12,000 a year from British Honduras.—William E. Curtis in Chicago Record-Herald.

When the parlor gas is turned low, it's a safe bet the right young man is in it.

SEEDS

We carry a full line and can fill orders promptly and satisfactorily. Our seeds have behind them a record of continued success. "Ask for Trade price list."

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

Clover — Timothy

All kinds Field Seeds. Orders filled promptly

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Wholesalers of Butter, Eggs, Cheese and Specialties

Egg Cases and Egg Case Fillers

Excelsior, Cement Coated Nails, Extra Flats and extra parts for Cases, always on hand.

We would be pleased to receive your inquiries and believe we can please you in prices as well as quality.

Can make prompt shipments.

L. J. SMITH & CO.

EATON RAPIDS, MICH.

For Potato or Bean Bags

write to ROY BAKER, Grand Rapids, Mich.

Bags of every description, both new and second hand.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman company - - - Grand Rapids, Mich.

STOVES AND HARDWARE

Running a Hardware Store by Departments.

On the size and conditions of a store depend the usefulness and adaptability of departments. Ordinarily a proprietor having four to five clerks can keep track of the business in good shape, but when that number is increased and they are upstairs, downstairs, in the back store, side alleys, etc., it is hard work to keep in line.

The usual way of running a hardware store is to educate each and every clerk to know the entire stock in order that he can wait on any customer anywhere he may be called. Every clerk has his liking and they most all like to sell jack knives. You will agree that every man has a particular calling for some branch of the business.

The usual method of keeping up stock is to have a want book in which articles that the firm are low on may be put down as they are discovered by the different clerks, the proprietor generally ordering from this book if he does not find time to look over the stock himself. If someone forgets to make note of goods that are low, how hard it is to find out who is to blame—most always the other fellow.

Then there is trouble in keeping the retail shelf boxes filled and also trouble in putting back goods taken down when shown to customers; also trouble on special prices made to friend customers, and trouble on goods returned or exchanged.

The method of starting in on a department basis is tedious and expensive, and just a word of advice: If you ever do it engage some expert to do it for you. All goods should be divided into groups, for example:

1. Nails, tacks, etc.
2. Iron and steel.
3. Machinists' tools.
4. Carpenters' tools.
5. Cutlery.
6. Builders' hardware.
7. Paints, oils, etc.
8. Blacksmiths' supplies.
9. Agricultural tools.
10. Roofing.
11. Miscellaneous.

Each department should be kept by itself; that is, the goods in each department should be separated from other departments. If the store is large enough and the trade warrants it, let one man have charge of each department. If not, then let one man take charge of two or three departments that may be of similar character.

For instance, one man can look after machinists' tools, carpenters'

tools and cutlery. Another man after builders' hardware and nails and another man after iron and steel and blacksmiths' hardware.

In our own business we have given each manager of department or departments full charge of same. He buys the goods and makes out requisitions for the office to send by mail. In other words, he buys the goods and is responsible to see that they sell. On new lines of any size they would consult with the house before placing any order.

These managers are responsible for the location of goods and marking of same, and just a word about marking the goods—each article and package are marked with number of department, cost and resale price of the same. They must keep up their stock, and they will because they know no one else will.

They know where goods are located, and can tell the price without looking, as a rule. In case the price is not in their mind, the price is on the article in their hand and not on a card, which they might otherwise have to look up.

All of you know the value of a drummer's acquaintance. What a valuable man a traveling man is to the retailer? He always has new points and information to give free of charge. He should see the man that fires the gun. Many times a proprietor will buy goods of an enthusiastic representative who can give all the points necessary to resell the goods, even before they arrive, and how many times can he impart that same fire and brimstone to the clerks. Ten chances to one he will forget to mention it, and if he does it sounds second hand, and by the time the clerk gives it to the customer it is three times and out.

It interests the managers, however, to get these good talking points, as they can use them to move the goods, and each manager likes to make his department show the best, for he has a pride about it, and also knows it is for his interest, as the showing will appear before the man who makes out his payroll.

Cash and credit slips are used similar to the regular department stores. These slips are made out with name of article, number of department, selling and cost prices; also initial or number of clerk making sale. This may seem a long story, but once started it is easy. These slips are sent to the office, where a clerk figures the profit on same by departments.

At the end of each day you can see your total sales and the amount of

profit by departments or total. Every month these departments are figured in such a way that you can tell the gross and net percentage of profit, and while a man knows, as a rule, that it costs 15 per cent. of net profits to run his store, he does not begin to realize it until he sees it in black and white on a piece of paper.

If the trade in general knew the cost of conducting business there would be less cutting of prices. If a department does not figure a profit that looks sufficient you can raise the prices to a point that it will give it a showing, and if you find it does not pay, then discontinue that class of goods. The inventory is also a story teller.

When a department is started the stock of same is taken and placed on record. To this is added the amount of goods bought and from the same the amount of goods sold is deducted. At the end of six months stock can be taken and if the inventory does not agree with the record in the office there are two reasons why: You have made a mistake or the goods have disappeared.

Another feature of figuring all sales is you can easily note any sales made at a small profit, as they show up on the sheet you figure the profit on. Many sales will show an error in the

marking of goods, and in case goods are returned you can at once locate the man who sold them and find out the difficulty.

An important and interesting feature is to note the percentage of profit on different lines of goods. That line showing the most profit is the line to be pushed hardest.

A department store is not, however, all milk and honey and there is trouble, as in any other place. It costs money to keep it up and if you lose a cog out of the system it has to be repaired the same as any other wheel. It does, however, decide the question who is who and what is what and places each man where he belongs, with a check on his work.


H. L. Russell.

One thing a woman can't understand is why a man won't wait for a bargain sale when he wants anything.

A baseball team can not win with a pitcher full of beer.

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.



**Quick Meal
WICKLESS
OIL STOVES**

NO SOOT SMOKE DIRT
OR
ASHES

**QUICK CLEAN SAFE
AND SIMPLE.**

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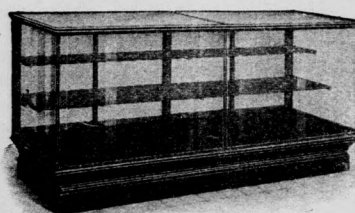
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HAS REAL ADVANTAGES

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

Why the Public Will Bear Watching.

"Are Chicago people honest?" I asked of "Lonnie," the grizzled, weathered veteran of the newsboy ranks in the downtown district.

"I should say 'nit'!" exclaimed Lonnie, earnestly.

Lonnie ought to know, too, for in years past he has allowed more money to lie around loose, subject to swiping, than have all the national banks in the United States put together. It is out of this experience, too, that Lonnie decides that the Chicago public will bear all kinds of watching.

"I don't leave my stand any more without somebody to watch it," said Lonnie. "I can't afford it. I've lost twenty papers in a minute, stolen by other newsboys. I've had a hundred people step up to the stand when there were two or three nickels on it, lay down a penny for a paper and take every nickel in sight. And they've been well dressed people, too."

"Johnny" Maher, veteran cabman in front of The Tribune (has watched Lonnie's stand when he could for years. Johnny knows better than Lonnie the circumstances under which Lonnie's dimes, nickels, and pennies have disappeared.

"I've seen some of the best dressed men in the street swipe 'em," said Johnny, in corroboration. "I have to keep my eye on my cab, of course, and sometimes when I knew there were two or three nickels and maybe a dime on the papers, I've turned in time to see a decent looking citizen turning away from the stand, to jump a car that was passing. And I've gone many a time to look, finding every nickel and dime gone."

"Look at the fellow across the street," said Lonnie. "Yesterday he wanted a glass of beer and went into the saloon for a minute. When he came out seventeen pennies were gone from the box and one paper. Do you call that honest?"

Yet often through the day and evening a score of newspaper stands in the loop district are unattended and small coins lie all over the displayed papers, waiting for the passing customer to help himself and make change. No other business in Chicago would tolerate such a situation, which challenges Lonnie's prompt decision as to the honesty of the public in general.

How did the bunch of coppers, nickels, and perhaps dimes get there unless honest people put them there? Evidently the newsboy across the street from Lonnie's stand had been away from it while the seventeen cent pieces accumulated, otherwise he would have been putting them in his pocket. Thus seventeen conscientious customers paid for their papers, while only one dishonest one swiped them. Because of which lone infraction of the golden rule, the loser must look upon the whole public with suspicion.

But it is a supremely mean, miserable, sneaking, skulking travesty on a man who takes these small coins from the newsstand which lies open before him. The chief de-

pendence of the newsboy is on the sale of afternoon papers for the reason that the morning papers so universally are delivered at the doors of the city readers. To make 40 cents the newsboy must sell 100 afternoon papers. The creature who stole 17 cents from the stand the other day stole the profits on the sale of just forty-two papers.

Lonnie, who is one of the most successful of Chicago newsboys, says that he "knocks out" about \$2.50 a day, one year with another. But Lonnie sticks to his business perhaps closer than any of them, and he has one of the best corners in town. The average of newsboy profits probably is nearer \$1.50 a day, and 17 cents stolen from a stand is a loss of more than 10 per cent of a day's earnings.

To the patron of one of these newsstands at a crowded corner in the rush hours of evening the facility of the newsman in making change in the semi-dark is remarkable. He folds the paper for you, and, reaching out for the coin with his eye on a next customer, he knows by the "feel" of the coin just what it is—cent, nickel, or dime. Making change for a nickel out of a handful of coppers, he tells them out into your palm, seldom ever making a slip of one too many or one too few.

In the course of a year, however, not a little of the profit of the business comes from the chance customer who picks up a paper, dropping a nickel or a dime in payment and not waiting for the pennies. And in the holiday season the old customer—who for months and maybe years, the newsman has caught sight of and had the paper folded for before he comes up, evening after evening—not infrequently drops a quarter or half dollar in payment.

Which, as even Lonnie admits, takes off some of the curse of Chicago's uprightness and occasional dishonesty. John T. Foster.

The World Is What You Make It.

The world will be to you what you are to it. To make your heart seem lighter and your pathway brighter, smile once in awhile. The smiles will come back to greet you, but frowning all the while, frowns will forever meet you.

And remember that you can not have a sweet disposition and a wholesome body unless you admit the air and sunshine freely into the place where you work. Joy is not in things, but in us. But air and sunshine are things that every worker should insist on, whether in store, shop or factory.

There is no physician like cheerful thoughts for dissipating the ills of the body, while good will disperses the shadows of sorrow. If you live all the time and peg away at your work in thoughts of ill will, cynicism, suspicion and envy, no matter how good your position, you are confined in a self-made prison hole.

To think well of your employer, to be cheerful with all your fellow workers, to patiently learn to find the good that is in all of them, will not

only bring peace to your mind but will give mobility to the hand and bring a joy unspeakable to your work.

Have you not noticed how some who are working radiate good will—how their entrance into the room is as if another candle had been lighted?

Sidney Smith once said: "I have gout, asthma and seven other maladies, but am otherwise happy." Don't let your face betray your troubles. Be too considerate of others' happiness to sadden their minds with your woes.

Fight against every influence which tends to depress the mind. A depressed mind prevents the free action of the diaphragm and the expansion of the chest. It interferes with the circulation of the blood and deranges the functions of the body. Don't torment yourselves with borrowed troubles. "Never trouble trouble until trouble troubles you." Don't cross bridges to which you may never come.

The wondrous strength of cheerfulness is altogether past calculation in its enduring powers. The cheerful worker in the store makes things sell quicker and at a better price. Don't be in an everlasting simper. Don't let your smile lie in the cold glitter of ice. Some men never smile, only sniff from the throat outward. Let your laugh be hearty.

The man with whom the whole world loves to be in partnership, the person from whom every one likes to buy, is the cheerful person. Don't go through life thinking all the time of yesterday's storm when you might be thinking of to-day's sunshine, or spoil to-day's sunshine by prophesying storm to-morrow. Keep your lips from complaint and your hands from wrongdoing. Smile at your work and you will find your health promoted and your mind vigorous and your work successful. Move out of Grumbletown and live in Gladville.

Laughter takes happiness by the hand and introduces it to health, and health and happiness form a team hard to beat, and when enthusiasm gives them a little assistance they are invincible and can accomplish anything in life.

How can we call laughter to our aid in order to make us acquainted with these two friends so necessary to our success and happiness? Simply by doing our duty in the world and accepting with an humble spirit all that happens to us as happening for the best.

Never repine at Fate, no matter how many trials she puts in your way, for, after all, these trials are only sent for our good and in the end every cross becomes a crown. Ores must be subjected to the heat of the furnace to bring out the pure metal and discard the dross, so likewise the human soul sometimes must be tested in the crucible of suffering to bring out the inherent qualities which were hidden in its depths. Therefore let no difficulties daunt us, but with courage let us face them and overcome them.

Some people when they come to the least obstacle capitulate without

firing a shot at the enemy. This is poor warfare. The brave rush proudly to the combat and if they do not overcome they give the foe a hard tussle and even if they are conquered they do not acknowledge defeat, but patiently bide their time for another onslaught. The word "fail" is only to be found in the coward's lexicon.

Trials only bring out the good in human nature, strengthen and refine it. Don't worry when you meet them. Face them boldly. Meet them with a cheerful countenance and a merry laugh and chase the cohorts of gloom by which they are surrounded and success and happiness will come to your aid.

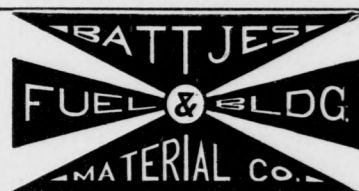
Madison C. Peters.

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.



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.

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.



"Sun-Beam" Brand
When you buy
Horse Collars

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

MFD ONLY BY
Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY



Some Features Included in Successful Salesmanship.

The general ignorance of commercial conditions, the science of salesmanship and the true principles of advertising are nowhere better illustrated than by the exalted idea people have of invention as being a sure and direct means to wealth.

Human nature is just so constituted that there is another element to success other than merely creating a thing, and under estimating this has caused most inventors to over estimate their value to the world and is preventing them from seeking their reward.

The elements that the average inventor omits from his consideration are the cost and efforts of marketing a thing, no matter how good it is.

The other day a Cincinnati printer sold the patents of a device for re-loading a camera to a manufacturing concern in Philadelphia. The deal was long pending and at the end of which the printer accepted a sum about half of what he originally asked and what he really thought it worth.

The man thought he had been robbed; for he thought that all this concern will have to do to increase their assets 50 per cent. within the next year is to buy his patents.

If the average inventor gets half of what he thinks his creation is worth he is getting all its value and then some.

This camera manufacturer has something that the inventor has not—and that is the selling organization, and which, by the way, is harder to keep together than a church choir.

An inventor may know how to make a thing, but he does not realize what it is to manufacture and sell a thing.

As a general proposition Ralph Waldo Emerson was one of the greatest intellects that this world ever produced, but he was wrong when he said that to make a mouse trap better than it had ever been made before was to have the world beat a path to your door to buy it—even although you live in the woods.

Introducing a thing on the market—a thing better than the people have been using—is worse than a war.

Why, haven't you heard old sewing machine salesmen tell their early experiences—how they were set upon by dogs, had scalding water thrown at them from the kettles and were fought off by housewives with brooms?

Myron T. Herrick, who is one of the big bankers of the country and was once Governor of Ohio, will tell

you with far more pride about the dog tooth holes in his legs, acquired in an early day in a battle for the sale of a sewing machine, than he will about his bank or one of his acts while chief executive of his State.

Old Elias Howe, the inventor of the sewing machine, had a snap as compared to the fellows who sold it.

You see people thought that the sewing machine would throw thousands of poor women out of employment, and to merely mention the name of a sewing machine in the early days was to start a fight.

Yet to-day if all the sewing machines were broken up and cast into the sea we could not hire people enough to sew cloth by hand with which to clothe one-tenth of the population of this nation. In every one of these cities there are more men and women employed before sewing machines than ever sewed cloth by hand in the entire history of the world.

It took us a hundred years to find out this principle, and it was the salesman who insisted that it was true—it was the salesman who forced it upon the people and not the inventor.

We all become the victims of habit and custom in our manner of doing things and with the utensils of life, and it requires a salesman to break that habit or custom.

Engineers and architects are, as a class, very progressive people, but for several years a man in Cleveland has been introducing a drafting machine—a device more accurate and easily handled than the T square and triangle that architects and engineers have been using for centuries. At last accounts he was still introducing it—he can't even get them to try it.

The writer has personally used one pattern of a typewriter for about fourteen years. He has worn one out about every two years during that period. In that time hundreds of better, more improved typewriters have been invented and marketed, yet the writer always purchased the same old pattern, until the other day a good nifty salesman broke into the place where he lives and works, left an improved type of the old brand, carried the old one away and threw it in the junk heap. The habit was broken—he made the sale.

It was positively ingenious the excuses people made against certain devices that have long since become indispensable. Twenty-five years ago telephones were thrown out of one of the largest businesses in Chicago; for the manager thought they made it too convenient for the patrons to

call up and kick about delays in filling orders and the quality of the goods.

About twenty years ago some of the big lawyers of this country would not have typewriters in their offices; for writing was so easy, they said, that it made their legal documents and letters too long.

And the same has been and is true to a greater or less extent with the housewife, the manufacturer and the merchant.

Most people think that Dr. E. E. Beeman made one of the big American fortunes by simply combining pepsin with chewing gum. He did—after losing \$20,000 of Al and Tom L. Johnson's money, and after George Worthington, one of the best business men in Cleveland, bought out the Johnsons at par, invested \$50,000 and showed Beeman how to sell it. Beeman was required to sign an agreement that he would do just what Worthington told him to do. The first sticks of chewing gum, as Beeman turned them out, had a picture of a pig on the wrapper. Imagine the selling psychology in a pig as applied to a confection.

The first thing Worthington did was to take the pig picture off and put "Doc's" benevolent countenance in its place.

People said that a man in Toledo, Ohio, made a fortune by inventing the safety-pin. He did not make it out of the invention, but out of the fact that he knew how to sell it.

People say that George Westinghouse did not invent the air-brake. It does not make any difference whether he did or not, the fact remains that he knew how to get the railroads to use it.

What is the use of a thing if no one will use it?

There are three sides to the story of every industrial fortune: The invention, the manufacturing and the selling, but the greatest of these is the selling.

There are men of brains in the experimental laboratories of these big industrial plants. They work in peace and quiet, which is the desire of most of them. They represent a large part of the success or fevory concern, but the fellows who are really getting the money are in the sales department—the men who are combatting the arguments of prospective buyers, getting them to take what they should have.

The men who are getting the money in any business are the salesmen—men who understand human nature in the concrete; for the existence of the inventor and manufacturer depends on them.

You can buy inventions every day in the week, but you can not hire men to sell them more than one day in the year—you must develop salesmen.

The demand for real selling ability is at times so ravenous in some of these big businesses that a man will come in applying for a job as an accountant or clerk and put up such a good talk in favor of himself that he will be turned over to the sales department as material for a sales-

man, and even although they may be needing a man for the particular position for which he applies.

A good salesman never remains out of a job very long—he usually has a job all the time. It is a case of Salesman, sell thyself.

We all hear the "no business" man excuse applied every day to some very efficient fellow who is a failure. The term "business man" is too broad to apply in these cases; for a business man may be one who hires other men, watches things and sees to it that no more is spent than the concern is making.

The real cause of these efficient failures is that they do not know how to sell what they produce—they are ignorant of the very simple principles of salesmanship and advertising.

We hear of some European artist's painting selling in New York for a very large sum of money. We suppose this fellow must be getting rich and immediately conclude that this is the calling for our children, but—

As a matter of fact this artist got only a very few hundred dollars for his work, and some fellow who found the market got the difference.

All these pathetic stories we hear about the early struggles of artists, actors, literary men and musicians are the results of a lack of knowledge of the very simple principles of salesmanship and advertising.

Everybody has something to sell. Mention anything about the science of salesmanship to the average artist or literary man and he will immediately suppose that you are talking about some hypnotic power that one man exerts over another in order to get him to take something that he does not need and pay real money for it.

That isn't it at all. Salesmanship deals with the laws of averages. It does not consist in picking out just one man and hypnotizing him into taking a thing, but scientific salesmanship assumes that within a certain field or territory there is a use or demand or desire for a thing or a service; that there are a certain number of willing buyers and a cer-

The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and homelike cooking at

Hotel Livingston
Grand Rapids



tain number of unwilling buyers. The willing ones are sought out by advertising or personal effort in completely covering the ground—if the salesman doesn't find a buyer in one place he goes to another. It is a good deal like an artist or literary man borrowing money—if he doesn't get it from one he goes to another, he assumes, on the law of average, that there is money somewhere.

In covering the ground for the willing ones, for instance, the unwilling ones are discovered and a campaign of education is kept up upon these by advertising or persistent personal effort.

The salesmanship that endures is an appeal to reason rather than emotion—inducing people to take that by which, in buying, they actually perform an economical act to themselves or benefit themselves in buying.

A real salesman is one who presents these reasons so that a prospective purchaser will see that it is all in his interest.

A real salesman will not sell anything but that which is in the interest of the purchaser; for otherwise his work will not endure. There are too many good things to be sold for men to waste their time and effort in unloading that which people do not need nor want.

Mention anything about advertising to the average literary man and he will at once picture some fellow having his likeness painted on a billboard or filling up newspaper space with eye-catcher puzzle pictures or such phrases as, "Read This!" "Call and Be Convinced!" "We Aim to Please!" or "Best by Test!" All this is mere publicity, it is a waste of money and bears no relation to real advertising.

Real advertising is education.

Real Advertising does just what the personal salesman does: It is a presentation of the merit of the thing or service for sale.

The general principles of salesmanship and advertising should be and will one day be made a part of the public high school course; for—

Everybody has something for sale.

The general principles of salesmanship and advertising will teach a coming generation their real relation to each other, and which is a very large part of real education. It will teach the coming generation just what the real men who move the world are up against—and then maybe the next generation of real men wouldn't be up against so much.

A bull dog chinned sales manager out of one of these industrial concerns could, within a half hour's talk, give a school assembly room full of young men and women more information of a marketable value than they could learn by a formal commercial course in a year.

Everybody has something to sell, and—

It doesn't make any difference what a young man or woman pursues in life, a knowledge of the principles of the sale of what they use will be of real value.

Industry and commerce are simply

supplying one another's wants or needs, and it does not consist in getting all you can and in giving as little as possible in return, which is dishonest because it is unscientific and unscientific because it is dishonest.

The scientific way to get more is to give more.

Yes, and the real way to bring about some of the commercial reforms is to begin teaching them in the public schools; for many men who comprise industry and commerce to-day are hopelessly ignorant of their real relation to the world—our only hope for complete reform is in the men of to-morrow.

In these big businesses there are many very simple and very useful principles locked away from the world at large. They are very common knowledge to those of us who are around them every day, but they could be honestly applied with profit to every lawyer, doctor, architect, artist, actor, literary man and housewife in the land.

A knowledge of the specific conditions which surround sales and selling situations would teach the people that the business methods of this country have been no better than themselves; that they will improve with themselves; that reforms, like charity, begin at home.

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

Buffalo, March 31 — Creamery, fresh, 26@31c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 19@20c.

Live Poultry — Fowls, 16@17c; ducks, 16@17c; geese, 13c; old cox, 11c; springs, 16@17c; turkeys, 18@22c.

Dressed Poultry—Fowls, 16@17½c; springs, 17@19c; old cox, 11c; ducks, 16@20c; turkeys, 22@25c.

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

Potatoes—80@85c per bu.

Rea & Witzig.

A Benton Harbor correspondent writes: Arthur F. Schultz, who has been employed for the past year with the Benton Harbor Paper Co., as traveling salesman, has accepted a similar position with the Hirth, Krause Shoe Co., of Grand Rapids. Mr. Schultz will have territory in Northern Indiana and Northern Ohio. Forrest Woodley has accepted the position with the local company recently made vacant by Mr. Schultz.

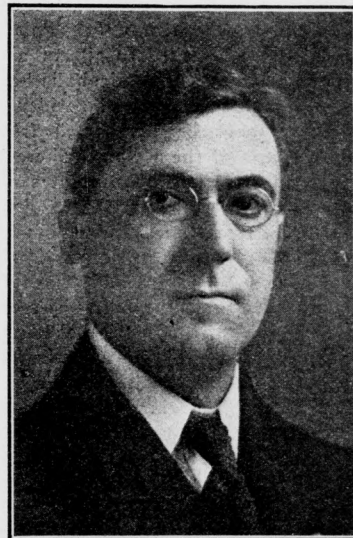
S. E. Howard, who has been salesman for A. B. Wilmark for several years, will shortly embark in the manufacture of confectionery on Plainfield avenue under the style of the Howard Candy Co.

W. F. Bowen (Lemon & Wheeler Company) was called to Marmora, Ont., last week by the death of his sister, Mrs. G. B. Blecker, who passed away March 23. The funeral was held March 25.

SUCCESSFUL SALESMEN.

George B. Monroe, Representing the Worden Grocer Co.

George B. Monroe was born July 29, 1864, in Detroit, where his father conducted a grocery store. He attended the public schools of his birthplace until he was 12 years old, when he went to work in the factory of Burrill, Whitman & Co., whose main output was cheese boxes. After remaining with these people three years, he determined to learn telegraphy and went to Fergus, Ontario, where he studied for about a year and a half, being sent out along the line of the Credit Valley Railroad in the meantime. He then went to Port Huron where he acted as receiving clerk in the freight department of the Grand Trunk freight office. Then he moved back to Detroit where he opened a grocery store at 195 Chene street,



which he conducted alone for three years, at the end of which time he went to Johnsonville, Georgia, where he managed a commissary for the Bewick Lumber Co. for four years. He then went to Macon, where he was connected with a retail furniture house for two years. He then returned to Michigan and clerked in a Detroit retail grocery store about a year. From there he went to Lansing, where he was employed as head clerk in the grocery store of R. B. Shank, where twelve clerks were working at that time. He then came to Grand Rapids and opened a grocery department for F. W. Wurzburg in connection with his department store at the corner of Canal street and Crescent avenue about twelve years ago. After remaining three years in the Furniture City he went to Lansing and performed a similar duty for the Donseraux Dry Goods Co., with which establishment he remained a year and a half. He then came to Grand Rapids and took charge of the city trade for the Worden Grocer Co. He sees his trade once a week.

Mr. Monroe was married April 27, 1887, to Miss Ina Lamont, who was born in Scotland and who spent her childhood and girlhood in Berlin, Ontario. They have had two children, one of whom died in infancy. The

other child, a son, is now 18 years of age. The family reside in their own home at 37 Parkwood avenue.

Mr. Monroe attends the Fountain Street Baptist church. He is a member of the Modern Woodmen and Knights of Pythias. He is very fond of bowling, belonging to the world's championship team which played in St. Louis three years ago. He is also an enthusiastic member of the Grand Rapids Curling Club.

Mr. Monroe's success in his work is, no doubt, due in a large measure to his excellent habits, as well as to the fact that he is a firm believer in the principle that every man should be in full possession of every detail of the business from which he obtains his livelihood.

Late State Items.

Detroit—The A. G. Marshall Co., which manufactures dry goods specialties, has merged its business into a stock company under the same style, with an authorized capital stock of \$2,500, all of which has been subscribed, \$100 being paid in in cash and \$2,400 in property.

Adrian—The Edward B. Gibford Co. has been incorporated to manufacture razor strops, leather novelties and hardware specialties. The company has an authorized capital stock of \$20,000, of which \$10,500 has been subscribed, \$1,000 being paid in in cash and \$9,500 in property.

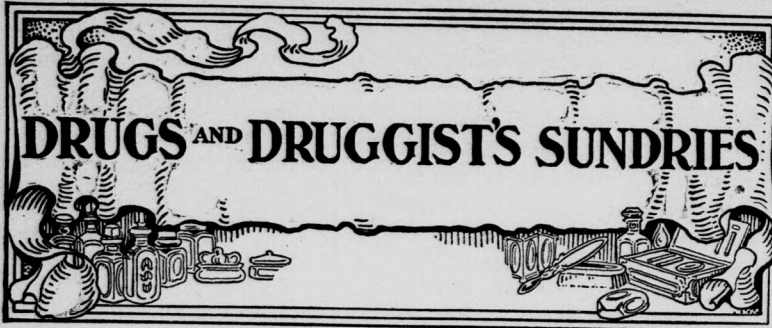
Detroit—Articles of incorporation have been filed by the C. M. Hall Lamp Co., capital \$150,000. The principal stockholders are John W. Leggett, Charles M. Hall, J. F. Hartz, Joseph Boyer and D. M. Newton, all of Detroit. The company will manufacture automobile lamps.

Saginaw—The John W. Ladd Co. has been incorporated to make machinery for the manufacture and marketing of farm and dairy products. The company has an authorized capital stock of \$20,000, of which \$11,500 has been subscribed, \$1,600 being paid in in cash and \$9,500 in property.

Detroit—The plumbing and sheet metal business of the D. Karle Co., Ltd., has been merged into a stock company under the style of the D. Karle Co., which has an authorized capital stock of \$15,000, all of which amount has been subscribed, \$2,500 being paid in in cash and \$12,500 in property.

Kalamazoo — A corporation has been formed under the style of the Field Pure Ice Co., which will conduct a manufacturing business with an authorized capital stock of \$30,000. The officers of the company are Hugh Barendright, President; D. J. Albertson, Vice-President; C. M. Field, Secretary and General Manager, and H. E. Ralston, Treasurer. The capacity of the plant will be thirty tons daily with storage facilities and it is hoped that operations will begin about May 15. The factory will be at the northeast corner of Willard and Poster streets.

There are many splinters on the Ladder of Life which nobody notices until he begins to slide down.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan State Pharmaceutical Association.
 President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. E. Way, Sparta.

Formula for Typewriter Ribbon Inks.

The process of manufacturing typewriter ink is a somewhat complicated one, especially if a permanent or record ink is desired. Copying ribbons are less difficult to prepare, the pigment used being any aniline color of the desired tint, incorporated, after being dissolved in alcohol, with a mixture of water and glycerin, soap being used to give the ink the necessary body and counteract the hygroscopic tendency of the glycerin. A mixture of about three parts of water and one part of glycerin forms the vehicle and strong alcohol, six parts, the solvent. The desired aniline color will easily dissolve in the hot vehicle and soap will give consistency to the mixture.

For record ink any finely divided non-fading color may be used as the pigment; petrolatum is the best vehicle and wax is used to modify the consistency. The following notes on processes for typewriter ribbon ink may be useful to many.

Take petrolatum of high boiling point, melt it on a water bath or slow fire and incorporate by constant stirring as much lamp black or powdered drop black as it will take up without becoming granular. If the fat remains in excess, the print is liable to have a greasy outline; if the color is in excess, the print will not be clear. Remove the mixture from the fire, and while it is cooling mix equal parts of petrolatum, benzine and rectified oil of turpentine, in which dissolve the fatty ink, introduced in small portions, by constant agitation. The volatile solvents should be in such quantity that the fluid ink is of the consistency of fresh oil paint.

One secret of success lies in the proper application of the ink to the ribbon. Wind the ribbon on a piece of cardboard, spread on a table several layers of newspaper, then unwind the ribbon in such lengths as may be most convenient, and lay it flat on the paper. Apply the ink by agitation by means of a soft brush and rub it well into the interstices of the ribbon with a tooth brush. Hardly any ink should remain visible on the surface. For colored inks use

Prussian blue, red lead, etc., and especially the aniline colors. Aniline dyes of the desired color, ½ ounce; alcohol, 15 ounces; concentrated glycerin, 15 ounces. Dissolve the aniline dye in the alcohol and add the glycerin. Ink as before.

P. W. Lendower.

Danger of Making Poison Label Too Common.

Since the Russian government enacted the law requiring the "Poison Label" to be attached to all containers of Vodka (a strong alcoholic beverage), numerous cases of accidental poisoning have been reported from various parts of the Empire. There is a large population of illiterates in Russia, and with them the "Poison Label" appearing on Vodka bottles has come to stand for Vodka. As a result many bottles of really poisonous mixtures are being drunk by these people under the impression that any bottle bearing the "Poison Label" contains Vodka. This emphasizes the danger of making the "Poison Label" too common, for while we have few illiterate adults, we have many children, and to them the "Poison Label" now means a sign of real danger. The attempt of ill-advised legislators to impose the "Poison Label" upon drugs, medicines and household remedies which have been freely and harmlessly taken for years can not be too severely condemned. When the "Poison Label" appears too often, and on nearly everything, children as well as adults will become careless of poison labels, because the word poison and the skull and cross-bones will lose their terror.

Must Write His Prescriptions.

A St. Louis judge has ruled that a man can not practice the professions of pharmacy and medicine at the same time. Hence he fined a physician who was manager of a drug store \$300 for selling cocaine without a prescription. The doctor admitted the sale without a prescription, but pleaded that when a patron asked for cocaine he used his best judgment as a physician as to whether he should sell the drug as a pharmacist. In this case he had made a mental prescription.

The judge took the case under advisement and held there should be a visible line between the acts in the two capacities marked by the writing of a prescription or some such act.

Many a man thinks he is working hard when he is only wabbling between duty and desire.

Earthquake Made a Pleasure.

How to be happy though in an earthquake is a problem solved by Prof. Eugen Bormel, a Berlin sculptor, who proposes that houses in earthquake regions be built of steel and riveted to a rocking steel foundation. The structure would thereby receive a pleasant movement that would make an earthquake a pleasure. If the motion became too violent probably the furniture could be riveted to the floor and the people lashed to the chairs.

To avoid the effects of an earthquake people flee into the open country, but they might sometimes much better descend into a mine. Two old miners, one in Bolivia and one in Chile, have told Mr. Burthe, a French mining engineer, that ascending to the surface after working in a mine, they found all the neighboring houses thrown down by an earthquake, whose occurrence they had not even surmised when in the depths.

Also in 1823 violent shocks were felt at the surface in Sweden without the miners knowing anything about them. But it is understood that the earth shakes underground as well as on the surface and experiments on the propagation of vibrations by the earth have been made by registering on a device placed in a mine waves produced by the explosion of dynamite. Thus we may understand how in certain cases shocks may have been felt underground without being noted or at least without being reported on the surface.

Humboldt cites an example at the beginning of the nineteenth century, in the silver mines of Marienburg, Sweden. Here the miners were only shocked, not killed, and the destructive effect below the surface was slight and there was no choking up of the mine. It is said that the pre-existing voids, such as the shaft of a mine, a cave, an open lode, a fissure, or a fault that the deep lying crust tends to move, become dislocated and deformed under the action of seismic vibrations.

Watch Your Winter Stock Carefully.

The end of winter is not here yet, but it will come unless the almanac is wrong. Winter is the means of a great demand for certain seasonable goods which yield fine profits and are ready sellers. The end of winter means the end of the sale on these goods except in most limited quantities. It is easy to over-buy on goods when they are selling rapidly. This has been the means of overloading druggists late in the season with cold weather goods. Their supply runs short in March when the sale is at its best, and then comes a sudden change to spring weather with no more sale for the cold weather goods and a stock is left on hand for the next winter. This stock ties up much of the profits on this winter's sales, and is itself, perhaps, dead for next season. Watch your stock carefully as spring approaches. Keep it up; and keep it down. Have enough of the goods to supply all demands, but be careful about quantity buying. Bet-

ter to buy just what you need and not have to carry a big stock over than to save(?) a little by buying now for next winter's questionable demands.—Spatula.

Base for Gold and Silver Paints.

For making gold and silver paints from the so-called "bronzes" a celluloid varnish is used as the base. This varnish is made by digesting one ounce of finely shredded transparent celluloid in sufficient acetone to dissolve it and then adding amyl acetate to make twenty ounces. Precautions must be taken to have no flame in the neighborhood of the material. From one to four ounces of "flake bronze" is to be mixed with this quantity of varnish. For silver paint aluminum bronze is to be used in place of gold. A cheaper gold or silver paint is made by using an inexpensive varnish composed of gutta percha, gum dammar or some other varnish gum dissolved in benzol or in a mixture of benzol and benzine. The constituents act upon the bronzes after a while and cause them to turn black, which is not the case with the celluloid-amylacetate varnish.

The Drug Market.

Opium—Is very firm and tending higher on account of prospective higher duty.

Morphine—Is unchanged.

Quinine—Is unchanged.

Cod Liver Oil, Norwegian—Has advanced.

Soap Bark—Is in small supply and advancing.

Oils Anise, Bergamot, Citronella, Cloves, Otter of Rose—And some other essential oils are in the new tariff bill, which will add a duty of 25 per cent.

Short Buchu Leaves—Are very firm and advancing.

Stains for Electric Light Bulbs.

Gelatin 1 oz.
 Water 6 ozs.
 Carbolic acid 1 dr.
 Aniline dye 15 to 25 grs.

Soak the gelatin in water, dissolve the dye in warm water, add the softened gelatin, warm until melted and then incorporate the carbolic acid. When the solution has cooled to about 150 deg. Fahrenheit dip the globes in it, remove them and turn them about so that the gelatin will be distributed uniformly over the surface. The colors may be varied by using different aniline colors.

Uniformity in Chemical Nomenclature.

The Government chemists have started a movement for the adoption of a uniform list of names for the drugs and chemicals used by different departments. It is proposed to have modern nomenclature that will be uniformly understood, in place of the Latin, trade, professional or other names that have been used heretofore.

If the man who has nothing to say would only say it he would never acquire a reputation for wisdom.

There is a world of difference between praying to melt rocks and praying by surmounting them.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba		Scilla		Rubia Tinctorum		Vanilla	
Aceticum	60 8	Cubebe	1 75 21 85	Scilla	50	Rubia Tinctorum	120 14	Vanilla	9 00 0
Benzoinum, Ger.	70 75	Cubebe	2 15 22 25	Scilla Co.	50	Saccharum La's	180 20	Zinci Sulph	70 4
Boracie	12 12	Erigeron	2 35 22 25	Tolutan	50	Salacin	4 50 4 75	Olla	bbl. gal.
Carbolicum	16 22	Evechthitos	1 00 21 10	Prunus virg	50	Sanguis Drac's	40 50	Lard, extra	85 00 95
Citricum	50 55	Gaultheria	2 50 4 00	Zingiber	50	Sapo, G	10 12	Lard, No. 1	60 00 65
Hydrochlor	30 5	Geranum	70 75	Tinctures		Sapo, M	10 12	Linseed, pure raw	11 00
Nitrosum	14 15	Gossypii Sem gal	70 75	Aloes	60	Sapo, W	13 14	Linseed, boiled	11 00
Oxalicum	14 15	Hedeoma	3 00 23 50	Aloes & Myrrh.	60	Seidlitz Mixture	20 22	Neat's-foot, w str	65 00 70
Phosphoricum, dil.	44 41	Juniper	40 21 20	Anconitum Nap's F	50	Sinapis	18 18	Spts. Turpentine	Market
Salicylicum	44 41	Lavendula	90 23 60	Anconitum Nap's R	50	Sinapis, opt.	30 30	Whale, winter	70 00 75
Sulphuricum	1 1/2 5	Limon	2 00 22 25	Arnica	50	Snuff, Maccaboy,	51 51	Paints	bbl. L.
Tannicum	75 85	Mentha Piper	1 75 21 90	Asafoetida	50	DeVos	51 51	Green, Paris	29 1/2 33 1/2
Tartaricum	38 40	Menta Verid	3 00 23 50	Atrope Belladonna	50	Snuff, S'h DeVos	51 51	Green, Peninsular	13 00 16
Ammonia		Morhuac, gal.	1 60 21 85	Aurant Cortex.	50	Soda, Boras, po.	6 10	Lead, red	7 1/2 8
Aqua, 18 deg.	4 6	Myrica	3 00 23 50	Barosma	50	Soda, Boras, po.	6 10	Lead, white	7 1/2 8
Aqua, 20 deg.	6 8	Picls Liquida	10 12	Benzoin	50	Soda et Pot's Tart	25 28	Ochre, yel Ber.	1 1/2 3
Carbonas	13 15	Picls Liquida gal.	10 12	Benzoin Co.	50	Soda, Carb	1 1/2 3	Ochre, yel mers	1 1/2 3
Chloridum	12 14	Ricina	94 21 00	Cantharides	50	Soda, Bi-Carb	3 1/2 5	Putty, commer'l	2 1/2 3
Aniline		Rosae oz.	6 50 27 00	Cardamom	50	Soda, Sulphas	2 2	Putty, strictly pr	2 1/2 3
Black	2 00 2 25	Rosmarini	21 00	Cardamom Co.	50	Spts. Cologne	2 60	Red Venetian	1 1/2 3
Brown	80 21 00	Sabina	90 21 00	Cassia Acutifol	50	Spts. Ether Co.	50 55	Shaker Prep'd	1 25 21 35
Red	45 50	Santal	24 50	Cassia Acutifol Co	50	Spts. Myrcia	2 50	Vermillion, Eng.	75 80
Yellow	2 50 3 00	Sassafras	85 90	Castor	50	Spts. Vini Rect bbl	1 10 1 30	Vermillion Prime	13 00 15
Bacca		Sinapls, ess. oz.	40 45	Catechu	50	Spts. Vini Rect 1/2 b	1 10	American	13 00 15
Cubebe	28 30	Succini	40 45	Cinchona	50	Spts. Vini R't 10 gl	1 10	Whiting Gilders	9 15
Juniper	10 12	Thyme	40 45	Cinchona Co.	50	Spts. Vini R't 5 gl	1 10	Whit's Paris Am'r	9 15
Xanthoxylum	30 35	Thyme, opt.	21 60	Columba	50	Strychnia, Crys'l 1 10	1 30	Whit's Paris Eng.	9 15
Balsamum		Theobromas	15 20	Cubebae	50	Sulphur Subl	2 1/2 4	Whit's Paris Am'r	9 15
Copaiba	65 75	Tigill	10 21 20	Digitalis	50	Sulphur, Roll	2 1/2 4	Whit's Paris Eng.	9 15
Peru	2 75 2 85	Potassium		Ergot	50	Tamarids	3 19	Whiting, white S'n	9 90
Terabin, Canada	75 80	Bi-Carb	15 18	Ferri Chloridum	50	Terebinte Venice	23 30	Varnishes	
Tolutan	40 45	Bichromate	13 15	Gentian	50	Thebromae	50 55	Extra Turp	1 60 21 70
Cortex		Bromide	25 30	Gentian Co.	50	No. 1 Turp Coachl	10 21 20		
Abies, Canadian	18	Carb	12 15	Guilaca	50				
Cassia	20	Chlorate	12 15	Guilaca ammon.	50				
Cinchona Flava	18	Cyanide	30 40	Hyoscyamus	50				
Buonymus atro.	60	Iodide	50 2 60	Iodine	75				
Cassia Cerifera	20	Potassa, Bitart pr	30 32	Iodine, colorless	75				
Prunus Virginl.	15	Potassa Nitras opt	7 10	Kino	50				
Quillala, gr'd.	15	Potassa Nitras	6 8	Lobelia	50				
Sassafras, po 25	24	Prussiate	23 26	Myrrh	50				
Ulmus	20	Sulphate po	15 18	Nux Vomica	50				
Extractum		Radix		Opil	50				
Glycyrrhiza, Gla.	24 30	Aconitum	20 25	Opil, camphorated	1 25				
Glycyrrhiza, po.	28 30	Althae	30 35	Opil, deodorized	2 00				
Haematox	11 12	Anchusa	10 12	Quassia	50				
Haematox, 1s	13 14	Arum po	25 30	Rhatany	50				
Haematox, 1/4s	14 15	Calamus	20 40	Rhul	50				
Haematox, 1/4s	16 17	Gentiana po 15	12 15	Rhulnaria	50				
Ferru		Glycyrrhiza pv 15	16 18	Serpentaria	50				
Carbonate Precip.	15	Hellebore, Alba	12 15	Stromonium	50				
Citrate and Quina	2 00	Hydrastis, Canada	2 50	Tolutan	50				
Citrate Soluble	55	Hydrastis, Can. po	2 60	Valerian	50				
Ferrocyanidum S	40	Inula, po	18 22	Veratrum Veride	50				
Solut. Chloride	15	Inecae, po	2 00 2 10	Zingiber	50				
Sulphate, com'l, by	2	Iris plox	35 40	Miscellaneous					
bbl. per cert.	70	Jalapa, pr	25 30	Aether, Spts Nit 3f	30 35				
Sulphate, pure	7	Maranta, 1/4s	35 40	Aether, Spts Nit 4f	34 38				
Flora		Podophyllum po	15 18	Alumen, grd po 7	30 4				
Arnica	20 25	Rhel	75 21 00	Annatto	40 50				
Anthemils	50 60	Rhel, cut	1 00 21 25	Antimoni, po	40 5				
Matricaria	30 35	Rhel, pv	75 21 00	Antimoni et po T	40 50				
Folia		Sanguinali, po 18	15	Antifebrin	20 25				
Barosma	55 65	Scilla, po 45	20 25	Antipyriz	25				
Cassia Acutifol.	15 20	Senega	85 90	Argenti Nitras oz	63				
Tinnevely	25 30	Serpentaria	50 55	Arsenicum	10 12				
Cassia, Acutifol.	25 30	Smilax, M	25	Balm Gilead buds	60 65				
Salvia officinalis,	18 20	Smilax, off's H.	48	Bismuth S N	65 1 85				
1/4s and 1/2s	8 10	Spigella	1 45 21 50	Calcium Chlor, 1s	9				
Uva Ursi	8 10	Symplocarpus	25	Calcium Chlor, 1/4s	10				
Gummi		Valeriana Eng.	25	Calcium Chlor, 1/2s	12				
Acacia, 1st pkd.	65	Valeriana, Ger.	15 20	Cantharides, Rus.	20				
Acacia, 2nd pkd.	45	Zingiber a	12 16	Capsici Fruc's af	20				
Acacia, 3rd pkd.	45	Zingiber j	25 28	Capsici Fruc's po	22				
Acacia, sifted sts.	45 65	Semen		Capl Fruc's B po	15				
Acacia, po	22 25	Anisum po 20	13 15	Carmine, No. 40	24 25				
Aloe, Barb	22 25	Apium (gravel's)	4 6	Carphylus	20 22				
Aloe, Cape	25	Bird, 1s	7 8	Cassia fructus	25				
Aloe, Socotri	45	Cannabis Sativa	7 8	Cateacum	50 55				
Ammoniac	55 60	Cardamom	70 80	Centauria	10 10				
Asafoetida	35 40	Carul po 15	15 18	Cera Alba	50 52				
Benzoinum	50 55	Chenopodium	25 30	Cera Flava	40 42				
Catechu, 1s	14	Coriandrum	12 14	Crocus	30 35				
Catechu, 1/4s	13	Cydontum	75 80	Chloroform	34 64				
Catechu, 1/2s	16	Dipterix Odorate 2	00 2 25	Chloral Hyd Crss 1	35 61				
Comphorae	60 65	Foeniculum	7 9	Chloro'm Squibbs	20 25				
Euphorbium	40	Foenugreek, po.	4 6	Cinchonid'e Germ	38 48				
Galbanum	21 30	Linl, gr'd. bbl. 2 1/2	3 6	Cinchonidine P-W	38 48				
Gamboge po. 1	25 31	Lobelia	75 80	Cocaine	2 80 2 30				
Gaulthiacum po 35	45	Phalaris Cana'n	9 10	Corks list, less 75%	45				
Kino po 45c	45	Rapa	5 6	Creosotum	2 45				
Mastic	45	Sinapis Alia	8 10	Creta, bbl. 75	2				
Myrrh po 50	45	Sinapis Nigra	9 10	Creta, prep.	5				
Opium	75 4 85	Spiritus		Creta, precip	11				
Shellac	45 55	Frumentl W. D. 2	00 2 50	Creta, Rubra	4				
Shellac, bleached	60 65	Frumentl	1 25 21 50	Cudbear	24				
Tragacanth	70 1 00	Juniperis Co.	1 75 23 50	Cupri Sulph	8 10				
Herba		Juniperis Co O T 1	65 22 00	Dextrine	7 10				
Absinthium	45 60	Saccharum N E 1	90 22 10	Emery, all Nos.	8				
Eupatorium oz pk	20	Spt Vini Galli	1 75 26 50	Emery, po	6				
Lobelia oz pk	25	Vini Alba	1 25 22 00	Ergota po 65	60 65				
Majorum oz. pk	23	Vini Oporto	1 25 22 00	Ether Sulph	35 40				
Mentha Pip. oz pk	23	Sponges		Flake White	12 15				
Mentha Ver. oz pk	25	Extra yellow sheeps'		Gaula	30				
Rue oz. oz pk	39	wool carriage	21 25	Gambler	8 9				
Tanacetum V.	22	Florida sheeps' wool	3 00 3 50	Gelatin, Cooper.	8 9				
Thymus V. oz pk	25	carriage	3 00 3 50	Gelatin, French.	35 60				
Magnesia		Grass sheeps' wool,		Glassware, fit boe 75%	75%				
Calcined, Pat.	55 60	carriage	21 25	Less than box 70%	11 18				
Carbonate, Pat.	18 20	Hard, slate use.	21 25	Glue, brown	11 18				
Carbonate, K-M.	18 20	Nassau sheeps' wool	3 50 3 75	Glue, white	15 25				
Carbonate	18 20	Velvet extra sheeps'	3 50 3 75	Glycerina	18 24				
Oleum		wool carriage	2 00	Grana Paradisi	25				
Absinthium	4 90 5 00	Yellow Reef, for	21 40	Humulus	35 60				
Amalgalae Dulc.	75 85	slate use	21 40	Hydrarg Ammoli	1 12				
Amalgalae, Ama	8 00 8 25	Syrups		Hydrarg Ch. Mt	87				
Antsi	90 2 1	Acacia	50	Hydrarg Ch Cor.	87				
Aurant Cortex	4 00 4 25	Aurant Cortex	50	Hydrarg Ox Ru'm	97				
Bergamit	8 50 9 00	Ferri Iod	50	Hydrarg Ungue'm	60 60				
Cajuputi	85 90	Ipecac	50	Hydrargyrum	75				
Caryophilli	1 20 21 30	Rhel Arom	50	Ichthyobolia, Am.	30 21 00				
Cedar	50 90	Smilax Off's	50 60	Indigo	75 21 00				
Chenopadii	3 75 4 00	Senega	50	Iodine, Resubi	3 85 23 90				
Cinnamoni	1 75 21 85			Iodoform	3 90 24 00				
Conium Mac	80 90			Liquor Arsen et					
Citronella	60 70			Hydrarg Iod.	25				
				Liq Potass Arsenit	10 13				

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 & Perkins Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Fresh Fish
Fresh Meats
Cheese

DECLINED

Hides and Pelts

Index to Markets
By Columns

		ARCTIC AMMONIA		OYSTERS		German Sweet		Imperial		Jersey Lumpets		25lb. boxes	
		12 oz. oval 2 doz. box. 75		Cove, 1lb. 85 @ 95		Premium		31		Jersey Lunch		80-90 25lb. boxes @ 5	
		AXLE GREASE		Cove, 2lb. 1 60 @ 1 85		Caracas		31		Kream Klips		60-70 25lb. boxes @ 6	
		Frazer's		Cove, 1lb. Oval .. 20		Walter M. Lowney Co.		32		Lem Yem		50-60 25lb. boxes @ 7	
A		1lb. wood boxes, 4 doz. 3 00		Plums		Premium, 1/4s		32		Lemon Gems		40-50 25lb. boxes @ 7 1/2	
Axle Grease		1lb. tin boxes, 3 doz. 2 35		Plums		Premium, 1/2s		32		Lemon Biscuit Square		30-40 25lb. boxes @ 9	
		3 1/2 lb. tin boxes, 2 doz. 4 25		Marrowfat		COCOA		39		Lemon Wafer		1/4c less in 50lb. cases	
		10lb. pails, per doz. 6 00		Early June		Cleveland		41		Lemona		FARINACEOUS GOODS	
		15lb. pails, per doz. 7 20		Early June Sifted 1 15 @ 1 80		Colonial, 1/4s		35		Log Cabin Cake		Beans	
		25lb. pails, per doz. 12 00		Peaches		Colonial, 1/2s		35		Lusitania Mixed		Med. Hand Pk'd	
		BAKED BEANS		Pie		Epps		42		Mary Ann		Brown Holland	
		1lb. can, per doz. 90		No. 10 size can pie		Huyler		45		Marshall Walnut		Farina	
		2lb. can, per doz. 1 40		Pineapple		Lowney, 1/4s		36		Mariner		24 1 lb. packages	
		3lb. can, per doz. 1 80		Sliced		Lowney, 1/2s		36		Molasses Cakes		Bulk, per 100 lbs.	
		BATH BRICK		Pumpkin		Lowney, 1s		36		Molasses Cakes, Iced		Hominy	
		American		Fair		Van Houten, 1/4s		40		Nabob Jumble		Flake, 50 lb. sack	
		English		Good		Van Houten, 1/2s		40		Newton		Pearl, 100 lb. sack	
		BLUING		Fancy		Van Houten, 1s		40		Oatmeal Crackers		Pearl, 200 lb. sack	
		Arctic		Gallon		Webb		40		Orange Gems		Maccaroni and Vermicelli	
		6 oz. ovals 3 doz. box \$ 40		Standard		Wilbur, 1/4s		39		Oval Sugar Cakes		Domestic, 10 lb. box	
		16 oz. round 2 doz. box 75		Raspberries		Wilbur, 1/2s		39		Oval Sugar Cakes Ast.		Imported, 25 lb. box	
		Sawyer's Pepper Box		Salmon		COCOANUT		40		Penny Cakes, Assorted		Pearl Barley	
		Per Gross		Col'a River, talls 1 95 @ 2 80		Dunham's 1/2s & 1/4s		26 1/2		Picnic Mixed		Common	
		No. 3, 3 doz. wood bxs 4 00		Col'a River, flats 2 25 @ 2 75		Dunham's 1/4s		27		Pretzels, Hand Md.		Chester	
		No. 5, 3 doz. wood bxs 7 00		Red Alaska		Dunham's 1/2s		28		Pretzellettes, Hand Md.		Empire	
		BROOMS		Pink Alaska		Bulk		12		Raisin Cookies		Peas	
		No. 1 Carpet, 4 sew		Sardines		COFFEE		10 @ 13 1/2		Ravena Jumbles		Green, Wisconsin, bu.	
		No. 2 Carpet, 4 sew		Domestic, 1/4s		Rio		Fair		Revere, Assorted		Green, Scotch, bu.	
		No. 3 Carpet, 3 sew		Domestic, 1/2 Mus.		Common		Choice		Rube		Split, lb.	
		No. 4 Carpet, 3 sew		California, 1/4s		Fair		Fancy		Scalloped Gems		East India	
		Parlor Gem		California, 1/2s		Choice		Santos		Scotch Cookies		German, sacks	
		Common Whisk		French, 1/4s		Fancy		Fair		Snow Creams		German, broken pkg.	
		Fancy Whisk		French, 1/2s		Maracalbo		Choice		Spiced Honey Nuts		Tapioca	
		Warehouse		Shrimps		Mexican		Guatemala		Sugar Fingers		Flake, 110 lb. sacks	
		BRUSHES		Standard		Fancy		Java		Sugar Gems		Pearl, 130 lb. sacks	
		Scrub		Fair		Tomatoes		African		Sultana Fruit Biscuit		Pearl, 24 lb. pkgs.	
		Solid Back 8 in.		Good		Strawberries		Fancy African		Sunside Jumbles		FLAVORING EXTRACTS	
		Solid Back, 11 in.		Fancy		Standard		O. G.		Spiced Gingers		Foote & Jenks	
		Pointed Ends		Gallons		Fair		P. G.		Spiced Gingers Iced		Coleman Brand	
		Stove		No. 3		Good		Arabian		Sugar Cakes		Lemon	
		No. 2		No. 1		Fair		Mocha		Sugar Cakes, Iced		No. 2 Terpeness	
		Shoe		No. 8		Fancy		Package		Sugar Squares, large or small		No. 3 Terpeness	
		No. 7		No. 7		Good		New York Basis		Superba		No. 8 Terpeness	
		No. 4		No. 4		Fair		Arbuckle		Sponge Lady Fingers		Vanilla	
		No. 3		No. 3		Fancy		Dilworth		Sugar Crimp		No. 2 High Class	
		BUTTER COLOR		No. 3		Gallons		Jersey		Sylvan Cookie		No. 4 High Class	
		V. J. & Co.'s 25c size 2 00		W. J. & Co.'s 50c size 4 00		CANDLES		Lion		Vanilla Wafers		No. 8 High Class	
		W. J. & Co.'s 50c size 4 00		CANNED GOODS		Perfection		McLaughlin's XXXX		Victors		Jaxon Brand	
		CANDLES		Apples		Water White		McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		Waverly		Vanilla	
		Paraffine, 6s		Blackberries		D. S. Gasoline		Extract		Zanzibar		2 oz. Full Measure	
		Paraffine, 12s		Beans		Gas Machine		Holland, 1/2 gro boxes		Albert Biscuit		4 oz. Full Measure	
		Wicking		Baked		Deodor'd Nap'a		Felix, 1/2 gross		Animal		8 oz. Full Measure	
		CANNED GOODS		Red Kidney		Cylinder		Hummel's foil, 1/2 gro.		Butter Thin Biscuit		Jennings D. C. Brand	
		3lb. Standards		String		Engine		Hummel's tin, 1/2 gro. 1 43		Butter Wafers		Terpeness Ext. Lemon	
		Gallon		Wax		Black, winter		CRACKERS.		Cheese Sandwich		No. 2 Panel	
		Blackberries		Blueberries		CEREALS		National Biscuit Company		Chocolate Wafers		No. 4 Panel	
		2lb. 1 25 @ 1 75		Standard		Breakfast Foods		Brand		Cocoanut Dainties		No. 6 Panel	
		Standards gallons @ 5 50		Gallon		Bordeau Flakes, 36 lb. 2 50		Seymour, Round		Faust Oyster		Taper Panel	
		Beans		Blackberries		Cream of Wheat 36 2lb 4 50		N. B. C., Square		Frig Newton		1 oz. Full Measure	
		Baked		2lb. 1 25 @ 1 75		Egg-O-See, 36 pkgs. 2 85		Soda		Five O'clock Tea		2 oz. Full Measure	
		Red Kidney		Standards gallons @ 5 50		Excello Flakes, 36 lb. 4 50		N. B. C. Soda		Frotana		4 oz. Full Measure	
		String		Baked		Excello, large pkgs. 4 50		Select Soda		Ginger Snaps, N. B. C.		Jennings D. C. Brand	
		Wax		Red Kidney		Force, 36 2lb. 4 50		Saratoga Flakes		Graham Crackers		Extract Vanilla	
		Blueberries		String		Grape Nuts, 2 doz. 2 70		Social Tea Biscuit		Lemon Snap		No. 2 Panel	
		Standard		Wax		Malta Ceres, 24 lb. 2 40		Soda, N. B. C.		London Cream Biscuit		No. 4 Panel	
		Gallon		Blueberries		Malta Vita, 36 lb. 2 85		Soda, Select		Oatmeal Crackers		No. 6 Panel	
		Brook Trout		Standard		Mapl-Flake, 36 lb. 4 05		Sultana Fruit Biscuit		Old Time Sugar Cook.		Taper Panel	
		2lb. cans, spiced		Gallon		Pillsbury's Vitos, 3 dz. 4 25		Unedna Biscuit		Pretzellettes, Hd. Md.		1 oz. Full Measure	
		Clams		Blueberries		Ralston Health Food		Unedna Jinjer Wayler		Royal Toast		2 oz. Full Measure	
		Little Neck, 1lb. 1 00 @ 1 25		Standard		36 2lb. 4 50		Unedna Lunch Biscuit		Saltine		4 oz. Full Measure	
		Little Neck, 2lb. @ 1 50		Gallon		Sunlight Flakes, 36 lb. 2 85		Vanilla Wafers		Saratoga Flakes		No. 2 Assorted Flavors	
		Clam Bouillon		Blueberries		Sunlight Flakes, 20 lb. 4 00		Water Thin		Social Tea Biscuit		GRAIN BAGS	
		Burnham's 1/2 pt. 1 90		Gallon		Vigor, 36 pkgs. 2 75		Zu Zu Ginger Snaps		Soda, N. B. C.		Amoskeag, 100 in bale 19	
		Burnham's pts. 3 60		Blueberries		Voigt Cream Flakes 4 50		Zwieback		Soda, Select		Amoskeag, less than bl 19 1/2	
		Burnham's qts. 7 20		Gallon		Zest, 20 2lb. 4 10		In Special Tin Packages.		Sultana Fruit Biscuit		New No. 1 White	
		Cherries		Blueberries		Zest, 36 small pkgs. 2 75		Festino		Unedna Biscuit		New No. 2 Red	
		Red Standards		Gallon		Rolled Oats		Nabisco		Unedna Lunch Biscuit		Winter Wheat Flour	
		White		Blueberries		Rolled Avena, bbls. 6 35		Nabisco		Vanilla Wafers		Local Brands	
		Corn		Gallon		Steel Cut, 100 lb. sks. 3 25		Bent's Water Crackers		Water Thin		Patents	
		Fair		Blueberries		Monarch, bbl. 6 10		Per tin in bulk.		Zu Zu Ginger Snaps		Second Patents	
		Good		Gallon		Monarch, 30 lb. sacks 2 90		Sorbetto		36 packages		Straight	
		Fancy		Gallon		Quaker, 18 lb. 1 50		Nabisco		40 packages		Second Straight	
		French Peas		Gallon		Quaker, 20 Family 4 60		Nabisco		60 packages		Clear	
		Sur Extra Fine		Gallon		Cracked Wheat		Champagne Wafer				Flour in barrels, 25c per barrel additional.	
		Extra Fine		Gallon		Catsup		Per tin in bulk.				Worden Grocer Co.'s Brand	
		Fine		Gallon		Columbia, 25 pts. 4 15		Sorbetto				Quaker, paper	
		Moyen		Gallon		Snider's pints 2 25		Nabisco				Quaker, cloth	
		Gooseberries		Gallon		Snider's 1/2 pints 1 35		Festino				Wykes & Co.	
		Standard		Gallon		CHEESE		Bent's Water Crackers				Eclipse	
		Standard		Gallon		Acme		Holland Rusk				Kansas Hard Wheat Flour	
		Lobster		Gallon		Elsie		36 packages				Fanchon, 1/2 cloth	
		1 1/2 lb. 2 25		Gallon		@ 16 1/2		40 packages				Judson Grocer Co.	
		1 lb. 4 25		Gallon		@ 12		60 packages				Grand Rapids Grain & Milling Co. Brands	
		Picnic Tails 2 75		Gallon		@ 15 1/2						Wizard, assorted	
		Mackerel		Gallon		@ 16 1/2						Graham	
		Mustard, 1lb. 1 80		Gallon		@ 16						Square cans	
		Mustard, 2lb. 2 80		Gallon		@ 17						Fancy caddies	
		Soused, 1 1/2 lb. 1 80		Gallon		@ 15							
		Soused, 2lb. 2 75		Gallon		@ 16 1/2							
		Tomato, 1lb. 1 50		Gallon		@ 17							
		Tomato, 2lb. 2 80		Gallon		@ 15							
		Mushrooms		Gallon		@ 16 1/2							
		Hotels		Gallon		@ 16							
		Buttons		Gallon		@ 16 1/2							
		Yeast Cake		Gallon		@ 16							

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 6 00 Golden Horn, bakers 5 90 Duluth Imperial 6 00 Wisconsin Rye 4 40 Judson Grocer Co's Brand Ceresota, 1/2s 6 70 Ceresota, 3/4s 6 60 Ceresota, 1/2s 6 50 Lemon & Wheeler's Brand Wingold, 1/2s 6 30 Wingold, 3/4s 6 20 Wingold, 1/2s 6 10 Worden Grocer Co's Brand Laurel, 1/2s cloth 6 50 Laurel, 3/4s cloth 6 40 Laurel, 1/2s cloth 6 30 Laurel, 3/4s cloth 6 20 Voigt Milling Co's Brand Voigt's Crescent 6 60 Voigt's Flouring (whole wheat flour) 6 00 Voigt's Hygienic Graham 5 45 Voigt's Royal 6 50 Wykes & Co. Sleepy Eye, 1/2s cloth 6 20 Sleepy Eye, 3/4s cloth 6 10 Sleepy Eye, 1/2s cloth 6 00 Sleepy Eye, 3/4s paper 6 00 Sleepy Eye, 1/2s paper 6 00 Meal 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 50 Winter Wheat Bran 27 00 Middlings 23 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linsseed meal 34 00 Cottonseed meal 29 50 Gluten meal 30 00 Malt Sprouts 25 00 Brewers Grains 23 00 Hammond Dairy Feed 23 00 Oats Michigan carlots 57 Less than carlots 59 Corn New 73 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per pail 55 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 25 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50/4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 40/1 50 Bulk, 2 gal. kegs 1 35/1 45 Bulk, 5 gal. kegs 1 25/1 40 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 908 Bicycle 2 00 No. 632 Tour'n't whist 2 25 POTASH 48 cans in case Babbitt's 4 00 PROVISIONS 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 Dry Salt Meats S. P. Bellies 11 Bellies Extra Shorts Clear 11 1/2	Lard Pure in tierces 11 1/2 Compound Lard 8 1/2 80 lb. tubs 8 1/2 40 lb. tubs 8 1/2 20 lb. tubs 8 1/2 10 lb. pails 8 1/2 5 lb. pails 8 1/2 8 lb. pails 8 1/2 Smoked Meats Hams, 12 lb. average 11 1/2 Hams, 14 lb. average 11 1/2 Hams, 16 lb. average 11 1/2 Hams, 18 lb. average 11 1/2 Skinned Hams 12 1/2 Ham, dried beef sets 21 California Hams 8 1/2 Picnic Boiled Hams 14 Boiled Hams 19 Berlin Ham, pressed 19 Minced Ham 19 Bacon 12 1/2/15 Sausages Bologna 4 Liver 9 Frankfort 7 Pork 7 Veal 7 Tongue 7 Headcheese 7 Beef Boneless 15 00 Rump, new 15 50 Pig's Feet 1/2 bbls. 1 00 1/4 bbls., 40 lbs. 1 00 1/2 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 80 2 bbls. 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 25 Beef, middles, set 70 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 50 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 50 Potted ham 1/2s 50 Potted ham, 1/2s 50 Deviled ham, 1/2s 50 Deviled ham, 1/2s 50 Potted tongue, 1/2s 50 Potted tongue, 1/2s 50 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 5 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 lbs. 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 lb. sacks 2 05 56 lb. sacks 17 28 lb. sacks 17 Warsaw 56 lb. dairy in dria bags 40 28 lb. dairy in dria bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 14 Chunks 15 Holland Herring Pollock @ 4 White Hp. bbls. 8 50/9 50 White Hp. bbls. 4 50/5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 14 50 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 13 00 No. 1, 40 lbs. 5 60 No. 1, 10 lbs. 1 50 No. 1, 8 lbs. 1 25 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90	SEEDS 10 lbs. 1 12 55 8 lbs. 92 48 Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond 50 80z 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 60 White Russian 3 15 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 00 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 25 Big Master, 70 bars 2 80 Marcellines, 100 cakes 5 80 Marcellines, 100 cakes 5c 4 00 Marcellines, 100 ck toll. 4 00 Marcellines, 1/2x toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 00 Kirkline, 24 4lb. 3 80 Pearlina 3 75 Soapine 4 16 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapollo, gross lots 9 00 Sapollo, half gro. lots 4 50 Sapollo, single boxes 2 25 Sapollo, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Allspice 10 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 46 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singp. white 25 Pepper, shot 17 Pure Ground in Bulk Allspice 14 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochlin 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lbs. 5 1/2 Muzzy, 40 lbs. 5 1/2 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 5lbs. 8 1/2 Muzzy 48 1lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SYRUPS Corn Barrels 31 Half barrels 33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 3 dz. in cs. 2 10 3 1/2 lb. cans 3 dz. in cs. 2 15	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 22 Sundried, fancy 26 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 Fanings 12 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 55 Telegram 37 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 31 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 37 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 Hellsick 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 62 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 16 oz. pails 27 I X L, 16 oz. pails 31 Honey Dew 40 Cold Block 40 Flagman 40 Chips 33 Duke's Mixture 21 Duke's Cameo 40 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 35 Air Brake 36 Cant Hook 30 Country Club 32-34 Fore XXXX 30 Good Indian 25 Self Binder, 16oz. 80z. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 10 Market 40 Splint, large 3 50 Splint, small 2 75 Willow, Clothes, large 3 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 40 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 48 Case No. 2 Hierslosets 1 35 Case, mediums, 12 sets 1 10 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 70 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Empire patent spring 90 No. 1 common 90 No. 2 pat. brush holder 90 12lb. cotton mop heads 1 40 Ideal No. 1 90 Pails 2-hoop Standard 2 15 3-hoop Standard 2 40 4-hoop Standard 2 40 Cedar, all red, brass 1 40 Paper, Eureka 2 20 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 00 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 60 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wooden Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 2 25 19 in. Butter 5 00 Assorted, 13 15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 1/2 No. 1 Manila 4 1/2 Cream Manila 3 1/2 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 1 50 Least Foam, 3 doz. 1 00 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 18 Whitefish, No. 1 14 Trout 14 Halibut 11 Herring 7 Bluefish 16 Live Lobster 35 Boiled Lobster 35 Cod 11 Haddock 8 Pickerel 12 Pike 8 1/2 Perch 6 1/2 Smoked, White 14 Chinook Salmon 16 Mackerel 10 Finner Haddie 10 Roe Shau 25 Shad Roe, each 50 Speckled Bass 9 HIDES AND PELTS Hides Green No. 1 9 Green No. 2 8 Cured No. 1 10 1/2 Cured No. 2 9 1/2 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2	Pelts Old Wool 20 Lambs 15 @ 25 Shearlings 10 @ 15 Tallow No. 1 6 No. 2 4 Wool Unwashed, med. 20 Unwashed, fine 15 CONFECTIONS Stick Candy Pails Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 13 Ribbon 10 Broken 8 Cut Loaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Tremo Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 12 Peanut Squares 5 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 12 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperials 10 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-in 5lb. Boxes Old Fashioned Mocha Kisses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore- bound drops 60 Peppermint Drops 60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperials 60 Mottos 60 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 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California aft. shell 12 @ 13 Brazils 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 Cocanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves 35 Walnut Halves 30 @ 32 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted 6 1/2 @ 7 Choice, H. P. Jum- bo 6 1/2 @ 7

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



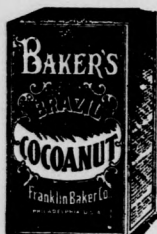
S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass7 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds7 @ 8 1/2
Chucks6 @ 7 1/2
Plates @ 5 1/2
Livers @ 6

Pork

Loins @ 11 1/2
Dressed @ 8 1/2
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 60

Jute

60ft. 75
72ft. 80
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 16
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 20
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
60ft. 1 35
80ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelstor, M & J, 1lb.
Excelstor, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small20
Medium26
Large34

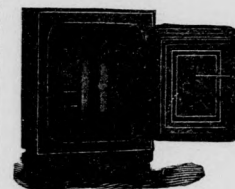
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Oxford1 75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

What Does the Retail Mail Order Problem Mean to You?

There is a way—and an **effective way**—to meet—and **defeat**—retail mail order house competition.

If you are a victim, you will, undoubtedly, be glad to learn of this way—to learn what we have accomplished toward **solving the problem**.

We have done **more**, and are doing more, to help the retail merchant overcome this competition than all the other wholesale concerns in America **put together**.

This is said not in a boastful spirit, but because it is **necessary**—and because it is **true**.

We have gone at the matter **systematically**.

We have made a **searching** and **comprehensive** study of the perplexing problem.

The results have been freely given in the columns of our catalogue and through our booklet, "The Retail Mail Order Problem"—which has been asked for by more than a **hundred thousand** American merchants, and read by perhaps **twice** this number. A copy is yours for the asking.

But, even better than this, we have **merchandised** to the end that we might help our customers defeat this competition.

To be sure, we have not bought the shoddy, slimy junk that far too often curses both buyer and seller.

But, through honest goods, our **immense buying capacity** and our **economical printers' ink method of selling**, we have been able to reduce delivered costs on worthy merchandise to a point where the local merchant can meet this competition—with **superior values**.

If you want to go further into this question, ask for the above mentioned booklet.

Also, you will, of course, want a copy of our current catalogue. It goes to any **merchant** who will make a request for No. FF713.

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—240-acre farm; terms easy; town 3 miles, school 1 mile; gravel roads; 220 acres improved; level; no roots or stones; 60 acres clover yield 7 bushels per acre; two large houses, three large barns, granary, scales, ice house, pig house, stone cellar, store; water in all buildings; steel windmill, tread power; 220-bbl. tank; tank house; rural route; fenced with 25-wire fencing; orchard; 10 acre maple grove; clay soil. Address T. E. Lewis, Lewiston, Mich. 487

For Exchange—A clean stock of general merchandise, will invoice \$5,000. Town of 700. Will trade for \$2,500 worth of land, balance cash or will exchange A No. 1 land for a stock of goods. I want more goods or more land. Deal with owner. Address No. 486, care Tradesman. 486

For Sale—\$700 soda fountain with three tanks in perfect condition, for \$200. Twelve foot counter with copper wash basin, \$25. Will set it up for expenses if near here. W. I. Benedict, Belding, Mich. 485

For Sale—\$5,000 ace high stock general merchandise in Northern Michigan. Best farming surroundings. Would take some land. If you want a business that is right, deal with owner. Address G. R., care Tradesman. 484

For Sale—Two fine general merchandise stocks, one a \$6,000 and the other \$8,000 stock, located in good lively town. Box 14, Cathay, N. D. 483

For Sale—One self-measuring five barrel Bowser oil tank, one Leonard cleanable grocers refrigerator, size 31x54½x73 inches. One set Standard computing grocers scale. All nearly good as new. Address Nelson Abbott, Moorestown, Mich. 482

Wanted—To buy cheap for cash, stocks of dry goods, clothing, shoes and men's furnishings. H. Kaufer, Milwaukee, Wis. 481

For Sale—Fancy pigeons, guinea pigs, ring doves, white doves, canary birds. John M. Ornellas, 208 North 15th St., Springfield, Ill. 480

For Sale—One large new peanut roaster, one Keith credit account system, one Willmore computing scale. Bargain for anybody needing any of these. Write C. J. Smith, Mt. Carmel, Ill., for prices. 479

Wanted—Stock general merchandise, clothing or shoes. Give particulars to size and condition in first letter. W. F. Whipple, Macomb, Ill. 478

For Sale—General store, country town. Old-established stand. Clean stock. Splendid farming country, none better. Will invoice about \$4,000. For information address Box 150, Flat Rock, Ind. Shelby Co. 477

For Sale—A stock of groceries and crockery in a brick store on the main street of a growing city. Will invoice about \$8,000. Other lines can be added. Well-established. If interested write to E. L. Tillman, Pierre, S. D. 476

For Sale—Old-established wall paper, paint and art store, doing prosperous business in town of 15,000; owner seeks change of climate. Cash deal only. Address 525 S. Broad St., Mankato, Minn. 475

For choice valley land, prices right, in Pawnee, Hodgeman and adjoining counties, call on or address F. C. Matteson, Burdett, Kan. 474

For Rent—Finest location in Michigan for retail or wholesale store recently occupied by The Edwards and Chamberlin Hardware Company, 60x100, three stories. Address Charles B. Hays, Agent, Kalamazoo, Mich. 473

Wanted—Second-hand refrigerator for meat market. Must have capacity for 1,000 lbs. meat. Address No. 472, care Michigan Tradesman. 472

For Sale—Suburban grocery and general merchandise, doing \$25 to \$30 a day. Suitable for man and wife without other help. Fine chance. Stock will invoice about \$1,500. Property must go with it. Store, modern 6-room house attached; good barn and outbuildings; lot 60x135. \$5,000. Address F. F. Burton, 226 Hobbs Ave., Joliet, Ill. 471

Why not a business of your own? I can tell you of a retail line in which the profits and chances of success are exceptionally large. And I know of a few splendid locations for such stores. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 470

For Sale—Bakery enjoying fine business, cheap for cash. Reason for selling, illness of proprietor. Address 229 Western Ave., Muskegon, Mich. 465

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

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—\$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

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 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 hustling 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 207, Carsonville, Mich. 455

Wanted—To buy for cash, good shoe stock. Address M. J. O., care Tradesman. 453

For Sale—Wholesale notion wagon, good condition. Would make good retail grocery wagon. A bargain. W. L. Stoddard, Eaton Rapids, Mich. 465

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; all country surrounding; good reason for selling. For particulars address Lock Box 57, Bronson, Mich. 429

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

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

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

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., Rancho, Wyo. 461

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

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

Drugs and groceries—Stock and fixtures about \$1,300, new and clean, low rent. Located in hustling country town north of Grand Rapids. Right price on account of sickness. Address No. 364, care Michigan Tradesman. 364

For Sale—\$1,000 takes paying drug store. Write for particulars. C. H. DeGowin & Co., Cheboygan, Mich. 441

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

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.

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

HELP WANTED.

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want Ads. continued on next page.

Here Is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

CONFLAGRATION, INSURANCE.

No crime is more difficult of proof than is arson. It is not one of those offenses that arouses great public excitement and indignation. The destruction of property is held to affect only the owners, and there is a general consolation in the belief that the losses are covered by insurance, and as to the insurance companies they usually receive little sympathy.

Moreover, incendiarism is planned and concocted with great caution, but no matter how strong may be the circumstances which arouse and direct suspicion, it is not easy to impress the idea of criminality upon the masses of the people. They understand that insurance against loss by fire is a business upon which the insurance companies found their entire hope and expectation of reaping profits. If there were no fires there would be no insurance, and since it is upon the fact of the occurrence and recurrence of fires the business is based, such fire losses must be expected and met according to the terms of the engagement in such cases.

Without doubt there are persons who hold that having paid for the transfer of fire losses from themselves to the company they have the right to effect the actual transfer at any time that may seem desirable. At any rate, the idea that there is any crime in the premises is exceedingly hazy, and as a result of these conditions it is difficult to arouse and excite public indignation over a conflagration, provided none of the tenants or other occupants of the houses burned perish in the flames. Should firemen lose their lives fighting such fires, the fact creates general sympathy, but the feeling is much like that devoted to soldiers who fall in battle and in the line of duty.

In the United States the building laws are seldom strict, and still more seldom strictly enforced. The result is that the greatest numbers of the American buildings are but poorly provided to withstand the attacks of fire. In this connection a writer in the March Popular Science Monthly writes:

"Returns for the year 1908 show that in the forty leading cities new buildings and repairs to old ones, building construction, reached a total value of \$478,000,000 in that year, or a grand total in all the cities and towns of \$510,000,000—the biggest year we ever had in our history, 1905-06 showed a total of \$667,000,000. Now, then, during the same period we permitted to be destroyed by fire buildings and contents to the value of \$218,000,000. Incidentally, the reader will please remember that in most transactions where 'losses' occur, those losses resolve themselves generally into transmutations or exchanges. In financial matters where one man loses the other gains, in more scientific affairs fuel, for instance, is consumed, but produces steam—power. They say that nothing is utterly lost, but we also know that in this fire proposition nothing is left but ashes and smoke. It is not an exchange. The destruction of

value is absolute, for so far we have exceedingly little use for ashes, and smoke has not yet been turned into anything commercially or scientifically valuable. Add to the value of property destroyed the cost of maintaining fire departments, fire-fighting apparatus, high water pressure, city and private efforts at stopping fire when once it has started, something like \$300,000,000. Then, in a further effort to recoup ourselves after fire has laid waste our property, we have gambled with the insurance companies in a bet that our buildings would burn. During the year we have paid those companies in fire-insurance premiums \$316,000,000. They have paid us back in adjusted losses \$135,000,000, so that the difference between those two sums, \$181,000,000, is the amount we have paid those companies for the privilege of getting back a little over half of the value of the property we have permitted to be destroyed by fire. Applying the paid losses of \$135,000,000 on the burned value of \$218,000,000, the net loss in property value was \$83,000,000, the cost of fire 'protection' of all kinds was \$300,000,000 and the amount we gave the insurance companies to guarantee us some reimbursement for our losses was \$181,000,000, so that the total of destroyed values and incidental costs of fire for the year was \$564,000,000. Compare this figure that we might call destruction with the new buildings added, \$510,000,000, or what we might call production, and the result is not one of which we have any reason to be proud.

"Eliminating the consideration of cost of fire fighting, we have destroyed in property values \$1,258,000,000 worth in the past five years! Again eliminating all incidental expenses fire alone has cost us in 1908 \$2.72 per capita. Compare that to the fire losses in European countries and you will realize how far behind them we are in fire prevention. In France, Germany, Italy, Switzerland, Austria and Denmark the general average is a trifle less than 33 cents per capita. In Italy it is as low as 12 cents and in Germany it has never been above 49 cents. In thirty of the principal foreign cities the average was 51 cents, while in 252 of our cities the average was \$3.10! In New York city in 1908 there were 14,000 fires and the property loss amounted to \$7,250,000, and the cost of maintaining the city Fire Department was \$7,000,000; in St. Louis there were 3,200 fires, with a loss of \$1,298,000, and the cost of the Fire Department was \$1,018,000, and so on, with a general average of the cost of fire departments almost equaling the actual combustion of property. In Europe, Rome may be taken as a fair example—an average. There fire losses amounted to \$50,000 in a year in 270 fires and the maintenance of its 200 firemen costs \$50,000, and Rome is a city of 500,000 people, or nearly the size of St. Louis."

It must be remembered, however, that our new American cities are not to be compared in the matter of precautions against fires with those of

Europe, which are in most cases thousands of years old and which have been burned and rebuilt many times. The first settlers in America came into a new country, wholly undeveloped and possessing natural resources in the greatest abundance, but these could only be used after the expenditure of much labor, skill and expense. The newcomers built with such means as they had, and much of their construction was of the nature of makeshift and temporary contrivances. In Grand Rapids there are many houses which date back to the first settlers and many others of a later date, but of such construction as was only possible at that time.

This is the rule with other American cities, and many years must elapse before we reach the solid construction of the old cities of Europe.

VEGETABLE EXHIBITS.

The grocer too rarely makes any attempt at window dressing, possibly little realizing that his material may be used just as advantageously as that of the hardware or dry goods man. In fact, it may be just as inviting as the pocket knives or handkerchiefs which have been transformed into most attractive designs. Variety is not lacking. And one may convert it into the gay or grotesque at pleasure.

Few of us will forget the possibilities of the pumpkin in the hands of the small boy. A bit of inventive genius will show almost any of the common vegetables capable of being put to some novel purpose, and it is the unusual which we strive for in the window display. A quaintly comical design recently noticed seems worthy of repetition:

In the center of the window was placed a large mirror horizontally, to represent a sheet of water. A pane of common window glass will serve instead, although the effect is not so good. Border this with a row or two of lettuce, which serves the double purpose of concealing the frame and resembling vegetation on the shore of the lake. Parsley may be substituted for the lettuce if preferred.

Select a long, shapely radish tapering symmetrically to a point; split in two lengthwise. This forms the basis for a very good representation of a whale resting on the surface of the water, the rounded top simulating the head quite effectively when a large curved slit is cut for the mouth. Use round headed black mourning pins for eyes. Shave off thin slices from the cut portion and slip into the sides at the proper place for fins, securing them in place by slits cut in the body. It requires very little time or skill to fashion quite a formidable looking sea monster.

An Indian dug-out is made from half a cucumber, the seeds and core being removed, and the under surface flattened enough to render it firm and with the appearance of being partly settled in the water. Paper or rag boys with rosy cheeked radishes or turnips for heads should be fishing for the huge game from the novel craft. Their hooks may be baited

with tiny olive colored radishes, provided with fins and tail as directed for the whale. Of course, these should be small. The little fishermen are quickly made by the girls of the household, who will enjoy fixing up a window of this style. Sailor hats of paper may add to the finish of their costume.

The upper half of a summer squash may simulate a pleasure boat, the curved neck making a prow worthy of a Venetian gondola. This can also be filled with pale faced or rosy cheeked heads of the small turnip sort. Other adaptations will readily suggest themselves and the display will attract not only the juveniles but adults as well. Repetitions of vegetable displays in other quaint designs will direct the attention of the public to your window to an extent that will render the time given to designing doubly profitable.

THE WELCOME OF SPRING.

Did you ever try the exhilarating effect of keeping a notebook of the signs of spring? This may be done mentally if your notebook and pencil savor too much of shop work. But get into the spirit of the thing. It will serve as a tonic that will in the end enliven business.

"No time?" It only takes time otherwise wasted. Just notice in going to and from the store how many of the spring birds are greeting you. You may not recognize all of them at first, but it will pay you to make their acquaintance. The feathered orchestra will increase your happiness in this world greatly if you but learn to enjoy their music. Then you will want to investigate their modes of life. Some of the twine which slipped from the goods you carried in to-day was greedily whisked away by a business bird for architectural purposes. To-morrow you may see him carefully examining the tree that shades your door, only to find that, more observing than you, he has discovered a million of eggs that would later develop into leaf-destroying larvae.

Again you note the appearance of the first dandelion, and memory goes fondly back to childish days—the happiest of life. You look about for child faces as happy as your own—and you see them; eager, earnest, alive to the joys of to-day, grasping at the possibilities of to-morrow. Can you point out a path to help them, or will a pause amid their gay sport help you to throw down the cares of the day?

The bird note, blossom, and childish glee all have their rejuvenating influence; and the brief halt in commercial rush but leads to higher aims, nobler purposes and a truer life.

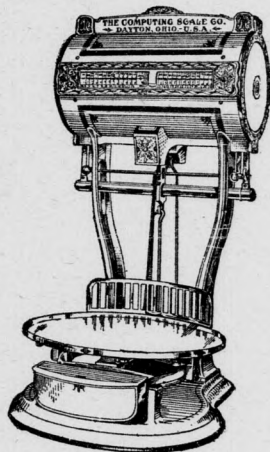
BUSINESS CHANCES.

Europe sailing, May, June. Visiting four countries. Price \$400. No extras. Party limited to five. Address Rev. A. M. Donner, R. 3, Sandusky, Mich. 490

Mr. Merchant: Before you contract with any special sales company to put on a special sale for your stock of goods just write to me. Something very important to impart to you for your own financial good. Address J. C. Adams, 123 N. Hickory St., Joliet, Ill. 491

Wanted—A partner for clothing, furnishing and men's and boys' shoe business. Trade thoroughly established, clean, new and up-to-date stock. Town of 6,500. Young man preferred. Address No. 489, care Tradesman. 489
Bakery—Only one in town. Address Box 74, Linesville, Pa. 488

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.

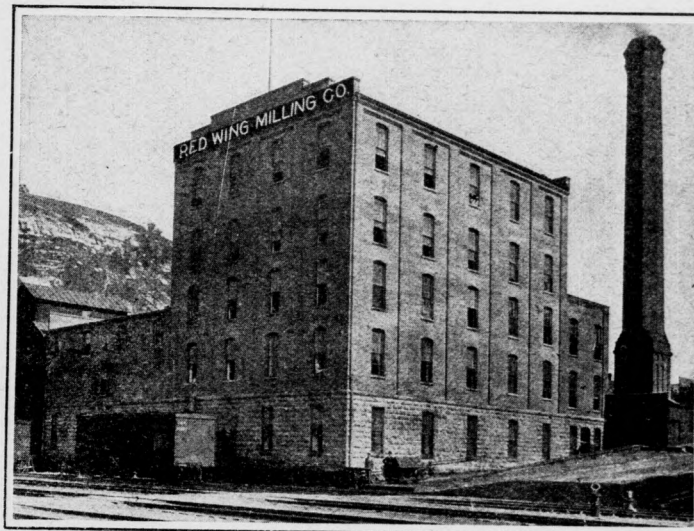


Moneyweight Scale Co.

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.

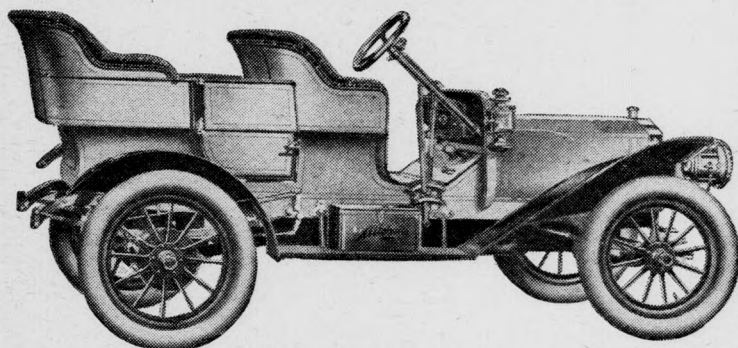
Red Wing Milling Co.

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

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

Get the Other Fellow's Trade



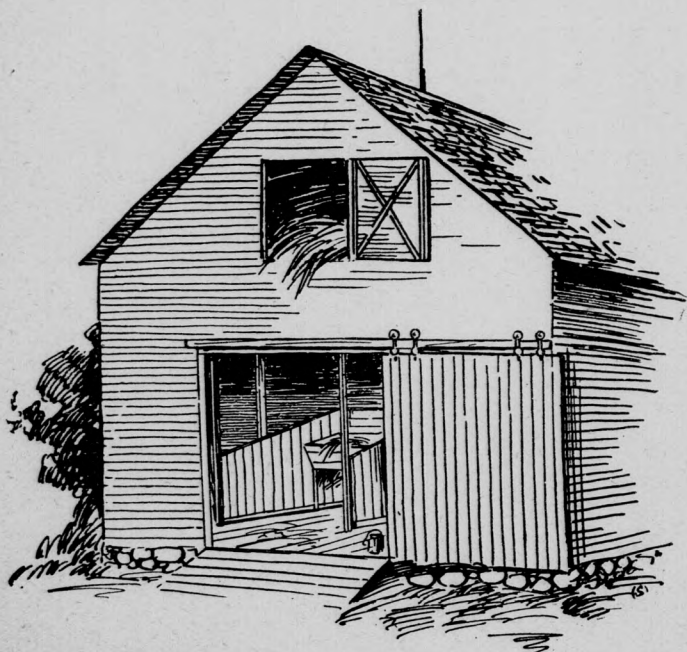
If one of your competitors is selling finer ketchup than you are, your customers have a reason for leaving you, haven't they? If you sell BLUE LABEL KETCHUP and your competitor doesn't, customers have a reason for coming to you.

We have made ketchup for over forty years. We never stopped improving it until we couldn't find another brand anywhere that was as good as BLUE LABEL. We are satisfied now because every one who uses it is satisfied that no other ketchup is as good.

When we tell you that BLUE LABEL KETCHUP conforms with all the requirements of the Federal Pure Food Law, that's SOMETHING. When we tell you that nobody can make as good ketchup, that's everything. You are safe when you find this name on ketchup.

CURTICE BROTHERS CO.
ROCHESTER, N. Y.

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.