



If I Had the Time

If I had the time to find a place
 And sit me down full face to face
 With my better self, that stands no show
 In my daily life that rushes so,
 It might be then I would see my soul
 Was stumbling still toward the shining goal;
 I might be nerved by the thought sublime—
 If I had the time!

If I had the time to let my heart
 Speak out and take in my life a part,
 To look about and to stretch a hand
 To a comrade quartered in No-Luck Land,
 Ah, God! if I might but just sit still
 And hear the note of the whippoorwill,
 I think that my wish with God's would rhyme—
 If I had the time!

If I had the time to learn from you
 How much for comfort my word could do,
 And I told you then of my sudden will
 To kiss your feet when I did you ill,
 If the tears aback of a bravado
 Could force their way and let you know—
 Brothers, the souls of us all would chime—
 If we had the time!

Richard E. Burton.

Growing Old

A little more gray in the lessening hair
 Each day as the years go by;
 A little more stooping in the form,
 A little more dim in the eye.
 A little more faltering of the step,
 As we tread life's pathway o'er,
 And a little nearer every day
 To the ones who have gone before.

A little more halting of the gait
 And a dullness of the ear;
 A growing weariness of the frame
 With each swift-passing year.
 A fading of hopes, and ambitions, too,
 A faltering in life's quest,
 And a little nearer every day
 To a sweet and peaceful rest.

A little more loneliness in life
 As the dear ones pass away;
 A bigger claim on the Heavenly Land
 With every passing day.
 A little further from toil and care,
 A little less way to roam;
 A drawing near to a peaceful voyage
 And a happy welcome home.

William Todd Helmuth.

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

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

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

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

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

Our business is to save you Time, Worry and Money.

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

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Exclusive Sales Agents
for
Central and Western Michigan

Fresh Goods
Always in Stock

LOWNEY'S
REG. U. S. PAT. OFF.

PUTNAM FACTORY, National Candy Co.

GRAND RAPIDS, MICH.

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

**Pure
Cider Vinegar**

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.



Our Package

"As You Like It"
HORSE-RADISH

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

Manufactured only by

U. S. Horse-Radish Company

Saginaw, Mich., U. S. A.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

**SNOW BOY WASHING
POWDER.**

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 7, 1909

Number 1333

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000

Surplus and Profits . . . 165,000

Deposits exceed
\$5,000,000

Total Assets over
\$6,000,000

Savings and Commercial
Accounts Solicited

3½% Paid on Certificates

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

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

FIRE AND
BURGLAR
PROOF

SAFES

Grand Rapids
Safe Co.

Tradesman Building

SPECIAL FEATURES.

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2. Window Trimming.
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DOWN BUT NOT OUT.

Now that Grand Rapids has been legally declared as not in favor of issuing bonds for the erection of a town hall, the matter is settled for two years only. The thing to do is to continue the campaign and bring up the question again at the next municipal election.

There is an alternative, of course. That is to say, if ten of our very wealthy citizens would get together and subscribe \$25,000 each for the desired purpose our city might become a convention center.

In case this very remote possibility should fail to materialize, then it might be possible for a group of citizens to combine in the purchase of an ample and wisely located site, to be presented by them to the city. Then the voters might declare in favor of bonds for the erection of a town hall. And they might not.

The crux of the situation lies in the fact that the majority of the people who own the homes they occupy, and little else, are not able to see in a town hall anything of benefit to themselves. The education which the Town Hall Committee has attempted to bestow during the past few months has been too much of a generalization. Those people who choose to place themselves under the classification of "poor" are readers of the daily papers as a rule and they want specifications.

A great place to hold conventions; an audience room for grand choral and orchestral concerts; a mammoth apartment for great industrial and floral exhibitions, and so on, and so on, do not appeal to the men who count every nickel they spend for street car fares; to the chaps whose children become wage earners as soon as they can do so legally.

And for these reasons there has developed a widespread and firm conviction that a town hall can be utilized only by those who have abundant funds for indulging themselves as to pleasures and great industrial, so-

cial and civic events. Work out a clear, conclusive and unimpeachable presentation as to when, how and why a town hall will be a benefit to those who are wage earners; tell frankly how their pockets will be touched, if at all, and talk less of public spirit, philanthropy and civic righteousness and the struggle may have a successful outcome.

WILLIAM H. BREARLY.

A week or two ago there occurred the death of a remarkable Michigan man whose demise was given some attention by the papers—but without interesting details. That man was the late William H. Brearly, one of the most forceful and successful advertising solicitors, in his day, that there were in the State. When Jas. E. Scripps launched the Detroit Evening News for public favor Mr. Brearly was the advertising manager of the paper and for many years he kept his competitors on the jump and in a perpetual state of anxiety, not to say jealousy.

Mr. Brearly's next achievement—recorded in the face of the ultra conservatism of Detroit twenty-five years ago, in spite of bitter opposition embodying ridicule and misrepresentation—was the organization and successful carrying out of the first great Art Loan Exhibition held in Detroit and one of the largest ever held in this country.

Incidental to this and as a result thereof Mr. Brearly was the chief and guiding force in the organization and establishment of the Detroit Museum of Art, to-day one of the leading art institutions in America.

Next, Mr. Brearly organized the company and carried out for that body the erection of the Detroit Chamber of Commerce building and at the same time organized and managed the most extensive and most beautiful flower show ever held in Michigan.

And finally, as an enthusiastic Free Mason and by his purchase personally of the old Scotch Presbyterian church on Lafayette avenue, he created the nucleus of what is now the massive Masonic Temple in Detroit.

A great solicitor and a master organizer for others, Mr. Brearly was not a success in conducting an extensive business for himself, as was shown by the unhappy result of his purchase from the late Lloyd Brezee, of the Detroit Evening Journal, which "Breezy" founded.

Better wages and working conditions were never obtained by a brickbat and dynamite brigade, but by an honest leader capable of tempering the action of his followers and who did not get red and beller at the sight of a roll-top desk.

BANISH THE KNOCKING.

It seems to be almost a second nature for a certain and a much too large proportion of the business men of the average city of 30,000 to 100,000 population to scold and exaggerate and ridicule the business qualities of the town in which they live. As a rule these thoughtless, chronic kickers have only a superficial knowledge of the industrial, commercial and financial factors in operation in the city and so are obliged when asked for specifications to indicate the dozen or the score of individuals or interests which have acquired a sort of traditional standing in the community as "back numbers, dead ones and tight wads," to speak in the vernacular.

Unfortunately, also, these examples so freely quoted are, almost without exception, men and women of large wealth; so that, with the sore-headed critics, it is only necessary for any man or woman to be heavily interested in a business enterprise of large proportions or to be generously endowed with real estate or cash, or all three resources, to pitch them headlong into the category of men and women who have no public spirit.

This hurtful habit of knocking one's own town is not unique as to any small city. From the hamlet of four corners to the city of a hundred thousand people the habit grows perpetually. Forty years ago the city of Chicago, simply as a matter of self preservation, was forced to overcome the habit; dozens of once active and growing cities in the East have never conquered the habit and so are being distanced; Cincinnati is just awakening to the fact that while she has been scolding and knocking Cleveland has stopped the practice and has passed her; the city of Detroit is at last revived and has abolished all consideration of the "old French conservatism" and is in the objective rather than in the subjective mood, and in this change of moods she stands neck-and-neck with Milwaukee.

Kalamazoo, Battle Creek, Jackson and Lansing are "going together under a single blanket," trying to nose their way ahead of Bay City and Saginaw, and each one of these cities is carrying its "full weight for age" in the shape of the conventional and miserable knocking habit.

Grand Rapids, having passed the hundred thousand mark, is just realizing that she must forget the petty jealousies, backbitings and like obstacles and get together in spite of these things for the deserved and certain large and desirable industrial, commercial, financial and civic development that awaits her just around the "knocking corner."



Merchants, Make Most of Household Linen Necessities.

Just now is the very time of all the year when the foreseeing housewife is more than strongly inclined to replenish her stores of linen and of cotton for various parts of the house, also bed furnishings, and storekeepers should not be at all chary to take advantage of this well-known fact.

They should instruct their salespeople to offer special inducements in these necessities if they can do so without in any way crippling their sales.

Windows should show these goods in abundance at short intervals from now until all of the frost gets out of the ground; the thought of them should not be allowed to long escape the minds of customers, both regulars and transients.

As to these latter, particular means should be used to metamorphose them into the former. Personal epistles should be relied upon to get them more in touch with the establishment.

I call to memory a certain proprietor of a store, who generally knows what he is about, who is even taking it upon himself to indite letters to some well-off customers who seem to overlook the fact that this man's place is putting forth special efforts to push household supplies in the lines mentioned. Such letters indicate to the recipient that the writer thinks enough of their trade to take the trouble to single them out from others, and are likely to produce results satisfactory to both sender and receiver.

I forgot to state that, to further carry out the idea of interest, and exclusiveness, this astute merchant neatly fastens these letters with sealing wax and stamps them with his personal seal. He can do this as he has no one with him in the business.

Recently I noticed the following placards on as many different occasions when linens and bedding were being exhibited:

The Only Way
You
Can
Tell
Whether or Not
You Are Obtaining
The Very Best Values
For
Your
Money
Is By Comparison
With Other Merchants' Stocks
We Want Your Patronage
We Want Your Name
Appended
To
Our

Long List
Of
Satisfied
Customers

If There Is Anything Here
You
Want
Step Inside
And
Be Waited On
by

Courteous Attendants.

In the last placard, besides the calling of pedestrian's attention to the merchandise on display, was the extension of the thought of polite attention to the wishes of outsiders. Desirable seasonable goods coupled with painstaking courtesy—what more is needed to establish and keep the good will of the bread-and-butter-furnishing public, always provided a first-class location has been secured?

Doings in Other Cities.

Written for the Tradesman.

Philadelphia has a Vacant Lots Cultivation Association, which is proving a success. This year the demand for garden patches is greater than ever and hundreds of needy families will be denied this chance to add to the income because the Association has not ground enough to supply all applicants. The land is divided into quarter acre lots and is assigned to heads of families, each being required to pay \$1 for the first year's rent of ground and for seeds, plants and fertilizer, the amount being increased \$1 each year until \$5 has been paid.

Lower tariffs on grain shipments from Buffalo to the East will become effective April 26. Grain shipments through Buffalo have been falling off and the new rates may help to remedy this situation.

A ten-day industrial exposition will open in Scranton, Pa., May 1, under auspices of the Scranton Board of Trade. This is the first exhibit of the sort ever held there and is intended to call attention to the varied industries of the city. A total of eighty-eight booths have been provided and Scranton means to show the world that the city is not wholly dependent for sustenance on anthracite mining.

The Williamson Free School of Mechanical Trades, Philadelphia, graduated a class of fifty-nine men this year, including bricklayers, machinists, carpenters, stationary engineers and patternmakers.

One of the important branches of the Louisville, Ky., Commercial Club is the Bureau of Industries, and M. C. Browder has just been placed in charge of this bureau as Commis-

sioner. The bureau will start a campaign at once for more factories for Louisville.

April 30 has been appointed as a day for general cleaning up of streets and yards at Menominee.

Street Commissioner Morrow, of Benton Harbor, has taken a decided stand against any further decoration of any poles, fences or sidewalks with advertising matter of any sort. This action was aimed especially at political workers, who at election time gaily bedaub the sidewalks and other places with campaign mottoes and slogans of an unsightly nature.

Petoskey wheels into line with the slogan, "There's Only One Petoskey."

Marshall has employed a landscape gardener to prepare plans for improving her two parks, also to prepare plans for two additional breathing places.

Almond Griffen.
Almond Griffen.

Who May Solve the Town Hall Problem.

The town hall failed to receive the hoped for sanction of the popular vote in the municipal election Monday. This may be regretted, but there is no use to quarrel with the results. It was the people's money, \$250,000 of it, that it was proposed to use, and the people were within their rights in pulling the purse strings. But the city still needs a convention hall. No time should be lost in getting busy on some other plan. The Elks are about to build a new temple. The plans have been practically agreed upon and bids will soon be invited for the construction. The Elks own 100 feet frontage on North Ottawa street, immediately north of the City Hall, and their lot extends back 100 feet to an alley. The building as planned will cover the entire lot and will be two stories in height, with a high basement. The first floor will be an auditorium 90x100 feet and so constructed that it will be free of pillars or posts to obstruct the view. This hall will have capacity for 1,000 persons seated at tables or 2,000 or 2,200 as an audience in chairs. It will have exits on Ottawa street and the alleys south and east of it. Now that the plan to build a hall by municipal bonding has fallen by the wayside why would it not be a good plan for the public spirited citizens who appreciate the city's need to get behind the Elks for a hall enough larger than the Elks propose to build to serve the city's every need? The Elks paid \$14,500 for their site or at the rate of \$145 a foot frontage. An additional 30 feet would cost at \$150 only \$4,500, and on the site thus enlarged could be erected a hall with seating capacity for at least 3,000 people. The larger building would not cost so very much more than the rookery it is proposed to erect. The Elks are public spirited and it is reasonable to believe they would undertake to solve the convention hall problem for many years to come if properly encouraged.

The Y. M. C. A., the Battalion, the Rescue Mission or any other organization might be backed in this enterprise in place of the Elks, but the

Elks happen to be in a position where to encourage them a little is to bring the quickest result.

Patient.

Weary (lying under the apple tree)—Say, mister, 'kin I have one of dem apples?

Farmer—Why, them apples won't be ripe for four months yit.

Weary—Oh, dat's all right. I ain't in no hurry. I'll wait.

Be the stopping place for gossip.

CALIFORNIA Genuine Sardines



Caught in Pacific Waters, along the Southern Coast of California. Noted for their choice quality. Very Fat.

Put Up Under These Brands Only

BRANDS	STYLES
GOLDFISH	RAVIGOTE
SUNSET	LE CROIX
SENIORITA	BONELESS
LA ROUCHELLE	
MISSION	
SUNSET	(Broiled Mackerel Style)



ARTICLES	Weight Per Case	Tins Per Case
Goldfish Brand		
Ravigote Style 1/4s, Keys,	58lbs	100
Sunset Brand		
Le Croix Style 1/4s, Keys,	58lbs	100
La Rouchelle Style 1/4s, Keys,	58lbs	100
Seniorita 1/4s, Keys,	48lbs	100
"C. P." large 1/4s, no Keys,	75lbs	100
Mission Brand		
Boneless 1/2s, Keys,	44lbs	50
Sunset Brand		
Le Croix Style 1/2s, Keys,	44lbs	50
"C. P." large 1/2s, no Keys,	64lbs	50
Blue Sea		
Tuna no Keys,	48lbs	50
Sardines, Sunset Brand in		
Spices broiled Mackerel style		
Soused, 1 Oval	60lbs	48
Tomato, 1 Oval	60lbs	48
Mayonnaise, 1 Oval	60lbs	48



Cannery San Pedro



Only Cannery of Genuine Sardines in America and the only one that is operated 12 months in the year in the same line of business.

California Fish Company
Henne Building
Los Angeles - California

THE MODERN BED.

It Consists of Bedstead, Springs and Mattress.

Written for the Tradesman.

An important essential to the proper enjoyment of "tired Nature's sweet restorer" is a good bed. But how many know how the modern bed is made or what it is made of? Our grandmothers used to fill a big tick with corn husks or straw and spread this on the slats or the woven bed cords. This method is still pursued in the small towns, the backwoods and on the farm. This makes a good bed when the husks are fresh and the straw is sweet, but it is a bed that would make the modern mortal accustomed to springs and mattress rise in the morning with weary bones. Even a tick of our grandmother's feathers, the height of ancestral luxury, would not take the place of the up-to-date appurtenances to gentle slumber.

The modern bed is quite an institution. It is in three parts, the bedstead, the springs and the mattress. The big furniture factories make the bedstead in endless variety. There is only one concern here, the Hot Blast Feather Co., that makes the springs and mattress. There used to be more of them, but competition is keen, freight rates are high and the market is restricted, and one is enough for present purposes.

The bed springs, that is, the spring part, is made of wire and several sizes are used. It comes in big reeled coils. A fine wire is used for the woven top.

It feeds into a machine and it twists out upon a long table to the desired length and then the machine automatically nips the wire. The wire keeps on twisting out, the second coiling into the first and the third into the second and so on until the web reaches the desired width. This web is reinforced with heavier wire or bands of steel with spring attachments and it then goes to another machine, which stretches it tight upon the wood or metal frame. This is one style of spring, and a good style to sleep on, too. Another style has the web resting on spring coils. And then there are the luxurious box springs, with coil spring, web covering and a surface of hair, all enclosed in ticking.

With the spring safely made the mattress is the next consideration. Mattresses are made of a variety of materials. They may be of cotton, wool, excelsior, husks, shredded palm, or African fibre. They are even made of feathers, but the feathers or down is usually for the covering or to be used as a blanket. The ordinary low priced mattress is a combination of cotton and excelsior. The cleaned but unworked cotton is fed into a machine that looks like a printing press. It goes over cylinders and between rollers and finally emerges as a thin layer spread on an endless blanket. This layer is deposited one upon another until it is two or three inches thick. This is felting the cotton, and when the desired thickness has been reached the cotton is taken out and is ready to go into the mattress. The

felt cut to the requisite size is placed in a frame or bed, and upon it is evenly spread the excelsior and then the material is forced out of a slit in this frame into a tick that has been adjusted to the opening. This operation is like making sausages except that the operation is on a much larger scale. When the material comes out of the machine it is pressed to a thickness of about six inches. As soon as the pressure is released the mattress bulges to the thickness of a foot. It goes to a girl who sews up the open end of the tick on a specially designed sewing machine, and then to the man who ties the knots which make the mattress look "natural." There is quite a knack in the knotting of the mattresses. The operator uses a long double pointed needle. He shoves it thread end first down through the mattress and with his other hand pushes it back. The skilled workman will send the needle back within a quarter of an inch of where it went in; the novice can not do this within an inch or even two inches.

The other mattresses are made in the same way, the only difference being the materials used. The finer grades have felted cotton for the body with a surface layer of wool or hair.

It may not be known how feather or down coverlets or blankets are made. The supposition may be that the down is carefully spread in the containing sheets of cotton, silk or satin and then sewed, but this would be a bad guess. The sewing is done first and then the feathers or down

is blown by air pressure into each long narrow compartment. The quilt then may be cross-stitched to make it more compact and presentable.

The best of all feathers and down for pillows or quilts are those of the goose. Duck feathers stand next to the goose, and many of the duck feathers used in this country come from China. It may be added that these Chinese feathers need a good deal and very thorough renovating and disinfecting before they can be used. One of the great staples in the feather market is the feathers of the chicken, and these are brought in by farmers' wives, the dealers in dressed poultry and from the butcher shops. These feathers are steamed and otherwise treated and make very good pillows. The experienced feather man, however, can tell by feeling the bag, and without looking, whether he has goose, duck or chicken feathers.

A Precaution.

"Ma," said a newspaper man's son, "I know why editors call themselves 'we.'"

"Why?"

"So's the man that doesn't like the article will think there are too many people for him to tackle."

The Penalty.

Sunday school teacher—What was Adam's punishment for eating the forbidden fruit, Johnnie?

Johnnie (confidently)—He had to marry Eve.

Build Up Your Trade on Butter Color

Your customers want a Butter Color that is Safe and Purely Vegetable.

You can give them Dandelion Brand Butter Color with the Great Endorsement of the National Convention, as well as of the many State Conventions where "Dandelion" has carried off the prizes.

Build up your trade. Hold the confidence of your customers by supplying them with

Dandelion Brand



Butter Color

PURELY VEGETABLE

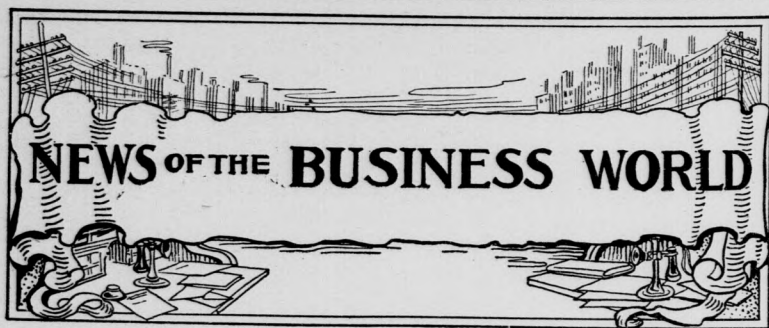
We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO.

= =

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Benzonia—H. B. DeCan is succeeded in the meat business by C. W. Barber.

Hancock—G. A. Larson is succeeded in the drug business by John W. Cooper.

Big Rapids—B. Welling is succeeded in general trade by J. Rifkin, of Chicago.

Lake Linden—A new clothing and furnishings store has been opened by S. Jacobson.

Saginaw—Jos. H. Druckhamer, grocer, is succeeded in business by Volpert & Goffel.

Kalamazoo—Charles J. Robinson has opened a delicatessen store at 310 West Main street.

Sidney—Fish Bros. have sold their general stock to C. W. DeHart, who will continue the business.

Coldwater—A dry goods and millinery store is being opened here by J. G. Waddell, formerly of Toledo.

Detroit—Spencer & Hower, dealers in produce, have increased their capital stock from \$10,000 to \$25,000.

Howell—The St. Johns stock of the Detroit Mercantile Co. has been consolidated with its stock at this place.

Burt Lake—The grocery stock formerly owned by Wm. U. Faunce has been purchased by Rastus Monroe.

Kalamazoo—A new grocery store has been opened by W. Maxwell & Co. at the corner of Seminary street and East avenue.

Reed City—Fred Van Dyken, of Cadillac, will continue the bakery business formerly conducted by M. V. Brown, confectioner.

Cadillac—A. M. Cole is succeeded in the meat business by V. W. Montgomery and C. Powley, of Reed City. Mr. Powley will manage the market.

Mulliken—A. E. Lawrence has sold his cold storage building to Noble & Potter, hardware and implement dealers, who will use it for storage room.

Mendon—E. J. Barnabee, who succeeds A. I. Ulrich in general trade at Parkville, has sold his hardware stock here to Shumaker & Shumaker, of Centerville.

Houghton—The Roach & Seeber Co., produce dealer, has embarked in the wholesale grocery business with Arthur W. Walsh as manager of the new department.

Iron River—August Lundin, of Ishpeming, is installing a stock of clothing and men's furnishings in the store building recently vacated by the First National Bank.

Owosso—Carl C. Wright is erecting a two story brick building 86x86 feet, in which he will conduct his

business and will also use the same as a storage and grinding room.

Pontiac—F. O. Folsom succeeds Isaac Broughton in the grocery and meat business. Mr. Folsom has conducted the business under Mr. Broughton's direction for some time past.

Port Huron—The stock of the Enterprise Garment & Shoe Co. has been purchased by the J. L. Hudson Co., of Detroit. The store will be managed by John G. Stumme, of Detroit.

Eaton Rapids—C. J. Peck, who has been employed as buttermaker by A. M. Smith & Co. for about a year, is succeeded in that position by C. O. Merritt. Mr. Peck has removed to Ventura.

Kalamazoo—G. B. Parent, one of the partners of the old El Merado Cigar Co., announces his intention of forming a stock company to resume the business at the same location, 308 North Burdick street.

Lake City—The drug firm of Hammer & Farmer has been dissolved, Geo. B. Farmer having purchased the interest of Chas. Hammer. Mr. Farmer will continue the business under the style of the City Drug Store.

Detroit—The Hugo S. Fechtmeier Co. has been incorporated to conduct a jewelry business, with an authorized capital stock of \$1,500 common and \$3,000 preferred, all of which has been subscribed and paid in in property.

Alpena—A corporation has been formed under the style of the Thunder Bay Fish Co., which has an authorized capital stock of \$20,000, all of which has been subscribed, \$2,000 being paid in in cash and \$18,000 in property.

Tecumseh—A trust mortgage has been filed by S. W. Anderson & Son, dry goods merchants, the indebtedness, it is said, being \$17,192.29. The trustees are George A. Corwin, of Detroit, and P. W. A. Fitzsimmons, of this place.

Kinde—Walter Chilinski, formerly engaged in trade at Detroit, and John K. Miller and his sons, Frank K. and John, will open a department store here on May 1, the business to be conducted under the style of Chilinski, Miller & Sons.

Detroit—The Pennsylvania Rubber Co. has been incorporated to deal in rubber goods and automobile and bicycle accessories, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$2,500 being paid in in cash.

Bay City—John R. Greeley and Robert Richmond have purchased the grocery of R. G. Palmer, at the corner of First and Van Buren streets,

and will continue the business. Mr. Greeley has been with Mr. Palmer in the store for the past two years.

Shelby—R. H. Lattin, of Hart, has closed out nearly all of the C. D. Carscallen grocery stock, which he acquired in the foreclosure of a chattel mortgage which he held. He will remove the remaining stock and fixtures to Hart to be disposed of with other goods.

Brimley—Archie Thompson and Rolla Washburn have formed a co-partnership under the style of Thompson & Washburn and will conduct a general store and meat market. The meat business formerly conducted by James Thompson will be continued by the new firm.

South Range—A trust mortgage has been filed by Mrs. Theresa Neimark, dealer in dry goods and clothing, for the benefit of her creditors, the senior member of the law firm of Galbraith, McCormick & Marsch, of Calumet, being named as trustee. The indebtedness is said to be about \$4,100.

Morrice—Dustin T. Morrice, harness dealer, has filed a voluntary petition in bankruptcy in the United States Court. The first meeting of creditors has been called for April 16. The liabilities are scheduled at \$600, secure by mortgage, and \$1,789.85 unsecured debts. The assets are \$1,142.92, of which \$375 is exempt.

Manufacturing Matters.

Holland—The capital stock of the Holland Veneer Works has been increased from \$100,000 to \$225,000.

Thompsonville—The chemical works of the Desmond Co., at Carters Siding, were badly damaged by fire April 1.

Ypsilanti—The W. L. McCullough Co., mining and milling machinery, has decreased its capital stock from \$150,000 to \$30,000.

Hanover—F. B. Dent, of Hastings, has purchased the local creamery. Fred Schmidt, who formerly conducted same, has gone to Denmark.

Benton Harbor—The Anderson-Tully Co., which manufactures fruit packages, has increased its capital stock from \$400,000 to \$1,500,000.

Kalamazoo—Lee, Cady & Smart have purchased the wholesale grocery stock of B. Desenberg & Co. and will continue the business at the same location.

Allegan—Fairfield & Kolvoord, millers, have sold a third interest in their business to George Peabody and it will be continued under the style of Fairfield, Kolvoord & Co.

Lowell—The Dratz-Seydewitz Co. has been incorporated to manufacture furniture with an authorized capital stock of \$15,000, of which \$11,500 has been subscribed and paid in in cash.

Owosso—The Owosso Milling Co. has been incorporated with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$1,050 being paid in in cash and \$8,950 in property.

Detroit—The William Campbell Co. has been incorporated to manufacture fireless cookers, having an authorized capital stock of \$12,000, of

which \$6,000 has been subscribed and paid in in cash.

Big Rapids—Hood & Wright, manufacturers of veneer and panels, are erecting a new veneer plant comprising three buildings—a machine room, 36x90, boiler and dynamo room, 30x40, and dry kiln, 24x90.

Grand Ledge—The Grand Ledge Paint Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$10,000, of which \$8,000 has been subscribed and paid in in cash.

Boyer City—F. M. Chase, implement and harness dealer, has sold his stock of implements to the Boyne City Manufacturing & Supply Co., and his harness stock to F. D. Newson, a local harness dealer.

Detroit—A corporation has been formed under the style of the DeLuxe Motor Car Co., which will conduct a manufacturing business with an authorized capital stock of \$150,000, all of which has been subscribed and paid in in property.

Saginaw—A company has been formed under the style of the Saginaw Heading & Veneer Co., which has a capital of \$40,000, with paid in stock of \$25,020. The company intends to manufacture lumber, heading, cheese boxes, veneer and baskets.

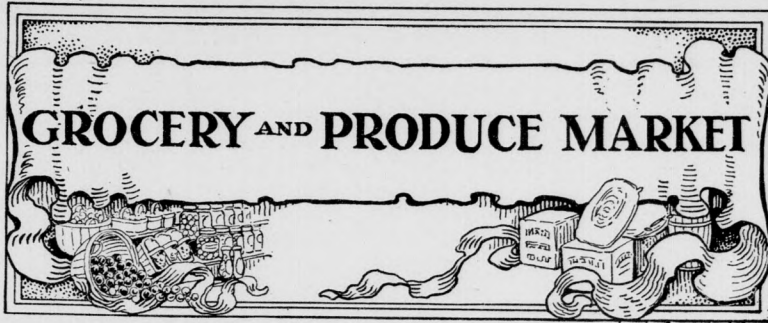
Battle Creek—The Donna Gracia Candy Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$22,000 common, and \$3,000 preferred, of which \$12,500 has been subscribed, \$150 being paid in in cash and \$12,350 in property.

Detroit—The Michigan Improved Window Co. has been incorporated to manufacture window devices and deal in lumber. The company has an authorized capital stock of \$25,000, of which \$14,750 has been subscribed, \$1,000 being paid in in cash and \$13,750 in property.

Flint—A corporation has been organized under the style of the Flint Cement Tile & Brick Co., which will conduct a manufacturing business with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,000 being paid in in cash and \$500 in property.

Detroit—The Turpeneoil Manufacturing Co. has been incorporated to manufacture solvents, driers and cleaners and conduct a mercantile business, with an authorized capital stock of \$1,500, of which amount \$1,050 has been subscribed, \$250 being paid in in cash and \$125 in property.

Flint—Fred G. Letts, factory superintendent for the W. A. Paterson Co., has succeeded to the duties of sales manager of that institution, following the resignation of George McCutcheon, who will leave this city in a couple of weeks for Owensboro, Ky., to become Vice-President and sales manager for the F. A. Ames Co., of that place. Mr. Letts, who has held the position of factory superintendent for the last ten years, will continue to exercise general supervision over the factories of the W. A. Paterson Co. in addition to having charge of the sales department.



The Produce Market.

Apples—A firm tone is shown on all varieties, but no further advances are expected. Receipts are of moderate proportions, while the demand is about fair. Hood River fruit is held at \$2.75@3. New York fruit has been moving freely during the past week as follows: Spys, \$6@6.50; Baldwins, \$5.50; Greenings, \$5.75@6. Asparagus—\$3.50 per 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 is a very good consumptive demand for all grades of butter. The recent decline of 1c was due to the increased receipts. The present receipts of fresh butter show a fine quality for the season and meet with a ready sale on arrival. The market is steady on present basis and will likely remain so during the coming week. Fancy creamery is held at 27c for tubs and 27½c for prints; dairy grades command 24@25c for No. 1 and 15@16c for packing stock.

Cabbage—\$3.75 per crate for Texas.

Carrots—\$1.50 per bbl.

Celery—California, 75c per bunch; Florida, \$2.75 per crate.

Cocoanuts—\$5 per bag of 90.

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

Cucumbers—\$1.50 per doz. for hot house stock from Illinois.

Eggs—Local dealers pay 18c f. o. b. shipping point and sell case count at 19@20c. The market shows a falling off in receipts, owing to some packers putting eggs in storage. This year's storage price, incidentally, will be much higher than last year's. The market is very firm at an advance of 1c over a week ago, and there will likely be a continued firm market until after the Easter season is over, when a decline of 2@3c will likely occur.

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—\$3.25 per 6 basket crate.

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

Lemons—Steady and unchanged on the basis of \$2.50 for Messinas and \$2.75 for Californias.

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

Onions—\$1 per bu. for red stock or yellow. Texas Bermudas have declined to \$1.85 per crate.

Oranges—The market is stronger and higher, choice Navels having advanced to \$2.75@3.25 per box.

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 has held steady during the past week. Arrivals are about equal to current requirements of the trade. Carlot enquiry for seed purposes is about over with, and from now on the call for table use will have to be depended upon for an outlet. It is possible that the market will ease off some in a short time. Present transactions, locally, are on the basis of 90c.

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. All lines of poultry continue high, with only moderate arrivals. Demand is fair, but many of the small dealers, it is said, are not buying except they have orders, which causes a rather quiet tone. The present range seems to be as high as it can possibly go and it would be advisable for those who have stock to ship it at once to get advantage of prevailing prices.

Radishes—25c per doz. bunches.

Sweet Potatoes—Receipts have shown a material falling off and values rule considerably firmer than for some time. \$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, \$2.50 per 6 basket crate.

The Grocery Market.

Sugar—The market is strong but without change from a week ago.

Tea—The market has eased down somewhat, so far as the country demand is concerned, for most lines with the exception of Japans, for which a good demand is noted at full prices. Owing to a shortage of supplies, no large amounts can be obtained. There is still a good demand from country merchants for line lots sufficient to carry them through the remainder of the year. So far as the imposition of a duty is concerned, it is still one of the uncertainties, and it is generally felt that if Congress does continue tea on the free list Japan will probably place a high price on its new teas, owing to the very short supplies available. Spot

prices hold firm. More interest is shown in Formosas and Ceylons.

Coffee—Rio and Santos grades are both weaker and lower. The market has been boomed by the syndicate for several months on the prospect of a duty, and now that that prospect is diminishing, the market inevitably sags. The demand is light. Mild coffees are firm, but quiet. Java and Mocha unchanged and quiet.

Canned Goods—Tomato packers show more firmness in holding for better prices. With the opening of the lake and rail season, the movement will probably be much heavier, which, it is thought, will have the effect of advancing the price. Future price named on canned corn has had the effect of reducing the price on spot goods to some extent. Peas are unchanged and steady. The long-expected advance in gallon apples has finally materialized, an advance of 25c per case being noted this week. The consumptive demand is showing some improvement, which is, no doubt, due to the fact that green apples are almost out of the game. Peaches and pears hold about steady. Apricots show some improvement in tone and slight advances are expected before the new pack. Strawberries and raspberries continue firm. The better grades of salmon continue strong, although the movement is not as large as desired. The trade on pink salmon is said to be especially disappointing, and a weaker tone is in evidence. As intimated last week, packers of sardines have advanced their prices 15c per case, due to the fact that their supplies are only sufficient to carry them through to the next pack.

Dried Fruits—Apricots are unchanged and fairly active. Future citron is selling at an average price of 11½c, which is somewhat less than for the last few years. Figs and dates are unchanged and dull. Some demand for new prunes has developed on spot, at a price which is about ¼c above what new goods can be bought for on the coast. Old prunes are still selling, but not so well. Peaches are in fair demand at unchanged prices. Raisins are unchanged on the ruling low basis, and the demand is dull. Higher prices are unlikely before next fall.

Cheese—Stocks of all grades are getting very low, but the high prices have curtailed the consumptive demand to some extent. Owing to the extremely small stocks there will likely be a continued firm market.

Syrups and Molasses—Compound syrup is in moderate demand at unchanged prices. Sugar syrup is still very scarce and firm, the demand taking the make as fast as turned out. Molasses is unchanged and in fair demand.

Rice—The market is still tending higher, due to the exceptionally heavy demand. Real fancy heads are not to be had from first hands.

Rolled Oats—Jobbers are expecting material advances before new crop oats come onto the market, which will be about September 1.

Provisions—There have been an active demand for smoked hams on ac-

count of the Easter season and also an active consumptive demand for bacon and skinback hams. Pure lard is firm at ¼c advance over a week ago. Compound lard is firm at unchanged prices. Barrel pork, dried beef and canned meats show an increased demand at ruling prices.

Fish—Cod, hake and haddock are unchanged and dull; prices easy. Domestic sardines advanced according to programme, but the demand is light and will probably not be stimulated by any fluctuation. Other grades of sardines are unchanged and quiet. Salmon is steady to strong, especially Alaska red, and the demand is fair. Mackerel shows no change for the week. The demand is still light and the market only fairly steady. There seems no immediate prospect of any improvement, in spite of the fact that the statistical position, as recently reported, warrants higher prices. Irish mackerel are unchanged and steady.

Death of Mrs. Marietta A. Udell.

After contending bravely against an illness covering several months, Mrs. Marietta A. Udell passed away at five o'clock Tuesday morning, at her home, 354 Crescent Avenue.

Thus has ended a beautiful life whose values were generously bestowed upon the best interests of the city of Grand Rapids for nearly thirty-five years, and the impress of which can not fail to yield a lasting influence for good upon our community.

Mrs. Udell came to Grand Rapids from Freeport, Ill., about 1874, as the young wife of the late Stern F. Aspinwall, who died in 1891, and for six years thereafter she remained a widow. Then she became the wife of Mr. Corwin S. Udell, who was a widower and who, surviving her, surely has the sincere sympathy of a very large circle of friends and co-workers.

Intuitively a woman of refinement and possessed of broad and clear mental equipment, Mrs. Udell had a strong and at the same time a charming personality with splendid capacity for adaptability to whatever problem she undertook to solve; but her highest purpose and her best achievement were as a homemaker.

She believed in home building and, developing such a result for herself and those she loved, she was tireless and enthusiastic in contributing toward similar prizes for others. There was an utter absence of ostentation in her efforts along this line, the only reward and the best one she received being the pleasure that came to her through the knowledge that she could do these things.

A woman of excellent ability as an executive, and liberal minded, fair and accurate in her estimates as to character and conditions, Mrs. Udell was exceptionally valuable as a leader in church work and in all clearly-defined movements in behalf of the general welfare, so that socially and in all other phases of her life she was a charming and greatly beloved character and one whose kindly, generous and successful ministrations will long be remembered.

TEAM WORK.

How Muskegon Grocers and Butchers Got Together.

Muskegon, April 6—A Muskegon grocer was checking up his Saturday sales when a local agent for a yeast company came in. The agent sized up the grocer's roll and remarked, half in earnest, half facetiously:

"You'll get rich soon at that rate."

"No fear of that," returned the grocer; "look here." Running through his books he showed the agent various accounts from fractions of a dollar up, some of them ancient, some more fresh, but all neatly notated, "N. G."



Ole Peterson, President.

"There's where the profit goes," he said. "A grocer can barely make a living here because of the bad accounts that accumulate on him. A customer comes to you, pays cash for a couple of weeks, then asks for credit. After running as big a bill as you'll let him he goes to another grocer, and you can whistle for your money."

The agent sampled the pickle barrel and ruminated. "Why don't you fellows organize for your own protection?" he said.

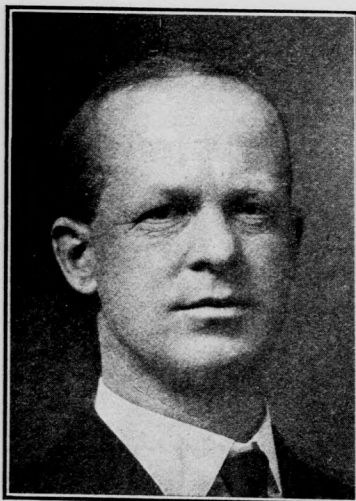
"The rest won't do it," said the grocer despondingly. "I'd like to, but if I'd propose it to the others they would think I was trying to put up some job on them."

Organize! The idea stuck in the sales agent's head. That was the beginning of the Muskegon Business Men's Protective Association. The agent went out and talked to the other grocers. All told the same hard-luck story. He mentioned organization. Some of them laughed. Some of them considered it seriously. All of them held it impossible, said trade jealousy and lack of confidence in each other would forever prevent cooperation.

The grocer was Ole Peterson, now President of the Business Men's Protective Association. The agent was A. R. Bliss, promoter and Vice-President of the Association, the most popular man in grocery and meat market circles to-day. Bliss is popular because he talked dollars where the grocers saw none, made them come his way when they did not want to, smoothed over their petty jealousies until they got together and,

finally, is collecting up all the old and bad accounts, making everybody pay up promptly by the potent club—organization.

When Bliss gets an idea that he thinks is worth while it sticks. Despite his five feet more or less, mostly less, of height, he can stand up against the biggest of them and "talk their heads off," to use the provincial. His 140 pounds avoirdupois is just that much concentrated hustle and hot air. A year ago, when the grocers were apathetic, he got them in line for the annual picnic, managed the whole affair, begged the donations, held up commission men, got the butchers to join in and gave the merchants the best picnic Muskegon has had in a long time. Immediately he became immensely popular. Before then the grocers had been fighting Bliss the same way they fight every agent who comes in. Thereafter they let him have his own way. Bliss always has his own way. The grocers and butchers now swear



A. R. Bliss, Vice-President.

by him. "Go ahead, Bliss, do what you think is right," is the most common expression heard at a meeting of the Protective Association.

Bliss went after the grocers to organize them the same way he got after them to have the picnic last year. He wrote about the State to find out what grocers in other towns were doing. He got copies of the various by-laws and studied up the question of organization for protection thoroughly. When he had learned enough to talk intelligently he began his campaign. The first man he talked to said: "A fine thing, but we can't do it here. Jones, around the corner, would break every rule you made the day after he joined if he could see a cent's worth of profit in it. You'd have to make it a criminal offense to violate one of the rules, and you can't do that."

The next man merely laughed at him, told Bliss it was only another of his vaporisms, one of the funny stories that he likes to tell. The next man thought it over more seriously, but again negated the idea. So it went the rounds, a joke here, a subject of serious discussion there, but ever followed by the same "No."

Bliss was not discouraged. He had

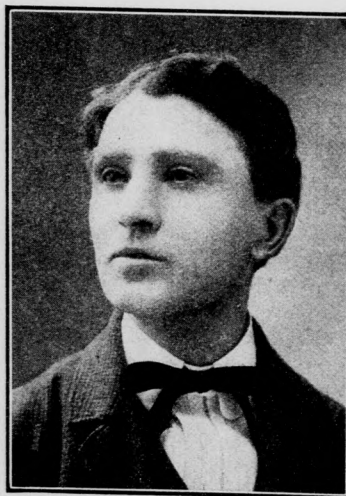
sold goods before. He made it a practice to talk Association every day. A grocer would get his day's supply of yeast over the counter. "Started to build that house of yours yet?" Bliss would ask.

"Can't afford it this year."

"Well, now, if you had all your old bills collected, that five or six hundred standing on your books, you'd be in clover, wouldn't you? You'd be that much to the good and have a fine start toward having a home of your own."

That would be the prelude to a five minute discussion on the benefits of organization. In a couple of months he got them interested. A man who talked like that must believe what he was saying. There must be something back of it. They began thinking. It might be possible after all to cut out this floating non-pay trade. It might be possible to get everybody to pay up. Viewed from this standpoint Jones, around the corner, did not look so much like a crook as he did before. His co-operation, with the co-operation of the others of the trade in the city, meant dollars to each one of them.

Then one day the merchants at Muskegon Heights organized a Protective Association and made the ultimatum to their customers that hereafter they must pay up every two weeks. Muskegon grocers watched



Jacob D. Klont, Secretary.

the move with interest. That was just what had been preached to them. The Heights Protective Association was a success from the start. The merchants did not lose as much trade as it was prophesied they would; and poor payers came along every Saturday night and squared up their accounts. Some of them bought less goods than before, but they left just as much money behind, applying the difference on their old accounts.

One evening in February Bliss called a meeting of all Muskegon grocers and butchers, for by this time he had the butchers worked into the plan also. The meeting was held in the Council chamber in the City Hall. About forty grocers attended. Officers were elected. Ole Peterson, a prominent city grocer, President; A. R. Bliss, Vice-President; Jacob D. Klont, of Klont & Sikkenga, grocers,

Secretary, and Hans Larsen, of Larsen & Rasmussen, butchers, Treasurer. It was a live meeting, for the galvanic enthusiasm of Bliss kept everything tingling.

The next meeting, a week later, had a larger attendance. Bliss started to get every grocer and butcher in the city into the Association. In a month he had all except a half dozen or so. Being the only man who knew anything about the organization of a Protective Association, Bliss was called upon to do the bulk of the work. He drew up a set of by-laws which have won praise from merchants and consumers alike. The word "dead-beat" is not mentioned. There are no "dead-beats"—only slow-payers—and it is to get the slow-payers to make more prompt settlement that the Association was formed. The by-laws are as follows:

We, the business men of Muskegon, organized for the protection of our customers and ourselves, do hereby set forth the rules and regulations governing our body.

Section 1—The name of the Association shall be the Muskegon Business Men's Protective Association.

Sec. 2—The officers of the Association shall be a president, vice-president, secretary and treasurer.

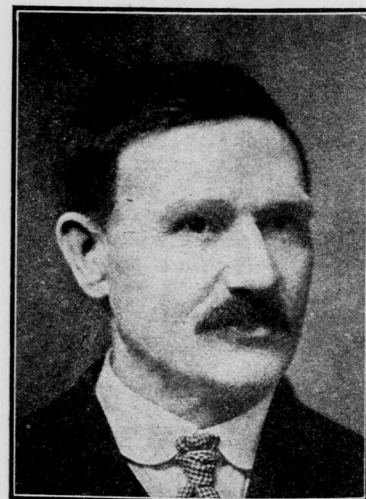
Sec. 3—The officers shall be nominated and elected by ballot.

Sec. 4—The term of office shall be one year.

Sec. 5—The elective power of the Association shall be vested in the quorum of membership.

Sec. 6—The functions of the Association may be both of a business and social relation as designated by the executive body.

Sec. 7—The chief object of the Association is to promulgate a plan whereby the business men of the or-



Hans Larsen, Treasurer.

ganization may be protected from those who are slow pay and that portion of the public with whom they do business, who make it a point to prolong their indebtedness to the members of this organization beyond a reasonable period of time.

Sec. 8—The Association shall keep a list of those of their customers who violate section 7.

Sec. 9—The usual period of time to extend credit shall not exceed the

regular pay-day established by the customer and merchant.

Sec. 10—The patron who exceeds the rule, who, in the judgment of the merchant, shall be deemed unworthy of further credit, shall be asked to make a satisfactory settlement or give ample security for furnishing the continuing of his credit.

Sec. 11—Any patron whose credit has become impaired, wishing to change his place of dealing, must satisfactorily settle his account or the merchant to whom he applies for credit maintaining his membership in the Association must refuse same until patron in question shall have satisfactorily settled his account at his previous place of trade.

Sec. 12—A list of undesirable persons shall be kept by the Association.

Sec. 13—A circular letter outlining the objects of the Association shall be sent to the patrons of the members of the Association.

Section 14—A placard of membership shall be displayed at the various business places controlled by our members, embodying in whole or essentially the contents of our circular letter.

Sec. 15—There shall be a committee of three known as a "Grievance Committee" appointed by the President to act as a board of arbitrators.

The by-laws went into effect March 1. At once a change was noticed. The publication in the city press of a story that professional men, lawyers, doctors, etc., who let their bills run for about six months were especial objects of the Association's condemnation brought downtown merchants several hundred dollars a day of old accounts inside of a week. People who jumped from one store to another as soon as they could no longer receive credit at the place they were trading at once came anxiously to their grocers to learn what disposition was going to be made of their cases, and as to whether they could no longer receive credit.

The Association did not trouble itself with post mortem accounts. Everybody started on March 1 with a clean slate and got credit or paid cash according to his previous arrangement with his grocer. Two weeks was set as the time in which everyone must pay up, although grocers used their discretion with long-standing customers accustomed to making monthly payments. After the first two weeks was up a list of the derelict ones was sent in by each grocer to the Secretary. That list is kept up and constantly added to as the weeks roll by. Also it is subtracted from when a customer comes in and makes settlement.

A few customers tried the old tactics, but when a grocer who was a member of the Association had some one come to him asking for credit who had not traded with him before, he asked the customer who had been his grocer previously. Then he found out from the Secretary if the man was all right and deserved credit. After a few attempts the would-be account jumpers were generally discouraged.

Some grocers who were not mem-

bers of the Association and who expected to get trade dropped by the others by not belonging got what they wanted. But a few weeks' experience with customers who would not pay discouraged them and they soon came in line with their brethren.

There was some opposition from the people at first. A movement of this kind is always maligned and misunderstood. Threats were made. But by generous advertising in the city press, by mailing out circulars and by having each grocer preach his own gospel, the people finally came to understand that the Association did not propose to fix prices, that it was not aimed at those who paid regularly, but that it only affected a class who were parasites on the community and who by their neglect in not paying just accounts forced grocers to take big margins on some articles. A month after the Association has come into active existence all contra-agitation is dead.

Outside of the protective phase of the Association's activity it has also a social feature. All the old jealousies are being driven away. Grocers and butchers are good fellows together instead of refusing to address each other when meeting on the street. They are coming together on the summer half holiday plan. They expect to have a picnic this year. A baseball team of grocers has been organized. The butchers are talking a similar team.

The grocers are also taking a broader view of their own interests. At the last meeting a protest was framed against the proposed increase of one-half cent a pound on Messina lemons. A protest on the tea duty was also entered. The resolutions will be sent to Congressman James C. McLaughlin and to both Senators from Michigan.

Other merchants are becoming interested. The coal men, the milk men, the shoe dealers, the professional men are enquiring into the success and organization of the Association. During the course of the summer it is expected that the Grocers' and Butchers' Association will either have to branch out or other associations will be formed.

The President of the Association, Ole Peterson, is a grocer of long experience. He is situated on Peck street, near Irwin, one of the city's fashionable districts, and has one of the most select circles of customers in town. Conservatism—the kind of conservatism that is consistent with progress—is the keynote of Mr. Peterson's character. He is highly popular among his associates in the business and wields the gavel to entire satisfaction.

Jacob D. Klont, Secretary of the Association, is a grocer who has been in the business many years and is thoroughly familiar with the local situation. Mr. Klont's well-known rugged honesty and integrity made him the ideal choice for the difficult office of Secretary with its accompanying duties.

Hans Larsen, of Larsen & Rasmusen, a butcher, is the Treasurer. Mr.

Larsen was one of the first butchers to take active interest in the Association. He has long been in business in Muskegon and understands the need of protection as well as any merchant in the city.

Woolen Mills For the Manufacture of Yarn.

With four knitting mills already here and a fifth about to start it is estimated that in the manufacture of underwear we use annually between \$150,000 and \$200,000 worth of wool yarn. And not a dollar, not even a dime's worth, of it is produced here. Michigan is ranked among the good sheep states. Many thousands of pounds of wool are produced every year in this State, and so high does Michigan wool stand in the market that at sheep shearing time the big Eastern houses send their buyers here to pick up all they can get, and the resident buyers in the larger cities have their agents scouting around the small towns and in the country seeking the fleece wherever it may be found. Michigan wool is shipped chiefly to the Boston market, and either in the New England mills or at Philadelphia the wool is converted into yarn, and in this form it comes back to Grand Rapids to be knit into underwear.

The suggestion might well be made that Grand Rapids would be a good location for a woolen mill. Such a mill would not only be in position to supply the local knitting works with their raw material, but there are a score or more other knitting works in Michigan from whom orders could be reasonably looked for. Should a woolen mill be established here it would not be a new industry but a revival of one of the city's earliest manufacturing activities. In 1843 Stephen Hinsdill started a wool carding, cloth dressing and sateen factory, occupying part of what was known as the "big mill" on the east river bank a short distance above Bridge street. He continued the business until his death in 1848, and Truman H. Lyon succeeded him in the management and increased the line by the addition of cassimeres, flannels and other cloths. Mr. Lyon afterward built a new mill and moved into it in 1851 and two years later sold it to D. P. Nickerson, who a few months later gave it up. John E.

Earle & Co., Jas. D. Lyon, J. Edward Earle and Geo. M. Huntly also tried their luck at clothmaking, but with indifferent success, although the Earles stayed by the game for seven years. John W. Squier started a carding and cloth dressing mill soon after Hinsdill began in 1844 and this branch of the business was carried on at different times by Powers & Ball, S. G. Noyes, Pew Bros. & Co., the Earles, Jas. D. Lyon, Albert Amsden & Son and others, but one after another they quit. The last to go was Samuel G. Stover, who for several years carried on a little business on West Bridge street and only comparatively recently retired. These early concerns put the wool through all the processes from the clip to the finished goods. It is not recorded why they failed, but the fact remains that the use of wool as a raw material has become a lost industry in Grand Rapids. It is possible the fate of some of them might have been different if the city had had knitting works as a market for yarn. As said, the knitting works are here now, four of them, and a fifth soon to start. Isn't it about time some live capitalist began looking into the possibilities of a woolen mill, not for the manufacture of cloth, but for the production of woolen yarn such as the knitting works use?

Domestic Tragedy.

"For goodness' sake, Harriet, why so sad?"

"The cook's left, but that isn't the worst of it; she took with her the recipe-book for all the things John's mother used to make."

Can Fruit & Vegetables

with THE BARTLETT CANNER
FOUR SIZES, \$65 to \$200.
There's MONEY in it.
Write CANNERS' SUPPLY CO., Detroit, Mich.



Ground
Feeds
None Better

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E. A. STOWE, Editor.

Wednesday, April 7, 1909

NAVIGATION CONTINUED.

There is still remaining of the fund appropriated by the general Government for the improvement of Grand River from Grand Rapids to Grand Haven a sum approximating \$55,000. The operations which are to be conducted this season, it is understood, are to be confined to the upper end of the channel, that is to say to the stretches between the Fulton street bridge and the Jenison Bar.

Grand River, from Eastmanville to Grand Haven, is readily navigable for boats drawing five feet of water, while, from Spoonville down, craft drawing six or seven feet may be safely and conveniently handled.

With this condition of things existing, the proposition to build and operate a twin screw motor boat 50 feet in length with 14 feet beam, capable of carrying twenty-five tons of freight or 100 passengers and to make a round trip daily, is a good one. A boat of this character may be safely handled by two men, under Government regulations, and that there is sufficient business—both freight and passenger—between Grand Rapids and Grand Haven to much more than meet the cost of operation is beyond question.

The Jesiek brothers, boat builders and navigators of experience and men who have, as business managers, the confidence of the best men in our city, propose to invest \$2,600 of their own money in building such a boat at a cost of \$5,000, and to secure the balance of \$2,400 needed to meet the initial cost, they will give a trust mortgage on the boat for that amount, issued to Charles H. Leonard as trustee for the stockholders.

Charles Renwick, N. Fred Avery, Charles H. Leonard, Dr. Chamberlain and other gentlemen are soliciting subscriptions to the \$2,400 of stock and it is believed that the boat will be ready to go into commission by June 1.

HE MUST STAY PUT.

Politics is a queer manipulator, but there are hopeful signs visible.

The Non-partisan or Citizens' ticket went down to defeat last Monday and why?

Because, while perhaps a majority of those who conducted the propaganda are so enlisted because they truly believe that party should not take the place of men in a local election, there were enough citizens who are commonly recognized and believed to be "outs who wish to become ins" on the Citizens' ticket to condemn the entire outfit.

And so there has been another machine victory.

No matter how competent, how honest or how sincere a man may be; no matter how deep may be such a man's moral sense as to the justice and right of civil service regulations exactly observed, he is made to exercise his sincerity or utilize his ability in the direction of real civil service values the minute he is elected to office through machine methods.

An honest man who firmly believes that he can evade the demands of the machine is nominated and elected. The first and inevitable situation he faces is the appointment of his assistants. He knows that the men who expect appointments because they contributed largely toward his election are incompetent; he knows that they are too numerous for the needs of the department of which he is the chosen head; he knows that they are shiftless and indifferent as to the conduct of his department and he knows that, could he proceed without opposition along the exact lines his conscience dictates, he could very materially reduce the expense and increase the efficiency of his department.

He knows all these things, but he also knows that he has been elected to office; that he covets the honor and needs the emoluments.

Then he awakens to a full realization of the fact that he must stay put as a part of the machine.

POWER BEHIND THE THRONE.

For weeks two groups of eminent gentlemen have been engaged with what is popularly known as the Tariff, at Washington.

During the same period the business interests of the United States have become heartily sick of the entire mess.

Meanwhile and in spite of the President, one Senator Aldrich has been serenely demonstrating once more his complete mastery of the situation—a control he has, as the representative of the Consolidated Interests, exercised for almost an entire generation.

Truly President Taft is decidedly up against it and with equal truth the general welfare of the country is his side partner in sorrow and disgust.

If the crowd down there could build up, first, a truly squared and plumb view of the Tariff mystery as a Principle, it would be a most gratifying exhibit and would serve to inspire patience and generate hope on the part of a long suffering public.

And then if, by some hook or crook, Congress would annihilate the rapidly growing conviction that the well-advertised Big Stick has been restored to the all-embracing clutch of that man Aldrich, the general public

would feel much more comfortable.

Meanwhile if the Sargeant-at-Arms, collaborating with the Superintendent of the Bureau of Janitors, under the auspices of the First Chief of the Department of Perquisites, should succeed in annihilating the Division of Lobbyists, business men would begin to realize that, after all, the special session of 1909 is going to bring forth something really tangible and, possibly, of value.

SELLING GARDEN SEEDS.

While the garden seed collections usually found in the stores have fallen into disrepute through the fact that many of the seeds offered are so old that vitality is impaired, there is an excellent opening for any live dealer who will offer a choice assortment of seeds which he can guarantee as fresh.

Many neglect ordering until the season of garden making is at hand. Others for various reasons find that a supply which they thought existed is in reality deficient when planting time comes. That they can order from a local dealer and get the seeds at once is much preferable to being forced to send away and then wait for weeks before the arrival of the packets.

Handle only seeds which you can guarantee as fresh. Let not the common plaint that the grocer handles seeds too old to grow be laid at your door. Deal with reputable growers, and have them distinctly understand that you expect first-class seeds only. Adapt your selections to the location. If you have frosts nearly every month in the year you will do better to look up the Rocky Ford fruit market than to spend any money or space in melon seeds. If there is a cannery in the vicinity you will need to investigate the tomato and sweet corn supply. In short, study the wants of your present customers.

Also anticipate coming needs. There are improved varieties of many of the standard vegetables. Post yourself on their general merits, their advantages in your own neighborhood, and apply your knowledge to the practical advantage of both yourself and your patrons.

REASONS FOR DOUBT.

Mr. J. H. P. Hughart, of the Grand Rapids & Indiana Railroad, has promulgated a statement that the earnings of the road in question from passenger traffic during the past year are, to a marked degree, less than were the earnings from the same source during the first preceding year. And he attributes the decrease to the operation of the two cent fare law.

Mr. Hughart shows also that freight traffic receipts during the past year, on the same road, have decreased considerably. Perhaps it was an oversight that he did not charge the two cent fare with this shortcoming.

Beyond question Mr. Hughart can not expect the people of Grand Rapids to accept his statements without the conventional grain of salt.

If he does it is only fair to remind the gentleman that once upon a time he presented a formal statement as to the operation of the Grand Rapids

& Indiana Railroad before the Grand Rapids Board of Trade, a statement which, seemingly prepared for the purpose of deception, was so full of inaccuracies that when Mr. W. F. Keeney had riddled it with holes, Mr. Hughart's statement hadn't a leg left to stand upon.

It is also recalled that once upon a time, in addressing a State official as to the operation of his road, Mr. Hughart stated that he could so manipulate the records of the company he represents that they would show any result desired.

For these reasons, and others equally cogent, Mr. Hughart can not feel that he is being imposed upon when the Tradesman declines to accept as fair and accurate his most recent pronouncement.

TIME SERVERS' HABIT.

"There is one fact," said a local nature fakir, "which is sufficient in itself to convince me that animals do not think. And that is, no animal known to man knows anything whatever which has not been taught to it." Then, as though he had said the last word in the differentiation between instinct and mentality, he walked away.

But he did not move rapidly enough to escape the comment: "And man is included in the animal classification you would set up."

This retort courteous precipitated a heated discussion which is not yet ended and, like hundreds of arguments going on everywhere—in offices, stores, factories, over farm yard gates, along country roads, in drawing rooms and drawing room cars—they are no help to business.

On the contrary, they are very frequently harmful as stealers of time, annihilators of system, obstructions in the way of development and creators of ill will.

Men are gregarious. Instinctively they are fond of herding together. They need companionship and fret and chafe against isolation from others of their kind. And this liking for society has created communities, developed industries and given birth to trade. It is also the genesis of the love for argument.

But there is a time to refrain from mental contentions, and that time is when individual skill, effort and influence are needed and deserved in behalf of the general welfare; when they are deserved in behalf of individual needs and in accordance with individual contracts honorably entered into and to be honorably fulfilled.

The man who steals the time of his employer or who robs those dependent upon himself of his skill and effort that he may tickle his own vanity by engaging in argument, religious, political or social, and merely for the sake of killing time, is dishonest with himself and unfair to those to whom he is indebted. Such men can not retain the esteem and confidence of their fellow men or the affection of their helpmeets and offspring.

It would be far easier for some of us to earn more than to personally economize.

A BIT OF POETIC PROSE.

While it is the task of the historian to write down the deeds of the past, it is the pen of the poet that teaches best the lesson that the story of the centuries is intended to impress upon the minds of men. So while the page of the one records the fact that a Sicilian King in the power of his might boastfully declared that no power on earth or above it could push him from his throne, and that he was dethroned and disrowned, it was the genius of the other so to brighten the wisdom-freighted story of the olden time that we of to-day remember the boast with the humiliating result and repeat, as exultingly as the old priests sang: "He has put down the mighty from their seat and has exalted them of low degree."

Those who can recall the reign of the Tweed gang in New York City need hardly to be reminded of the security that each man felt as day after day he flaunted the result of his ill-gotten gains in the faces of those citizens whose pockets he had rifled. "To the victors belong the spoils" exclaimed the ring with all the assurance of the adage of the ages. "Might makes right," and while the "Boss" had hardly the prestige of King Robert when he made his boast, he fairly illustrated the spirit of the times, when with leer and sneer he asked with all the defiance of the Sicilian King: "What are you going to do about it?" The answer was not long in coming. Even while asking the ground under his feet began to give way, and long before the reply was completed the King and the Boss had this in common: they were both reduced to penury and disgrace; the one arrayed in jester's garb, the other in the stripes of the convict, and both in their hearts acknowledging the truth of the poet's verse: "He has put down the mighty from their seat," a bit of sterling prose which the poetry of Longfellow has embalmed and brightened.

The heroic story of George K. Kindel's fight, which a recent number of the Tradesman recorded, illustrates in letters of gold the fact that He "has exalted them of low degree." Think of a quarter of a century's grapple with wrong, aided and abetted by the strongest opposition which avarice and greed and cunning and organized power can offer. Is there a single element, burdened with discouragement, which he did not meet and fight? What fun they made of him. How his friends deserted him and the newspapers ridiculed him. How, penniless and poor, his vanishing fortune twice left him and how with hope unsubdued he still stood, conscious of the right and the justice of his cause, with front to the foe, with armor battered but gleaming and that something within him which made it unnecessary for him to exclaim with King Robert of Sicily in his misfortune, "I am, I am the King!" So David met the hosts of the Philistines in the valley of Elah; so Miltiades conquered on the plain of Marathon, and so commercial despotism, under which individual energy is always stifled, was forced to

yield at last to this man who true to his convictions has given a modern instance to illustrate what the Psalmist meant when he sang: "He has exalted them of low degree."

If it be true that the poet depends upon the noblest deeds for the inspirations of his loftiest verse it does seem as if the present every day life of the world is furnishing material for the future's grandest themes. Fact, plain, unadulterated fact, is prose, and the days are crowded with it; and if dear old George Herbert was right—does anybody dispute it—when he "makes drudgery divine" when he says:

"Who sweeps a room as for thy laws
Makes that and the action fine,"

can it be wondered at that the dull, daily task, if it be done "as for thy laws," is in itself a divine inspiration; and although it may lack rhyme and meter and so the rythm that belongs to the poem it still retains enough of the song spirit to permeate the work, be it of hand or brain or both, and make it a masterpiece of poetic prose? So the engineer clings to his throttle-lever in the face of death until the cargo of human life is safely disposed of; so the captain is the last man to leave the sinking ship, and so the doer of the daily duty may so do that duty that the poet, catching a glimpse of the divinity underlying the drudgery of it, shall even in these dull days "make that and the action fine," and fill and thrill the work-a-day world with the happiest songs that have ever been so far sung.

HOLD FAST TO YOUR TEMPER.

A noted banker of England declares that the secret of his success in self-control under particularly trying circumstances was learned from William Pitt, never to lose his temper during banking hours. Webster puts the principle epigrammatically, "Keep cool; anger is not argument."

But even if it were, the merchant can not afford to convince in this sort of a way. It makes too many enemies. The customer may be sincere; and if he is not losing your temper does not entrench your position in the least. If he is unjust strive to show him the error. If he is obstinate few words—and these measured and to the point, polite but decisive—will accomplish more and leave a better impression than to show temper.

"He is a fool who can not be angry," says English, "but he is a wise man who will not." The man who unbridles his tongue in rage knows not where the runaway will end; but it is almost certain to culminate in smashed friendship. A word slips in a fit of ill-temper which severs a business friendship of years. You may regret—be verily ashamed of—the result after a few hours of reflection. It may have been the result of indigestion or other physical ailment. Its effect is none the less cutting, and if it does not give mortal offense it at least diminishes your respect in the eyes of your victim—possibly in that of his friends. But loss of temper does more than injure your trade, your reputation. It injures you physically. Rise above

the irritations of life; make the nerves servants; preserve an outward calmness, even if there is ebullition inside; and nine cases out of ten you will be glad later that you adhered to this rule of keeping the temper.

COMPREHENSIVE COLLECTION

"Come here; I want to show you something," was the salutation accorded a few days ago by a hustling country merchant as a man who did considerable office work entered the store.

He then exhibited with pride a neat case stocked with writing fluids in various sized bottles, mucilage in bottles and tubes and a number of other desk supplies, all of standard manufacture. Not a word was said on either side about a purchase, neither was there one made at the time; but the shrewd merchant thinks that when this man has occasion for some of these little fixtures, as he soon will, he will know where to go to find a choice assortment; and the visitor is of a similar mind.

There are a number of advantages in this method of showing small articles. They are all together. You can put your hand on any one of them in a minute. The purchaser has a chance to make a selection and may discover something or some form of the standard article which he much prefers. If he wants a bottle of ink he may not like to ask you to take down the different sizes from the shelves in order that he may make a comparison of values—it is too small a matter over which to bridle—yet if he sees the two sizes side by side he may have a strong preference for the one and thank you mentally for the chance to exercise his choice.

When it is established in a community that you have a full assortment of any line of goods customers will be more numerous. The man who keeps only one or two sorts of anything is greatly at a disadvantage when he comes in contact with the one who carries a full line of stock. And with this complete collection the dealer can court trade, as above noted, without rendering himself a bore or a subject of jest.

May the courage, may the insight, may the deep confidence in truth and in the search for it which made our fathers in the faith strong, come to us. New questions meet us in our own day, new forms of thought. May we have the old courageous and magnanimous spirit, the manly faith of those willing to do, to dare, if need be to die for truth.

The value of diamonds depends entirely upon the circumstances surrounding them. A few pounds of cork in a shipwreck is often worth more to a person than all the diamond fields of the world.

Philosophy is finding out how many things there are in the world which you can not have if you want them, and don't want if you can have them.

Most of the burdens for which we blame heaven are simply our own needless baggage.

Who Is the Best Buyer?

He is not the man who buys the most goods.

He is not the man who buys the cheapest goods.

Strange as it may seem, he is not the man who always pays least for the goods he buys.

The best buyer is the man whose goods sell best.

The keynote of successful buying is to make the salability of the goods—not the price—the first consideration.

When an article is offered to a buyer his first thought should be, "Is it good? Will it sell? Is it a money-maker? If not I do not want it at any price."

Slow-selling goods which remain a long time on the shelves are dear no matter what you pay for them. The successful buyer considers first whether the article offered will sell readily at a fair profit and then, and not until then, he endeavors to get the lowest possible price on it.

It is not the first cost of the goods which counts, but what can be made out of them—all things considered. It may even be good business to pay more for one article as compared with another because you can make more out of it.

Take as an illustration the experience of a retail hardware man in buying glass nest eggs. He had been buying these in moderate quantities at 25 cents a dozen. They were put up a dozen in a box. Along comes a salesman who offers him similar goods by the barrel at about half this price. Attracted by the low price he orders a barrel.

When it comes in he finds that the barrel might better be called a hogshead. He now has enough nest eggs in stock to last him possibly ten years. They are packed loose in the barrel and the extra trouble in handling them, the dead stock on hand, the extra room required to store the goods, etc., will not repay him in the long run for the difference in price.

This merchant would have made more money, taking everything into consideration, if he had continued to buy nest eggs at a higher price but getting them in moderate quantities and packed conveniently for handling rather than to overstock because of his desire to buy at the lowest figure. Many similar instances might be mentioned involving a much larger expenditure of money than is required for an investment in nest eggs.

It is a serious mistake to overbuy. The amount of stock carried should bear a definite relation to your sales—say one-third to one-fourth as much as your annual business. To make money you should turn your stock three or four times a year—the oftener the better.

The other extreme is an equally serious mistake—to be so afraid of overstocking that you will not have the goods when they are called for. Buying in this way makes it impossible to build up your business. The ideal condition is to watch the stock closely and buy often and in moderate quantities so as to have the goods on hand when wanted and the shelves emptied when the demand slackens.

UNJUST FREIGHT RATES.

Best Way To Proceed in Securing Relief.

Peoria, Ill., April 2—It is with interest that I have noted the organization of the Michigan Shippers' Association and the action decided upon at the meeting held in Grand Rapids March 16.

It has long been apparent that the existing rate adjustments to, from and within the State of Michigan are, in many instances, capable of being demonstrated as unreasonable, unduly discriminative and, to a large extent, based upon conditions that no longer exist.

The Michigan shippers in their contemplated action are following a precedent recently established by similar organizations in various sections of the country and are in accord with a general tendency on the part of the freight payers towards a more equitable adjustment of freight rates. The writer has carefully followed the proceedings before State Railroad Commissions and the Interstate Commerce Commission in a large number of complaints filed by individuals and by organizations of shippers dealing with freight rates and has always endeavored to impartially consider both sides of the question.

There may occasionally be noted a tendency of newly formed organizations to become somewhat overzealous and aggressive, and for that reason their demands upon the carriers, as formulated in their complaints before the Commissions, are readily shown in the hearing and argument to be even more unreasonable than the rates which they attack, thereby undermining the very foundation of their complaint.

The interests of the carrier and the shipper are absolutely mutual and each are equally dependent upon the other at all times; any demand made by the shipper for a reduction of a rate that has been in effect for a considerable length of time should display no spirit of antagonism towards the carrier, regardless of what the past conditions may have been. I would respectfully present to the shippers' consideration the question as to whether or not the shippers themselves have not in the past largely contributed to the present chaotic, more or less unreasonable and often unduly discriminative adjustment of freight rates. It is only within very recent years that the shippers have displayed a sufficient interest in traffic matters to take any action whatever towards regulation of the rates, rules and practices of the carriers.

The transportation systems of this country are the very arteries of trade and in the development of this country's resources and commerce there is no more important factor. In the history of the world we find no precedent with which we may compare the rapid growth of our transportation facilities during the past twenty-five years. In such rapid growth there are bound to be inequalities, and as previously stated it is only in very recent years that the shippers have suffi-

ciently interested themselves. The officials at the heads of the various departments of the transportation systems have within the past twenty-five years found themselves repeatedly confronted with conditions so rapidly changing as to become almost kaleidoscopic; without any precedent to guide them they have been called upon to meet traffic emergencies and have in many instances adopted changes in the maintenance and operation of their properties which were necessarily more or less experimental and costly. In many instances improved facilities, apparently commensurate with the requirements of the traffic for several years to come, were adopted only to be immediately exceeded by the increased volume of traffic to be handled, and in many cases to be discarded as insufficient and ineffectual.

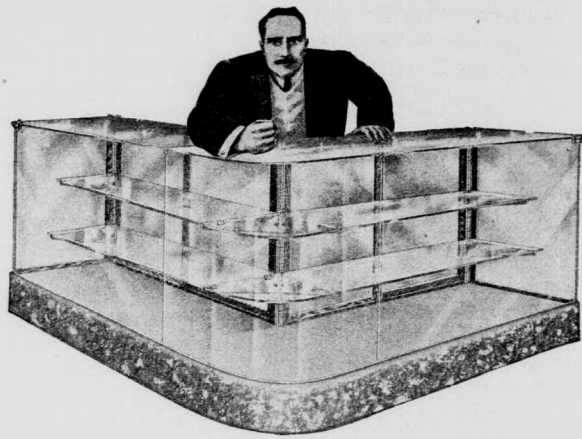
The carriers are dependent upon their freight rates for their freight revenues; the rates must be published and maintained as required by the laws governing. In the construction and application of freight rates there is undoubtedly a tendency to assess all the traffic will bear. In fact, that is the first principle of rate construction. It has been affirmed that at the present time the only freight rates in effect that are fair and reasonable are so only because of competitive conditions or agitation by the shippers.

It must be remembered that the carriers are entitled to and must receive a fair and reasonable return upon their investment. In several instances where some particular rate, rule or practice has been attacked by the shipper the carrier has offered in defense the statement that upon any other basis a satisfactory revenue could not be derived and the Commission and the courts have ruled that it may safely be assumed the carrier is not dependent upon any particular description of traffic for its revenue, but has numerous other sources of revenue yielding in total what may be shown as a fair and reasonable return upon the investment and the adjustment demanded by the shipper was granted. Such decisions are entirely in the direction of an ultimate and equitable adjustment of freight rates or transportation charges.

In proceeding before the Interstate Commerce Commission the shipper must be governed by the established rules of practice and must be prepared to maintain his position, demonstrate his facts and support his claims by indisputable evidence. He must not only prove discrimination but that it is undue discrimination.

That discrimination may exist and yet be just and necessary is recognized in the act to regulate commerce, section two, and in the language of the Commission and the courts:

"When traffic is not of like kind or when the service is not like and contemporaneous, or when the transportation is not rendered under substantially similar circumstances and conditions, difference in charges does not constitute unjust discrimination within the meaning of section two of



Do Your Show Cases Sell Goods

Or Simply House Them?

That's a question you ought to settle **right now.**

You wouldn't think of keeping a salesman who didn't produce.

You don't stock up with goods that don't "move."

Then why keep a show case that doesn't do its part—that doesn't invite, assist and almost by itself make sales? Sales are what you want, and if your show cases are not making them it's time to install the kind that do. A

Wilmarth
THE CASE WITH A CONSCIENCE

is the kind you want. They are strong, well built, attractive and long lasting. **They never disappoint.**

They are shipped out daily by car loads. That's proof that they are good.

So good are they that we have to keep 1,500 on hand for prompt shipment.

So good that our files are full of letters expressing the satisfaction of our many customers. (A booklet of them on request.)

So good that they are a paying investment (not a lamented expense) to every man who appreciates the value of an attractive store, and who's in for the money.

So good that you can't afford to waste another day before you send for our finely illustrated catalog showing over 20 styles.

For fear you forget—send right now.

Wilmarth Show Case Co.

914 Jefferson Ave.

Grand Rapids, Mich.

the act" and "The language of the act recognizes that a uniform rate between different shippers is not always possible or proper; that the time of service, the kind of traffic and the circumstances and conditions under which it is transported may materially change the just obligations and duties of the carrier to its patrons."

Discrimination to be unlawful must be unjust and it is only such that may form the basis of a complaint before the Inter-state Commerce Commission.

In connection with the present unsatisfactory conditions under which the Michigan shippers labor there can be no doubt of the final outcome of intelligent and persistent co-operation towards the desired readjustment.

If, in the rates, rules and practices of the carriers there is any undue or unjust discrimination same may be properly demonstrated before the Commission and having been so demonstrated relief is certain.

To obtain the most satisfactory results the complaint must be most carefully prepared from its very foundations and in their demands upon the carriers the shippers must avoid displaying any undue prejudice; the complaint must be fully substantiated by fact and the shippers must be as reasonable in their demands as they expect and ask the carriers to be in their rates, rules and practices.

As compared with Michigan the State of Indiana enjoys a most favorable adjustment of freight rates. This is due to the fact that an enormous amount of East, West, North and South bound traffic passes through the State of Indiana and Indiana rates are directly affected by conditions that do not exist in Michigan, through rates being established to and from points with which Indiana points are directly intermediate and the long and short haul provision (Sec. 4, Act to Regulate Commerce) governing.

It is well known that a general advance in freight rates has long been contemplated by the carriers and it is generally conceded that many of the present rates are ultimately certain to be increased.

The general effect upon Michigan shippers, of such an increase, will be advantageous. It will be readily apparent that a rate may be unreasonably low, especially under strongly competitive conditions such as surround the bulk of the traffic passing through Indiana, and therefore unprofitable to the carriers and that the increase of such rates is as essential to a satisfactory condition as the reduction of rates shown to be unreasonably high.

Many freight rates complained of as unreasonably high are shown to be so only by comparison with rates on similar commodities to or from other localities that have been unduly influenced by competitive or other conditions tending to establish a rate upon an unreasonably low basis thereby creating a false standard by which the higher rates are gauged.

In proceedings before the Inter-state Commerce Commission the complaint must be definite and capable of being substantiated by incon-

trovertible evidence. When attacking the reasonableness of a rate the burden of proof is upon the complainant and the defendant carriers may be depended upon to combat every argument of the shippers with facts and statistics supplied by their extensive and well regulated system of records and regardless of its real merit the shippers' complaint will suffer unless as carefully prepared, as fully supported by evidence and as earnestly advocated as the defense of the carriers who employ high salaried experts for that purpose.

Ernest L. Ewing.

Beating a Drummer.

"You may have heard about that cyclone in Oklahoma in November?" queried the drummer as he tossed away the old stub and lighted a fresh cigar that had been charged to the house under the heading of telephone expenses. "Well, I was in it, and it came about rather funny: Two weeks previously I met a chap in Chicago who told me a hard-luck story and I lent him ten dollars. When I got down into Oklahoma he was the first man I ran across. I told him that he was a dead beat, and then I dunned him for the loan. We were in a store in a little town, and after going to the door and taking a look at the weather he said he would bring the money to the hotel within two hours. He was there all right enough, but asked for half an hour's delay. During this time he kept his eye on the weather. When the half hour was up he wanted twenty minutes more."

"But what had the weather to do with it?" was asked.

"You shall hear: You see, he lived there and knew all about the weather. I granted him the twenty minutes, and when they were up I was ready to force payment. In fact, I had begun to talk right up to him, when he walked over to the window and returned with a smile on his face."

"He had decided to pay?"

"Not a bit of it. In fact, he had decided not to. He knew by the looks of the weather that a cyclone was about due, and he meant to take advantage of it."

"And did he?"

"Why, that's the nub of the whole story. He had a ten dollar bill in his hand, as if to pay, when 'Rip! Bang! Boom!' came the old cyclone, and when I came to I was in the next county and all twisted up in hard knots."

"And the man?"

"I can't say, but as I was robbed of my watch, pin and cash I have no doubt that he followed on and despoiled me. No more cyclones for me. When I'm cleaned out I want a fair show. At least, I want a chance to utter one yell for help and then perish with a proper wardrobe on."

Joe Kerr.

Double Rates.

Howell—Did you have double pneumonia?

Powell—I guess so; the doctor charged me twice as much as I thought he would.

**Konsider the Postage Stamp,
my son. It sticks to one thing
and keeps a-goin' till it 'gits
thar.'**

Josh Billings.

The McCASKEY REGISTER SYSTEM sticks to the **one idea**. It handles your accounts with but **one writing**, giving you complete details of every transaction. You don't have to run up and down and over and through a lot of books to know how you stand or how your customers stand.

The McCASKEY is the **straight line between two points**.

It gives you **direct results**.

Credit sales handled as quick as cash sales.

Your **time is worth money**.

Ask us for further information. A postal will do.

The McCaskey Register Company Alliance, Ohio

Mrs. of the Famous Multiplex, Duplicate and Triplicate Pads;
also the different styles of Single Carbon Pads.

Grand Rapids Office, 35 No. Ionia St.

Detroit Office, 63 Griswold St.

Agencies in all Principal Cities

HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER

Send
For
Our
Booklet



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

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

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

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



Fox Typewriter Co.
260 North Front Street
Grand Rapids, Mich.

On the Fox all the writing is always in sight.

NEWSPAPER SPACE.

How To Use It Intelligently and Profitably.

Does advertising pay? is a question that has been asked ever since printer's ink was invented, and probably long before that, in some of its many forms. Advertising has many guises and disguises, but to most of us it suggests first of all printer's ink, and it is that form of advertising that I am going to talk about.

Now to answer the question, Does advertising pay? I should say from my own viewpoint, No; positively no! I do not mean by that that no printed advertising pays. It would be as foolish to say that as to say that all advertising pays. But what I do mean is that of all the money spent in advertising in this country more than one-half is thrown away.

I believe that just as thoroughly as I believe that some advertising does pay; but, of course, I can not prove it any more than the next advertising solicitor who calls on you can prove that his pet publicity project will double your business in a year. Take any newspaper or magazine today and it's just chock full of advertisements of every blessed thing that man in his inventive wisdom ever produced to draw shekels out of a gullible public.

The solicitor will tell you of the millions made in advertising: how Smith made the public cough up good money for his cough drops; how Jones made the public pay the profit while he "paid the freight;" and Robinson—well, he won't tell you much about Robinson, for the Robinsons are the fellows who pay the advertising bills of the Smiths and the Joneses. You'll find them advertising in every paper you look at, and the funny thing about it is that they think advertising—their kind of advertising—pays. They will tell you they believe in "keeping their names before the public," as if the public cared where they keep their names.

They keep on saying in the papers, "I keep hardware," "I keep hardware," over and over again. What would you think of a man who confined his conversation to one or two such phrases? You would think he was a bit narrow in his intellect, wouldn't you?

But there are a lot of good, live, hustling merchants whose advertising is built on just such lines, and many of them are successful. But they are successful not on account of their advertising, but in spite of it. Many of those men would make a lot more money if they dropped their advertising entirely. They, at least, would not be paying for the other fellow's space.

To my mind the secret of the whole matter of making advertising pay is to tell your story to the public in such a way that the public will take notice.

But, first of all, you have to have a story—you have to have something to sell. All hardwaremen have plenty of story material lying around loose all ready to be properly edited and placed before the public. Of course,

you can not dope out hardware so it will sound as interesting to the average woman as dry goods or to the average man as wet goods, but still you can touch it up so it will come in ahead of the "also rans."

The trouble is you don't do it. I have known merchants who could talk a deaf and dumb man into buying a phonograph, but who could not any more write a decent advertisement than they could build a flying machine. They would manage, after mixing perspiration with profanity for half an hour, to produce something like this:

N. B.—Take Notice:

JOHN SMITH & CO.,
Hardware, Nails, Builders' Supplies,
LOWEST PRICES.

Come One, Come All.

Then they will publish that and confide to you afterward that advertising does not pay; they know—tried it; and yet it is easy enough to write interesting advertisements, provided you know your business and believe in it. If you are a good salesman and wish to sell a customer a saw, you will tell him things about that saw that will interest him; you believe it is a good saw and you will make him believe it, too. Now, if you put that same spellbinding act down in black and white, polish it off a little—not too much—cut out the superfluous words and give it a catchy heading you will have an advertisement that will go, because it has your personality back of it.

And if you keep at it for a while you will acquire a certain form, and people will talk about your advertisements and you will become prosperous and happy.

Of course, I am speaking now of the advertisements in newspapers in cities of moderate size, I am not advocating the buying of high-priced space in columns of metropolitan dailies, unless the advertiser is willing to give a lot of intelligent thought to the use he will make of such space. There must be some sense of proportion.

I knew a merchant in a small town whose advertisements were always read with interest because they were original. Some one stole his horse blanket one day, and for months afterwards in his advertisements he would berate the cuss who stole that blanket. It may not have been good advertising, but it certainly attracted some attention.

Newspaper advertisements should be changed often—in dailies at least two or three times a week. People tire of reading an advertisement more than once. Have an attractive heading, but have one that belongs to the rest of the advertisement; and, above all, do not use a lot of old catch phrases, which will kill an advertisement from the start. Do not try to advertise all the goods in your store on the same day. That sort of advertising is a bit ancient.

The position of your advertisement in the paper should be selected with care, and it should always appear in the same space. I also believe it pays to give special attention to the typesetting and arrangement of an adver-

tisement, and in the occasional use of small and appropriate cuts.

In my own case I have thought it best to have all newspaper advertisements set up by a job printer in order that the typography should be different from that of the surrounding advertisements.

In this kind of chatty advertising I do not believe in using many cuts. The little thumb-nail sketches which you can stick up in one corner are good provided they are apropos to the line of talk you are handing out. But it is hard to get good ready-made cuts. They are usually misfits. Most of them are too big, and the papers charge just the same per inch for bad cuts as they do for good stuff. So unless you have good and appropriate cuts to put in, do not use any.

Above all, do not use cuts out of proportion to each other. I have seen the cut of a putty knife which was larger than the lawn mower next to it.

A big display advertisement is a kind of publicity cocktail. It stimulates business, but should not be indulged in too often, as it is an expensive habit. It should be made up mostly of ginger and should not be "dry." It is particularly good for special sales and for seasonable goods.

Street car advertising and bill board posters are good but expensive methods of making the public familiar with your name, but they do not give you the same opportunity of telling your daily fairy tale as do the daily newspapers. I think they are especially good for firms who are not well known, and who wish to keep their names in the public eye.

The carefully-worded circular or booklet mailed to the proper people will often give excellent returns on the investment. If it is a circular letter it should be concise and not too long; if it is a booklet it should be attractive and well printed. It does not cost any more to mail a good booklet than a poor one.

Do not send a circular under a one-cent stamp. If it is good enough to send, it is worth two cents at least. When a man opens an envelope bearing a light green picture of Ben Franklin, he instinctively draws up the waste basket. It is hard on Ben, but it is true. There is a psychological reason for it which I won't stop to explain.

Newspaper men and others will tell you that circular advertising does not pay. Of course, they will; it does not pay them. We do more or less of this kind of advertising, and one day a customer said to me: "Why don't you advertise in the newspapers? Now and then I get some little booklet from you, but I have never seen your advertisement in the papers." I told him that we advertised in all the newspapers every day, and that the fact he had noticed the booklet and not the newspaper advertisement spoke well for the former.

To sum up the whole advertising proposition, I would say this: Study your local conditions, select your mediums with care, change your advertisements frequently and do not for

a moment think that advertising will pay unless you give it the same intelligent and constant attention that you give to the other details of your business.

Geo. J. Basset.

From the M'Cordsville Exhumer.

Squire Wilkins is writing a history of the county. It sez that the first child born here was twins.

Aunt Lib Tibbotts made soap one day last week. Jake Bentley says that while there is life there is soap.

An aged drummer was in town the other day. He was evidently in his second childhood for he sat in the Central Hotel and smoked a cigar-root.

The Bentleys bought quite a good many new things in the way of household goods while in the city recently. Jake says that his wife is happier than a rich widow.

The canning factory are paying good prices for rabbits, but as they are not shipping out anything but canned turkey we have not learned what they do with the rabbits.

Aunt Amelia Lovejoy came here from the Mudssock neighborhood one day last week. It was the first time she ever saw a train of cars, but she said that she had heard them toot.

The cake Aunt Lib Skidmore baked for the Peak Sisters entertainment at the Hard Shell church last week was a failure. She made a mistake and got snuff in it instead of cinnamon.

Jake Bentley, who just returned from a week's visit to kin folks in the city, reports there is a positive contest amongst a passel of city women to see which has been through the biggest operation.

After a long debate, eighteen dollars was added to this year's salary of Prof. N. Manning Atwater by the school trustees last Friday night. Professor now says that he will not have to peddle books and hang paper next summer.

At the Central Hotel last week, as Uncle Andy Creeveson was ringing the dinner bell, Al Bunker's dog jumped out from behind the stove and howled. An intelligent drummer in the crowd yelled at him to shut up, that he didn't have to eat there.

Little Pudney Skudd carried off the oratorical contest prize at the school house last week. Prof. N. Manning Atwater thinks he is quite a remarkable child, but Jake Bentley said that when he went to school he knew a boy who could spit over the woodshed.

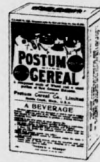
Old "Still" Bill Yager came to town yesterday, got on a bender and received his usual five and costs before Squire Wilkins. Everybody says what a smart man he would be if he didn't drink, but Jake Bentley says that he was never sober long enough for people to find out whether he is smart or not.

The Question.

Mrs. Youngwife—What is the first question you ask of a maid whom you think of employing?

Mrs. Oldone—I always say first, "Have you ever lived with me before?"

The
"Livest"
Wire
Ever



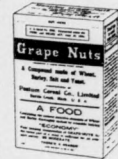
Camp!
Retailers
The
Into
Flashed

Thousands and thousands of orders pouring in from Retailers all over the land—Millions and millions of packages going to consumers.

THINK OF IT!

46% to 50% Profit

To all Retailers who get in on this Great Combination Purchase of



POSTUM, GRAPE-NUTS POST TOASTIES

GET ON THE LINE—IT'S FULL OF BIG SALES—BIG PROFITS.

IF YOUR JOBBER DOES NOT FILL ORDERS QUICKLY, TELL US.

HERE'S THE PLAN:

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 jobbers' 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.

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

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

BUYING A FOUNTAIN.**Points Which Should Be Kept In Mind.**

I have often been asked what fountain I would advise a person to buy, and only a few days ago a certain party wrote, asking me which was the best fountain made; truly a hard question for a man to answer who has not had a chance to examine every fountain very minutely.

Had any of my readers come to me a few years ago and asked me what fountain I should buy, I would not have hesitated one minute in telling them just the one; to-day it is different, and were I in the market for an apparatus at the present time, I should want to consider the different makes very carefully, and if possible visit the several factories that I might personally examine the construction of the fountains.

There are many points that one must consider if one would make the best of his investment, and they may be said to come under the following heads: 1, Cold Soda; 2, Cleanliness; 3, Drainage; 4, Convenience; 5, Good Syrup Tanks; 6, Mechanical Construction; 7, Durability; 8, Neatness; 9, Price; 10, Appearance.

If one could visit the salesrooms, or better yet the factories of some of the larger firms, at least, and examine closely the construction of the various fountains, he would then find that there is a vast difference in them. More than this he would be able to save many times the cost of the trip. On the other hand, if you are so situated that you are compelled to purchase from traveling salesmen, photographs and catalogues, then you will find that you have a much more complicated job. By very minute study of the question, listening carefully to what the representatives of the various firms say of their own and other fountains, you will soon have the good and bad points of each, and then you can decide which one has the most in its favor, for none of them are perfect. However we may be situated we should heedfully consider all of the foregoing points and purchase that fountain which seems to us to give the best value for our money.

The most important point is naturally that of securing the coldest soda, and that at the least expense for ice. That a fountain may furnish us with this the ice box must be built on certain scientific principles, which are too often neglected entirely. The ice box should be so constructed that it will be a refrigerator in every sense of the word. The coils of pipes should be so devised that the water from the melting ice will come in contact with every inch of their surface. The box should be so contrived as to keep the cold in; in fact, should be exactly like any other ice box. Here is the main point, many fountain ice boxes are simply a metal-covered box without any packing to keep in the cold.

Many may think cleanliness hardly worthy of note, yet it plays a most important part in the proper management of a fountain. Every one knows that where water or ice stands

slime is formed. Certainly every one who has ever had occasion to take down an old fountain is well aware of this fact. For this reason it is necessary that the coils be so arranged that they can be flushed out easily and thoroughly from time to time. This slime also collects and very quickly fills the small drain pipes that are put on most fountains, thus preventing the waste water from flowing away readily. There are, however, some fountains that contain all the necessary features, i. e., the ice boxes are well made, the coils of pipe so adjusted that they can be cleaned, and the drain of sufficient size to allow the melted ice to flow away rapidly.

If your fountain can have no other good points than these first three, have them for they are the most essential, and, therefore, I have given them more space than I shall the others. When you have selected the fountain that can give you these points, then you have about completed your work, and have only the minor points to consider.

Convenience is one point that is of course well worth looking into, the arrangement of syrup tanks, draft arms, etc., is to be considered, and one must use a good deal of personal judgment in studying these details.

The syrup tanks form a consequential feature. First, their location is important and should be such that they may be recipient of a certain amount of cold from the ice box without being in it or where the air surrounding them can come in direct contact with either the ice or the water from it, for where these jars are not airtight, as they rarely are, the syrups are likely to become tainted from the ice and water, especially where natural ice is used.

The tanks themselves should be of porcelain or glass that they may be easily kept clean; they also should be covered as tight as possible, as the syrups will then keep fresh a much longer time.

There are many new patent inventions made in the way of convenience in this line, and so one will not have much trouble in getting convenience. The question of cleanliness must be looked into more carefully, for this is a point often neglected.

There are a few items to look into along the line of mechanical construction. See that the lining of your fountain where coming in contact with soda is of block tin. This is hardly a necessary piece of advice, for all my readers must be aware of the necessity of this.

See that the syrup cocks are so made that they will work easily and at the same time not leak. Let a man go behind a counter to work, and if the fountain be a cheap one this will be the first place where he will notice trouble, for unless they are carefully made they get out of order very easily.

The draft arms must be looked at, too, for many of them are poorly made. Insist on examining the construction of them, and when you have seen them all judge for yourself if they be good and of a dura-

ble pattern. If you are not enough of a mechanic to judge, then ask some of your friends who are about them.

The general construction of a fountain must be looked into fully. Some of the fountains are simply shells thrown together any way to get a price for them. However, if you have found a fountain in which the ice box is properly made, the chances are that you have one that is well executed. Look carefully at every place where there is a chance for a flaw. See that every piece of stone is secure. After you have looked at half a dozen makes and examined them very carefully, you will have learned what the points of good construction are, for if you have a good salesman to talk to you, he can show the bad points in other fountains, and the others will give you the bad ones in his and so on. You will be astonished to know how many points there are of which you have never thought and which space does not permit me to mention.

Have a fountain that can be kept neat and that without requiring all of one man's time to do it. Many fountains are far too fancy in design and many a dollar is wasted on fancy trimmings that had better have been put in solid workmanship. Beauty can often be found in very simple things if one has taste in selecting things to suit the surroundings.

The point where nearly every one fails is the price. He wants too much for his money, and in consequence

gets too much one way but far too little in another.

A man's capital being limited he must procure the best for his money, to this end he must study economy in the way of extras. Have what you do have good, have it well built and built to last. In these days if you can't afford a large apparatus have a good small one. One can to-day do a large amount of business with a ten or twelve-syrup fountain, with the aid of an automatic carbonator, and one of these can be obtained at a very small sum.

If you desire more syrups than this

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

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.



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.

they can be kept in bottles made for the purpose, and are quite as handy to use where one is not rushed. If one thinks that such a fountain will be outgrown in a year or two, then one can so place it that a second section may be added in a year or two if desired.

If one has an unlimited capital to use, then one need not think of these things, but most of us are limited in the amount we can spend.

You may ask what a good, substantial fountain may be bought for, but the exact figures I am not in a position to give. Five hundred dollars carefully invested should secure an Art ten-syrup fountain. Fifteen hundred ought to secure as large and as good a fountain as an ordinary druggist could profitably use. I mean when I give these figures fountains that are of the best workmanship, and nothing fancy. You can put as much more as you like into looks, but have the foundation good in the first place.

Naturally one wants to have his fountain as nice and attractive as possible. Nevertheless he should sacrifice looks to quality every time. Even when one feels that he can invest any amount it is then well to have his fountain such as will harmonize with the balance of the store. Good taste and judgment will do far more to aid in this respect than any words of mine.

I have spoken these words more for the average man than for those who do a very large and extensive business, such men are ever on the outlook for the best and more modern methods. There quickness and dispatch count for everything. Syrups are supplied to the fountain by compressed air, the soda cooled by modern refrigeration, etc. If your business will permit, all these things are nice, but are beyond the reach of the average, and I shall not linger long over them, only to say that if you can afford them they add much to speed and economy.

Just one word as to second-hand apparatus. I do not advise any one to invest in such unless he be very well posted on the goods he is buying, for nine times out of ten it costs more to keep them in repair than they are worth. Now and then at one of the large factories one finds a fountain that has been remodeled that just suits him and at a great saving. This is all right if you are on the ground and see it, but in buying these from a drummer they are good things to let alone.

The drummer is a very necessary article and a convenient one too. Always listen to all he has to say, but do not believe any more than he can prove. You can learn much by taking the best from many, herein lies the success that makes the good buyer.

Study carefully all the points that come to your notice, do not think any of them, no matter how small, can be slighted, for the man who makes a success of his business is the man who is posted in its minutest details. If you do not feel quite competent to decide alone, ask the ad-

vice of a friend, I do not mean a man who is necessarily in your own business. I have received many hints from my patrons that have made many dollars for my employers and added to my personal reputation.

E. F. White.

The Way It Is Done To-day.

One bleak winter morning a cold-looking individual walked into a small cafe.

"Morning," he said cheerily, addressing himself to the white-aproned attendant behind the bar.

"Morning," was the reply.

"How'd you like a sherry and egg this morning?" continued the stranger.

"Well, that sounds very good to me. Are you going to treat?"

"I'll furnish the eggs if you will contribute the sherry."

"Done," agreed the proprietor.

"All right, I'll be back in a minute," the frosted one called over his shoulder, as he walked toward the door.

Into the street and around the corner he made his way, and halted before a grocery store where the clerk was sweeping the steps.

"Morning," he said good naturedly.

"Morning," came the reply.

"A little raw this morning," he pursued.

"Yep."

"How'd a sherry and egg go this morning?" he asked, rubbing some heat into his hands.

"Best thing I've heard to-day," announced the clerk, interested.

"Tell you what I'll do," the stranger continued; "I'll furnish the sherry if you'll furnish the eggs."

"Sure."

"All right, trot out three eggs and follow me."

And the stranger led the way back to the cafe.

"Here's the eggs," he announced to the proprietor.

"Here's the sherry," replied the proprietor, mixing the drinks.

"Here's how," the three exclaimed in unison, and they drank the concoctions and replaced the glasses on the bar.

"By the way," said the proprietor to the grocery clerk, "you contributed the eggs, didn't you?"

"Yep," said the clerk, smacking his lips.

"And I furnished the sherry, didn't I?"

"Yep."

"Well, then"—turning to the stranger, "how'd you get in this deal?"

"Why, gentlemen," replied the stranger, as he bowed his way out, "my position is easily explained. I'm the promoter."

Nameless but All Right.

"What play did you see?" asked the amiable mistress of her maid, who had been taken by her best young man to the theatre the evening before.

"They didn't tell the name of it," returned the maid. "It said on the outside of the theatre that it was 'as you like it,' and I did like it, but I don't know the name."

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



You Can Sell C. P. Condensed Bluing

To the best bluing authorities in your city—the women who use it every time they wash. They are quick to appreciate the unexcelled quality.

The Popular Price attracts them—the satisfaction gained by its use brings them back again for another bottle—they find it dissolves instantly and will not freeze. Are you supplying the demand?

ORDER FROM YOUR WHOLESALE GROCER
 See Special Price Current

Jennings Flavoring Extract Co.
 Grand Rapids, Michigan

INVISIBLE ASSETS.

Comparative Value of the Different Varieties.

A good proportion of the forces that make up life are invisible; gravitation, electricity, chemical affinity, life itself (that is, the principle of life), are all invisible. Thought, which masters these, is invisible. Love, which guides thought, is invisible. Conscience, which controls love, is invisible. Faith, which illuminates and invigorates conscience, is invisible. And these are a good part of the assets of the race.

But you are business men, students of the science of business, and not of society in its normal aspects. So, let me remind you that a good part of the assets of a business house consists of things which, in the nature of the case, can neither be weighed, nor counted, nor quoted.

The reputation of a firm for square-dealing is worth more than and material accessory, such as a good site or a fine building. The atmosphere of a factory, store or office may be, in itself, favorable or unfavorable to the success of the enterprise—the atmosphere, a mysterious something generated by the spirit of the workers. It is like the atmosphere which each of us carries about with us, difficult to describe, but so obvious that a close observer has no trouble in classifying us after a five-minute interview. He knows, without further investigation, whether we are genuine or ungentle, liberal or narrow, earnest or half-hearted.

The moral tone of a community is among the invisible assets of a business house. Trade, in practically everything except the bare necessities of life, depends upon the character and culture of the people. Whether they buy the best depends upon their ideals. Whatever raises the ideals of a community, therefore, cooperates with you in creating a demand for the highest grade of merchandise.

A commercial traveler asked a man riding by his side in a parlor car: "What is your business?" He was a college President, but he enjoyed a joke, and so he answered: "I run an elevator and a refinery." He was entirely within the bounds of truth. It was Bishop Whipple, who was taken for a commercial traveler, and was asked: "What firm do you represent?" He replied: "The biggest firm in the world, Lord and Church!" Such men as that educator and that minister represent the invisible assets of a community. Artists and authors belong in that honorable number.

Manufacturers and merchants are students of human nature in the concrete even more than of society in its commercial relations. You weigh men in the fine balances of your skilled judgment. You "size them up." You estimate their worth or their lack of it. And, in doing so, while commercial agencies are of invaluable service, much remains for you to determine unaided by banker or mortgage clerk. This customer, or prospective customer, what are his assets? What are the sources of his

income? In what esteem is he held by those who know him? A hundred questions enter into the case, but ever, back of them all, impossible of proof, evading analysis and defying demonstration, there lies the problem of his invisible assets:

His ancestry—Is he made of good clean clay, or is there a "yellow streak" in him, that will lead him to dodge a creditor, to dodge a process server, and, if it were possible, to dodge the Judgment Seat itself?

His associates—Who are they? A Grand Rapids banker visited a resort last summer and chanced to see one of his clerks in company with a girl who wore a high pompadour of peroxide hair and a wealth of jewels at her throat and on her hands. I do not say—the banker did not tell me—that that circumstance had anything to do with a vacancy which occurred in his bank within three days, but that such a vacancy occurred I chance to know.

His habits—These are not always invisible, but they are an index to invisible qualities, tastes, preferences, habits of choice. Has he a fondness for strawberries in midwinter, which does not harmonize with a small income? Is he inclined to waistcoats that he calls "a dream," but which remind others of nothing so much as a delirium?

His family—The man who has a modest wife and healthy, happy children is much more likely to be decent and successful than another. When crises come, and crises will come to every business man, this man will feel invisible hands upon his shoulders and will hear inaudible voices appealing to him to acquit himself with honor.

But aside from these accessories a man may have within himself assets of a most important kind. A man's sense of honor is an asset. His just pride is an asset, pride that is unashamed of patches, pride that prefers to walk rather than ride in an auto that "auto" be paid for but isn't! Pride that has the courage to say: "I can not afford it." The three hardest things in the world to learn to say are, "No," "I don't know" and "I can not afford it."

Pluck is an asset—The Chicago man had it, who, after the fire of 1871 had swept away his all, got a clean board and stuck it up while the ashes were still hot, and wrote on it with a charcoal, "Great bargains in corner lots!" The San Franciscan had it who, when someone reminded him that his city was in ruins, replied proudly, "Yes, but we have the greatest ruins in the world."

Vigilance is an asset—He had vigilance who was looking for employment. There was a factory on a river bank, and in the summer the workmen were accustomed to go swimming in it at noontime. This fellow said to himself: "Somebody will be drowned here sometime, and I may get his place if I am watchful." One day a workman was drowned. A man who saw the body recovered applied for a position within five minutes, but was told there was no vacancy. "Oh, yes, there is," he

replied. "One of your men has just been drowned. I saw them taking his body out of the water." "No," said the foreman, "his position has been taken by a man who saw him go down the third time!"

Patience is an asset—Courtesy is an asset. The fact is, what a man is counts for more than what he has, much more than for what he says. The old Egyptian Book of the Dead represents the judgment of the naked soul. Stripped of all disguises and pretenses, the soul is weighed in solemn silence and judgment is pronounced according to its intrinsic character. "Now abideth cash, collateral and character, but the greatest of these is character."

Charles C. Albertson.

Sawyer's 50 Years
the People's
Choice.

CRYSTAL

See that Top  **Blue.**



For the
Laundry.

**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

*It goes twice
as far as other
Blues.*

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - - MASS.

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

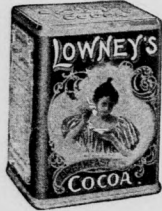
These goods are all selected in the very latest coloring, including

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.


Becker, Mayer & Co.
Chicago
LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES



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

Capital
\$800,000

THE
**OLD
NATIONAL
BANK**
NO 1 CANAL STREET

Surplus
\$500,000

Banking by Mail is a Success

A large number of our "out of town" customers find it very satisfactory

SALESMANSHIP.

"Tis Sales That Move the Wheels of Business."

In merchandising there are two very essential things—buying and selling. The old saying is, Things well bought are half sold, but it makes no difference how well you buy them you get no returns until you sell them. If you purchase too many simply to get them cheap you had better pay more and sell them oftener.

I would put the selling above the buying for the average merchant, and state that in my opinion if he is unable to look after both carefully he would better leave his buying largely to some conscientious jobber, whose interest it would be to see that he had the right goods, in the right quantities and at the right price and then push his sales.

"Tis sales that move the wheels of business." The same elements that make success in any undertaking are essential in selling goods, viz.: knowledge, confidence and enthusiasm—knowledge of yourself, and knowledge of your goods; confidence in your goods and in your ability to favorably introduce those goods to your customers, and enthusiasm born of that knowledge and bred of that confidence.

Knowledge.

I place first knowledge of yourself. Self-appreciation stands at the top. I mean by that, know yourself, develop the strong points and overcome the weak ones. That is what I mean by knowledge of yourself. Build yourself up. You should have a knowledge of your goods, how they are made—how constructed—who makes them and why one factory's goods are better than another's, and why you believe they are better. Also cultivate appearance and attitude, for first impressions are lasting ones. You should also know how to approach people in order to make them see as you see and think as you think regarding the merchandise being shown. The purest Anglo-Saxon is more convincing than effort at oratory. Savonarola says: "Elegance of language must give way before simplicity in preaching sound doctrine."

The way must first be prepared by getting the attention of the customer. This is done largely by judicious advertising and attractive display; then a conscientious showing of the goods (not your ability or your oratorical powers, but your merchandise), thereby creating an interest in them. Interest naturally leads to desire, and then close the sale.

Confidence.

Confidence in the goods is necessary, as the customer must see that the salesman is sincere, or no amount of talk will avail. The manners and general appearance may create the confidence of the customer in the salesman and therefore in his goods. The salesman's interest in the goods is soon transferred to the customer, and he likes the goods because you do; and in order to keep the confidence you have won you must at all times be honest with your customer;

and you can do this by being at the same time honest with yourself and honest with your house.

Enthusiasm.

Under enthusiasm I would speak of loyalty—loyalty to the interest of your customer, and above all, the house you represent. If you are not in love with your business get out of it and the quicker the better. There is not a man before me but who can make a good living in any undertaking which he seeks to enter. If you are not in love with your business and do not believe in the goods you sell and your ability to buy the right kind of goods and successfully introduce them to your customer then get out of the business. You must have enterprise and loyalty. If you can not speak a good word for your employer get a new job and do it now. If you are working for yourself and you are down and out with yourself just quit your business, sell out and travel around for a year and rest up; quit smoking and eat more beefsteak, and as soon as you are full of ginger and vim then start out right.

Perseverance.

You must exercise perseverance. By perseverance I mean energy, not genius; labor, not love; perspiration, not inspiration; as one man said, "to per cent. brains and 90 per cent. leg energy," and as another expressed it—"known" and "shown." That is a pretty good definition. Keeping everlastingly at it always brings success in any undertaking.

The real difference between men is energy. A strong will, a settled purpose, an indomitable disposition to go ahead and succeed is the real difference between great men and little men.

Sincerity.

You must be sincere in your business. Honesty above all things is essential. When you tell a person a thing you yourself should believe that it is actually so. If it is not true do not say it. Stand back of your statements, even if you have made a false one. I mean by that, if you recommend an article higher than you ought to, and it turns out to be inferior and the customer brings it back, give him a new article and do not ask any questions, or make him feel that he has encroached on your rights.

How is a person to create another's interest in an article unless he is first interested in it himself, unless he knows about the article; how can he expect to intelligently present his case, and how can he expect to close the sale unless he is really enthusiastic in the presentation of the case? And yet many customers in our stores are actually obliged to sell the goods to themselves, simply because of the diverted and divided minds of your salesmen. The lack of concentration is a sale killer. The clerk who is thinking backward to the baseball game of yesterday, or living in anticipation of the dance to-night, is in no condition to sell goods. Forget those things and keep your mind riveted upon your business.

Now, we need more honesty on the part of the employe. Each one should sell to the man for whom

they work their energy as well as their time, their ability to bring results each business day. If the attitude is one of indifference the result is depressing if one of blustering braggadocio, it develops antagonism on the part of the customer; but if it is one of simple, quiet confidence in the goods, backed up by knowledge, if the dress and appearance are neat and tidy, the answers sincere and frank, developing a knowledge of the subject, I bespeak for him a large percentage of sales.

S. A. Sanderson.

Mars Has More Land Than Water.

Mountainless Mars has inspired the pen of Prof. Percival Lowell, who declares that a Martian landscape would seem to us remarkably tame, and that the scenery would be chiefly notable for the lack of everything that with us goes to make it up. That which relates Mars to the earth in one sense is the distribution of land and sea; but while our earth has more sea than land, Mars, on the contrary, shows more land than sea. Originally possessing its own share of water, the fluid constituents have been so far absorbed, and this fact indicates another point freely conceded, that is, Mars has proceeded further inwards in that pathway of planetary evolution, which, beginning in a nebulous mass, ends in a dead moon.

Cooling down to a certain extent, our earth was fitted to become the abode of life. Prof. Lowell decides firmly on the presence on Mars of vegetable life, and, because Mars possesses water and an atmosphere, we find it provided with two of the essential conditions for the development and maintenance of vitality.

The mind naturally turns farther afield to the question of the existence on Mars of animal life, and, moreover, to that of the possible development on the planet of intelligent beings. Dr. Lowell argues that if the polar ice caps of Mars have to be tapped to revivify its arid wastes such action must postulate intelligence with the primal motive of self-preservation for an incentive. This view hinges naturally on the assumption that the Martian canals are the work of intelligent beings, who constructed them to save the planet from desiccation.

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

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' Terpeness Lemon
before advance in prices

Jennings' Vanilla
is right in flavor and value

Jennings Flavoring Extract Co.
Grand Rapids

SEE PRICE CURRENT

WILLS

Making your will is often delayed.

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

Executor Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee Guardian

MAIL ORDER HOUSES.

How Their Competition Can Be Successfully Combated.

Mail order trusts, as they might well be called, sell their goods from vivid pictures and glowing descriptions. They pay, and well can they afford to pay, more to those who make their catalogues, their pictures and descriptions, than to the workmen and laborers who manufacture the goods they sell. There is no doubt in my mind but what the cardinal principle of their business is to determine the price and description which will be most attractive to the purchaser. They figure to produce an article which barely fits within the letter of their circular, and at as low a cost as possible, so as to bring themselves the greatest margin of profit.

These great trusts not only seek to control the selling business of this country, but the manufacturers as well. To-day they claim to make in their own factories practically all they sell. Is this the truth? What do they really manufacture? I doubt whether there is really a single reputable manufacturer proof against seeing his goods advertised in catalogue house catalogues. Not many manufacturers sell them openly—why?

They do not go to the factory and ask what this or that line of goods will cost them, but they dictate to that factory how the goods are to be made, and the price they will pay for the same. Not only that, but they buy goods of standard make, unquestionably in many cases, at much less than the jobber is paying for them. Why do they want standard goods? They want these goods to make comparisons in price, to make the purchaser believe that all goods they sell are equally low in price, when the facts are quite the opposite.

I need not go into a lengthy discussion along these lines. The question is: Are you, my fellow hardware dealers, going to allow your interests to be demoralized? Are you going to allow the very bread taken out of the mouths of your wife and children? You are taxpayers; you are paying State, county, city and all other kinds of taxes for the upbuilding of your towns, your churches, your schools and for everything that tends to the uplifting and broadening of the characters of your children. Do you propose to allow these trusts to continue as they have in the past? What right have these mail-order trusts to come into your territory, a territory in which they pay no taxes, and rob you of the business which rightfully belongs to you? Do they help enhance the value of farm lands? Do they pay into the treasury to educate your children?

You look upon this unjust and unfair competition with fear and trembling. I have yet to see the first man or set of men who comprise these mail order houses, no matter how large, that I am afraid of. If you would all cast aside this feeling of fear—put your shoulders to the wheel, push hard and steadily, it

would only be a short time until these matters would practically adjust themselves.

Why stand back with the thought that some one else is more capable than you to eliminate this unjust competition? My friends, the time has come when we must protect our interests—not by fraud, but by honest means.

Some of the larger and more important factories are now coming out openly, saying, "We do not sell catalogue houses." Why? Just think and you will have the answer.

Going through the mail order house catalogue, why are some of the leading brands of goods discontinued and in their place unknown brands being sold? Why?

Why do the mail order trusts say, "We ship in plain packages, we do not even print our name on the envelopes that carry our correspondence." Why? We are after them—after them hard—and they know it.

It is the duty of every manufacturer to protect the jobber, and in turn the jobber or wholesaler should consider it his duty to protect the retail dealer. If the manufacturer sells direct to the retail trade, it is his duty then to protect the retail dealer at all hazards.

If the dealers in every line would absolutely refuse to handle standard goods that are being sold by mail order houses, jobbers would soon refuse to handle goods of manufacturers who sell to mail order houses. The manufacturer, finding that wholesale trade practically gone, would have only one way out of it: Seek a market with catalogue houses for all their product, only to find the market done, because the retail trade refusing to handle the goods would reduce publicity and demand, and the manufacturer would soon be compelled to make proper terms or retire from business. Take away a considerable share of the source of disposal, and see how eager the manufacturer will be to get your business.

There is no question in my mind but what the jobber and wholesaler can help the retail dealer materially if they only will.

Now, do you want more business—more of the city's and farmers' business? If you do there is no reason under the heavens why you should not have it.

The wise dealer that is really after the farmers' trade must do more advertising—more personal letter writing, enclosing pictures and descriptions of the brands of goods you handle.

It is a fact that the trouble with the average retailer is not too much "mail order house," but too little self-regulation. What you want and what you need and what you must have to make your business successful are system. Do these trusts overlook a single prospective buyer? No. Do you keep tab on every prospective buyer?

The facts are that the average customers do not want to send for goods. "Well," you say, "why are they sending for them?" My friends,

it is because you have neglected your duty towards them in not educating them to come to your place of business to get whatever they need in your line.

Did the catalogue houses send their representatives to every home almost in this land and show samples? No. They sent their catalogues with descriptions and cuts of the article. The farmers read them and from the description given thought it was cheap for the money. Why? Because they had nothing to compare with it. Had all merchants sent out circulars describing the different articles, with price, as the mail order houses have, I doubt not but that the mail order trade would have been cut off fully one-half of what it is to-day. Some may think it too late now to regain what has been lost. It is never too late.

The merchants themselves are largely responsible for the condition of things as they are to-day. Only about two weeks ago a salesman of one of the largest houses in the United States said to me that of all the circulars distributed among his customers in Nebraska, thousands of them, only two merchants had apparently shown enough interest to mail them out or distribute them among customers and others. Is it any wonder that farmers are not better posted on the prices and quality of goods? Whose fault is it?

Appeal to the farmer, the mechanic, the wage earner. Above all, be honest; sell honest goods at honest prices. I have never yet heard of a dishonest man or dishonest set of men succeeding in the long run. They bloom like a rose for a while, then gradually they begin to fade away. Why? Because they are doing business contrary to God's law—Honesty.

Now, just a word about advertising:

To no other branch of his business does the country merchant give less attention than to his advertising, while, as a matter of truth and fact, no other part of his business requires more attention.

Too many merchants look upon their local newspaper advertising as a sort of a tribute they are obliged to give the country editor, and not as an investment made for profit, and the copy they furnish for such advertising generally bears out this proposition.

No greater error was ever made by them. Properly written, with force, spirit and interest in every line of his advertisements, the country merchant will find his business can be largely increased, and the mail order monopoly most woefully affected.

Nothing, in fact, will conduce so effectively toward putting an end to the mail order evil as the publication of good, attractive advertisements in the local or home papers. In order to make them attractive, every advertisement should contain a cut or picture of some particular thing which the dealer carries and prices should be given.

Have you a mailing list? You surely know the mail order houses have

them. What do they have them for? My friends, it will pay every one of us to leave our places of business once in a while and get away from business. Keep your eyes and ears open and see and learn what the successful merchants of to-day are doing. Mailing list? Well, I should say so—so long it would really make you dizzy to read all the names on some of these lists. Are they really a good thing to have? Ask your greatest enemy, the mail order houses. Yes, it pays and pays big.

My friends, there are times in all our lives when hope seems to grow dark, when nothing that we do seems to count; we become disheartened; we have tried so hard and the results seem so meager, we long for freedom from the struggle. My friends, this is the hour for new courage, for new drafts on our reserve; we must not—we can not give up. Truth must conquer, right must triumph and justice must and will prevail.

L. W. Mittendorff.

Obeying Orders.

The manager of an electric light construction concern in the West tells an amusing story in connection with the work of a new line in an Iowa town.

The workmen had begun to dig a post-hole in front of a house occupied by a grouchy German. Suddenly he appeared and forbade the men to go on with the work; whereupon they explained that they had authority from the proper officials, which explanation, however, did not pacify the indignant householder. After a good deal of wrangling, the men announced that they could not waste their time in talking, and so prepared to go to work again. At this juncture the German person called his wife, and with a dexterous and unexpected movement succeeded in flinging over the hole the men were digging a large, flat piece of slate, upon which he established his Frau.

"Yust you schtay dere, und I go get der injunction!" he directed.

No sooner had the husband disappeared than the leader of the gang directed his men to take the slate with the Frau upon it and lift it from its place. After a severe tug this was accomplished, and with perfect politeness the corpulent lady was set to one side, just as if she had been an inanimate object of some sort.

The work of digging then went merrily forward, and while the stolid wife held to the letter of her instructions with silent fidelity the men set up the pole for the light. This was well in place when the husband returned, waving in his hand the paper of injunction.

When he saw what had been done the irate householder became beside himself with rage.

"Vy did you not stood on der hole as I haf told you?" he demanded of his better half.

"It vos on der stone you put me, not on der hole," she answered.

The barriers which no man can break down are those which he erects around himself.

We Even Make the Vinegar for

“Williams” Sweet Pickles

To Be Sure of Purity

We use the purest spices and sweeten only with pure granulated sugar. Such care makes quality—the quality that makes **“Williams” Sweet Pickles** best for you and best for your customers in EVERY RESPECT.

Flavor, Natural Color and Delicious Crispness

all make them PLEASE BETTER and SELL BETTER than other brands. There're both Reason and Reward for you to push them. We pack them in glass-top bottles and you will see instantly the selling qualities of this package. We use only FRESH, SOUND, RIPE fruit and vegetables for our products and prepare them in a sanitary factory and kitchens.

“Williams”

**Sweet and Sour Spiced Pickles, Tomato Catsup
Jellies, Preserves, Fruit Butters
Relishes, Vinegars, Etc.**

Conform with Federal Pure Food Laws

The Williams Brothers Company

Detroit, Michigan

NEW DEPARTMENT.**How To Open and Conduct One in Any Retail Store.**

Written for the Tradesman.

In order to present the important ideas and the necessary steps in their logical order the various details of this plan for opening and operating a new department will be discussed under the following heads:

The First Thing To Do.
Selecting Bargain Leaders.
Newspaper Advertising.
Circular Advertising.
Copy for New Department.
The Policy of the New Department.

Attracting Attention.
Inducement Schemes.
Department Decorations.
Window Trimming.
Interior Displays.
Future Bargain Days.

The First Thing To Do.

The very first thing to do in opening a new department is to select those lines which are in popular demand—lines which will sell readily and quickly at a price popular with the buying public.

The goods selected to be advertised and placed on display must be well known standard lines—advertised lines preferred—and they should be offered at prices which the public can quickly recognize as being absolutely genuine.

Selecting Bargain Leaders.

In selecting the bargain leaders care should be taken that every leader has an unusual bargain value. The goods that are to be used to induce the people to visit the store should stand high in comparison with the values offered by other stores. The most successful plan is to feature at least one good bargain in each day's or each week's advertising, as the case may be.

There are certain goods that are constantly needed in most every home and by every family, and in advertising the new department only those articles that will sell quickly to the largest number of people should be used as bargain leaders, because they naturally become the trade-winners and business-builders.

Newspaper Advertising.

Securing customers for the new department depends entirely on the enthusiastic spirit and truthful tone of the advertising. New customers are attracted only when they know the values of the goods offered are genuine and reliable.

The public secures its original opinion of a new department by the cleverness with which it is advertised and the sincere tone of the selling talks. The advertisement that pulls trade to a new department must be unusually attractive.

The very first advertisement exploiting a new department should have an individuality which will mark it as distinctive from the advertising of other stores, and which will make the public easily recognize and watch for the advertising that follows.

The first advertisement should call attention to the location of the new department and the date of the open-

ing. Next should follow the special bargain offers for the opening day and a list of the undesirable goods to be found permanently on display.

In fact, where it is possible to do so a cut of the new department and a complete description will add much to the attractiveness of the advertisement. In order to make the new department distinctive the advertisement should be cleverly illustrated with cuts of the new merchandise offered for sale.

The attention of the public should be called to the new department at least a week before the opening. Small advertisements planned to arouse curiosity will be most effective in centering attention on the new department. The curiosity-arousing copy should be brief and somewhat sensational in character.

Circular Advertising.

In case the merchant is unable to receive the proper publicity through his newspaper he should reinforce his newspaper efforts with circular advertising. This will be necessary in reaching many rural communities and in small places where there are no newspapers.

The same ideas as outlined in the newspaper advertising plan should be followed out in the circulars. They should be mailed to the homes at least a week previous to the opening and should contain a clear description of all the important features of the new department.

Kinds of Copy.

In order to arouse the greatest interest in the new department it is necessary to give definite information about the goods offered for sale. To be effective the advertisement exploiting the new department should be filled with brief descriptions and the prices should be made to stand out boldly. Comparisons in price should also be given to show the public just how much money it will be able to save on each item.

After the striking make-up of the advertisement has attracted attention, the next important step is to secure the confidence of the people and create a desire to visit the new department. It must be remembered that the surest, quickest way to create a desire is to appeal directly and intelligently to the pocketbook.

Low prices are always taken into consideration quickly by the public, yet the most important thing in connection with the new department is to be sure that the public will be familiar with the values offered, that they will know instantly every claim can be depended upon.

Policy of the New Department.

The thing that will attract people to the new department will be the assured service they will receive. Every advertisement should suggest among other things that besides better values the service and attention will be unequalled. Everything must be arranged for the comfort and convenience of the public.

Attracting Attention.

The first aim of the different forms of advertising should be to attract attention. The newspaper and circular advertisements should arouse cu-

riosity and stimulate desire to visit the new department on the opening day.

After the department has been opened various kinds of schemes should be used to keep the people watching for the advertisements. One method is to give short interesting talks to housewives. For instance, during house cleaning season the talks should be helpful hints relating to house cleaning, followed by suggestions on what to buy at that time. There are a lot of small things which have no direct bearing on merchandise but which are valuable information and attract people. In opening a new department all of these things which the people will appreciate should be considered.

Inducement Schemes.

Any ideas or schemes of inducement, such as giving away souvenirs, premium offers or anything which can be based under the heading of sharing profits should center entirely on the idea of winning and holding trade. There is no better way to get the crowds to visit a new department than by some scheme of special inducement. Possibly the best known plan to make people visit a new department is to offer some little souvenir free on the opening day. Or another good plan is to offer prizes to get the people to read the advertisements of the new department. One way to do this is to insert the names of two women of the town in the advertising copy and give a cash prize to the persons whose names appear. This will induce every wom-

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.

CERESOTA**Flour**

Made in Minneapolis
and sold
EVERYWHERE

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

an in the town to read the advertisements thoroughly in search of her name. The same idea can be used with display cards in the store. This plan will induce every woman to visit the store and read all the cards in the various departments, hoping that her name will appear and she will win a prize.

Still another scheme which has been used with a great deal of success is to publish a coupon in the advertisement, giving it a certain value when presented with a certain amount of money to be applied on a purchase.

Of course, this all depends on the policy of the store. If its policy is to be conservative the advertising of the new department should be dignified and talk quality and price, while, on the other hand, if it is the policy to resort to sensational ideas, then some scheme of inducement is the proper thing.

Department Decorations.

The new department should be especially decorated for the opening, and the method of decoration should be of such a nature as to inspire confidence in the merchandise displays. The people always form their opinion of a new department by the things that come to the eye first, and if the first impression is favorable the chances are that the first-time shoppers will become regular customers of the new department. It must be remembered that the department itself is just as valuable advertising space as that which is bought in the newspapers.

Window Trimming.

At the same time the opening of the new department is announced one

of the display windows should be covered and signs should be used to mystify the public in regard to what the window will contain on the opening day.

Each day the window signs should be changed so that the people passing the store will have their attention called to some unusual feature or offering to be found only at the new department.

When the new department is finally opened this window should be given an original and strikingly clever trim so that the people will be doubly induced to visit the new department. The same bargain offers described in the newspaper advertisements should be arranged in the display window so as to give the public the impression of a complete stock of goods.

In order to make the window a profitable selling medium the displays must be easily comprehended, that is, the articles on display must have a harmonious scheme of arrangement. The goods which are placed on display should be marked with both a brief description and the price. Profitable results can not be expected if the people are left to guess about the new merchandise and the price.

The people are not mind readers, and they will naturally buy the goods they know the most about. They acquire knowledge from being told often and in as many ways as possible. This is exactly what must be done with the goods of the new department.

Besides having the goods shown up attractively the window cards and price tickets must tell the people

the same story that they will be told by the clerks. If the price tickets say one thing and the clerk another the customer loses confidence.

Interior Displays.

When the merchandise has been displayed in the showcases and on the counters and shelves it should be so arranged as to show its best qualities.

It should be the intention of starting the new department as an educator—teaching the people to read and believe in display cards and price tickets. A department will make 50 per cent. more sales when the goods are plainly priced. Everything must not be left to the clerk.

A great many times during the rush hours the clerk has not time to wait on all the trade, and many promising customers will leave without finding out what they desired to know about a certain piece of merchandise on display. In cases of this kind a brief description and the price would have taken the place of a salesman.

Then there are times when people are reached more directly by price tickets than in any other way. They are people who understand makes and values and when a price is placed before them they decide quickly without waste of time. If the price had not been marked plainly they might not have been attracted to the article at all.

For the new department the tickets should be original and distinctive. And there should never be more than one price on a card, unless it be a comparison, and then the selling price should be given in the larger

figures. But one price on a card brings better results.

Future Bargain Days.

The first advertisement must do more than merely call attention to the opening of the new department. It must have a far-reaching effect into the future, making the public realize that they may expect bargain days at certain intervals.

A new department should advertise to have at least one day in the week to be set aside as a special bargain day. It is necessary to inform the public of this during the opening.

A new department can keep up its sales steadily when it becomes known that on certain days the people will be able to obtain just as excellent bargains as they received at the opening. When a special weekly bargain day is followed out for an indefinite length of time it creates confidence in the advertising of the new department; proves a diversion for the clerks; gives the public something to look forward to and affords them an opportunity to secure the newest and latest ideas in merchandise at bargain prices; helps to clean up old stocks; to get rid of undesirable and slow-selling stocks, broken sizes, etc., and it proves a big profitmaker for the new department when advertised persistently and vigorously.

H. Franklin Thomas.

A Philanthropist.

"James," protested the father, "what do you mean by boring holes into that big tree?"

"Father, I'm a benefactor," said the boy, giving his auger a few more vicious turns. "I'm making knot-holes in baseball fences for poor boys."

Tradesman Company
Wood & Photo Engravers
PRINTERS AND PUBLISHERS.
GRAND RAPIDS, MICH.
TELEPHONE NO. 5095

BEHIND THE COUNTER

Practicable Hints for the Good of the Service.

Too often the proprietor hires the clerk with the full recognition that the work shall be furnished wholly by the one side, the pay wholly by the other, but seemingly with no further thought of obligation or courtesy as falling upon the party of the first part. His conscience seems to be satisfied with the thought that he demands only a reasonable number of hours' service, and doles out the wages with clock-like precision.

There are many little services which the man at the head of the firm can offer which will not only render the novice better equipped for his work and give the experienced clerk help as well as encouragement, but will promote the respect and good feeling so essential to the best work of any kind.

One of the simplest of these is politeness. This is much more easily and effectively taught by example than by precept. Show proper respect to your customers. Treat them as you expect your clerk to treat them, and he will soon understand the proper relationship. Treat your clerk considerately at all times. Let the atmosphere of the store be as decorous as that of the well ordered home, and any eccentricities to which the salesman may have fallen a victim will speedily melt away.

Prove your confidence in him by entrusting to him some of the business problems of the firm. While it would scarcely be wise to share with a new man the privacies of the business, there are many general principles which he should know; which will render him a better salesman, a more interested worker. It has been charged as an argument against female clerks that they are prone to gossip. Put a ban on this habit without seeming to exercise any restriction. There are many large concerns hiring hundreds of girls. No one charges them not to talk "shop" outside of business hours; yet they drop instinctively into the habit when surrounded by the atmosphere of silence on this subject; and the one who would draw from one a secret of the firm must be exceedingly skillful. Treat it as a matter of course that the affairs of the firm are confidential, and they will be made so.

The surest way to render an employe just worthy of his hire is to keep him constantly reminded of his servile condition, with no indication that there is hope for a rise. It chills enthusiasm, discourages hope of lusty growth and converts him into a mere machine. In his estimation the

"Old Man" speedily becomes the personification of austerity, aristocracy and greed, and there is a mental crossing of swords, even although veiled by policy, the existence of which both sides distinctly appreciate.

On the other hand, the skillful employer recalls the days when he was tugging away at the bottom round of the ladder, unable to see why it continually rolled with him while others gained a firm grip and crawled up over his head. An occasional anecdote illustrating some of the mistakes of those days may serve to set the youth on the right track without seeming to have in it the nature of a reprimand. And the little helps gracefully given will be gratefully received and repaid by more cheerful service.

Strive early to impress the lesson that a sale which does not give satisfaction to the buyer is worse than no sale. In the transaction the firm gain the profit of that single sale, but as a result they may lose future patronage, a matter of much greater import. The patron often knows in a general way what he wants, yet, owing to imperfect knowledge of the professional end of the subject, his mind is not rounded out as to details. These he expects the specialist to supply. The salesman may have something which is right in price, and right in quality for certain conditions. That these conditions are not his own, he may not at the time be able to discern; but later he sees it, and is not only dissatisfied with the article, but also with the salesman who blinded him into thinking it was what he wanted. It will require some self-sacrifice on the part of the man who is making a strong effort to gain a good sales record to advise a patron to consult a rival firm, but it pays better in the end than to advise him to take a poor substitute. This position would be most clearly defined, and the understanding that you take pride only in the sales which bring satisfaction and credit to the house will have a salutary effect.

But this should not tend to lessen the clerk's effort to fill the order. In fact, it should be redoubled; and even when convinced in his own mind that he has not the goods required, it will commend him in the estimation of the customer if he makes a well-directed effort. Any passive assurance that it is not in stock might be mistaken for indifference; and the frankness which should go with the disappointed patron as a bid for future trade might in this case be

changed to the verdict of indolence. Sincere regrets should accompany every case of this sort.

If you discover that a customer is for any reason physically or mentally hard to fit, take a hand in it if necessary, but do not interfere in such a way as to give the impression to either clerk or patron that the former is being superseded. This may require tact. If the trouble is due to a peculiarity of the foot the customer may be made to feel flattered by this personal attention. Circumstances alone can guide action; but a skillful recognition of the difficulty or doubt may be made to strengthen the good will of both patron and clerk.

You have been practicing upon the reading of human character for a lifetime. Sift out some of the essential results, not in the form of a sermon or code of laws, but rather as a sort of recreation, although never in a spirit savoring of ridicule. There are keys to human nature shown by the contour of the head and face, by the manner, tone or voice, eye, temperament. In fact, it has been truthfully said that nine-tenths of business is human nature; hence the importance of its study by your entire force; the worth of the opportunity of showing them many short cuts gained through experience.

Draw out by the conversational method the ability to describe goods. For the time play the part of the critical bargain hunter, and tempt the novice to present his arguments in its favor in a concise, systematic,

VOIGT'S

Present Prices

Flour at the present time is too expensive to a customer to allow for any mishaps.

You can't afford to sell flour that isn't strictly up to the standard and you can't afford to sell flour that isn't guaranteed.

The housewife will pay the price but she wants the goods, and the only way to satisfy her is to sell her good flour.

No woman complains about not receiving sufficient value when she buys "Voigt's Crescent" flour, because good bread and good pastry are worth paying for, and no one knows it better than the housewife who prepares the foods.

VOIGT MILLING CO.
Grand Rapids, Mich.

CRESCENT



TANGLEFOOT FLY PAPER

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

ALL OTHERS ARE IMITATIONS

FOOTE & JENKS' COLEMAN'S (BRAND)

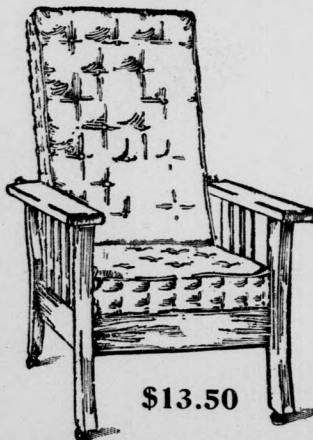
Terpeneless

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.



\$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

logical and convincing manner; you can easily patch up any loop-holes that may be left by the categorical method and encourage a more complete description if necessary. Take pride in having the leading points in favor of certain classes of goods stand out in sharp outline. "If a man can write a better book," says Emerson, "preach a better sermon, or make a better mouse trap than his neighbor, although he build his house in the woods, the world will make a beaten path to his door." Cultivate on the part of your clerk the ability to recognize the merits and demerits in your goods; furnish those that he may have faith in and he will be glad to help keep the house in such shape as to invite customers.

When you attend a convention of importance take pride in bringing back as much as possible of both the enjoyable and the profitable elements. The general information should belong as much to him as to you; and by sharing it with him you render his work more efficient to yourself as well as to him. The social side should appeal directly as proof that the business is not all drudgery, thus putting new life into his work. In return for the small trouble, which is in reality enabling you to double the benefits of the convention to yourself by living them again to a certain extent, you will be repaid by more willing service the next time it devolves upon you to "keep house."

If there is a ball game in which you know him to be especially inter-

ested, strive to plan it, if this can be done without injury to business, so that he can enjoy it. Do a little extra work yourself in order to grant the privilege. If you happen to be enthusiastic on the subject of athletics, divide the pleasure with him; his appreciation will be all the more keen with the knowledge that it involved sacrifice on your part. But never carry this to such an extent that he will lose sight of the fact that business is before pleasure; the latter is only to be used as an occasional relish.

When about to buy goods take him into your confidence. Review the situation with him. His view is not from the same plane as yours. The perspective is perfected by a union of the two visions. Meantime, the fact that you have respect for his opinion will do wonders toward rendering it worthy of this respect.

Above all, remember that in your hands largely rests the moulding of character. While you are teaching him to help build up your trade you are yourself building up a man. It is a case of reciprocity applied with the personal touch which may include not only close application but sympathy and personal benefit. Help him to see that the best way to build up a service is to give the most possible for the least money.

"If I were a cobbler it would be my pride

The best of all cobblers to be," is from an old song, well worth bearing in mind. And there is no more firm welding in the binding of the

chain of success than that outlined by J. Hawes:

"Character is power—is influence; makes friends, creates friends; draws patronage and support; and opens a sure and easy way to wealth, honor and happiness."—B. L. Putnam in Boot and Shoe Recorder.

True and Faithful.

One does not look for the whole truth upon a tombstone, but there are exceptions to the rule, as is shown by the example furnished in a churchyard in Hagerstown, Maryland.

This touching epitaph runs as follows, except that fictitious names have, for obvious reasons, been substituted here for the real ones:

Mary F.,

Wife of Walter Jenkins.

Died December 20, 1884, aged 70 years 9 months.

She was a true and faithful wife to each of the following persons:

Jacob Wineman.

Henry Snow.

Philip Harrow.

Walter Jenkins.

Her Valuation.

Aunt Fanny took little Mary to church one Sunday and gave her a penny to put in the alms-basin.

Little Mary looked at the coin with evident satisfaction, and then, nestling close to her aunt, whispered:

"How much are you going to give?"

Her aunt, opening her hand, displayed a quarter of a dollar.

"Oh," exclaimed Mary, excitedly; "don't do it! It isn't worth it!"

The Origin of the Camel.

"I was quite interested to read a statement, made in an address the other day by a distinguished authority, that the camel is not of Asiatic origin, but entirely American," said the professor.

"Indeed!" said little Binks. "Well, now, that is interesting."

"Yes," said the professor. "He showed by means of a series of pictures of skeletons which his party had dug up while making excavations in Wyoming the development of the animal. They ran from a camel about the size of a rabbit having four toes instead of two, and absolutely devoid of anything like a hump, up to larger specimens of a later period, the most abundant of which was a long-legged, long-necked camel about the size and general build of an antelope. All the camel characteristics were present except some later developments of changing environment."

"Extraordinary," said little Binks. "Does he account for the hump?"

"Not according to the reports I have seen in the papers," replied the professor. "I don't believe that can be accounted for."

"Oh, I don't know," said little Binks. "Maybe the original camel was like the rest of us."

"In what respect, sir?" demanded the professor, gazing coldly at little Binks over his eye-glasses.

"Why, he had to hump himself to make a living," said little Binks, meekly.

Get Your Competitor's Trade Fairly



It can be done. You don't have to cut prices or use tricks—it is the simplest thing in the world—sell the **best of everything** that pays you a **good profit**. To do this you must sell **BLUE LABEL KETCHUP**. The only people who think some other brand is better are those who have never tasted **BLUE LABEL KETCHUP**.

When tomatoes are used for ketchup, no one can tell what they looked like in the basket—when spice are put in ketchup no one can see their quality. **Ketchup** can be made with a poor grade of tomatoes and spices, but a trade like we have been working on **BLUE LABEL KETCHUP can't**. Over forty years we have been working to get the reputation we have now as the makers of the finest ketchup on the market. While it was costly it has paid us to use the same kind of tomatoes that we put in glass, and the kind of spices that make people wonder how we get that flavor which has made **BLUE LABEL KETCHUP** lead the procession.

(CONFORMS WITH ALL THE REQUIREMENTS OF THE FEDERAL PURE FOOD LAW)

CURTICE BROTHERS CO.
ROCHESTER, N. Y.

"CRUSHING A RIVAL."**A Stock Deal That Did Not Work as Planned.**

Written for the Tradesman.

After all, when you get down to bed rock, the ways of Wall street are not much different from the methods employed by the cross-roads man in overalls who deals in mules. The Wall street manipulator may have a tighter squeeze on his game, but his corn-fed imitator proceeds on the same principle.

"That mowl of yours," says the man in overalls to the person he aims to take into camp, "seems to be a leetle off his feed. His complexion looks as if he wouldn't haul many more loads."

Then he sits on a stump and whittles until the owner of the mule is convinced that the animal is going into a decline and sells at whatever price he can obtain on a falling market.

"That S. K. I. N. & W. I. N. Railroad stock," says the Wall street shark, "is all to the bad. There's strong talk of a competitive line, and the roadbed is in bad shape. Besides, there're a number of damage suits on, and the semi-annual dividend will be passed."

Then he goes to a telephone and orders a broker to sell the stock from five to ten points under the market. When the stock has tumbled twenty or thirty points, he puts gum shoes on a score of brokers and has them buy control on the q. t. I don't see much difference in the technique of the two games, do you?

There were Damsky and the Slayton Street Railroad Company. Damsky wanted the street railroad to play with and set out to get it in the old way. In addition to acquiring the road, he wanted to put it over Vincent, and have the pleasure of tossing him a quarter to feed on some chilly morning.

Damsky was in the commission business, and was having a fine time all by himself, until Vincent butted in and began paying fair prices to producers and selling at living rates to retailers. Damsky felt that Vincent was stealing the pie out of his mouth in pursuing such a reckless course, and wanted to run him down the dump. What made Damsky feel particularly sore against Vincent was that the young man refused to enter into a combine with him.

Vincent owned quite a block of street railroad stock and wanted more. If Damsky could make him sell out at a sacrifice and at the same time secure control, he would be a happy man, so he planned to do the trick with neatness and dispatch.

One night Damsky called his broker into his private office and set about his explanations with great joy.

"I understand," he said, "that Vincent has \$50,000 street railway stock hypothecated at par for \$30,000. He's using the money in some fool scheme. I suppose. Now, what I want you to do is to send some broker not connected with your house into the open market and put a lot of this stock on the market at ninety."

"It will be snapped up in a minute," said the broker.

"All right," said Damsky. "When the buying begins you drop to eighty and sell all you can."

"I see," said the broker. "You are playing for position."

"Exactly," replied Damsky. "You knock the tar out of the stock until it goes to sixty and then I'll give you further instructions."

"Vincent will buy," suggested the broker.

"I don't believe he will," chuckled Damsky. "He's borrowed \$30,000 on the block he holds, and when the stock bumps down he will be called upon for further security. I don't believe he can furnish it. I'm on the Finance Committee at the bank of loan, and I'll see that he puts up something good or parts with the stock."

"And you wouldn't mind taking that stock over at sixty, eh?"

"No," said Damsky, "I wouldn't. I may as well tell you right here that I want that stock even at par, but I'm going to pound it down to fifty and secure control of the road. Now you have the whole scheme."

"I see."

"And then, when I get it good and sound, I'm going to sell it to the new interurban corporation at one-fifty. Looks pretty good, eh?"

"You might let me in on that," suggested the broker.

"Well," said Damsky, "seeing that I've done so much talking, and put you wise to the whole deal, I don't mind letting you in for a few shares, but I'm not here to make any Christmas presents, you understand. You begin to-morrow and pound the stock. The morning newspapers will contain stories about the Street Railway Company that will make the hair curl on the heads on the stockholders. It will be stated that the franchise will be withheld in favor of a stronger company, one that will make extensions and run larger cars, and also that the new interurban corporation is planning to run a line in competition at a three-cent fare."

"I seems to me that you've gone at this thing right," said the broker.

"Yes," said Damsky, with a full-fed chuckle which brought the blood to his fat cheeks, "I think I have. I usually get things right before I invest."

When Damsky and his broker went out, after their conference, Damsky's old-maid stenographer, who had been working over a lot of letters in the next room, leaned her elbows on her desk for a moment and then got busy with a letter which was not in her notes, and which read as follows:

"Mr. Henry Vincent, City:

"Dear Hank—Damsky is going to do something to you in the street railroad line. I can't understand what it is, except that he's going to pound it down to fifty and then put it up to one-fifty for sale to the interurban corporation. Hope you will know what to do. You put what little I have in the stock at anywhere below sixty. I'm weary of working

for this old fraud. Regards to Nettie.

"From Your Cranky Old Aunt,
"Mary Jane."

Now, this is what manuscript readers call putting the forward movement into a story, and pretty soon you'll see the reason why it was put in here and not kept until the end. I guess it is forward enough.

When the broker set out the next morning to flatten street railroad stock at ninety no one bought save the broker who had been engaged by Damsky to buy to make a quotation. When it went down to eighty there were no sales. Damsky began to think the stock was stronger than he had figured on, and put the price down to sixty, at which price his broker bought a little and made another quotation. By the next day the price was down to fifty and frightened investors began dumping their holdings on the market.

Early on the second day Vincent was called to the bank and asked for additional security for his loan. Much to the surprise of the cashier, he brought the amount of his loan in currency and spread it out with a smile. Small holders were now letting go, and Damsky's men began buying on the quiet. Then, at one jump, the price ran up to seventy-five, and Damsky's men began pounding again. They sold, and sold, and sold. In an hour the broker called Damsky to the 'phone.

"Look here," he said, "we've sold more stock now than there is out. What next?"

"Keep pounding," said Damsky.

"Well," said the broker, "I suppose you know what you are doing."

"You bet I do," replied Damsky. "Better sell a few at forty-five."

The broker sold at forty-five and wondered who was buying.

"It must be Damsky's men," he thought, and that is what Damsky thought for a time.

Then the price went to seventy-five again and the broker got scared.

"What next?" he asked Damsky, over the 'phone. "Strong market at seventy-five. If you don't want to settle on your short end at that figure, you'll have to pound it down."

"Pound it down," came back over the wire.

But it wouldn't pound down. Vincent's men were buying, buying, buying. They offered eighty and Damsky's men howled that they had stock to sell at seventy. Vincent's men bought at that, and bought at eighty, and bought at par, and the day closed with street railroad stock at one-ten.

Damsky rushed over to his broker. "How much have you got?" he asked, hoarse from his run down the street.

"I haven't got enough to put in tea," replied the broker. "You kept telling me to pound it down and I tried to do it. The other fellow snapped up everything in sight quick. You have sold all day at an average of sixty-five, and now you've got to settle at one-ten. My advice is that you settle to-night. It will go up in the morning."

"We'll pound it down again," roar-

ed Damsky, wiping the sweat from his face. "We'll smash the opposition! It will cost me two hundred thousand to settle now!"

"Look here," said the broker, "you can't break the Marion Street National. There is where the money that is bucking you comes from. The new interurban corporation is in there heavy, and they've done you, that's all. Instead of buying of you at one-fifty, they've bought in the open market at one-ten. And there you are!"

Damsky glared at the broker.

"Who's at the bottom of all this?" he demanded.

"Vincent," was the calm reply. "He bought for the interurban. Say, did you know that his uncle is the man that owns the control now? Anyway, he furnished the money, but I guess Vincent made the profit. I take it that he stands to win about all you lose. If you'd had any sense this morning—"

"Cut that out!" roared Damsky. "I'll get even yet. Call these fellows up and settle the best you can. I wonder who gave the thing away?"

When Mary Jane failed to appear in the morning Damsky sent for her and found that she was living over at Vincent's. I don't know what Vincent and Aunt Mary Jane did with all their money, but I do know that Damsky had to hump himself to settle.

So, when you proclaim that a thing is cheap, you've got to make it stick.

Alfred B. Tozer.

Proceeding With Caution.

"Well, George," said a Georgia man not long ago to an old ducky in his employ, "I understand that you intend to give your son an education."

"Dat's my intention, sah," responded George. "I knows myself what 'tis to struggle along widout larnin', an' I has determined my son ain't goin' to have no sich trouble as I's had."

"Is your son learning rapidly?"

"He shore is, sah. Las' week he done wrote a letter to his aunt what lives more'n twenty mile from yere; an' after while he's goin' to write to his aunt dat lives 'bout fifty miles from yere."

"Why doesn't he write to that aunt now?" smilingly asked the employer.

"He kan't write so fur yit, sah. He kin write twenty mile fust-rate, but I tole him not to try fifty mile till he gets stronger wif his pen."

Would Be Honest Anyway.

Booker T. Washington, in a recent address on honesty, told a story of a slave boy.

"A smart, active slave boy," he said, "was put up for sale at the Memphis slave market.

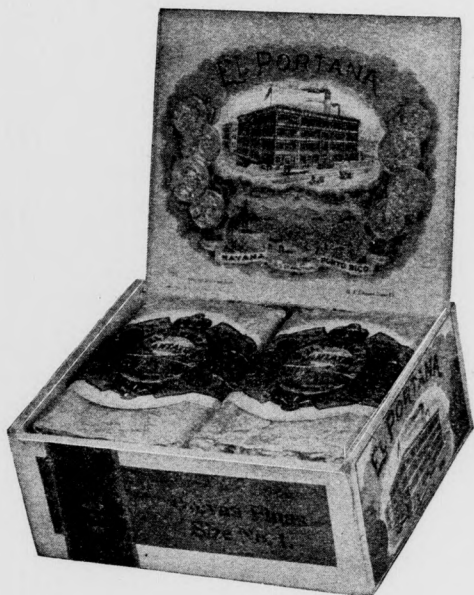
"Liking the lad's looks, and fearing that he might fall into the hands of a cruel master, a rich gentleman laid a friendly hand on his arm and said: 'If I buy you, will you be honest?'"

"The boy answered calmly:

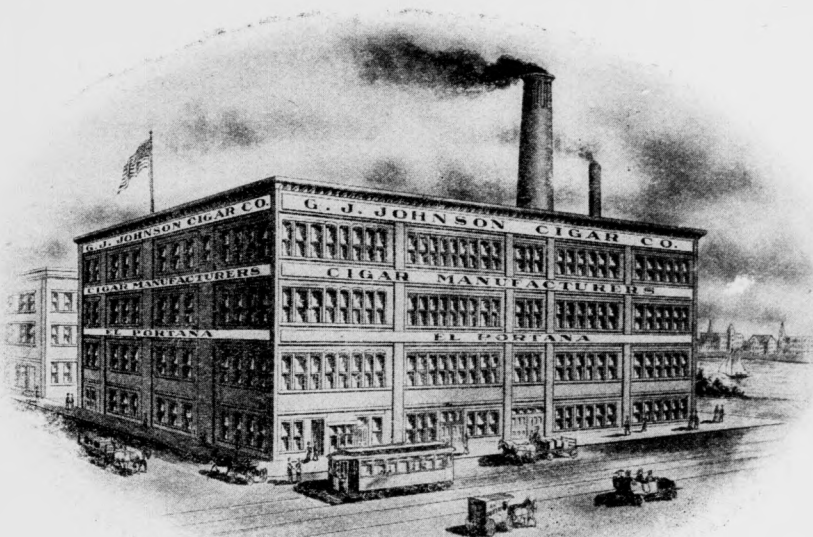
"I will be honest, sir, whether you buy me or not."

Many a tailored suit covers a lot of hand-me-down sins.

EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions

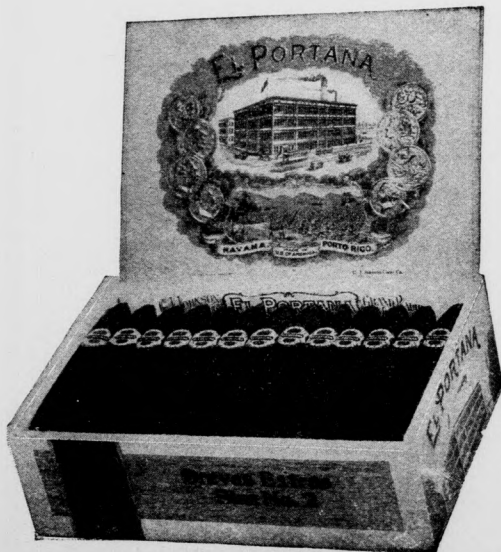
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





Some Women Master Men By Adulation.

The old fable of the contest between the north wind and the sun as to which sooner could compel the traveler to cast aside his cloak has a moral which none can fail to divine. Gentleness and courtesy are in most cases excellent policy—the mild power cures—and much more is accomplished in this world by means of flattering persuasion than by bluster and threats. However potent rough measures may appear to be, gentle, persistent pressure is what tells in the long run.

Above all there are three things which best are managed by coaxing—a new kid glove, a fire and a man. Let a woman but succeed in getting hold of the right string, and pull it tactfully, and, above all, so gently that the strain shall be felt only as a natural inclination, and she may lead a man whithersoever she will. This, too, when the same man would die rather than be driven a foot at the point of a bayonet.

If you can not inspire the one whom you love with love of you, fill him or her with love of self; minister tenderly to that love and almost always all that runs over will be yours. It is thus that most surely is the saying verified that "Love begets love." With most people the true meaning of an agreeable person is a person who agrees with them. Nor does this imply that such people are unduly self-opinionated. Nobody likes to be contradicted, and most of us like those who put us in a good humor with ourselves. Sentimental Tommy, it will be remembered, wanted praise, and his author pertinently remarked that "we all want praise, only we call it sympathy." Some of us call it appreciation, and all men and women like to be appreciated. It is true, also, that where we are weak we like to be thought strong. If a woman is plain she likes to think that she is considered pretty; if she is beautiful she likes to be told that she is clever; while men, even the wisest of their kind, prefer the woman who laughs at their jokes—if poor ones, still more—to her who bows down in homage to their intellectual gifts and moral excellencies. People frequently make actual sacrifices to no purpose because they have a way of saying unpleasant truths, or even pleasant ones in an unpleasant way. The people who are most popular, and who win hearts, are the good tempered, easy going, sometimes selfish people, who do pleasant little things without effort, and who make

pretty little speeches which flatter one's vanity, almost imperceptibly; who do this, moreover, at the right time and in the right way. To be sure, this knack is by way of a gift, but it also is to be cultivated successfully by those who care to take the time and trouble to do so.

It is the fashion to decry vanity as an unmitigated sin—even those who plainly possess it condemn it, in order if possible to conceal the fact. Nevertheless, it well may be claimed that it is one of the vices which lean to virtue's side, since it is undeniably among the levers which move the world for good as well as for evil. The fear of blame and the desire for praise keep as many, or more, people in the straight path as the number who are held there by the strict sense of moral rectitude.

A clever English magazine writer declared recently that the surest way to win a man's love and keep it is to listen with absorbed and admiring sympathy when he drivels about himself. She says: "I can not count the number of lovers I have alienated by discontinuing my role of rapt attention. After a time, when a certain novelty has worn off, I have grown weary of hearing for hours detailed accounts of what 'I said, I thought, I felt, I did,' and my interest has visibly flagged. It may not have been great at any time, but a woman always must feel some interest in the man who makes love to her. When, however, a certain stage has been reached and passed, one is apt to weary of the eternal monologue, and let fall words of sarcasm, incredulity or boredom. Any of these are fatal."

The woman who plays to win never must criticize, never venture to find a flaw in an eligible lover or his doings. More men have been conquered and enslaved by the magic art of flattery than by all the beauty and wit in the world. To the woman who can flatter both men and women, subtly and adroitly, no career is impossible. Given the opportunity, she may influence the destiny of the world.

Thackeray has given us a brilliant example of the wily, cajoling woman in his Becky Sharp. There is no keener satire upon masculine weakness than "Vanity Fair." Becky Sharp was neither pretty nor rich; her opportunities were few, but she made the most of them. The chief weapon in her armory was what? Flattery—not delicate nor subtle flattery, either—but the kind which, as the saying goes, is laid on with a trowel, smoothly and thick. Nor is there a man in the book who is al-

together impervious to it, since even Dobbin, who dislikes her, shows pity for her at last. In showing this Thackeray has been faithful to masculine human nature, and has painted a portrait which is absolutely lifelike. He knew, however, that much as men may differ individually, they all are to be influenced more or less by the clever woman who has the wit to discover their foibles and to play upon them. Becky Sharp knew how to make the vanity of man a pipe for her fingers "to sound what stop she pleased." She disguised her real self under a pleasant, unchanging, merry mask; cultivated a constant, careless, amusing gayety and studied with all her might to find out the pet vanities and weaknesses of all men whom she could make useful to her ends. The French have a saying that every man, however admirable and strong, has his "Achilles heel." Becky Sharp found the vulnerable spot, then she started in to nurse and foster, tenderly and adroitly, those weaknesses; to humor those vanities until she became irresistible. Men adored her—all kinds of men—as they always do adore the women who they declare sympathize with them and understand them. "It is their nature to."

It is not to be denied that women are to the full as fond of "sympathy," i. e., praise, as are men, but a man seldom takes the trouble to cajole a woman excepting during the period of courtship. But for the woman there always is a reason, an object, in praising, flattering and "cannodling" the man. Besides, espe-

cially if a woman is married to a man, it is her wifely duty to admire him; if she does not she at least ought to pretend to do so. Else, why did she marry him? If she has wit enough to do so, she may wind him round her finger by the gentle art of flattery.

Dorothy Dix.

As the Twig Is Bent.

"I hope you were a good little boy while at your aunt's and didn't tell any stories," said his mother.

"Only the one you put me up to, ma," replied her young hopeful.

"Why, what do you mean, child?"

"When she asked me if I'd like to have a second piece of cake I said, 'No, thank you; I've had enough.'"

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Indianapolis, Indiana

Coupon Book Plan That Worked Satisfactorily.

The careful business man takes an inventory of his stock each year. In that inventory he lists all of his outstanding accounts and notes that may be due him from his customers, and then is the time he discovers whether or not he has made any money since his last inventory. Should he figure that his outstanding accounts are worth to him a hundred cents on the dollar, and afterwards realize net to him the sum of only seventy-five cents on a dollar, he will stop, scratch his head and say to himself, "Where is the profit I figured to make?"

Such a merchant will then begin to realize that the year's trade has not been worth as much to him as it appeared to be when he first took the inventory. For example, should his inventory show that there was \$3,000 outstanding on book accounts and he planned to collect this, he will find that should he employ someone to collect it for him it will cost about \$300 for collection. During the time of collecting this amount he may need the money represented by the accounts outstanding to replenish his stock, and should he have to go to the bank and borrow it the interest on the borrowed money would amount to \$300, provided he borrows the money for one year. If he has the money of his own it is worth the same interest as he would have to pay should he borrow it. Then again, unless a merchant is very careful, there is a loss of 20 or 25 per cent. through the persons who forget or never pay, after credit has been given them.

Besides the losses above stated in the matter of collecting these outstanding book accounts, there are the loss of time, postage, stationery, charges that you have forgotten to charge. More than all, there is the loss of customers by extending credit, for after you have credited customers with a large amount some of them leave your place of business and go elsewhere, while if you should make them pay their bills, or not extend credit at all, you would hold them as your customers.

About one year ago I placed my business upon a cash basis, and you may wish to know whether or not I have been satisfied with my year's trade upon that basis. I wish to say to you that I have been entirely satisfied and heartily recommend to each of you that you place your business upon a cash basis as soon as you can, for the reason that after you have once tried it you will approve of it as I do now. You may ask me the question, "How do you do with persons who may want some credit, and who are absolutely good and will pay their bills promptly?" In reply I will give you the plan or system which I have followed:

Should a customer state to me that he wanted to buy some goods on credit from time to time during the season I sell him a coupon book, and I have these books arranged from \$1 to \$20, and when the customer receives the book I have him execute a

note due in ninety days, with interest after maturity. As he buys his goods he presents his coupons for the amount of his purchase, and they are canceled.

If the customer does not pay his note at the end of ninety days the note will begin to draw interest at 7 per cent. and continue at that rate until it is paid. By this plan the accounts are always settled for and no question will afterwards arise nor disputes be made, in reference to what the customer got, for the sale is treated as a cash sale.

I have lost some customers by adopting my cash system, some who were good pay and some who would never pay. I lost nothing by the loss of the customers who would never pay, for the goods they would have purchased during the year and not have paid for I still have in my possession at the time of the inventory, and I have gained new customers in people who always pay cash and believe they get their goods cheaper from the merchant who sells for cash. At the end of the year my inventory showed that I took in about \$500 less in cash than I did the previous year, but while a year ago four-fifths of my outstanding bills were in book accounts and only one-fifth in notes, this year the proportion was reversed. Four-fifths of the unpaid accounts were secured by notes and the remaining one-fifth was unsecured book accounts, and most of these remained from the year before.

L. J. Eriboe.

Merited.

That Beerbohm Tree, the player, has a caustic wit is evidenced by an incident wherein he and an unknown playwright figured.

The writer had obtained permission to read his offering to Tree. The actor evinced no great degree of enthusiasm, either during or after the reading; but he did take the manuscript, upon which he scribbled hastily a few suggestions for its betterment.

"See here, Mr. Tree," was the indignant ejaculation of the ambitious playwright. "it's hardly fair of you to dispose of my work in this summary and nonchalant fashion, I'd have you know that this play cost me a year's hard labor!"

"So?" queried Tree. "My dear fellow, any impartial judge would give you at least five!"

What They Were Doing.

There is a government official in Washington to whom an unnecessary or inane question is as a red rag to a bull.

Last summer he made his usual trip to Europe. On the first day out from New York he was strolling on the promenade-deck, when suddenly there appeared before him a man whom he had not seen for years.

"Why, Professor!" exclaimed the man. "To meet you, of all men! Are you going across?"

"Yes!" growled the professor. "Are you?"

None come on happiness by hunting it alone,

A Grocer Can Keep Store Without

FANCHON

"The Flour of Quality"

And he can wink at a pretty girl in the dark, but

What's the Use



Because of the uniform excellence in quality

Holland Rusk
(Prize Toast of the World)

has become immensely popular with consumers everywhere.

Dealers are making handsome profits on the large daily sales of these goods—it will pay you to stock them.

Large package retails 10 cents.

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THE BLACK HAND.

One of the Cases Where It Failed To Work.

I was disappointed. The papers had for days been filled with exciting accounts of the latest appearance of the Black Hand in a threatening role, and, in common with probably most of the city's newspaper readers, I had followed the stories with considerable eagerness. A climax had been reached, a climax which, the papers assured their constituencies, could not pass without resulting in battle, murder and sudden death, the extinction of sundry Black Handers and possibly a few policemen and other occurrences which go to make the morning paper a thing to be looked forward to with some interest.

But the climax had fizzled. No bomb was thrown, no Black Hand slain, no policeman made a victim of outlaw bullet. The whole affair had passed away as quietly as the papers dared to let it, and a lot of people, myself among them, felt a little as one feels after being fooled.

This is the story:

"It was Gilmore, the hatter on Blank street, as you know, of course. He was the Black Hand near victim.

"Put \$500 in a roll every Saturday night for twelve weeks and leave it in the little hole that you'll find under your doorstep. Otherwise up go you and your shop."

"That was about the substance of the letter that started Mr. Gilmore on the road to publicity and nervous prostration. He's an old fellow, not strong constitutionally, and not over-supplied with backbone and nerve, I suspect. There had been a bad case of shooting among the Mafia people a few days before that the papers had played up strong, and with the mysterious letter coming right on top of it old Gilmore got a little nervous.

"He didn't say anything, though. It was only Monday night. But Wednesday came a real whizzer. It told him that he was too closely watched to hope to escape. The spies of the 'lodge' were always on his track. 'Remember, Saturday night come across with the first installment or the worst will befall.'

"Then Gilmore looked under the steps of his store, and, sure enough, there was a little hole cut in the board at the side, and he had never known that it was there before. He saw now that whoever was doing the writing had taken the pains to look up him and his store, and the fright that it threw into him brought a holler for the police. Then the papers got hold of it and the 'scare' was on for fair.

"The police began along their usually subtle lines of announcing that they had a pretty good notion of who the letter writer was and that they would have him under arrest before long if everything went well. At the same time they put a guard of two plain clothes men around the Gilmore hat store and agreed with Gilmore that he should put the regular dummy roll under the steps Saturday night while a couple of men watched from some hiding spot ready to

spring out and bring the culprits to their doom—if they came.

"That was on Thursday. Friday morning Gilmore got another letter. It went something like this: 'Ha, ha! You think you'll catch us by fixing up a deal with the fat headed police. Beware! We are short of temper and long of arm. Do as you are told and keep on living. The dummy roll stunt is old. And we will get it without letting the police see us!'

"Well, that was pretty near a facer for the old man, although the police kept on telling him to have no fear, they would protect him, and he was about ready to drop his hands and holler that he was done for.

"Bixby and I happened to meet at the Club that night. Bixby is in the wholesale hat business, had employed me a few times, and was an old friend of Gilmore's. He had just been reading about the fix the old man was in, or thought that he was in, and when he saw me a possible connection between the case and myself seemed to strike him all at once.

"'Ford,' said he, 'you're the man I want to see. An old friend of mine is in trouble and I want you to help him out.'

"He went on and told me about the case, and I told him that so far as I could see I was not the man he wanted to see. That was work for the police department, or a regular detective agency. Black Handers were not in my line at all.

"But he kept on arguing—I'd done a piece of work for him that he thought passed all bounds of cleverness—and insisting that I was the man who could help Gilmore out of the hole, and finally I agreed to go over to the threatened store with him in the morning. I didn't have anything to do, but I did not want to interfere with the duties and opportunities of the police, and I went more for the sake of keeping on good terms with Bixby than anything else.

"Gilmore's store looked like an arsenal on a small scale. Gilmore and his clerk—he only had one, a shrewd young fellow named Depew—carried a revolver each. Another revolver lay under each of the two counters. There were more of them scattered around at convenient intervals through the store. A Black Hand visitor would sure enough have got a warm reception if he had come walking in there and announced his business in broad daylight. At the same time there never were two men putting up a bold front who apparently were more afraid of their finish.

"Gilmore was the worse of the two. The clerk, Depew, seemed to get his nerve back at times. At least, he didn't present the steady appearance of being in a panic, as was the case with his employer. Then again, you would see him look around as if he expected to catch a Black Hand, stiletto and all, sneaking up behind him.

"'If you think you can do anything here,' said Bixby, dragging me into a corner, 'go ahead and do it and send the bill to me.'

"'It's a case for the police,' I said,

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ALL your customers know Karo. And the better they know it, the better they like it—for no one can resist that rich, delicious flavor—and every sale means a quick re-order.

Karo is a syrup of proven goodness and purity. Unequaled for table use and cooking—fine for griddle cakes—dandy for candy. It's never "dead stock," and every can shows you a good profit.

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"QUAKER" BRAND COFFEE

is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand.

Worden Grocer Co.
Grand Rapids

'but if you say so, I'm on. Let us have a look at the letters received by Gilmore.'

"We got them and then I began to get interested. There was nothing peculiar about the handwriting nor the paper they were written upon. The hand, obviously, was that of a man unused to the pen and to whom writing was pain and labor. The paper was plain, common, ordinary wrapping paper that might have come around a bar of soap or a package of collars. But it was in the wording that our Black Hander gave a little hint of the cat that was in the bag.

"No real, true, hardworking Black Hander ever slips a phrase like 'consequent destruction' into his correspondence with his victim-to-be. Not, at least, when he writes like a school boy in the third grade. Anybody but a policeman could see at first glance that that letter was not written by the hand that directed its composition. It was dictated. Somebody with more knowledge of the English language than any good Black Hander ought to have had given the penman the words to go on the paper. That was why I became interested.

"I'll go to work here," said I to Bixby. "Now, first of all, do you know if Mr. Gilmore has any enemies and business rivals who might want to seriously disturb his placid career as a merchant?"

"He's got no enemies that I know of," said the wholesaler. "At least, no out and out enemies that might be suspected on good grounds of doing anything like this. But as for rivals, oh, yes, there are at least two stores in this neighborhood who would be glad to see old Gilmore get out of business."

"That's a real idea," I said. "Why would they like to see that?"

"He's the oldest man in this line in the neighborhood. It's a rich neighborhood, few richer ones for the retail hat business in the city. Gilmore's, being the oldest establishment, has kept the best trade, and this little store is a gold mine. He buys more high class goods than many a place making twice as much noise and having twice his expenses. It is obvious that his two competitors would like nothing better than to make him trouble. At the same time you must not suspect them. They're both customers of mine."

"This was Saturday morning, you will remember, and it was Saturday night that the money must be in the hole under the steps, or up went hat store, proprietor and all. And at noon there came still another letter, a final warning not to monkey with the buzz saw, but to produce the mazuma without any foolishness, or words to that effect.

"To prove that we know what you are doing," it went on, 'you have got revolvers here and there'—and went on to name the location of every revolver in the store.

"That did put Gilmore up in the air, but it had quite another effect on me. I was beginning to feel at home now. The case had reached a status where it was a matter of using the

process of elimination, and it is then that I like to get on the job.

"Only a certain number of people knew about the abundance of revolvers in the store. Only through them could the information have been procured. There was Gilmore, himself; Depew, the clerk; the two plain clothes men, Bixby and myself. No one else could have delivered the goods. One of us, through carelessness or malice, had been responsible for the Black Handers thorough familiarity with the arsenal.

"I was quite sure of myself and of Bixby, because we didn't know about things until that morning, and the letter had been put in the earliest mail. The two officers could hardly be responsible, considering their official connection with the case, so the eliminations left only Gilmore and Depew as the eligibles. That wasn't promising, but I went to work, and—but, no; I won't tell you what I found. I'll jump a few hours of that afternoon and evening, and the scene is the hat store at 12 o'clock.

"True to the plan of the police, Gilmore slips the fake roll into the hole under the steps, walks down the street to a cross car line, where he takes a car and goes home. The lights burn in the store to show the Black Handers that it is deserted. The officers are lying on top of a building across the street, revolvers drawn, ready to pour a bucket of lead into the outlaw who comes to collect. Nobody comes. The officers watch. The night passes. And in the morning we all stroll over and inspect the hole under the steps and the fake roll is gone—as I knew it would be.

"How did I know? By the simplest way. When I looked into the hole I ran my hand over its bottom. Even at the slight weight of

my fingers the bottom gave a little, as it might do if it had been loosened from below. On some excuse I managed to get into the basement alone. The basement ran out under the sidewalk. At the junction of the end of the ceiling and the walk I found a board that had been pried loose, the nails removed and the board held in place by a spring so light that even the smallest weight from above would cause the floor board to let down a little, thus making a slight slant which would permit an object placed on the board from above to slide down and drop into the basement under the walk. Neat, but not gaudy. An effective way of inserting a little black art into the Black Hand, and on the floor under the trap lay a hammer and the nails ready to tack the board firmly into place once its duty had been done.

"Therefore, knowing these things, I told the officers and Mr. Gilmore to go home and get a good night's sleep and to be on hand when the store was opened for business Monday morning if they wanted to see the blackness taken off the threatening hand.

"Now, it happened that none of the others were in at the finish, and it was just my luck in coming down half an hour before the regular opening time that let me in on it. I reached the store at the same time as Depew. He opened up, passed the time of day and soon slipped down into the basement. I waited until I heard his hammer on the floor and then I was down after him like a house afire.

"Where did you get the idea?" I said. 'It's the finest little scheme I ever saw worked.'

"He let go at me with the hammer, but I stood him up against the

wall with a gun against his breast-bone and went through him for the evidence. It was there all right; he had picked the fake roll off the floor to get it out of the way.

"By the time Gilmore came down I had Depew ready for confession.

"I did it," said he, 'not because I expected to get any money out of you, you old skinflint, but because I expected to make you quit and be willing to sell out to me at a reasonable figure.'

"Gilmore fussed around like a man who's been hit on the head with a club. Finally he said: 'How much will you give?' I thought I would fall through the floor. But Depew sat right up with my handcuffs on his wrists and said: 'The same as I offered you last summer.' And, so help me, if Gilmore didn't say: 'I'll take it, if you've got the cash money.'

"And that was the end of it. Compared to some young business men a professional Black Hander is as a milkfed lamb." James Kells.



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Mention this paper

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

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PUBLIC MORALS.

They Are Affected by the Overspecialized Business Man.

Sitting in the smoking room of the Union League Club of Philadelphia one Saturday night when the brainy men of the Quaker City were gathered there, I was fascinated by their faces. They were manifestly men of affairs, with facial lines indicating strength, determination and care. There was written in those lines, as in a phonographic record, the story of the triumphs of the first manufacturing city in the land, but there was reflected little of the tradition of the City of Brotherly Love. The records included obstinately square jaws, firm mouths, keen eyes, broad and high foreheads, but little fineness. I could not help wondering how a hundred years hence their names and influence will measure up against the old gray poet of Camden and his message to his comrades. Perhaps there is poetic genius in that Club, possibly prophetic insight, undoubtedly a measure of social service, but it seemed that night to be made up of tired overspecialized business men—and if overspecialized, perhaps overestimated. The biggest man on the horizon of the world to-day is not Harriman, or Rockefeller, or Roosevelt, or Rothschild, or the Emperor of Germany, but Tolstoi, living as a peasant in a semi-barbarous nation.

The sway of the business man is well-nigh complete. He is the master of industry, he controls the means of subsistence and communication, he subsidizes education and art in his own whimsical fashion, he owns the Senate, through the Speaker he manages the House, he harries the President and the Supreme Court, he shapes the moral code. The decalogue has been supplanted by the business man's trilogy: (1) "Business is business." (2) "Stand pat." (3) "I want what I want when I want it." "Business is business" is the masculine equivalent for the feminine "because." "Stand pat" is the most immoral of all economic or political watchwords, and has never been proclaimed by a politician not subservient to business. "I want what I want when I want it" is the cry of the spoiled child, overspecialization being akin to immaturity. We need a prophet like Carlyle to-day to proclaim the iniquity and futility of the philosophy, "Every man for himself and the devil take the hindmost," and to announce the discovery of a "nobler hell than that of not making money."

If the business man is to be the mentor of public morals, he must learn to follow the teachings of Isaiah, Jesus, Carlyle, Ruskin and the other great prophets that there can be no legitimate mastery without service. The business man might see this if he were to take his nose from the grindstone. As it is, he not only sees nothing except sand, but he condemns the onlooker whose evision is clearer, because the latter is not practical—that is, not engaged in the same binding business processes. It is as though a man rushing head-

long against the wall of an observatory should, by the concussion, see stars and claim superior accomplishment to the astronomer, who is merely looking at the real heavens with the aid of a scientific instrument, and hence not sufficiently practical or strenuous.

An analysis of the business man, as we observe him in the ablest representatives, may enable us to see how many of his powers are wasted by overspecialization to the detriment of public morals.

He possesses virility, but not courage; brains, but not culture; force, but not character; more exactly, all successful business men possess virility, brains and force, but few exhibit the union of courage, culture and character.

There is something heroic about the virility of a man like Russell Sage, trudging regularly to his office after he had passed the allotted span of human life, to engage in an occupation by many considered questionable, the fruits of which he would not permit himself to enjoy. There was no courage, however, in leaving to an aged widow the fortune he had not allowed her to spend during the years of its accumulation. Her wise benefactions can not absolve the cowardice of the miser. Examples of virility abound, but unhappily instances of courage are rare.

During the railway strike of 1904 a well-known professor of economics in a symposium at the First Presbyterian church of Chicago declared that the railways would have a better case against the sympathetic strike if they did not themselves maintain a blacklist. One of the pillars of the church, a prominent railroad President, called the Professor a liar. The trials which followed the strike produced the evidence that this particular railway kept a blacklist. The railway Executive is a notable example of the virile business man. The undesirability of such information having currency at that time doubtless caused his outburst, but his cowardice was obvious. One of the Chicago packers resented the criticism of the leading Jewish Rabbi that the packers ought to pay their water rents so he left the synagogue and joined a Christian church. Courage would have cost little in this case, and the superiority of the Rabbinical to the business ethics is here evident.

While Washington has secured a great union railway station and New York is witnessing the building of the greatest railway terminals in the world, Chicago, with no serious topographical difficulties, is dealing with the steam transportation problem in a petty, piecemeal fashion. The New York Central system built a fine new station in the wrong place, in entire disregard of other roads, the city's welfare, or even its own future convenience. The Chicago & Northwestern Railway has built a new station in a new place, making a desirable but utterly inadequate improvement, viewed in the perspective of fifty years. These instances are typical. The Pennsylvania Railway spent millions on its Pittsburg terminals,

including an elaborate new station, which proved to be too small the day it was opened, although it owns and uses the ground on which an adequate station might have been built.

The attitude toward physical improvements is similar to that toward investments. Virility is constantly being throttled by timidity. Great industrial enterprises go begging for funds, although protected by valuable plans, while the speculative "securities" find a ready sale. It took ten years to get the capital to build the New York elevated railways, and, after they had proved to be a gold mine, it was equally hard to convince cowardly capital of the practicability of the Subway.

A lesson might have been learned from the Carlisle Indian football player, as yet unsophisticated, who, being tackled just before the goal posts, after having run half the length of the field, grasped the hand of the fullback underneath the mound of Harvard players, and said, "Good tackle!" Indeed, that is what the business man does on the golf course or the field of sport. I never have to watch my business opponent when he is in the long grass on the other side of the course. If he accidentally takes a stroke, he tells me. On the golf course he is a man, not a business man.

Secondly—The business man possesses brains, but usually not culture. One of the brainy men of the country, trained in the law before entering business (if there be any distinction) is President Baer, of the Reading Railway system, etc. Mr. Baer has rehabilitated a discredited railway company until it is said to be worthy of Mr. Harriman's attention; he has secured fruits of victory in the anthracite coal settlement, after giving the miners and the President of the

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United States the credit. Yet this doctrine of the divine right of railway kings is perfectly logical from the brainy, but uncultured, point of view of the address he delivered at the opening of the new high school in Reading last Thanksgiving Day. He drew his text from Adam Smith's Wealth of Nations, published in 1776, and never left the domain of the eighteenth century philosophy, except to criticize a seventeenth century utterance of Herbert Spencer of the vintage of 1902. The pith of the excellent historical resume was in accord with the teachings of the eighteenth century English philosopher, now traveling in our country, W. H. Mallock, viz., "A little education is a dangerous thing," completely demonstrated by the address itself.

Perhaps the brainiest man Chicago has produced was Marshall Field. Measured by the popular contemporary standard, his brains weighed over a hundred million dollars in gold, the foundations of which came from legitimate business. After building up a business, retail, wholesale and export, which has no rival; after putting the surplus into the most monumental wholesale house in the country, with the aid of America's first architect, Richardson; after developing a retail store unrivaled in size in New York or Philadelphia, and in quality having its only peer in Pittsburg; after paying more taxes than any man in the United States, he still had a surplus, which was put into public service corporations, from which finally the bulk of his fortune was secured. Brains have seldom been better used in business, but when he came to die he revealed his tragic lack of culture. He had aided education by gifts to the University of Chicago and the establishment of the Field Columbian Museum, through which he exercises a permanent influence on the culture of others. Nevertheless, the bulk of his fortune is entailed and so bound by the dead hand as inevitably to curse those who receive it.

A dangerous consequence of brains unrestrained by sound culture is being manifested in the development of the National Government. The Interstate Commerce Commission, having demonstrated the possibility of regulating methods, contrary to the spirit of the Constitution, business which ignores the Constitution, is having its functions enlarged, so we can still further circumvent the limitations of that sacred document. It has been proposed to regulate child labor, which, while in the factory, is beyond Federal supervision, by controlling its products when they reach the common carrier. The Federal Constitution is no longer adapted to the industrial civilization it attempts to govern. Industry employs twentieth century methods, while the Constitution is an eighteenth century product. The business man who is trying to get into the Senate for business purposes should join in the effort to relieve the body politic of that vermiform appendix. Then he could revise the Federal and state functions so that they would cease to conflict, he could legalize railway

combinations and pools, unify divorce and marriage laws, maintain dignity in foreign relations, give the states home rule and promote public morality.

Thirdly—The business man possesses force, but frequently not character. One of the most forceful men in the public eye at the moment is Mr. Harriman. He is doing what ought long ago to have been done, and ought by this time to be legal—consolidating the great trunk railway lines. Mr. Harriman's force is admirable, but he has just unblushingly confessed to practices which disinterested people regard as flagrantly dishonest. Force is an element of character, and nice discriminations are likely to be overlooked in the presence of forceful and useful accomplishment, but public morality may be thereby subverted.

When the Chicago stockyards revelations were confirmed in the calm report of the President's committees, following the insinuations of a fervid novelist, the Chicago business men united in giving a clean bill of health to the packers, whose improvements have since testified to the truth of the criticisms. This certificate of character was offered by the business world to preserve "the fair name of Chicago," forgetful that elementary morals demanded that Chicago repent in sackcloth and ashes, or at least crepe and soot, if the name, already sullied, were to be redeemed.

The merchants of Market street, Philadelphia, in an effort to solve the local transportation problem which afflicts that city with most others, made a proposition to the company and the city with a view to harmony. It must be borne in mind that Philadelphia has been bound hand and foot to a corporation, spoiled by years of tolerance in an abject community. These responsible merchants proposed that all previous misdeeds of the corporation be overlooked, its watered stock guaranteed by the city, and thenceforth a partnership be established, the city to receive half of all revenues above 6 per cent. Only one merchant in Philadelphia, John Wanamaker, had ever shown any sympathy for the public as against the corporation, yet many thoughtful Philadelphians seemed ready to accept the more dubious proposal on the strength of the signatures appended to it. Furthermore, the papers, even the yellowest, refused to print articles and interviews favorable to the public. The low standard of public morality in Philadelphia is at least coincident with what the average American city would regard as the doubtful character of its merchants.

In seeming contrast with this experience is that of Chicago, whose street railway franchises have been heralded throughout the land as exceptionally favorable to the city. Here, too, one must be reminded, is a background of civic history. Chicago's municipal ownership agitation alone rendered impossible a repetition of Philadelphia's experience. Yet, in spite of repeated and unmistakable demands from the people for municipal

ownership, these franchises, which are offered as a more practicable solution, were rushed through the City Council in the middle of the night. Then the business interests demanded that they be passed finally without the referendum which had been promised the people, claiming that the public was tired of being consulted. Greatly to their surprise, a huge petition for submission to a popular vote was secured in an incredibly short time.

It is frequently said that business men would enter politics and give us the benefit of their executive ability and unimpeachable characters, but a political campaign may sully their reputations and the time consumed in public affairs interferes with their business. Then, too, they might not be elected.

The business district of Chicago is represented in the City Council by Aldermen Kenna and Coughlin, popularly known as Hinky Dink and Bathhouse John. These statesmen, whose positions seem almost hereditary, correspond to the liveried representatives of the London guilds, those mediaeval survivals which arouse such mirth in the American abroad. They will hold office, not merely as long as they can levy tribute on gamblers, prostitutes and lodging house keepers, but while they are unopposed by the business interests. In truth, the character of the community is represented in its government and written in its streets, that he who runs may read.

Directly or indirectly, the brains of the community will govern. If the business interests of the city would indorse municipal ownership, when such sentiment exists, its success would be assured, as it is generally abroad. If the business interests demanded fair franchises, such, and such alone, would be granted.

The business man must demonstrate that he believes, at least, in the municipal ownership of the city government, and its consequent freedom from boss or business rule. It is legitimate for the public to measure the character of the business man by his disinterested devotion to the city.

Still, the public must learn to be tolerant of the overspecialized business man for the misdirection of his virility, brains and force, due to the exacting system of which he is not the author. The public will be tolerant as he gains the courage, culture and character needed to fit him for public service. "He that would be the chief among you, let him be the servant of all." Charles Zueblin.

Glad He Lost.

"Pat, Oi hear you lost five dollars in an election bet with McCarty."

"I did, sor, an' Oi'm glad av it, begorra."

"Glad of it? Why are you glad of it, Pat?"

"Beeoz, Oi won twinty dollars from Flannigan in a bet thawt Oi'd lose the fivoe dollars oi bet wid McCarty."

Life's cruelest sarcasm consists in giving the great things to those who only ask for the less.

One Sure Way to Stop the Leaks



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What leaks and losses will the American turn to profit, do you ask? Let us list a few of the many here:

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with its waste of time, labor and energy, its overtime work, errors, etc.

Forgotten Charges

Petty Accounts

Disputed Accounts

Bad Accounts

The American does away with all bookkeeping and handles accounts with only one writing.

It is impossible to forget to charge goods sold by the American System—just as impossible as to forget to make change for a cash customer.

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How much money did you lose this last year through these seemingly little losses?

Figure it up and then ask us for further information about the American Account Register which will turn these losses into profits.

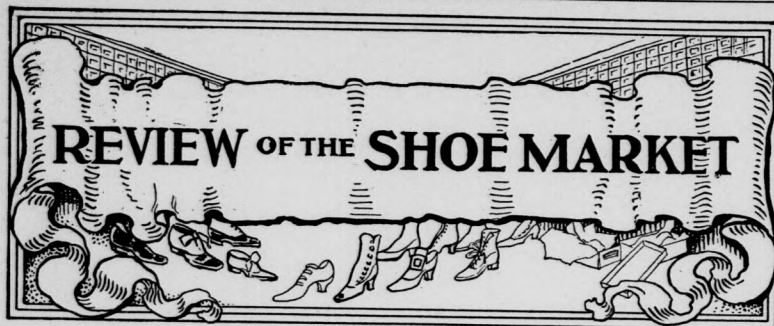
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Requirements For Building Up Trade in Children's Shoes.

Shoe retailers who are making a special study of footwear for children are finding in it a great many interesting things. It is full of opportunities for development, to the good of the shoe trade and citizens of the future.

The children's shoe trade of to-day is the foundation of the adult shoe trade of the future. If a shoe retailer wishes to know what his business will be twenty or twenty-five years from to-day he may foretell it in the footwear of children of to-day.

If the children about his store have substantial well kept shoes he will have a substantial business and a well kept store in years to come. If the children about his store are out at the toes or run down at the heels then his store will run down in years to come.

A retailer can never rise above his customers any more than a fish can rise above the water in which he swims. It is a huge task for a retailer to grade up his customers to the level of his ambitions. The safest and most convenient way for a retailer to do this is to educate the children of to-day, who will be his customers twenty and twenty-five years from now.

Shoes for children of to-day are bought and fitted chiefly under the direction of parents. Until boys and girls are well grown their parents specify the size, style and price of their shoes.

The retail trade and children, too, would be much better off if shoe retailers had a little more influence in determining the kind of shoes that children should wear. The shoe man, if he is a master of his trade, knows better than do parents themselves what children should have on their feet.

An incident illustrates:

A stout, mannish looking woman brought her small boy to a certain shoe store one day.

"This shoe fits splendidly," exclaimed the retailer, after trying a few pairs on the youngster.

"But I'll have the other pair," replied the woman. "They're 25 cents cheaper. If they are tight he can stretch them when he wears them."

The retailer tried to convince the woman that the well fitted shoes would be a better investment. But the woman was one of those self willed individuals, who will have their own way until—well, the gentleman to whom the retailer privately consigned his customer is not mentioned in good society. The retailer, who

has a kind heart for children, looked once at the unlucky youngster, gathered up all the shoes, took them out in the back shop under pretence of softening them up and rubbed the price mark off the better fitting pair. Then he took them out and put them on the boy's feet and charged up 25 cents to his charity account. He could not bear to think of that youngster struggling against the handicap of shoes that pinched his feet.

It is a difficult matter to select the right shoes for the feet of children. When a retailer puts a pair of shoes on the feet of a small boy or a little girl he has to rely a great deal upon his own intelligence to tell whether those shoes fit or not. An adult can describe exactly what he wants in footwear and can tell right off if the shoes fit or not. But the case of the children is different.

Some parents feel that they know all about children's footwear. This notion has become popular since nature shaped shoes for children have become extensively advertised, and physicians and others have been writing about correct footwear for little folks. But the knowledge of parents and physicians of footwear is limited in comparison with that of the retailer who makes an earnest study of feet and footwear.

The parent or the physician may have ideas about the shape and growth of children's feet. But, outside the shoe manufacturing districts there is not one person in a hundred, parent, physician, schoolmaster, lawyer or other person who knows a piece of side leather from box calf, a McKay from a welt shoe, a welt shoe from a turn, or a McKay from a wire fastened shoe.

There is more in a shoe than the people are aware. If the shoe retailer can impress his customers with this fact he will command from them a respect for his knowledge that will be valuable to him in his business.

The average parent understands the advantages of the nature shaped toe and the high low heel. But the retailer must point out that the shoe should be sufficiently long and wide to permit the natural growth of the feet. The shoe of the child should have a good broad tread so that the ankles will not turn over.

The shoe of the child should fit well around the ankle. If it is too tight around the ankle then it will bind the feet, pull down the instep arch and destroy the natural elasticity of the foot. If it is too loose it will fail to support the ankle. Except in special cases a shoe too loose

around the ankle is to be preferred to a shoe that is even only moderately tight.

It is necessary that there should be a good circulation of blood to the feet. Shoes too tight around the ankle will retard this circulation.

Some vain parents insist that shoes of misses be fitted as snugly as possible, so that their feet will not grow too fast. The painful consequences of this notion are well known to shoe retailers.

The best selling shoes for boys to-day are McKays. They are popular because of their durability and their low price. They are preferred by parents who have to practice economy in buying footwear for their children.

The welt shoe is more flexible than the McKay shoe. It is, in many ways, a better shoe for children than a McKay. But it commands a higher price, so it does not sell as freely.

A good many persons insist that the average boy limbers up a McKay shoe after he has worn it a few times so that it is as flexible as a welt shoe.

Flexibility of sole is very desirable in children's shoes because it gives the child a chance to move the muscles of its feet, thereby encouraging natural action of joints and strength of muscles of the feet and grace of carriage.

The barefooted boy has a number of advantages over the shoe bound boy, although shoe retailers dislike to admit it. The savage people who go barefooted have straight stronglimbs and graceful carriage.

The turn shoe is the most flexible shoe made. It is a necessity of small children. It yields to the movement of the soles of the feet. A McKay shoe, on similar little feet, would not bend. A man can take a cane and bend it, but the small child finds the same cane almost as stiff as a bar of iron. It is the same with shoes.

Turn shoes are not satisfactory for large children because they kick them out quickly, and they can not be replaced. When the youngster gets active out of doors welt or McKay shoes are the best. Manufacturers are now making welt shoes down to as small as size No. 5.

There is appearing a new shoe, the turn welt shoe, or the extension edge turn shoe for children. It promises to be very popular. It is intended for wear by the child immediately after it leaves off wearing turn shoes.

There are several ways of making these turn welt, or extension edge turns. But the purposes of the shoes are the same. They have a stouter sole than the turn shoe and are more durable. Yet they are quite as flexible as the turn shoe. The turn welt shoes may be repaired as advantageously as may welt shoes.

One manufacturer sums up the merits of the new shoes in the following:

"They have the durability of welts, the flexibility of turns and the price of McKays."

There are a great many other things about children's footwear which shoe retailers understand better than do

parents. The shoe man is a specialist. He gives all his time to the study of his shoes. It is natural for him to know more about shoes than the average person. Nevertheless, many persons presume to dictate to retailers even as they do to children. This is a state of affairs which retailers must struggle to overcome.

For a number of years manufacturers have been energetically making a specialty of providing footwear for children. A few shoe retailers are following their lead. Good results have been gained.

But there is an abundance of room for improvement. The specializing, by shoe retailers, on footwear for children and the endeavor of retailers to provide children with the best footwear that they can have is certainly a firm foundation for much prosperity of the shoe trade in the future.—Richard H. Washburn in Boot and Shoe Recorder.

Doings in Other Towns.

Written for the Tradesman.

Four public playgrounds for children will be maintained this summer in Kalamazoo, with two trained men and two women in charge.

A beautiful granite monument to the memory of Aunt Laura Haviland will be placed this spring in front of the city hall at Adrian, the bronze tablet reading: "Laura Smith Haviland. Erected by the Adrian Woman's Christian Temperance Union and the Laura Haviland Memorial Association." There is at present \$1,500 in one of the Adrian banks, the result of hundreds of subscriptions to a worthy memorial fund. The date of the dedicatory exercises has not been set.

Kalamazoo is getting ready to celebrate the twenty-fifth anniversary of its incorporation as a city.

Cedar Springs will have a Board of Trade. Temporary officers and committees have been appointed, a banquet is to be given and a permanent organization effected within a few weeks.

Grocers and butchers who make up the Muskegon Business Men's Association largely will hold a "Home Trade" rally Thursday evening, April 1, at Casino hall. The speakers will include John Q. Ross, President of the Muskegon Chamber of Commerce, and Fred W. Fuller, A. B. Merritt and Walter K. Plumb, of Grand Rapids.

The Traverse City Advertising Club has decided on the following slogan for that city: "Traverse City—Good To-day, Better To-morrow."

The Benton Harbor Business Men's Association held its annual meeting and banquet March 25 and officers were elected as follows: President, H. U. Rapp; Vice-President, Wm. Rowe; Secretary, Wm. Chapman; Treasurer, Louis Rahn. Brief addresses were made during the evening by Geo. S. Avery, C. J. Peck, Chas. Foster, L. W. Milbourne, Jos. I. Enders, W. S. Waite, J. O. Rowe, M. J. Hall, J. N. Reed, H. S. Gray and others. It was decided to have another banquet Tuesday evening, May 4. Almond Griffen.

Mayer



MARTHA WASHINGTON COMFORT SHOES

THE MUCH IMITATED LINE OF GORE SHOES

WITH many imitations following in its wake, the Martha Washington Comfort Shoe in 1908 scored the biggest sale in its history.

There were more Martha Washington shoes sold than the combined sales of all other shoes of the same style.

It is the shoe that will fit more feet than any kind you have ever handled. We have hit the bull's eye in the design of the last and pattern. The uppers are of selected kid and the soles are of the highest quality oak tanned stock obtainable.

It is the shoe that sells—that makes trade and that holds trade. Without a single doubt, it is the one shoe that you should carry in stock. It is advertised extensively—the customer knows about it. When a woman once purchases a pair of Martha Washington shoes you have laid a solid foundation for her permanent trade.

If you are looking for a live, active leader, a staple article in this line, you want the Martha Washington.

SEND FOR SAMPLE SHIPMENT

F. MAYER BOOT & SHOE CO.

MILWAUKEE, WISCONSIN

ALL MAYER SHOES ARE
MADE WITH FULL VAMPS

Largest Manufacturers of
Full Vamp Shoes in the World



NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 3—The spot coffee market is very quiet and sales seem to have grown less from day to day. This may be because of the dull speculative market to some extent, but the doubt as to the final tariff bill is most generally proclaimed the cause of the dearth of orders. The one thing that seems to be most generally believed is that it will be "quite a spell" before a decision is arrived at one way or the other, but until that time does come the trade is going to be quiet. In store and afloat there are 3,466,605 bags, against 3,802,744 bags last year. At the close Rio No. 7 is quoted in an invoice way at $8\frac{1}{8}$ @ $8\frac{1}{4}$ c. In mild grades the week has been quiet but prices are as a rule well sustained. Good Cutcuta is quoted at $10\frac{5}{8}$ c.

Sugars seem to be firm, but in the whole round of the market not a concern reported other than a very quiet week. Granulated, 48.5c less 1 per cent. cash, with two refineries being 10c higher. Raw sugars are very quiet.

Teas share the prevailing dulness with the other staples and some dealers report a condition resembling the Sabbath; this, locally. The redeeming feature is that orders from the country have come in with a fair degree of freedom and prices are generally fairly well sustained. In fact, no concession was made on a lot of 1,500 chests of Foochow Oolongs although only $\frac{1}{2}$ c was asked.

A little improvement is shown in rice. Orders have come in more freely and quotations are well maintained. There is almost a scarcity of really fancy stock. Good to prime domestic, $5\frac{1}{4}$ @ $5\frac{7}{8}$ c.

Spices have had a most active week as recent arrivals from the East have pretty well supplied the market and dealers are stocking up to be ready for the duty likely to be laid. Nutmegs, 75-80, have advanced to 16 @ $16\frac{1}{2}$ c and many anticipate a further increase.

Butter is fairly steady for the top grades, the supply of which is not overabundant. While the quality is generally pretty good there is still too much that is not of the best sort to be interesting. Creamery specials, 30 @ $30\frac{1}{2}$ c; extras, $29\frac{1}{2}$ c; firsts, 27 @ $28\frac{1}{2}$ c; imitation creamery, 20 @ 21 c; Western factory firsts, 19 @ $19\frac{1}{2}$ c; seconds, $17\frac{1}{2}$ @ 18 c; process, 24 c for top grades and down to 21 @ 22 c.

Cheese is in few and strong hands, and with a good demand the market promises to be well cleaned up by the time new stock arrives. Full cream, 16 @ 17 c.

Eggs have come in freely and the market tends downward for Western, the range on which is $21\frac{1}{4}$ @ $21\frac{1}{2}$ c for fancy storage pack; firsts from Northern Ohio, etc., 21 c; seconds, 20 c.

Canned goods seem to be looking up a little. Tomatoes are working out some sort of salvation at $67\frac{1}{2}$ c f. o. b., that is, sellers think they will

get this and in some instances they do. There is no excitement, but a fair, steady trade and stocks are gradually being reduced. Corn is doing pretty well and Maine packers are reporting something doing in the way of future deliveries, but the feeling among buyers generally is to let packers hold the goods themselves. Peas are doing pretty well, and if the buyer would pay a little more or the seller take a little less there would be a red hot time. New York State corn, 65 @ 75 c; Maine, 75 @ 81 ; Maryland, Maine style, 60 @ 65 c.

There has been a pretty good call for molasses during the week and quotations exhibit much firmness although they show no advance. Good to prime centrifugal, 22 @ 30 c. Syrups are scarce and high.

Co-operative Effort Depends Upon Co-operation.

In co-operative effort or ownership the success or failure depends entirely upon the character of men with whom we co-operate.

Within the executive departments of large institutions you discover high grade men with high ideals, who have the mind and heart qualities to receive the benefits of co-operation in effort and ownership without abusing them.

There is none of this tendency in the rank and file of the shop—the mob is not ready to receive.

A man's position rises with his ideals. Golden Rule Jones practically forced co-operation upon his shop hands before they were mentally and spiritually qualified. He gave them Golden Rule Park with free band concerts, noon lunches at cost and dividends on a block of stock in his industry. They tried to crucify him. They struck on him because the shop towels were not washed in the union laundry.

It was simply a case of bestowing a high principle on a low grade material.

Just like putting the labor of an artistic wood carver on lumber filled with sap, shakes and knots.

Men who love the gutter will stay in the gutter. Men who loathe the gutter will rise above it.

Success is in the blood and bone, in the mental and spiritual man. Men with these qualifications are enhanced by opportunity; men without them are destroyed by opportunity.

Choose well your co-operators lest you be destroyed.

Not a Case for a Surgeon.

A country parson was one day going his usual round of visiting, when he was stopped by one of his congregation, an old farm hand, who said, "An' hoo be yer darter this mornin', yer reverend?"

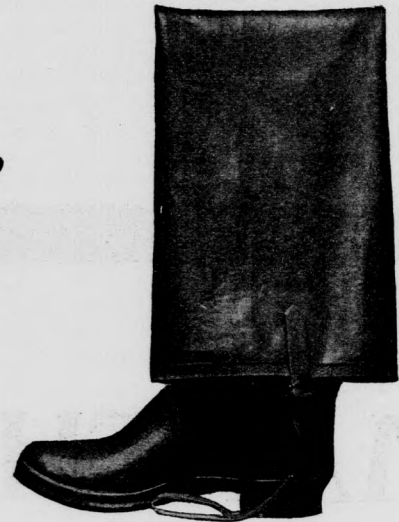
"My daughter!" exclaimed the parson, rather surprized; "oh, she is quite well, thank you."

"What!" cried the rustic, "quite well! Why, I heard she had a cycle accident yesterday, an' busted her inner tubing!"

The biggest deposits in heaven are made when nobody but God is looking.

Trout Season

Opens April 15th. Be sure to have your stock well supplied with Sporting Boots.



"Glove" Brand Boots

Are the sportsman's ideal in footwear for this season. Order them from

Hirth-Krause Co.

Shoe Manufacturers and Jobbers Grand Rapids, Mich.



Shoe Rightness

The outside appearance of every shoe we make satisfies your eye. Some look handsome and some look strong; all look good. But we stamp our pentagon trade mark on the sole. This means a great deal more than mere looks. It means good shoemaking, the best leather, foot comfort and all the wear there is.

It is our guarantee to the wearer of shoe rightness.

And no factor in the shoe business has as great a trade pulling power as shoe rightness.

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

Being Late Only Another Name For Petty Theft.

"Every rush season, when we have to put on our regular bunch of fifty extra men, we know that we are going to 'miss' items from our stock."

A department head in one of our largest mail order houses was the speaker, and he was demonstrating examples in the science of getting the right man for the right place.

"Yes," he continued, "we are going to miss things day by day, and we will know that one of the fifty newcomers is responsible for the missing. In short, among that fifty we will be sure of picking one man who is—well, not excessively honest. Do you wonder why we watch the new employe?"

And after hearing this one scarcely can answer, "Yes."

But the unpleasant fact of demonstrated dishonesty in the ratio of 1 to 50 is only one small reason in the army that makes up the need for a system of surveillance for the new employe. It is merely the sensational one; the strong, talking point in the employer's argument. The other reasons are more rational. Also, for the new employe, more palatable; and they all go together to create one single, simple piece of advice for the beginner:

"Show your employer at once that you are not one of the 'culls.'"

He is always looking for the culls, you know, the employer. He has to. It's part of his business, part of the system that enables him to make his capital yield a satisfactory income. He engages employes with the same careful eye that he buys goods. He doesn't buy faulty goods. He couldn't afford to, of course. And he doesn't hire faulty help if he can help it. The proposition in either case is of about equal importance to him. Good goods, good help. The first without the second would mean a woefully imperfect combination, and such combinations don't win in these days of white heat strenuosity.

He looks over a consignment of goods with an eye unmerciful in its search for possible imperfections, likewise over a new bunch of workers. You—if you are a beginner—get on to the pay roll because he thinks you are the man for the place. Mind you, he doesn't know, for he's only human like yourself, and at first glance he can't tell whether you are going to be the man he wants any more than you can tell whether you will hold your job.

You are under inspection. That's what your first two weeks amount to. You are being put through your paces. Your employer can't pick you up and go over you as he does over a piece of goods. He can't look through you and see what's in the inside. He's got to see you work, got to watch you go through the performance that you're paid to do in his establishment, and at the same time he must discover as well as he can the sort of man you are at heart.

To begin with, he doesn't know anything about you. Your references may say that you are energetic, intelligent, and honest. Most employ-

ers have their ideas of the value of references. References establish the fact that a man is not an outcast. Beyond that their value is questioned by most business men.

Your new employer is in the "show me" mood. He has before his mind's eye the deadly fact that you may be the dishonest man in the crowd of newcomers. The chances are that you are not, he admits, but the possibility exists. He must watch. His attitude, while open to conviction, is a skeptical one. "It is up to you to 'show him' and do it quickly."

Now, you are not one of the culls, of course, nor dishonest. You have good work in you. Most people have. The failures are the ones who never get it out. There is only one problem before you in the matter of winning preference with your employer, to demonstrate your good qualities. Do this and the battle is won. Don't do it, and you can not blame him if he classifies you among the inefficient.

You are honest. Let him see that, too. Get to work on time. He pays you for a full day's work, and he looks upon it as a petty sort of dishonesty when you come to your work five or ten minutes after the day begins. Don't watch the clock for fear of working overtime a little. A few minutes more or less won't make your dinner less satisfying, and the discovery that you are one of those who are always trying to "beat the whistle" will make your employer's attitude unpleasant toward you, to put it mildly.

He will have to list you among the undesirables, just as he would list a piece of goods that had proved deficient in quality, and the next step in his process of getting good help will be your separation from the pay roll. This is inevitable and fair. The goods didn't come up to the standard, and he couldn't buy.

On the other hand, if you have shown the good stuff that is in you the head will be as pleased with the demonstration as you with the treatment which he will accord you. It is a stroke of good business to find a good man, and he knows that he can keep good men only by treating them well.

The first two weeks in a new position may tell the story of a whole year. It is foolish and careless not to make sure that the tale be in your favor.

Martin Arends.

Going, Going, Gone.

A Park Row auctioneer was begging the crowd for a bid. He pleaded for ten minutes, and then, in desperation, cried:

"For the Lord's sake, will not one give me a bid?"

A mild-spoken gentleman replied: "Why, yes, old man, I'll try to help you out. I bid you good night."

And the kindly disposed one departed, leaving the auctioneer to the tender mercies of a laughing crowd.

Some men exercise so much imagination on their own excellences that they have nothing left but judgment for the good in others.

How To Make Bread With a Bread Mixer.

Most hardware dealers could increase considerably their sales of bread mixers if they would familiarize themselves with the proper method of making bread. They could then present more intelligently the advantages of a bread mixer to their women customers. In this connection the following extracts from an article in the March issue of Good Housekeeping are of interest:

"Making good bread is not the difficult task it used to be since practical bread mixers have been put on the market. One woman used her mixer twice before she would acknowledge to herself that she was saving time and labor, but the third time she was ready to reassure her husband, who had insisted on its purchase.

"In using simply place all the liquid ingredients together in a quart measure. When lukewarm add the yeast cake, which has been softened in lukewarm water, and pour into the bread mixer. Add three times as much flour as liquid and count everything as liquid which is not flour. Butter and sugar melt to become liquids.

"Knead by turning handle or lever from three to five minutes; then leave the mixture to rise until double in bulk. When risen, "gather" the dough by kneading a moment in the mixer, then put into pans. When well risen, bake as usual. Bread made this way is uniform in texture.

"The pitfalls which mean failure

are the temperature of the 'mix' and the baking. Remember that yeast is killed and useless if the temperature is raised above blood heat, and is so chilled as to be inactive if the temperature is much lowered. In baking put the loaves into a hot oven at first, to check the rising; then reduce the heat and bake the average-sized loaf sixty minutes, instead of the usual forty-five."

Incontestable.

They were trying an Irishman, charged with a petty offense in an Oklahoma town, when the judge asked:

"Have you any one in court who will vouch for your good character?"

"Yis, your Honor," quickly responded the Celt. "There's the sheriff there."

Whereupon the sheriff evinced signs of great amazement. "Why, your Honor," declared he, "I don't even know the man!"

"Observe, your Honor," said the Irishman, triumphantly — "observe that I've lived in the county for over twelve years an' the sheriff doesn't know me yit! Ain't that a character for ye?"

No man ascends to heaven on whom heaven has not descended.

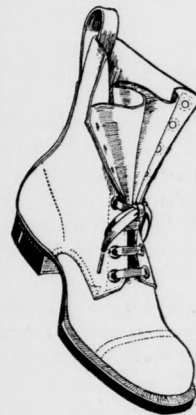
It pays to handle
MAYER SHOES

Some Shoe Dealers Jump at an Opportunity

And others don't get up till they are called. Now we don't like to say, we want you to do this or do that. The mere fact that we want you to see our new Spring lines, is no reason why you should unless you want to.

But we believe firmly that your strongest possible guarantee for a business-pulling, money-making, satisfaction-giving spring trade is a liberal stock of

"H. B. HARD PANS"
For Men and Boys



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

The growth of sales and popularity of this line is due to honest, through and through shoe making—we are educating the public to the comfort and wear value in "H. B. Hard Pans"—but one reliable dealer in each town can secure this line—the prestige and the profits go to him.

We believe it will be to the advantage of any retailer to spend at least a half hour in looking over the complete line of samples our salesmen now on the road are showing.

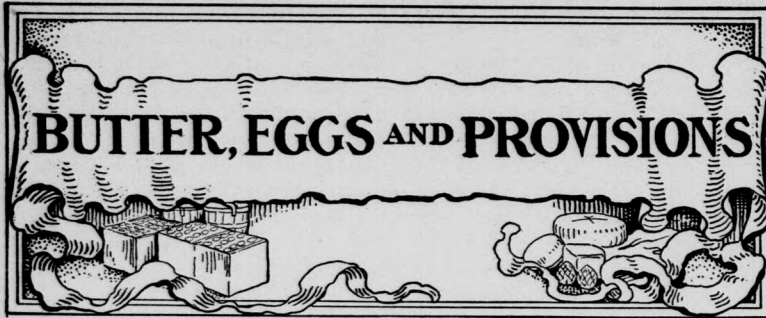
Prompt deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.





Fortunes Made in Growing Vegetables in Mississippi.

Long Beach, Miss., April 3.—In numerous Sunday supplements and agricultural magazines I have seen notices of "the radish king," who is said to live and reign in these parts. It is a distinction to be a king anywhere, and there are all kinds of monarchs, but a radish king has certain attractions which other sovereigns lack. He produces something and contributes to the public pleasure. The good people of whom I made enquiry were a little doubtful as to the identity of this particular monarch, although everybody was willing to admit that he is here. It is the custom not to deny anything that may be to the credit of the town or county. Some "reckoned" that I referred to Richard Inglis; others were confident that Joe Smith was the man, for both of them are raising "right smart of radishes." Finally it was decided to run the radish monarch down, and young Mr. Jones, of Buffalo, son of the railway magnate and lumber king at Gulfport, brought me here in his automobile to make a personal investigation.

Long Beach, like all the places on the Gulf coast, has been settled for many generations and is a little village three and one-half miles west of Gulfport. The land was formerly covered by two ancient Spanish grants given by that government to a widow named Ladnier and her son, Claude Ladnier, each of whom had a mile or more running along the beach and a tract stretched back into the interior as far as they cared to go, because land was cheap in those days, and little account was taken of measurements. The Ladnier family lived here quietly for a century or more and gradually were surrounded by a community of their own kind, who had very little to do, which was fortunate, because of their indolence and lack of ambition, and "lived on hope and mullet," as the local wiseacres say.

Long before the war people from New Orleans discovered the advantages of Long Beach for sea bathing, several large boarding-houses were built, and summer visitors came here in small numbers because they could get a maximum of enjoyment for a minimum of price. Twenty-five years ago or more the brothers of the St. Vincent de Paul educational order came down from St. Louis and established a resthouse where they could spend their vacation. It proved to be a most delightful and beneficial place for them, and they built a fine large church, one of the best on the

coast, which is now in charge of Father O'Connell, of Omaha. The resthouse is leased for the winter to a boarding-house-keeper.

Five years ago a man named Richard Inglis, from Youngstown, Ohio, came down here with an excursion. He looked around and perceived the wasted opportunities, which appealed to his practical mind, and paid \$6 an acre for twenty acres of land, a sandy loam, which his experience in dealing with soils taught him was good for vegetables. He has since purchased 200 acres more, adjoining his original location, but had to pay \$35 an acre as a penalty for demonstrating to the native "gee-gees" what can be accomplished by applying earnest labor and intelligence.

Inglis was the pioneer in the garden truck business, and his success brought a small colony of Youngstown farmers to this place. The next comer was Joseph Smith, from that city. He had two sons working as civil engineers on the Gulf and Ship Island Railroad, and came down three years ago this winter to see the boys. He stopped with Inglis, and caught the truck garden fever. He bought twenty acres of land for \$35 an acre, and went home to pack up things for permanent removal. He has since bought about 180 acres of additional land, and is now the largest truck gardener in this part of the country. He was followed by Joseph Taylor and several other Youngstown people, and W. F. Giffords and F. H. Adams, of Toledo.

This little colony, who are neighbors, will ship 150 cars of radishes, lettuce, onions, cabbages, beets, carrots, potatoes and cantaloupes to Cleveland and Pittsburg this winter. They are shipping and selling together through commission men at those points. They began shipments in November and will continue to send two and three cars a day up until the middle of May, when the cantaloupe season will begin. It takes three days for a car to reach Cleveland or Pittsburg and each car holds from 100 to 130 barrels of fresh vegetables.

Radishes and lettuce constitute three-fourths of the shipments, and are the most profitable crops. Mr. Smith tells me that he will make \$4,500 from his radishes this year and \$5,000 from his lettuce. There is more money in radishes than in anything else; because they mature from twenty to fifty days after planting, according to the weather and the amount of fertilizer used, and four crops can be raised on the same ground during the winter. Mr. Smith and Mr. Inglis have raised as high as

A. D. Wood

Geo. H. Reifsnider

A. D. Wood & Co. BUTTER AND EGGS

Wholesale and Retail

321 Greenwich Street New York City 471 9th Avenue

References—Aetna National Bank, Chelsea Exchange Bank

We can give you good service Ship us your butter and eggs

For Potato or Bean Bags

write to ROY BAKER, Grand Rapids, Mich.

Bags of every description, both new and second hand.

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.

BUTTER AND EGGS

are what we want and will pay top prices for. Drop us a card or call 2052, either phone, and find out.

We want shipments of potatoes, onions, beans, pork and veal.

T. H. CONDRA & CO.

Mfrs. Process Butter 10 So. Ionia St. Grand Rapids, Mich.

We Want Eggs

We have a good outlet for all the eggs you can ship us. We pay the highest market price.

Burns Creamery Co.

Grand Rapids, Mich.

EGGS I will now make you an offer for all you can ship. I am also in the market for

BUTTER, POULTRY, VEAL AND HOGS

I can furnish you new and second hand egg cases and fillers at factory prices.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

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

100 barrels of radishes to the acre, counting 600 bunches of fine radishes each to the barrel.

They have made as high as \$400 an acre from spring onions and cabbages; \$150 an acre from early potatoes; \$250 to \$300 from asparagus and a corresponding amount for early tomatoes and other vegetables, all of which are raised in the open air. They begin to plant in October and get their first crop in the latter part of November or the first of December. Work continues until the middle of May, when they give the faithful soil a vacation, go North and spend the summer at their former homes in Ohio. They have planted fruit and berries, which are doing well, but haven't yet begun to bear.

All this region was formerly covered with yellow pine forest, which has been cut down and sawed into lumber. The sawmills are moving slowly backward into the interior of Mississippi, following the trail of their own devastation, but are still cutting millions of feet a day which are shipped from Gulpport to foreign markets. Hundreds of thousands of acres of stumpage land remain, with a soil of sandy loam admirably adapted to vegetables, which can be purchased according to location all the way from \$6 to \$100 an acre. The Youngstown colony has caused the price of farm land to advance very rapidly, although few of the native owners are willing to cultivate it. Mr. Smith might have bought a tract of land opposite his farm for \$6 an acre three years ago, but the man who owns it wants \$75 an acre for it now. There are no improvements and the land is exactly what it was when Mr. Smith came here, except that he has shown the owner what it is good for, and the latter has put up his price.

All of the land in the neighborhood of the Youngstown colony has been advanced in value in a similar manner for similar reasons, but plenty of other lands can be purchased at reasonable prices. It costs from \$15 to \$30 an acre to clear a farm and get it in shape for plowing; then it must be covered thoroughly with stable manure at a cost of at least \$15 an acre, and after that an average of \$10 an acre must be expended for a commercial fertilizer to keep it in good condition. Some of the farmers plant cow peas and after cutting off the tops, which make a very good fodder, plow the stalks under, which furnish considerable nitrogen to the soil.

That is the way they start a truck farm, and the cost of cultivation is about the same as it is elsewhere, except that labor is very scarce and poor down here. Yet, after all, it is the individual and not the soil or the climate that produces the results I have described. No fool or lazy man can succeed here better than anywhere else. It is hard work to raise winter vegetables and requires intelligence and energy and business capacity to succeed here just as it does everywhere else. And we hear only of those who do succeed; the failures float silently off with the tide.

Farther eastward, up the coast near Scranton and Ocean Springs, a great deal of money is being made by cultivating pecan nuts, for which there is a great and growing demand. They are worth from 50 cents to \$1.50 a pound. Mr. Boldt, of the Waldorf-Astoria Hotel, takes the entire crop of a man named Delmas every year at Scranton for 65 cents a pound. It takes a good deal of money and every bit of seven years of time to bring a pecan grove to the bearing stage of existence, but after the trees have matured they will continue bearing for generations. The American people are importing \$25,000,000 worth of nuts a year, and the demand of the confectioners' trade is growing rapidly; hence it is difficult to conceive of a safer or simpler investment. A pecan grove that is planted to-day will bring a perpetual income to the planter's grandchildren, and it requires very little labor to keep it in condition. Nor is it necessary for the owner to remain here to look after it, although it is advisable to employ a responsible care-taker. Each tree will yield from \$25 to \$50 a year, and thrifty farmers cultivate vegetables and berries between the rows of trees.

The satsuma orange is also being introduced very largely. It is a seedless Japanese fruit, resembling the mandarin, being small, flat, of fine fiber and filled with juice. The flavor depends upon the cultivation. It is what they call the "kid-glove orange," because a lady can peel and eat it by parting the segments, if she is careful, without getting a drop of the juice upon her gloves.

It is easily cultivated, is quite hardy and will stand a moderate frost. The fruit ripens in September, which gives it the first chance in the market. The satsuma has not yet become a commercial product, but the trees that have been planted along this coast during the last few years are beginning to bear and the first shipments from this locality have been made this winter.

Figs of an excellent quality have been raised here for generations, but they have never been a commercial success, because of a superstition that they require human companionship and will not grow anywhere except in the door yard of a home. I suppose that notion arose from some early failures in planting fig orchards, which were attributed to the contrariness of the fruit; but within the last few years several gentlemen in this vicinity have demonstrated the fallacy by raising fine crops in fields far away from human dwellings. There is a fig tree in almost every kitchen garden, and in the door yard of almost every cottage along Mississippi Sound, but few vines; and the oyster packing-houses have canned and shipped a good many figs each year. There is likely to be a rapid increase in the business, because the demand for preserved figs is unlimited, and this is one of the few places in the country where they can be raised.

The labor problem perplexes people down here just as it does every-

where else. The white natives are reluctant to work; the colored people are infected with the same prejudice, and so long as they can catch all the mullet they can eat in a few minutes at any time of day in Mississippi Sound, and can raise a few vegetables back of the cabin with very little effort, there is no necessity for them to exert themselves. And as one philosopher expressed the situation: "No nigger has to work unless he has to, has he?"

As I told you in a letter from New Orleans, the experiment of importing Italians has not been altogether successful. Those who came three or four years ago soon discovered that they could make a great deal more money by leaving the plantations and moving to town, where they have started fruit stores, shoeshops and various other little mercantile enterprises, while quite as many of them have purchased tracts of land so that they can work for themselves and be their own masters. The Italians harmonize with existing conditions. They adjust themselves very readily to circumstances and have no objection to working with negro laborers. The average Italian will do twice as much work as the ordinary negro plantation hand, for which he claims twice as much wages. There are no unions down here to compel an employer to pay a poor hand as much as he pays a good one; but the Italian is ambitious and as soon as

he gets acclimated and learns the business he starts in for himself. And there is still another difficulty which was carefully explained to me by a planter of long experience the other day:

"It takes three Eytalians to drive a mule," he said, "and sometimes six. There is something onfriendly between a dago and a mule critter. I dunno what it is; I have never been able to figure it out, but a well-broke, experienced, respectable mule won't let no dago drive him, and when there is teamin' to be done, I'd ruther have a nigger boy 12 years old for driver than the smartest Eytalian immigrant," and he repeated musingly: "It takes three dagos to drive one mule."—William E. Curtis in Chicago Record-Herald.

Repentance is always lame without restitution and reformation.

Want Carrots and Parsnips

M. O. BAKER & CO.

Toledo, - - - Ohio

Custom Tanning

Deer skins and all kinds of hides and skins tanned with hair and fur on or off.

H. DAHM & CO.,

Care E. S. Kiefer's Tannery.

Phone Cit. 5746 Grand Rapids, Mich

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

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seeds and Potatoes Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

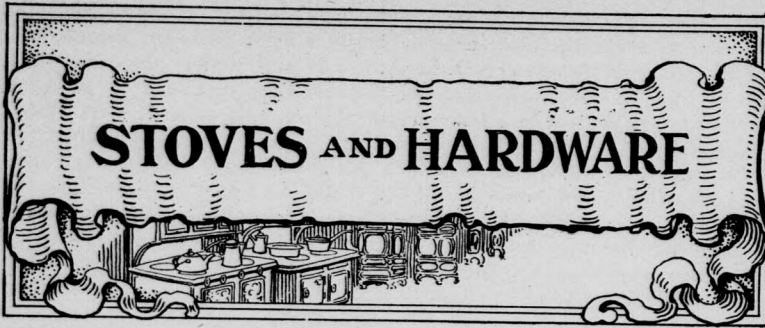
Established 1873

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties



CO-OPERATIVE PUBLICITY.

How Retailer and Manufacturer Can Work Together.*

There is one large way in which the manufacturer and retailer may apply the gospel of co-operation, and that is in national advertising in national mediums. It is now not only necessary for the manufacturer to make his goods attractive, put them up in convenient form and make it possible for you to give them attractive display in your stores; it is also his duty to co-operate with you in making the articles widely known, with the result that the goods are partly sold before you actually purchase them.

I sometimes hear it urged that the manufacturer robs the retail merchant to pay for his advertising, that your margin of profit in advertised lines is not as great as in unadvertised lines. While this is perhaps true in some instances, I am convinced that there is not so much of this narrow margining of advertised goods as our good friends, the trade papers or the salesmen of non-advertised lines, would have us believe. I will tell you frankly that one of the first questions we ask a manufacturer when he contemplates making use of advertising space is whether or not he is to advertise a product which can compete, on a price basis, with similar articles on the market. If he tells us that he considers it necessary to increase his price to the dealer in order to advertise, our advice is invariably to the effect that he had better postpone his advertising until he can keep his prices down where they belong.

The thing works itself out naturally. The general advertiser relies on your repeat orders for his profit—not on your first order. He knows perfectly well you are not in business for your health and that you are going to sell the goods on which your profit is the greatest. He also knows that to get repeat orders his goods must be able to compete with the general market. You can be pretty sure that if an article has been advertised for several years, it is all right as far as quality and price are concerned. I believe that it pays you to handle such articles.

The large mail order houses, such as those operating from Chicago, are not, as you know, permitted to handle the trademark goods at cut prices; in fact, according to the information I have, for this reason they do not handle them at all. Therefore, in offering branded goods to the pub-

*Address by Robert C. Wilson before Connecticut Hardware Association.

lic you are really protecting yourselves against the inroads of the mail order concerns.

Goods that are sold must be advertised by somebody—not necessarily trade-marked, but somebody must do the work of exploiting them. In the case of an unknown article the work is up to you. The advertising may not take the form of space in newspapers or magazines, but it takes the time of your clerk, and where one transaction may be made on an unadvertised article, two or three transactions may be made in the same time on an article that is well known to the public.

The retailer has seen one salesman worrying along with a customer trying to make a sale of competitive goods without the manufacturer's mark, fearful of losing the sale. He has watched another salesman at the opposite counter supply a customer with something the customer has asked for by the advertised name, take the money and go on with another customer, making a second sale before the first salesman got through with his one customer. The shop of the retailer who hands out merchandise that is asked for by the advertised name soon becomes "the popular shop."

General advertising has as its aim the standardizing of a trade mark or a copyright name. If a man advertises a particular make of revolver, or saw, or anything else in your line, and refers his readers "to any hardware store," that man, in order to make a success of his advertising, must have his goods on sale at your store. If you don't and won't handle them the chances are pretty good that he will either stop advertising or else drift into the mail order game. So that you see both you as retailers, and we as publishers, are concerned in his success. But if he has the money and the desire to push his goods by means of advertising, why not join with him—co-operate? Don't let him go it alone. And by co-operating with a manufacturer who is advertising you can help yourselves at the same time you help him.

In brief, it is the manufacturer's part to persuade the people to go into your stores. National advertising of the right sort does produce just this effect. The public has come to know that the articles continuously advertised must be good and the firms making them must be reliable.

Now if the manufacturer does all this for the retailer there is no doubt of your co-operation in selling the goods. I know that there used to be

WHIPS AT A BIG DISCOUNT

Some styles to drop, some change, just a button. Best raw hide grades 6 ft., regular close price at 25% off.

GRAHAM ROYS, Agt., Grand Rapids, Mich.
STEIMER & MOORE WHIP CO., MFGRS.
Westfield, Mass.

"Sun-Beam" Brand
When you buy
Horse Collars

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

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

H. J. Hartman Foundry Co.

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

A DIVIDEND PAYER

The Holland Furnace cuts your fuel bill in half. The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel. Write us for catalogue and prices.

Holland Furnace Co., Holland, Mich.

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.

NO SOOT SMOKE DIRT OR ASHES.

QUICK CLEAN SAFE AND SIMPLE.

FOSTER, STEVENS & CO. Grand Rapids, Mich.
Exclusive Agents for Michigan. Write for Catalog.

A HOME INVESTMENT

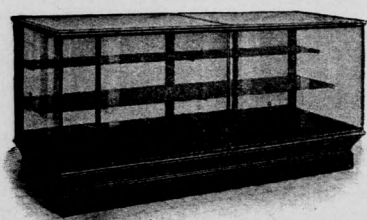
Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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



Display Case
No. 600

1000 Cases In Stock

All Sizes—All Styles

Will guarantee you thorough satisfaction both as to style, construction and finish.

Write for catalogue G.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

The Largest Show Case Plant in the World

considerable antagonism to general advertising on the part of the retail merchants. There still is some objection where the idea persists that the cost of the advertising comes out of the retailer. But the wise merchant is coming to realize that the handling of advertised goods, even at a smaller profit per article, is more profitable than the sale of other articles not so likely to be satisfactory.

Every one of you is a firm believer in advertising. The merchant who pays double rent for a corner store is paying 50 per cent. for advertising. He pays gladly, because more people pass his store. He has bought advertising space. If, by distinctive advertising, he could, with his store on a side street, persuade people to turn the corner and come to him, he would be very glad to do his advertising in this way, and still this is in a sense what the manufacturer is doing for you. He is not only persuading people to go into your store, but he is persuading them that his particular goods are the best.

The more magazine advertising there is the more business there is for everybody. All stores are constantly getting trade for the advertised articles and at the same time selling the same trade many of their own staple goods. By displaying magazine-advertised goods in show windows and on counters and shelves, and advertising locally, as many merchants are now beginning to do, the retailer makes a direct connection with the great general demand which often does not know where to go. Hundreds of people read the magazine advertisements and are more than half inclined to buy. When they see a display in a local store they will buy. This sort of co-operation with the manufacturer makes quick sales. The intelligent public are learning that advertising is the most economical method of marketing. They are finding out that although a firm may be spending \$200,000 a year in advertising, the public get a better quality of goods and the quality is more standard and unvarying than with unknown or unadvertised goods.

The manufacturer has two avenues open to him—a small sale with a long profit, or an enormous sale with a short profit; the option of turning his capital over once a year, or four times a year. Modern merchandising, whether of the manufacturer or the retailer, is all tending toward the multiplicity of sales. It not only ensures greater profits at the end of the year, but the wider trade that comes with a greater distribution establishes a more steady business.

It would seem poor business policy for the retailer not to do his part toward cashing in the demands created by the manufacturers' publicity, and it lies so within your power to cash in that I am sure you are all in line to do it. I merely want to suggest that in your local advertising you take advantage of the ideas presented in the magazines that exploit your kind of goods. The manufacturer who is spending thousands of

dollars in advertising does everything he can to secure good copy, good illustrations and good type effects. He is glad to have you adopt any of his ideas, and such adoption should put you in the way of bringing the general public into direct touch with you.

On this point I would say that last week I sent for a copy of every newspaper in this State, to see what kind of advertising you were doing for yourselves. In sixty-one newspapers only ten hardware advertisements mentioned nationally-known goods; the other fifty-one were either bargain or general announcements. You will pardon me for saying that altogether it did not strike me as the most effective advertising that you could do. I don't mean by this that you should always confine your advertising to exploiting trade-mark goods, but I do say that you can in your copy tie up your store with the advertised goods in such a way as to make it extremely profitable to you.

For instance, right here in Waterbury there is probably not an intelligent family that is not reading one or the other of the magazines, and that has not consequently already become familiar with such advertised goods as Keen Cutter, Gillette razors, Winchester rifles, Smith & Wesson revolvers, Atkins saws, New England watches, Burpee's or Ferry's seeds and the hundred and one trade-mark articles that are given publicity in the magazines.

Again, I know of one retailer who several times a year sends out to his present and prospective customers a little pamphlet containing the advertisements taken from the current magazines, with a page devoted to a statement of his own to the effect that he carries a full stock of these goods at his store. A thousand or two thousand of these little pamphlets containing these advertisements can be gotten out at very little cost and the advertiser would be very glad to furnish the plates free, from which the pages may be printed.

One word as to the cost of advertising:

The unawake merchant often wonders how some rival can afford to spend so much money for advertising. He is sure that he could not—that it would bankrupt him in short order to plunge into publicity on the scale that the other fellow does.

The other fellow is not worrying about the cost of his advertising, for the simple reason that he does not have to pay it. The competitor who can not afford to advertise really, in effect, pays the bills of the man who can afford it.

He pays them in the loss of business caused by his failure to advertise. The business he ought to have—his share of trade in his line—goes in large part to the competitor who seeks it, who can afford to advertise for it. The profits on the trade drawn away from the timid advertiser by the aggressive one pay the latter's advertising bills—and leave a comfortable surplus.

This is a fact which progressive

merchants are proving all the time; so it ought to have some personal significance to the over-cautious business men who are waiting to get rich before risking adequate advertising campaigns.

A Foolish Observance.

W. H. Singer, the Pittsburg millionaire, who on his golden wedding anniversary distributed \$16,000,000 among his four children, imputes a part of his success to plain, straightforward and frank dealing.

"Time and money alike are lost," said Mr. Singer recently, "by the observance of useless form and ceremony. Think of Dr. Jobson!

"Dr. Jobson, you understand, was a famous specialist. He had a rule—it expedited business—that each patient must divest himself of his garments in an outer room before entering his private office for examination. Jobson grew very testy if this rule was disregarded.

"A man once entered the doctor's office fully clad.

"I don't know what you mean, sir!" said Jobson angrily. "All must remove their clothing before coming in here to me. That is my rule, and I'll request you to observe it."

"With a hasty apology this man withdrew. He returned in a few minutes with nothing on. Dr. Jobson smiled.

"And now, sir, what can I do for you?" he said graciously.

"I have called," said the naked man, "about that bill of Tailor Snip's. It is a long time overdue, doctor."

Where Courage Failed.

"With one wave of my wand," says the fairy, "I can make you grow young again."

"Excuse me," replied the woman, "if I decline your kind offer. If you can bring youth to me at my present age, all right; but I positively refuse to travel back through pyrography, the first stages of bridge, the habit back, the straight front, balloon sleeves, and all the rest of the fads I can remember."

MODERN LIGHT

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

Grand Rapids Supply Company

Valves, Fittings, Pulleys
Hangers, Belting, Hose, Etc.
Grand Rapids, Mich.

Post Toasties

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

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



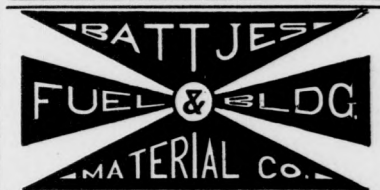
Established in 1873

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.



Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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.

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



Why the Landlord Encourages the Tipping Abuse.

Every big hotel manager these days hates his patrons.

Right in the northwest corner of the modern landlord's heart there hangs a motto—worked in different colored yarn on perforated cardboard framed in black walnut. It reads—well, on second thoughts we best not print it—the witch burning spirit in some of our readers might be kindled—then again, we might be kept out of the mails, but it calls not for a blessing—rather for a higher power to condemn their guests, and very briefly, too.

Modern hotel men, after they have reached a certain age, never go among their guests. They are a good deal like an old dentist or an old pointer dog, they lose their better nature with years and snap and snarl at everybody in sight on the slightest provocation. So they keep to the private office or the back of the house and hire clerks whose hands are as soft and warm as a pup's fur and who smile like the open jaws of a clam-shell steam shovel.

In a big Chicago hotel the other day a guest happened to catch the manager on his way across the lobby. "Your restaurant service is simply rotten," said the guest.

The manager's eyes blazed fire. He stamped out two or three tiles from the floor and replied to the guest: "You're rotten, sir!"

Superficially this attitude is the guest's fault—a guest very frequently takes his own private household manners with him so he will not get homesick—that is, in the absence of the wife and children they kick at the attaches of a hotel. Then, sometimes, a man, mild mannered at home by reason of a strong minded better nine-tenths, takes the opportunity to let loose a long pent-up kick while away from home.

But basically it is the hotel manager's own fault. He has let the tipping system grow to a point where it is backslashing him through the help question.

The mental attitude that exists between the hotel guest and the hotel help is not the one that prevails in our other man-to-man transactions.

We haven't the same feeling towards the restaurant waiter that we have for the man behind the counter, yet the hotel man is a merchant and the waiter is his clerk. The reason is that one lives by a salary and the other by tips.

The waiter is forced to look upon the guest as a source of graft, and the guest upon the waiter as a grafter.

One does not look on the other as his brother man, but each is a being separate and distinct as in the case of another race.

The average class of men who patronize the high class hotels would not in any way affiliate with a man who would accept a gratuity. The superior man craves the respect of his fellows, he does not get it as waiter so he leaves the hotel to his brother who does not care.

Most of the competent waiters find their way to New York, where the graft is best, and thus the hotels through the country at large are left to the incompetents—and the management gets the kicks.

The trouble with the average hotel man is that he seems to cater to a few millionaires and a few good sports rather than the average man of a class.

Mention the tipping question to the average big hotel manager and he will tell you a story about some rich man giving the bell hop a dollar every time he answers a call; about a party of four coming into the cafe, with instructions to the waiter not to mind expense but bring them a good layout and finally hand him a five spot tip for his selection and attention. The hotel man will end up his little tale by asking you what he can do about it.

Let a millionaire patron go into any mill supply house, manufacturing plant or any other business and try to get more than is coming to him by scattering a few dollars among the help, he will mighty soon find what the heads of the concern will do to him—they will throw him out the window without raising the sash.

The hotel, as an institution, does not live by millionaires and sports, but by the average prosperous business traveler.

As said, the hotel man is on the same footing as the storekeeper—he is a merchant and his waiters and bell boys are the clerks. The sooner he passes the no tip rule, putting detectives in the house to enforce it; paying fixed salaries and establishing something approaching equality between help and guests by having them known as clerks rather than servants, the better it will be for his pocket-book and peace of mind.

It is simply a case of the millionaire and sport robbing the share of attention that belongs to the average guest who is willing to tip to a moderate degree in self defense. The landlord hates the average guest because the average guest hates him.

Here is just a part of a system the average hotel and restaurant man-

ager have allowed to grow up around them. Usually the head waiter has a rooming house out somewhere in town. The waiters under him know that the only way to hold their jobs is to room with him. The waiter who pays the most room rent gets the best stations and the best producing guests assigned to him. In a high classed restaurant the tables near the windows are sought by the sports and new-rich. The head bell boy usually works the same rooming house system.

In many instances in the larger cities the waiters pay the management for the privilege of waiting. In Paris, France, the waiters in the big cafes patronized by Americans pay as high as eight and ten dollars a day for their jobs.

In connection with tipping a story is told on old "Doc" Beeman. He was originally a country doctor near Norwalk, Ohio—drove around in a buckboard with a team of ponies and an old plug hat, both of which needed currying. "Doc" came up to Cleveland, got to making pepsin chewing gum and for a good many years didn't do anything but carry checks to the bank. He made a tour of Europe and just as he had paid his bill at the Cecil in London, a cab awaited him at the curbstone—also bell boys, waiters and porters formed a long line through which he had to pass. "Doc," by the way, used to say that water only looked well under a bridge, and that particular time on leaving the Hotel Cecil he was more than usual of that opinion. He feed every one of them as he passed through the line, didn't stop in the cab, but walked right through it to the other side of the street, faced the building, spread his arms in graceful gesture, opened his mouth and in the same voice with which he used to yell at his uncurried ponies he said: "If there be a man behind these walls or under this roof who has not received his tip let him now come forward or forever hold his peace."

The tipping system has not only forced hotel help into an unscientific means of gaining a living, but has completely demoralized them. They no longer depend on the liberality of the guest, but the waiters conspire with the cashiers and checkers to rob the management. Yes, and they rob the guests—pick their pockets and burglarize their rooms.

There are a good deal more pick-pocketing and burglarizing in the big hotels than the general public learns through the newspapers.

A newspaper reporter on the hotel beat in a big city even gets his shoes blacked free.

While in these big hotels it is well that you do not make any display of cash on hand; keep your room door locked on the inside with key in the hole.

They are building hotels now all over the country after a style set in New York several years ago. Copies of the period architecture of feudal times in Old World history—Francis the First exteriors, Marie Antoinette parlors, Louis XVI. rooms and Mary Tudor halls.

The average new hotel seems to be a sort of fad camp follower of the romantic novel of a few years ago. The art expression seems to be in the spirit of a time in the history of Europe when the royalty, nobility and clergy robbed the peasants, the real producers, to satisfy their greed in luxury.

It is a question if the average business traveler cares anything about all this fake elegance—the people who make up the average hotel patronage. Yet if a prosperous man wants cleanliness and safety from fire he must patronize the hotel built for millionaires and sports—the new hotel is usually clean and fireproof.

As a matter of fact the old, superannuated and cheap hotels of the big cities are paying better than the modern ones—that is, in proportion to the investment. They are patronized by a prosperous class who are willing to spend their money scientifically—that is, get value received.

For instance, the old United States Hotel, Boston, pays better than the La Touriane; the Palace Hotel, Cincinnati, pays better than the Sinton or Havlin; the Spencer House, Indianapolis, pays better than the Claypool; the American House, Cleveland, pays better than the Hollenden.

One reason they pay is that there are more people with a dollar than two dollars—these hotels are full every night, while the fifty dollar per day suites in the modern hotels remain idle for weeks at a time.

On the same principle that the ten cent picture shows are paying better than the dollar theaters—you get relatively more for your money in a picture show than a regular syndicate dramatic production.

There are fewer snobs and more real democrats in the country every year. If you don't believe it notice the comparative absence of liveried footman on the streets, the lack of extravagant dress display in public places, and there have been no millionaire balls pulled off in some time. Even the privileged ones find out that the real way to enjoy privilege is to keep quiet—and if some people are forced to keep quiet they will not enjoy what they have illegitimately gained so they might as well not have it.

The future transient hotel of this country will be just off the center of the downtown district of the big city; a large plot of ground lighted on all sides; a big plain building di-

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

Hotel Livingston
Grand Rapids

vided into many small rooms, hot and cold running water and water closet in every room, free showers in the halls; simple and harmonious color schemes rather than cheap plaster ornaments to fall off and kill people. The larger a plant of this character the cheaper it could be maintained and render service to its patrons. It would not take any more clerks for an 800 room hotel than 250 rooms, and it would require no more to man the mechanical plant.

The landlord hates his guests because his guests hate him, and the reason the guests hate him is that he has ignored a basic principle in the service he renders to them. It is just the science of cause and effect and there are no morals in the proposition. Like a large and complicated machine that turns out a finished product after many processes and operations and movements, there is apt to be a defect in that finished product if a part of the machine is not adjusted to a natural condition in the raw material. It will grind and grumble and get out of temper.—David Gibson in Fortuna Magazine.

Movements of Working Gideons.

Detroit, April 6—D. W. Souder, C. F. Louthain and wife, Harry F. Mayer and wife, D. W. Johns and wife and the writer attended Wealthy avenue Baptist church last Sunday evening. Rev. D. W. Van Osdel, D. D., pastor, chose for his subject the Greatest Failure and it was Sampson whose conception, birth and training were directed by God himself with every advantage of Christian home and parentage, wealth and culture. In the strength of youth and manhood he fell, allured by a woman in a strange land away from home, friends and God, in the enemies' camp, a strong man able to meet and conquer an army single handed, a strong man with a weak programme. Ten years ago at a revival service an army of tramps was driven inside for shelter from the cold and among them were many college graduates, strong men with weak programmes. How strong is our programme? It is no stronger than the guiding star. Jesus Christ, whose conception, birth and training were directed by God, yet in poverty, met temptation and allurements with a strong life programme directed and guided by God. We are on the programme. Shall ours be a strong man with a weak programme? The Gideons were called on for their programme and theirs gave the full picture of life and its temptations. Dr. Van Osdel has been pastor of the Wealthy avenue church seven weeks, during which time thirty-five have joined the church. Last Sunday fifty-six signed cards in the Sunday school desiring the better life and a right programme for life.

Watson R. Smith was in Adrian last week smiling the smiles of a happy life. Aaron B. Gates.

Detroit, April 6—M. C. McBrayne, formerly of Detroit, and more recently of New Haven, Conn., has been transferred to Columbus, Ohio, as manager of the Underwood Typewriter Co.'s office in that city. He was formerly State President of

Michigan, and Camp No. 1 remembers him very kindly, as he is one of those fellows who was always undertaking something, and not only this, but accomplishing results, as well. While we regret that Mac was not returned to Detroit, we congratulate our Buckeye brethren on what they are to receive in this brother and his family of wife, son and daughter.

An error crept in last week in the announcement of State Conventions for Illinois and Wisconsin, in their places for meetings. The former named state holds her convention, at Galesburg, May 15 and 16, and the latter at Fond du lac, May 8 and 9. Michigan expects to be favored with the National Chaplain, Rev. L. C. Smith, of Waukesha, Wis., at her convention at Bay City, May 1 and 2.

Wheaton Smith, who is connected with the Sheldon School, at Chicago, is home for a ten days visit. He is considering the advisability of moving to the Western Metropolis, as he thinks his opportunities for the future are much better than elsewhere. Has had fine success thus far and is very much encouraged with the bright outlook.

The service at the Volunteers was conducted by C. H. Joslin last Saturday night. W. T. Barron delivered the address to an appreciative audience, and also entertained them by some fine singing.

The Gideons held their usual Sunday evening service at the Griswold last Sabbath day, with W. D. Van Schaack in charge of same. His subject, "Steadfastness of Purpose," showed that the man with good habits and a resolute purpose to do right, having his eyes fixed on things pertaining to the Kingdom, would come off victorious in the end. His quotation of 1 Cor. 15:58, words of Paul, seems conclusive proof of the point. With a cornetist and a soloist present for special music, and an audience that filled the room, a very profitable service was held. Mr. Jordan, Gideon from Boston, was present, also M. E. White, Vice-President of the Camp, who had just returned from a four weeks' trip. At the close of the service W. D. Van Schaack was officially notified that he had been elected as delegate to Constitutional Convention. Charles M. Smith.

Going To Kalamazoo In a Body.

Grand Rapids, April 6—At the regular meeting of Grand Rapids Council, No. 131, held last Saturday evening, Ed. L. Knapp, representative of the Grand Rapids Brass Co., was initiated as a member. This makes the total membership of the Council 291.

It was decided to attend the Grand Lodge meeting at Kalamazoo on June 4 and 5 in a body, leaving Grand Rapids on the early train June 4. A band will accompany the delegation.

It was decided to endorse the candidacy of John Hondorf as Grand Sentinel.

It was decided to adopt a uniform for the parade and at the next regular meeting on May 1 samples of the uniform selected by the Committee will be exhibited.

The G. J. Johnson Cigar Co. was extended a vote of thanks for its kindness in presenting the ladies at the recent banquet and the wives of members not present at the banquet with souvenir spoons.

F. H. Spurrier, Official Reporter.

Seventy-One Members at Traverse City.

Traverse City, April 6—The annual election of Traverse City Council, No. 361, U. C. T., resulted as follows:

Senior Counselor—Wm. L. Chapman.

Junior Counselor—Ray Thacker.

Past Counselor—L. W. Codman.

Secretary-Treasurer — Fred C. Richter.

Conductor—Wm. S. Godfrey.

Page—John Graham.

Sentinel—Chas. A. Cressy.

Executive Committee — Herbert Griffith, A. L. Joyce, Jos. W. Zimmerman, E. E. Wheaton.

Installation will take place April 23, which will be public, after which an informal party, with invitations extended to all traveling men and their families, will be enjoyed.

Plans for attending the State convention at Kalamazoo in June are being arranged. We expect a good turnout.

Our Council is in a prosperous condition, with seventy-one members and a few initiated at each meeting. Fred C. Richter, Sec'y.

The Tradesman is informed by an official of the Michigan Central Railway that that corporation will immediately proceed to double track its air line division from Jackson to Niles and that when this is done it will run several of its fastest trains over that division instead of by way of Kalamazoo and Battle Creek, thus saving twelve miles, the distance by the air line being 104 miles and the distance by Battle Creek and Kalamazoo being 116 miles. The completion of the Detroit tunnel in 1910 will enable the Michigan Central system to cut down the time of its fastest train between Chicago and New York to sixteen hours, which is two hours less than the limited trains of the Lake Shore and the Pennsylvania system now make. Grand Rapids and all Michigan will profit by the construction of this tunnel, because it will obviate the delay now necessary in transferring trains across the Detroit River. If the Michigan Central system can shorten its time between Chicago and New York to sixteen hours the time from Grand Rapids to New York can be reduced to fourteen hours at least.

A Flint correspondent writes: H. L. Wilson, formerly of Flint, who for nine years was connected with the Acme White Lead and Color Works, of Detroit, has again taken up his residence in this city, having accepted a position with the Flint Varnish Works as traveling salesman.

Percy Noble has been promoted from manager of the stock department to traveling salesman for the Elk Cement & Lime Co., of Elk Rapids.

Dishonorable Campaign Conducted by Discredited Manufacturers.

New York, April 5—We appreciate the stand the Tradesman has taken in our fight for a square deal; that is all we ask, and if the "non-preservative" brigade can show any authentic record of one case of poisoning or sickness produced by the use of catsup, sweet pickles, etc., we challenge them to do it. We have been in this business forty years and have made no change in our formula since the passage of the Pure Food Act of June 30, 1906, and we have used preservative for a great many years and will continue to use it, as we believe it is an absolute necessity for the proper preservation of fermentible vegetables. It is also necessary to use preservative in order that food may retain its nutrient value. The law in itself is inconsistent, as it permits the use of salt, vinegar, wood-smoke, alcohol and condimentary preservatives in general without stating the quantity, or we might say the percentage that is to be used of said preservatives. If they are used in excess they are harmful, and as benzoate of soda has been pronounced harmless by the eminent board of scientists appointed by Ex-President Roosevelt, this carp and cavil should cease. It is doing the business no good, and, in fact, is in general affecting other lines of trade. The canned goods industry and the condiment industry, with its hundreds of millions of dollars of investment, is imperilled by the false, misleading advertisements of the "non-preservative" brigade, and naturally the businesses that are allied, such as the cooperage business, the glass business, the lumber business and the tin business, all feel this falling off in the volume of trade, caused by the scare, which is without a substantial foundation. It will act like a boomerang upon the very business interests which have started it. It does seem to us as though they were endeavoring, in their mad, dishonorable campaign, to tear down what has taken so many years to build up.

Alart & McGuire.

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

Buffalo, April 7—Creamery fresh, 25@28c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 20@20½c.

Live Poultry—Fowls, 16c; ducks, 16@17c; geese, 13c; old cox, 11@12c; springs, 16@16½c; turkeys, 15@20c.

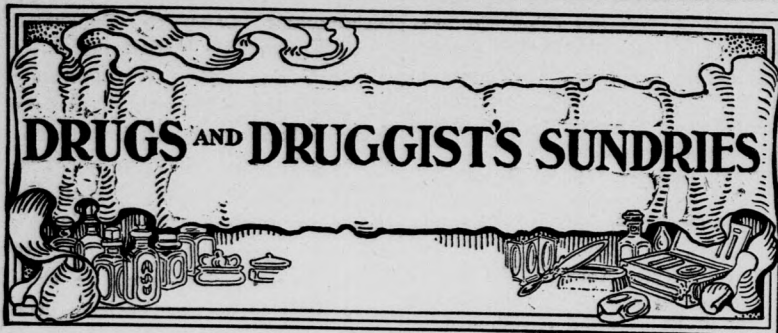
Dressed Poultry—Fowls, 15@16½c; springs, 17@18c; old cox, 12c; ducks, 16@18c; turkeys, 20@24c.

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@90c per bu.

Rea & Witzig.

A Belding correspondent writes: J. G. Wilbur has resumed his work as traveling salesman for F. W. Carlisle & Co., leather dealers of Saginaw.



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. B. Way, Sparta.

Preparing Compressed Tablets Ex-temporaneously.

It frequently happens that the retail druggist gets a prescription or a call for a compressed tablet of an unusual formula, or for one that is carried in stock, but that is temporarily "out."

It is not only a matter of great convenience, accommodation and saving of time to be able to make the tablets when called for, but a homemade tablet, properly made, is often better than the one ordinarily found on the market, for reasons that will be explained.

The main difference in the manufacture of tablet triturates and compressed tablets is that an excipient is used in the compressed tablet, while an inert liquid is used in the triturate to produce granulation.

In weighing out the ingredients for the tablet replace 3 per cent. of the vehicle (in most cases sugar of milk) with cocoa butter. Place the cocoa butter in the mortar first and triturate until soft to the consistency of a paste. Gradually add the sugar of milk until it has entirely absorbed the fat, then add the other ingredients and incorporate thoroughly.

The best apparatus that I have found for moulding the tablet is the steel compressor stocked by the sundry houses, consisting of a small steel cylinder several inches in length, with an elongated plunger and a small base.

To use the machine dust the cylinder, the end of the plunger and the base with fine talcum powder, and weigh out the amount for one tablet. Insert the base in the cylinder and pour the powder into it. Strike the cylinder sharply on the side with the spatula in order to settle the powder in the cylinder, holding it firm so as not to dislodge the base. Place the plunger in the cylinder and when it rests on the powder turn it lightly without pressure. Hold the cylinder firm and strike the head of the plunger with a hammer very lightly. This is where you generally have trouble, as the blow must be so adjusted that the tablet will just be compressed, a greater force causing the tablet to

stick and making it impossible to remove without breaking. Too hard a blow will not only result in the loss of the tablet, but the compressor will have to be thoroughly cleaned again, necessitating a great loss of time. Little more than the weight of the hammer is needed in order to make a perfect tablet. Nothing but experience can tell you just how heavy a stroke to use, but it is best in experimenting to see how light a stroke you can use, instead of how heavy a one, and it will not be long before you have it just right.

Once you have acquired the "knack" you can turn out tablets continually without any trouble, and you can make twenty-five or fifty in less time than it takes to make the same number of pills, without having a single miss or a broken one.

Now I know that many readers who have tried tabletmaking on a small scale and have given it up in disgust, after finding it a troublesome and unsatisfactory task, will think that I am exaggerating, but I have been through the same experience that you have, and know that you will get results if you will set aside your tablet machine and follow instructions. When the ingredients are bulky, like quinine, or granular, like salol or camphor, they should be powdered or reduced in bulk by rubbing them up in a mortar with alcohol or some suitable solvent, using only enough of the liquid to make a fine powder, and then letting them dry thoroughly before incorporating. The finished tablet will be smooth and neat in appearance. It will stand any ordinary handling, yet be soft as to be crushed under pressure of the fingers. It has the further advantage of being more moisture-proof than the ordinary tablet, on account of the cocoa butter, which in many cases is a decided advantage. A. Schleimer.

Need of Simplicity in Prescribing.

It must be remembered that, even with our properly boasted advance of knowledge, we are woefully ignorant of many of Nature's methods and know little accurately of the effects of chemicals and drugs on these methods. We know practically nothing of the effects of the myriads of combination of drugs. We do know the physiologic action of enough simple drugs or their active principles so that we may properly employ them in helping Nature rid herself of injuries however obtained.

The physician, therefore, acts wisely when he uses only a single drug or a simple combination of drugs which experience has taught him or

he has learned from others will do good but the limitation of which he recognizes. Of necessity one can not have the slightest idea of the effect of a mixture of drugs when he is ignorant of the effect of any one of the ingredients of the mixture. How often do we live up to this standard of action?

I believe that the host of nostrums, the myriads of ethical preparations, the many formulas of the National Formulary and the fixed formulas of the Pharmacopoeia are the outcome of the natural desire of the laity for relief, coupled with their inherited belief from ancestors eons past in the infallibility of drugs in curing disease. This latter, a mistaken belief of the laity, was fostered in ages past by the total lack of knowledge on the part of the physician of the causes of disease affecting the human family and of proper remedies for the relief of disease.

Physicians when in practice must remember that of which they have full knowledge, that diarrhea, constipation, cough, dyspnea, etc., are but symptoms, the causes of which may be as far apart as the antipodes. We may be forced to treat these symptoms, because of their inherent danger or annoyance, but to treat a diarrhea which is caused by overeating and one which is caused by an inflammation of the intestine with the same remedy or combination is to fall far short of our duty. Therefore, it seems to me all formulas for any disease or set of symptoms are wholly out of place. M. H. Fussell.

Formula For Old Green Color on Copper.

To produce a green patina upon copper take tartaric acid, dilute it half and half with boiling water; coat the copper with this; allow to dry for one day and rub the applied layer off again the next day with oakum. The coating must be done in dry weather, else no success will be obtained. Take hydrochloric acid and dilute it half and half with boiling water, but the hydrochloric acid should be poured in the water, not vice-versa, which is dangerous. In this hydrochloric acid water dissolve as much zinc as it can solve and allow to settle. The clear liquid is again diluted half with boiling water and the copper is coated with this a few times.

Another process is as follows:

Sodium chloride 37 parts
 Ammonia water 75 parts
 Ammonium chloride 37 parts
 Strong wine vinegar 5,000 parts

Mix and dissolve. Apply to objects to be treated with a camel's hair pencil. Repeat the operation until the desired shade of green is reached. For a bluish green, after using the above formula, pencil over with the following solution:

Ammonium chloride 40 parts
 Ammonium carbonate ... 120 parts
 Water 1,000 parts
 Mix and dissolve. R. E. Dyer.

Are We Facing a Drugless Era?

During the last few months the great national associations in the drug trade, retail and wholesale, have held

their annual meetings, and here and there a note of fear has been struck over the assumed development of "drugless therapy" and "therapeutic nihilism." A few speakers and writers at all three of the national gatherings have touched upon this theme, and Professor Joseph P. Remington, in an address before the jobbers, placed considerable emphasis upon the subject. He feared that if "something is not done in the way of cooperative effort" the wave of "Christian science, sanitary medicine, osteopathy, etc., etc., will go on its triumphant way and great damage will be done to scientific medicine, pharmacy and therapeutics." The Bulletin confesses that it can not succeed in scaring itself very much over this probability. Fads come and go. New social, religious and medical cults rise and fall. Eccentricities develop in every age and pass away. The best answer to these fears regarding the approach of a drugless era is found in statistics which tell us that the manufacture and consumption of drugs in the United States is annually increasing even faster than the growth of the population.—Bulletin of Pharmacy.

Formula For an Effective Bed-Bug Destroyer.

There are hundreds of these preparations on the market and most of them are inexpensive. The majority of them consist largely of oil of turpentine, which is in itself an excellent exterminator, or benzine or kerosene. The following formulas furnish satisfactory preparations:

Naphthalin 3 ozs.
 Benzine 30 ozs.

This mixture may be used on beds or bedding or articles of clothing, care being taken to keep it well away from lights or fires.

Corrosive sublimate 150 grs.
 Ammonium chloride 300 grs.
 Decoction of quassia (about 1 in 20) 20 ozs.

Mix and dissolve.
 Sodium chloride 2 ozs.
 Zinc sulphate 4 ozs.

Water 32 ozs.
 Mix and dissolve.
 Soft or green soap 1 oz.

Caustic soda 60 grs.
 Water 14 ozs.

Or:
 Soft or green soap 6 ozs.
 Turpentine (thick) 1½ ozs.
 Kerosene 3 ozs.

Water, hot 20 ozs.
 Dissolve the soap in the hot water, incorporate the turpentine, then the kerosene and stir until cold.

Thos. Willets.

The Drug Market.

Opium—Is slightly lower.
 Morphine and Quinine—Are unchanged.
 Citric Acid—Shows a slight decline.
 Tonka Beans—Have advanced.
 Oil Anise—Has advanced and is very firm.
 Balsam Copaiba—Has advanced.
 Soap MBark, cut—Is Higher.
 Buchu Leaves—Have advanced.
 Oil Pennyroyal—Is lower.

WHOLESALE DRUG PRICE CURRENT

Table of drug prices including categories like Acidum, Ammonia, Aniline, Baccas, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Semen, Spiritus, Sponges, Syrops, and Tinctures.

Table of drug prices including categories like Lupulin, Macis, Magnesia, Menthol, Morphia, Myrica, Nux Vomica, Os Sepia, Pepsin, Potassium, Radix, and Tinctures.

Grand Rapids Stationery Co. HAMMOCKS SPORTING GOODS FIRE WORKS AND SCHOOL SUPPLIES 134-136 E. Fulton St. Leonard Bldg. Grand Rapids, Michigan

Fine Half-tone Plates of Furniture, Catalogs Complete. Tradesman 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
Spring Wheat Flour
Wheat and Oats
Cheese
Smoked Hams

DECLINED

Index to Markets
By Columns

Table with columns for market categories (A, B, C, D, F, G, H, J, L, M, N, O, P, R, S, T, V, W, Y) and corresponding commodity prices.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, etc.

Table 2: OYSTERS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, etc.

Table 3: CHEWING GUM, CHICORY, CHOCOLATE, COCOA, COCOANUT, COFFEE, etc.

Table 4: Family Cookie, Fancy Ginger Wafer, Fig Cake Assorted, Fruit Nut Mixed, Frosted Cream, etc.

Table 5: DRIED FRUITS, FARINACEOUS GOODS, etc.

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 Eye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2s 6 90 Ceresota, 1/4s 6 80 Ceresota, 1/8s 6 70 Lemon & Wheeler's Brand Wingold, 1/2s 6 50 Wingold, 1/4s 6 40 Wingold, 1/8s 6 30 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 50 Laurel, 1/4s cloth 6 40 Laurel, 1/8s & 1/2s cloth 6 30 Laurel, 1/8s cloth 6 30 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 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, 1/4s cloth 6 10 Sleepy Eye, 1/8s cloth 6 00 Sleepy Eye, 1/2s paper 6 00 Sleepy Eye, 1/4s paper 6 00 Meal Bolted 4 00 Golden Granulated 4 10 St. Car Feed screened 29 00 No. 1 Corn and Oats 29 00 Corn, cracked 27 50 Corn Meal, coarse 27 50 Winter Wheat Bran 27 00 Middlings 28 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 34 00 Cottonseed Meal 29 50 Gluten Feed 30 00 Malt Sprouts 25 00 Brewers Grains 28 00 Hammond Dairy Feed 25 00 Oats Michigan carlots 58 Less than carlots 60 Corn New 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. boxes 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 60 Bulk, 2 gal. kegs 1 35 @ 1 45 Bulk, 5 gal. kegs 1 25 @ 1 40 Queen, 3 oz. 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 1 45 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, Riva, assorted 1 25 No. 20 Rover, enam'd 1 60 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH 48 cans in case Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 19 00 Clear Back 20 00 Short Cut 17 00 Short Cut Clear 17 00 Bean 15 00 Brisket, Clear 19 00 Fig 24 00 Clear Family 16 00 Dry Salt Meats S. P. Bellies 11 Bellies Extra Shorts Clear 11 1/2	Lard Pure in tiers 11 1/2 Compound Lard 8 1/2 80 lb. tubs...advance 7 1/2 50 lb. tubs...advance 7 1/2 20 lb. tubs...advance 7 1/2 10 lb. pails...advance 7 1/2 5 lb. pails...advance 7 1/2 8 lb. pails...advance 1 Smoked Meats Hams, 12 lb. average 12 Hams, 14 lb. average 12 Hams, 16 lb. average 12 Hams, 18 lb. average 12 Skinned Hams 12 Ham, dried beef sets 21 California Hams 8 1/2 Picnic Boiled Hams 14 Boiled Hams 19 Berlin Ham, pressed 9 Minc'd Ham 9 Bacon 12 1/2 @ 15 Sausages Bologna 4 Liver 4 Frankfurt 9 Pork 9 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 80 1/2 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 80 7 bbls. 40 lbs. 1 60 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 1/4s 50 Deviled ham, 1/4s 50 Deviled ham, 1/2s 85 Potted tongue, 1/4s 50 Potted tongue, 1/2s 85 RICE Fancy 7 @ 7 1/2 Broken 5 1/2 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 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 3/4s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 05 56 lb. sacks 32 22 28 lb. sacks 32 17 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Halibut Strips 14 Chunks 15 Holland Herring Pollock @ 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop 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	10 lbs. 1 12 55 8 lbs. 92 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 00 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 25 Big Master, 70 bars 2 80 Marseilles, 100 cakes 5 80 Marseilles, 100 ck toil. 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearlina 3 75 Soapine 4 16 Rabbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wismoud 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scouring Manufacturing Scouring, 50 cakes 1 80 Scouring, 100 cakes 3 50 SODA Boxes, English 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice 10 Cassia, China in mats. 12 Cassia, Canton 18 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyra 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 25 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 25 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochin 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 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 6 1/2 Muzzy 5 48 lb. packages 5 16 1/2 lb. packages 4 1/2 12 1/2 lb. packages 6 50 lb. boxes 4 SYRUPS Corn Barrels 31 Half barrels 33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 1 dz. in cs. 2 19 3 1/2 lb. cans 2 dz. in cs. 2 15	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 33 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Homesty 43 Toddy 34 J. T. 39 Piper Heidsieck 39 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 22 Blow Boy, 1 1/2 oz. 39 Blow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 5lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 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 25 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan Spring 90 Acme patent spring 85 No. 1 common 50 No. 2 pat. brush holder 50 12lb. cotton mop heads 1 40 Ideal No. 1 80 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 2-wire, Cable 2 40 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Bouquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 60 Rat, wood 85 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 25 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 50 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 3 Cream Manila 3 1/2 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 50 FRESH FISH Per lb. Whitefish, Jumbo 18 Whitefish, No. 1 14 Trout 14 Halibut 11 Bluefish 7 Bluefish 15 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 Finnan 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 5 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 7 1/2 Conserve 8 Royal 12 Ribbon 12 Broken 8 Cut Leaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 5 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Bias 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 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 20 Bitter Sweets, as'd. 1 20 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperials 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 2 50 Up-to-date Assmt 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 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 14 Brazils 12 @ 13 Filberts 12 @ 13 Cal. No. 1 12 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 13 @ 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio new Coccoanuts 16 Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves 55 Walnut Halves 30 @ 32 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted 6 1/2 @ 7 Choice, H. P. Jumbo 6 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 99
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 99
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

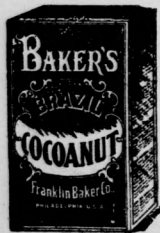
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots ...31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand38
Standard35
Puritanos35
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
88 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
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

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 16
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 99
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.....
White House, 2lb.....
Excelsior, M & J, 1lb.....
Excelsior, M & J, 2lb.....
Tip Top, M & J, 1lb.....
Royal Java
Royal Java and Mocha...
Java and Mocha Blend...
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids, Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1/4 to 2 in.7
1 1/2 to 2 in.9
1 1/2 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

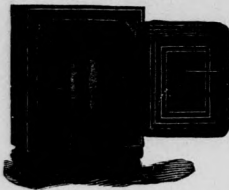
Poles

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
Oxford75
Plymouth Rock1 15

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

We have the price.
We have the sort.
We have the reputation.
SHIP US YOUR FURS
Crohon & Roden Co., Ltd.
37-39 S. Market St. Grand Rapids, Mich.

YOU Should send us your name immediately to be placed on our list for Xmas catalogue of post cards and booklets.
Suhling Company, 100 Lake St., Chicago

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

What Is the Good

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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

Tradesman Company

Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders

BUSINESS CHANCES.

For Sale—Meat and grocery business, established for seventeen years. Doing a cash business of \$700 per week. Low rent. Can get lease. Will reduce stock to about \$1,500. A chance of a lifetime. Geo. B. Monroe, 37 Parkwood Ave., Grand Rapids, Mich. Cit. Phone 9425. 504

If you want to sell or exchange your business or real estate, send me description. I make exchanges a specialty. E. Godfrey, Cedar Rapids, Iowa. 503

Drug Store For Sale—Largest stock, best location in Goshen, Indiana. Drugs, sundries, photographic material, large soda fountain. Big snap. Kesler & Stauffer, Goshen, Indiana. 502

For Rent—Or will sell on easy terms, hotel centrally located in one of the finest cities in Central Michigan of about 2,500 inhabitants. Is a wooden building, but has more patronage than any hotel in the city, without the aid of a saloon. Has furnace and electric lights. Address Pacal Balm Co., St. Louis, Mich. 501

Guaranteed a good bargain in real estate at Crystal Springs, Miss. Address P. O. Box 55. 500

20,000 2 to 3 in. 6 1/2 ft. round red cedar posts, f. o. b., 25c rate, 6c post. R. G. Buchanan, Laverne, Tenn. 499

For Sale—Tin and pump shop, doing good business, and 5-room residence. Ward H. Parker, Fairview, Kan. 498

For Sale—Drug store; stock \$4,500, fixtures, \$1,800 cash; store building with 5 living rooms in rear; centrally located; worth \$5,000; will sell to suit, or rent; the town of Tucumcari, N. M., is 6 years old; county seat; has 3 railroads, electric lights, water system, good schools and churches; population 4,000; country thickly settled; just place for man or woman who has weak lungs; two other drug stores; this store established six years ago; five years in hands of present owner; reason for selling, other interests. Tucumcari is situated on main line of C. R. I. & P. R. R., 300 miles n. e. of El Paso, Texas, and 700 miles s. e. of Kansas City. Address Pioneer Drug Store, Tucumcari, N. M. 497

To Exchange—One business lot main street, 300 feet from postoffice Johnson City, county seat, Stanton Co., Kan., for \$150 stock patent medicines. Chas. Norlin. 496

Building for rent, suitable for millinery or confectionery. Address No. 493, care Michigan Tradesman. 493

Can Use Remnants—Odds and ends in shoes, dry goods, notions, patent medicines, hardware. Anything if price is right, cash. Address Chas. Norlin, Johnson, Kan. 494

A few hundred dollars will start you in business. Just now I know of a few splendid openings for retail stores and I know something about a line that will pay big profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 492

Who has surplus stock shoes to trade for 160 acres of land in Stanton Co., Kan.? Price \$1,180. School land good title. Chas. Norlin, Johnson, Kan. 495

A small weekly paper and new printing outfit for sale or rent on easy terms. Address No. 512, care Michigan Tradesman. 512

For Sale—Country store, well located in one of the best farming sections in Central Michigan. Business well established. Good reason for selling. Invoice about \$3,000. Address Box 29, R. P. D. 5, St. Johns, Mich. 511

Wanted—Small stock general merchandise in small town. Give description and discount. Address O., care Michigan Tradesman. 510

For Sale—Well-established, good paying agency dealing in timbered lands and country properties with Employment Agency in connection. Price right to cash buyer; poor health reason for selling. Address American Registry Co., Mobile, Ala., for full particulars. 509

For Rent—A single or double store-room at Enid, Ok. Suitable for wholesale or retail. Good location, switch adjoining. Mrs. Ida Hassler, Enid, Ok. 508

Flathead Indian Reservation, information, opening, map. Write A. K. Tollefson, Information Agency, Kalispell, Mont. 505

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

For Rent—Finest location in Michigan for retail, wholesale or department store, formerly occupied by the Edwards & Chamberlin Hardware Company. Corner, 60x100, three stories and basement. Address Charles B. Hays, Agent, Kalamazoo, Mich. 507

\$2,000 will buy you a 10 acre tract of Oregon's choicest fruit lands already set to walnuts, prunes and pears, that will come into bearing in 1911 and be worth \$800 per acre. Can you find a better investment? Address Itemizer, Dallas, Oregon. We have other bargains in orchard lands. 506

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

Wanted—To buy cheap for cash, stocks of dry goods, clothing, shoes and men's furnishings. H. Kaufer, Milwaukee, Wis. 481

For Sale—One large new peanut roaster, one Keith credit account system, one Wilmore 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

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

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—\$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—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.

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—\$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—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—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

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

For 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—One self-measuring five barrel Bowser oil tank, one Leonard cleanable grocers refrigerator, size 31x54 1/2 x73 inches. One set Standard computing grocers scale. All nearly good as new. Address Nelson Abbott, Moores-town, Mich. 482

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

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

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

Wanted—To buy for cash, good shoe stock. Address M. J. O., care Tradesman. 453

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

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

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.

PROPER STATIONERY.

No single item of so little pecuniary value has a more direct bearing upon the standing of any business man or firm than that of the stationery which he uses. There is an opportunity to exhibit artistic taste or the reverse; the quality of the paper may be substantial and capable of making every stroke of typewriter or pen a mark that will count for good; or it may be as flimsy as the goods which are sure to be associated with one who will tolerate such a makeshift for writing material. No matter how neatly the penmanship is executed, the work does not look well. Even a signature is made to show up a greater value by being made upon a good quality of paper.

Printed letter heads are much more economical than plain paper and indicate at once progressiveness. The man who values his time is quick to appreciate the fact that it is cheaper to have his letter head appropriately set in type and a thousand copies made than to spend his energy laboriously making hieroglyphics with a pen. Then the printed letter head may have a slight "send-off" for the business which would be quite unpardonable save in the printed form. There is all the difference in the world in how the stationery is selected. Restful tints are more pleasing than glaring white or bright shades. Cream, pearl gray and other light tints are preferable to dark ones, being more easily read.

Avoid a showy heading. With a good grade of paper, a neat design of moderate size and devoid of the ornate finishing which destroys legibility is sure to please; richness without ostentation is a good trademark, representing thrift, enterprise and correct taste in all things

HOW TO SELL A COCOANUT.

That there is nothing new under the sun is possibly felt by no class of tradesmen more keenly than grocers; and yet there are new forms in which the old things may be dished up that render them as good as a novelty—better, perhaps, because there is no risk entailed in their purchase.

When ordering coconuts try bringing on a few enclosed in the original outer husk. True, they require more space, but the interest acquired through a study of the great fibrous husk which envelops the shell in its native clime and prevents the nut from being shattered into a thousand fragments in its fall from the great cocoa palm repays the extra freight. Show some of the shells complete, one with a section of the husk removed; and it will be an improvement if samples of matting, cordage and other products of the fiber can be shown to awaken an interest in the nut.

Offer a prize of a nut enclosed in a husk to the child who will prepare the best composition on the coconut and its products. If a liberal patron comes in, just suggest to her the fact that the freshly ground nut, which is quickly converted into the most excellent filling for cake, frosting or candy, is much nicer than that

prepared and put up in packages. While the latter are indispensable to the trade because available at all seasons, instead of only for a short time, the fresh fruit is both better and cheaper. The proof of this, coupled with the queer protective covering, gives an interest which the usual display of monkey faces fails to solicit. Strive to bring out the entertaining features with the practical and the demand for the nuts will increase ten-fold.

Origin and Development of Yeast Business.

It takes 125,000 small cakes and 7,500 pound packages of yeast to leaven the bread of Grand Rapids each month. The small cakes are for family use; the pound packages go to the bakeries.

In other days no household was complete in its equipment that did not have a stone jar in the cellarway for yeast. On bake day this jar was drawn upon for a cupful of its contents to make the bread dough rise, and before the jar was put away a cup of the soft fresh dough was put into it to become impregnated with the yeast germ for the next bake day. Some times in those good old days the yeast gave out or sour bread was a sure sign that it had lost its virtue, and then it was necessary to send to the neighbors for a new supply to serve alike for the day's baking and as a fresh start for the yeast jar. No doubt this method is still pursued in the small towns and rural districts, but when bake day comes in the city the housewife sends to the grocery for a cake of yeast, and this cake of yeast does the business with neatness and dispatch. The yeast cake is of tested potency, always works the same way, and it is rarely that sour bread results if ordinary care is exercised in the making, whereas with the old home made yeast good bread was usually a matter of good luck.

The cake of yeast is a small cube of putty-like substance that comes wrapped in tin foil. This putty-like substance is fairly loaded with yeast germs. When it is dropped into a cup of tepid water the cake dissolves with evidencies of great activity on the part of the germs. This activity is the awakening of the germs to what they are there for. They find out when they are poured into the bread pan and the flour is added, and they hustle to such a degree that they will go through a big pan of dough in three or four hours. When the germs have done their work the dough is ready for the oven. A bit of this dough could be put away to use to impregnate the next baking, but yeast cakes are cheap and handy, and what's the use. It may shock some of the good women in the dry counties to know that compressed yeast is a by-product of a distillery, but nevertheless such is the fact.

There are three or four concerns selling compressed yeast in this city, but the bulk of the business is handled by the Fleischman Compressed Yeast Company, of Cincinnati. Fleischman, it may be added, came

to this country an immigrant without means and found employment in a distillery. He discovered or invented compressed yeast and from this arose one of Cincinnati's biggest fortunes. The yeast used to be shipped here in bulk to be cut and wrapped in tin foil, but now it goes to Detroit in bulk and is distributed from there. This city is one of the important sub-stations, however, as all of Western and Northern Michigan is supplied from here. The bakeries get their yeast in pound packages, and it is stated that with a single exception all the bakeries in this city use it instead of trying to make their own yeast.

An Expert Opinion on the Lumber Tariff.

By the narrow margin of six votes the House of Representatives has placed itself on record as opposed to placing lumber on the free list. The vote included an amendment offered by Mr. Fordney, striking out the countervailing duty on lumber, and when he offered it he said he did so "with great regret, as it was a meritorious duty." And when he voted for it, Mr. Fordney added: "It makes me sweat blood to do this."

The other day the Michigan Tradesman asked James P. Brayton: "What will be the effect upon the lumber business in case the tariff is taken off from lumber?"

Mr. Brayton has for forty years been recognized all over the country as one of the most accurately informed and best advisers as to standing timber and manufactured lumber in North America. Indeed, Mr. Brayton has been consulted frequently by our Federal Government as to the conservation of forests and the establishment of National forests; therefore his opinion has exceptional value:

"It wouldn't have any effect to speak of," said Mr. Brayton, "except, possibly, upon the lumber interests along our Pacific coast. With no tariff on lumber it might be possible for the British Columbia people to ship cargoes into Oregon and California and cause a decline in profits for manufacturers in those States; but this would be more than offset by the market for lumber in the Saskatchewan and Alberta districts of British America—the greatest granary in the world. They have not the lumber there and just across the line American manufacturers have all sorts of lumber and they ship it into the British possessions. Take last year for example, only four hundred million feet of British lumber was shipped into those provinces as against eight hundred million feet shipped in by American manufacturers."

Grand Rapids Retail Grocers' Association.

A special meeting of the Grand Rapids Retail Grocers' Association was held last Tuesday evening, at which time some needed changes in the management of the public market were discussed.

Alderman Struik, who was present, recommended that a certain hour be

decided upon at which to open the market each morning.

Alderman Connelly recommended an entrance fee, which was seconded by A. L. Smith.

It was finally decided, after a long discussion on the subject, to recommend that the market be opened at 4 o'clock and that no sales or purchases be made before that hour.

At the regular monthly meeting of the Association, held last evening, Louis Hoelzley was elected a member.

The Committee on Peddling recommended that the license fee for soap peddlers be increased from \$1 a month and \$3 a year, the present schedule, to \$3 a month straight. The Ordinance Committee was requested to make diligent effort to secure the adoption of this schedule by the Common Council.

The Committee on Weights and Measures recommended that only full bushel and full half bushel packages be used this season, which was adopted. The Committee was requested to see that the present ordinance governing uniform packages be amended so that the retail grocers can use berry boxes which come to this market from other states without rendering themselves liable for selling too much or too little fruit in a box.

Interesting addresses were made by Walter K. Plumb, M. M. Carland, of Traverse City, and A. R. Bliss, of Muskegon, after which a luncheon was served.

A corporation has been formed under the style of Doxtator's Revolving Shelving Co., which will manufacture shelving and furniture with an authorized capital stock of \$250,000, of which \$152,000 has been subscribed and paid in in property.

Detroit—The McKinley Drug Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$10,000 of which \$5,200 has been subscribed, \$1,000 being paid in in cash and \$4,200 in property.

A corporation has been formed under the style of the Camera Shop, which has an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed and paid in in cash.

BUSINESS CHANCES.

For Sale—A small drug stock, new and clean. Will invoice about \$600. Will be sold at a bargain. Just right for one who wishes to start a store in a small way. Must be sold at once. Address Druggist, 507 Mack Road, Ann Arbor, Mich. 513

For Sale—\$10,000 hardware and plumbing stock at Carroll, Iowa. \$15,000 hardware and implement stock, Sigourney, Ia. \$1,400 grocery, Cedar Rapids, Iowa. E. Godfrey, Cedar Rapids, Iowa. 514

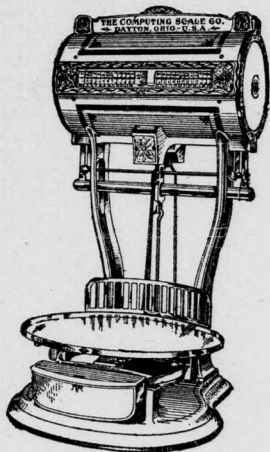
For Sale—First-class confectionery store. Only one in town of 4,000. Address C. R. Gilhams, Sturgis, Mich. 515

For Sale—Only drug store in a thriving village, sales 1908, \$7,500. Inventory about \$3,500. No cut rates. Address No. 518, care Michigan Tradesman. 518

Physician—Location wanted in good town where good man is needed. On railroad preferred. Write Physician, care Tradesman. 517

Clean, up-to-date grocery stock, store building, three lots, barn, etc. Michigan lumbering town with best prospects. 600 inhabitants. Two railroads, three factories, good farming country. Splendid chance for live business man. Good reasons for selling. Address C. C. care Tradesman. 516

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.

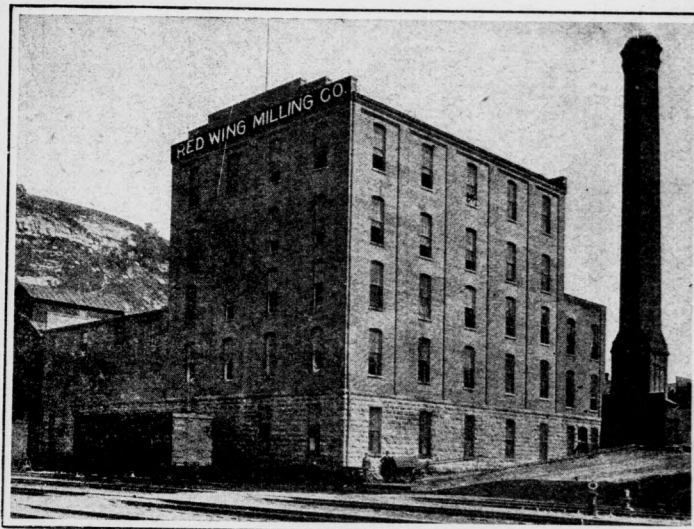


Moneyweight Scale Co.

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.

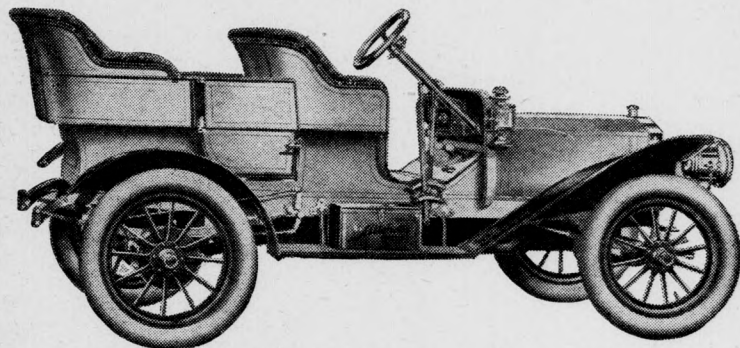
Red Wing Milling Co.

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



The Sun Never Sets on H=O

HORNBY'S OATS
pleases people and has a
lively sale everywhere—isn't
that the best guarantee
HORNBY'S OATS will
please **your** customers and
have a lively sale in **your**
store?

The H=O Company
Buffalo, N. Y.



Now Is the Time

Your customers are looking for fish specialties at this season. Show them **Beardsley's Shredded Codfish!** Those who buy it now will keep on using it because its fine quality will delight them. You can depend on it to win and hold trade.

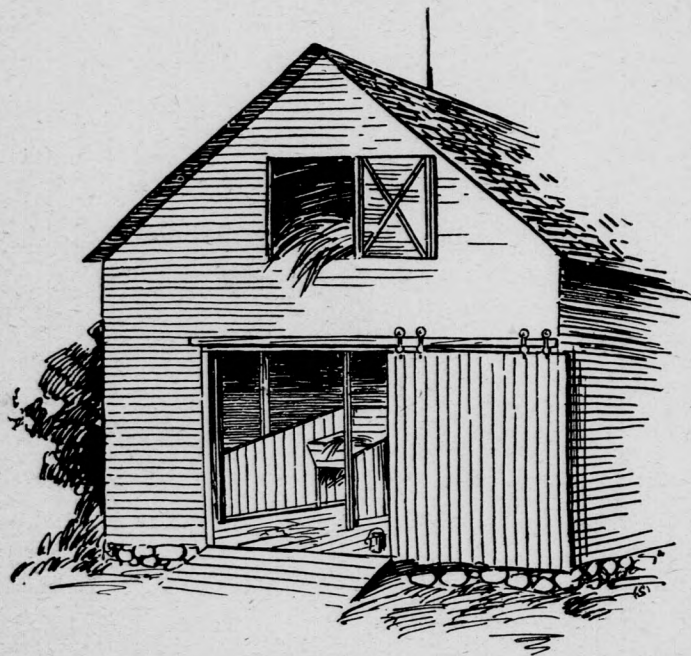
In three styles—Cartons for sale from October to May, and Tins and Glass (handy tumbler) for summer months.

ABSOLUTELY PURE. GUARANTEED UNDER
THE NATIONAL PURE FOOD LAW.

EVERY PACKAGE HAS RED BAND

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