

THE CITY OF HAPPINESS

A PARTY of youths were pressing forward with eager feet along the road that led out of the mountains into the great world below. They were traveling toward gold and sunshine and fame, spurred on by that mysterious impulse which through the ages has ever drawn men and nations westward. And as they journeyed they met an old man, shod with iron, tottering along in the opposite direction. The old man bade them pause for a moment, questioning them as to whither they were going, and the youths answered in one voice, "To the City of Happiness!"

The aged pilgrim looked upon them gravely.

"I have sought," he replied feebly, "over the most part of the world for the city of which you speak. Three such pairs as you see on my feet have I worn out upon this pilgrimage. But all this while I have not found the city. Yestertide I fainted from exhaustion by the roadway, and as I lay there I seemed to hear an angel saying, 'Behold the City of Happiness lies at every man's threshold, and there be no need for him to journey far in its search.'"

"And so now I am going back, after all these years, to my little mountain home, and, God willing, I shall find there the happy city."

Robert Louis Stevenson.



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MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 21, 1909

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IS IT CONTAGIOUS?

Strange things take place these days. Congress is showing signs of being alive and kicking. Day before yesterday a Cabinet Budget Committee was formed, the day following a Committee on Public Expenditure sprang into life and to-day we learn that antedating these creations a provision was brought forward to facilitate co-operation between Congress and the executive departments in the preparation of the annual budget or statement of estimated expenditures. It seems that the grab-bag method of finance is losing favor in the management of National house-keeping, that method going mainly, it seems, upon the principle, "Each one for himself," etc. Now, however, there is to be an attempt at something like economy, the leading feature being to keep the expenditures of the Government within its estimated income. "It is a consummation devoutly to be wished," the more so from the fact that not only will the Government be materially benefited, but there is a promising hope that the homes which support that Government will also be equally benefited and so improved.

It has been and is quite the fashion to deplore with uplifted hands the extravagant methods practiced by Congress for lo, these many years. It is a billion-dollar Congress because it is a billion-dollar country, and a country that requires the largest two oceans to shut it in ought to afford to spend billions for satisfying its requirements, which are not necessarily needs. So the total deficit may creep up into the two hundred millions and nobody cares. Our resources are inexhaustible and we can at the same time be just and generous. It is well for the owners of the uplifted hands to remember that the Government is a representative one and that Congress is only carrying out what it knows its constituency requires, and it is to be hoped that, now that the representatives have come to their senses and have set the example, the land-owners will come

to theirs and, putting a stop to the spendthrift system, practiced all along, will begin again to live within their income.

Candidly admitting that we have become a nation of spendthrifts, it becomes a question of considerable moment whether this breaking out in the financial circles of the Government is going to be catching; whether the represented are going to be affected by this sudden and unexpected condition of things and whether the condition like an epidemic is to sweep the country. That there is need of it Heaven knows. The struggle after the Almighty Dollar and the getting of it, followed, as it has been, by an extravagance as vulgar as it is criminal, has made the aim of daily life simply one of pleasure without any other consideration. So long as this was confined to a few, only a little harm followed; but when the people, as a whole, made pleasure and the selfishness attending it the main purpose of existence, the country became demoralized. Recklessness crept in until the prodigality that permeated the nation has found expression in "the total deficit that may exceed two hundred million dollars."

The action taken at Washington in regard to attempting something at least resembling economy is much to be commended. It remains to be seen whether the governmental committee will have an extensive following among the masses, whether, as some one aptly puts it, the good will prove to be as contagious as the infectious disease. Should it do so, it will be because of the faithful copying of the example set by the committee at the Capitol. The social life, the country over, must take pleasure in keeping the estimates of expenditures within the estimated income and this imitation must continue to increase, until it encompasses "the more intimate realm of the family; for the life of the State rests and must ever rest upon the life of the family and the neighborhood."

For the good of all concerned it is to be hoped that the condition of things financial at Washington may be found contagious and that the contagion will spread. Every effort should be made in this direction and every means should be employed to facilitate its progress. The reform has started in the right place. The energy itself of the movement is full of promise, and if its purpose is energetically carried out it will not be long before the spendthrift idea which has held possession of the public mind too long will give place to the saner, wholesomer thought of living within one's income—prosperity's watchword.

TAFT'S REVOLUTION.

President Taft is "making good" in at least one direction.

Indeed, he has been so successful thus far that a curious people are beginning to wonder how he does it.

The new President promulgated at the beginning of his administration the fact that he would consult the American people freely and would give them liberally of his confidence, but that there would be a paucity of intimate, interesting information from the White House, to be filtered through the press reports.

Such a declaration, after many decades of brilliant and sometimes unwise achievement on the part of experienced Washington correspondents, caused the people to sit up and take notice and at the same time to doubt the possibility of a realization of the President's pronouncement.

Every administration the past thirty years has had its reportorial familiars; men who, not required to perform routine stunts anywhere in Washington, were able and were expected to "get next" to the President or any member of his Cabinet; men, indeed, who smiled and were non-committal when accused of being themselves members of the "Kitchen Cabinet;" men who held senators and congressmen loftily aloof and who fairly sneered contemptuously at assistant secretaries of departments and bureau chiefs.

These press representatives have been invariably incessant and thorough as students of National and state politics, expert and unscrupulous as diplomats and tireless in the manipulation of their instinct for news—whether it was real news or otherwise.

Presidents from the time of Rutherford B. Hayes to the present have bestowed their open sesame upon such men, and as a rule the confidence thus placed has not been abused; so that policies have been frankly discussed, practices have been familiarly elucidated, official incidents have been affably rehearsed and, in a word, the masses have been conversant even to minor details with White House and department happenings.

Not so at present.

We know in a general way that President Taft sincerely hopes for a desirable revision, downward, of the tariff; that the Navy Department will probably be reorganized along the lines of the Newberry plan; that the conservation of natural resources will be promoted continuously; that the President and his family will spend a couple of months on the New England seacoast, after which he will visit the Seattle exhibition and then go to Alaska—the first President of our country thus to recognize the dignity of the late Secretary Seward's wondrous "pig-in-a-poke(?)."

There is nothing in all of this that is at all startling; nothing to "play up on the front page;" nothing to show that the eminent Washington correspondents are earning their money or have any regard for their enviable reputations.

"Hello, Bill!" Tell us how you do it.

A LIVE LIBRARIAN'S WORK.

Last Friday evening A. H. Griffith, Director of the Detroit Museum of Art, gave an extremely interesting talk before an audience which, in spite of a heavy rainstorm, completely filled the lecture room. The gentleman's topic was, "Art in the Home," and it was profusely illustrated by stereoscopic views. Absolutely free from the terrible technicalities which some people are fond of burdening Art withal; delivered in a clear, carrying voice and in a purely conversational way, Mr. Griffith exhibited and discussed interiors and exteriors, portraits of chairs, tables, sideboards, highboys, trunks, chests, bedsteads, and so on, telling how they were developed and by what peoples and where, and under what sort of environment they look well or ill. He also touched upon rugs, carpets, draperies, wall decorations of many kinds and, in fact, his entire talk was a rapid, spirited and informing presentation, well lighted here and there with a bright bit of color in the shape of good natured railery or unqualified satire, showing a broad and sincere knowledge and appreciation of his multifarious topic.

No more convincing evidence as to Mr. Librarian Ranck's ability and enthusiastic energy and interest in the public library and the place it is to fill in the home life of Grand Rapids is required than is that which is afforded by his development of that institution as a public resort for people who think and who desire to keep abreast of the times.

During the year ending March 31 234,657 persons were readers in the reading rooms; 54,000 persons visited the various exhibitions of artistic productions at the Library and 13,654 persons attended the lectures there given.

And yet there are splendid men and women whose homes and whose business interests are in Grand Rapids who have never set foot in the building provided by Mr. Ryerson's generous patriotism.

All lectures and exhibitions are free and unless otherwise announced (in the daily press) they begin at 8 o'clock. The doors of the several lecture rooms are open half an hour before the time of beginning the lecture. On next Tuesday evening Miss Grace F. Ellis will give an illustrated lecture on "The Life of the Bee."

THE SUNSHINE CITY.

Great Resort Town of the Florida West Coast.

Written for the Tradesman.

St. Petersburg, April 19—Ever since the close of the Civil War Northern people of means and leisure have been coming to Florida to spend the winter, but they all came to the eastern part of the state, to Jacksonville or other inland places, or to the towns on the eastern coast. The western shore, lying along the Gulf of Mexico, received very little attention from the winter tourist, it being generally supposed there was nothing to be found there worthy of his consideration. Recently the west central coast has been coming into well-deserved prominence.

St. Petersburg as a winter resort takes precedence of all other places in this section of the State. In number of inhabitants and in commercial importance, Tampa is away ahead, but as a place in which to spend the winter, St. Petersburg, in the estimation of most tourists, far outranks Tampa.

Lying between Tampa Bay and the Gulf of Mexico is the Pinellas Peninsula. This small body of land is hardly twenty-five miles in length, and not more than fifteen miles wide at its widest part. Most of it is much narrower. In outline it is not unlike the Thumb of Michigan, but it is on the western side of the State, instead of on the eastern, and is far smaller than Michigan's Thumb, both in actual size and in relative proportion to the remainder of the State. The soil is sandy and almost all of it was originally covered with the long-leaved pitch pine.

St. Petersburg, a city of somewhat more than 4,000 permanent residents, is situated in the southeast portion of the Pinellas Peninsula, on the shore of Tampa Bay. It is reached in two ways, either by the Atlantic Coast Line Railway or by boat from Tampa.

I know that many readers of the Tradesman expect sooner or later to make a trip to Florida, and are interested in knowing what are the special points of advantage which any town bidding for their favor has to offer. In setting forth the claims of St. Petersburg, where I have been spending the winter, I will not pretend that I am thoroughly impartial regarding her merits, for I confess I have become somewhat imbued with the enthusiastic regard for this little city which almost every one seems to get who stays here for any length of time. It is hard to restrict a contagion that is in the air, and all the residents of St. Petersburg are wonderfully loyal to their town; there are no "knockers" among them. But I have no desire to mislead my readers, and shall aim to use not too rosy colors in painting my picture.

The chief point of pride of St. Petersburg and of the whole Pinellas Peninsula as well, the basis of its claims upon the patronage of the tourist, its highest boast, its piece de resistance as it were, is its climate, the equal of which, it is averred, is

not to be found in the whole United States.

The average winter visitor comes to Florida purely and simply for climate. He can get everything else worth mentioning at home. Then, as this one thing is just what the tourist is out after, the claim of a locality that stoutly asserts that it has the best thing yet offered in the shape of a winter climate certainly calls for the tourist's investigation.

Since earliest times peninsulas have been considered most desirable places of residence. The extremes of both heat and cold are modified by the nearly surrounding water, so that they have the even temperature without the manifest disadvantages of islands.

Almost the whole State of Florida is a vast peninsula, and, true to the traditions of its kind, is famous for its equable temperature, being, for its latitude, warm in winter and cool in summer.

Now if a peninsula is good, a sub-peninsula, which is a smaller peninsula attached to and jutting out from the larger one, ought to be better, since it has, so to speak, a double jacket of water for tempering its climate instead of a single one.

The claims put forth by this sub-peninsula, the Pinellas, may be briefly summed up as follows: The raw cold winds from the north and from off the Atlantic must pass over the whole breadth of Florida, and lose their sharp keen edge before they reach this little thumb of land tucked in by the western shore. Winds from the northwest must pass over the warm Gulf of Mexico, and be modified thereby, before they touch this spot. The still waters of Tampa Bay add their extra blanket of warmth. The resin of the pine woods is health giving. The sandy soil gives as nearly complete exemption from malaria as it is possible to find in any sub-tropical region. The salt breezes add their quota of virtues.

Talk is cheap and representations of climatic perfection have been made regarding some of the most uninhabitable places the sun shines upon; so, after listening to the advocates of the advantages of St. Petersburg, the skeptical Northerner will ask, "If I take the time and the money to go there, shall I find it as you represent? Can you deliver the goods?"

Almost twenty-five years ago some eminent physicians belonging to the American Medical Association conceived the idea of founding a Health City, to which they would send patients for recovery. Representatives were sent to California, to different points in Florida, to Cuba, and to the Isle of Pines. After some three years spent in observations and investigations, it was decided to locate Health City on Point Pinellas, Florida, a few miles south of where St. Petersburg now stands.

The physician who was the leading spirit of the project died and Health City was never built; but the fact that Pinellas Peninsula was selected by a body of experts as the best lo-

cation for such a city is a matter of record.

But there are arguments even more convincing than this one to prove the healthfulness of this place. One is that there is so little serious sickness, with so few deaths among the people who come here during the winter, very many of whom are elderly and come on account of feeble health. It is estimated that about 10,000 tourists spent the whole or some part of this last winter in St. Petersburg. Personally, I have not known of a single case of pneumonia. There is, practically speaking, no pneumonia here. People take cold down here, the same as they do everywhere, and may even experience a mild form of "grippe," but I have seen nothing like those dreadful times we have in the North, when nearly everybody is prostrated with "grippe."

The other strong proof of the merits of this location is the fact that in a few years' time this city has grown to its present size, and has gained the reputation to attract the great number of tourists who come here, in the face of the competition of the towns on the eastern side of Florida, some of which had well-established reputations as winter resorts when St. Petersburg was unknown and the Pinellas Peninsula was inhabited only by a few "cracker" cattle raisers.

This is the more remarkable when it is considered that in respect to facilities for reaching the place, St. Petersburg has been and still is "the under dog in the fight," in comparison with her competitors. Almost all who come here come first to Jacksonville, either by rail or by steamer from New York, Jacksonville being the key to the whole State. The A. C. L. runs good and comfortable trains, but it is nearly twelve hours' ride from Jacksonville to St. Petersburg. Some go by rail to Tampa and then come over by boat, but this way is apt to take more time rather than less. There are those who go around the State by steamer to Tampa. Only a few come across the Gulf. So it will be seen that almost every tourist who comes to St. Petersburg could reach some other resort town more easily and cheaply. That the same people come back here, year after year, shows that this place has some points in its favor that the others can not claim.

Any person suffering with a serious organic malady, if he wants to try a change of climate, should get the best scientific advice obtainable as to where to go. It very often happens that a traveler who has become infatuated with some particular locality in the South or the West will say to his sick friend, "You go there; that climate will just straighten you right out." As a result of such loosely given advice, the poor invalid may spend his last dollar in money and draw over heavily on what is far more precious, his last tiny store of vitality, to reach some place entirely unsuited to his needs. Such cases are pitiful. So I wish to be guarded

and conservative in all statements that I make and in any advice I may give.

I would not advise any one afflicted with even incipient pulmonary tuberculosis to come here at all. Consumptive patients are not wanted in St. Petersburg, nor are they likely to be benefited by coming. The air here would be classed as dry for a coast air, but a patient whose particular requirement is the very dry, rare, stimulating atmosphere of a high altitude would not find this location good.

Some cases of bronchitis are greatly improved by this climate, and there are sufferers from this trouble who come here winter after winter, and who even locate here permanently on account of it. I can not say what proportion of those having bronchial trouble are helped, for I have not investigated, but I am sure that some are. For a case that borders on tuberculosis, I should not recommend St. Petersburg at all.

Many sufferers from rheumatism limber up on coming down here. On the other hand, it should in justice be said that persons living here right along may acquire rheumatism and improve by going elsewhere.

For elderly people, for people who are frail and "run down," but not suffering from serious organic maladies, this location can certainly be recommended. It is a fine place for nervous persons. There are "nerves" here, but they are brought in from the North. Nervous prostration rarely originates in Florida, where, as a writer in a recent Munsey's aptly puts it, "Nature plays the tune of life with her foot on the soft pedal." It is just the right place for people who are tired out with work and jaded with incessant application to business, who want to "loaf and invite their souls" for a few weeks, and who need sunshine and pure air and a warm out of doors to do it in.

Many sufferers from severe chronic ailments are greatly relieved by wintering in this climate, but I do not feel competent to advise regarding such cases.

As a place for delicate children to spend the winter, it is most excellent. A lady in Nebraska, the mother of a child who needed to be kept out of doors all that would be possible, wrote to the Weather Bureau at Washington, asking where she would find the greatest number of sunshiny days and the least rain and cloudy weather. She was referred to St. Petersburg, Florida.

This is called the "Sunshine City" and it deserves the title. In Florida, winter is the dry season. The rains come mostly in summer. From the last of November until the first of April, while there were occasional showers, we did not see a single day that could be called a rainy day, that is, that the whole day was rainy, and so very little gray or cloudy weather as almost to refute the poet's statement that "some days must be dark and dreary."

If the sunlight at St. Petersburg makes it famous, what shall be said of its moonlight? I suppose that the

moon quarters and is dark and full here just the same as at other places, but it seems to me that I never saw so many moonlight nights anywhere else, and it would certainly take a Shakespeare to describe the soft, gentle, luminous radiance of the moonbeams here.

I do not want to be understood as saying that there have been absolutely no unpleasant days here this winter. There were some windy days which were very disagreeable, as windy weather is anywhere, and some days when very many were complaining that it was cold. One soon comes to feel it very much when it is cold here, and it is very natural to grumble at any chilliness in the air. There were a few frosts, and on one night that was considered something perfectly dreadful, the mercury dropped to about 28 deg., and ice froze a quarter of an inch thick!

How much of actual cold there has been may be judged from this: In the house we have occupied since Christmas, a fireplace is the only means of heating, besides the cooking stove. On all cool days and chilly evenings we had a wood fire in this "chimney." Now every one knows that a fireplace is wasteful of fuel, but our heating wood for the winter cost us only \$3.

Very much of the time it has been comfortable and pleasant to sit on a porch or elsewhere out of doors. Summer clothes are worn all winter and when one needs a wrap at all, it is seldom that anything heavier than a light overcoat or jacket is required.

Having dwelt thus long upon the climate, I must not take the space which might easily be filled with even a brief description of the plants and shrubs that blossom out of doors during the winter. Sufficient to say that the visitor can rest his eyes upon big golden alamandas, brilliant begonias, beautiful white jessamines, and great bushes of lantanas, while roses bloom all winter long, not in the profusion and superabundance of Michigan roses in June, but so that a garden that is halfway cared for need never lack them. The frosty nights had their effect upon the tender flowers and foliage, but blossoming did not cease; the landscape never became brown and sere nor lost its look of summer.

Twenty-two years ago, the land upon which St. Petersburg now stands was owned by John Constantine Williams, a son of Gen. Williams, of Detroit, Michigan. He had bought a tract of some thousands of acres in this section, paying, I am told, seventy-five cents an acre.

In 1887 a man named Demens, a Russian, brought in a railroad known then as the Orange Belt line. In his honor the little cluster of houses here on the west shore of Tampa Bay was named St. Petersburg.

Shortly after this Mr. Williams erected the Detroit Hotel, so called in honor of his home city. Only a block from its main business street, St. Petersburg has a beautiful little park of native pines, live oaks, and

planted trees and shrubs, named Williams Park in his memory.

There were some orange groves in the vicinity, the Bay and all the waters round about teemed with fish, and the tourists began to come. The growth was gradual at first, but during the last few years the place has been making rapid strides. It is now laboring under some of the difficulties which are always to be found when a town has outgrown its village clothes and its city wardrobe is not yet quite completed, but no taxpayers would want to make improvements faster than the St. Petersburg people are doing, and it would be hard to say too much in praise of their enterprise.

This city has no foreign working element to speak of. Excepting a few travelers from Europe, it is all "United States," and not only are there tourists here from all over the country, but there are residents from almost every state in the Union, very few being native Floridians. You soon come to distinguish the Southern people by their "we alls" and "you alls," their "please, ma'am," and "please, sir," and by a peculiar placing and an adverbial use of the word sure, as "it sure does" and "it sure will." They have a soft, delightful, drawing way of talking, in striking contrast to the sharp, staccato speech of Northerners.

From the definition given by Webster, one would get the idea that a "cracker" is "poor white trash." But according to popular usage down here, any person native to this southeastern part of the United States is jokingly called a "cracker." A person coming from Kentucky or Tennessee or Virginia is not a "cracker," those states being quite "up north."

The Southern people, as we have seen them, are certainly worthy of high regard and respect, and any fair-minded person does not have to stay long in the South to gain some ideas regarding the negro problem, and the people who have it to solve, other from those he may have imbibed from Abolitionist literature.

The negroes in St. Petersburg form only a small part of the population. They live in their own part of the city and are a very useful element.

Of the white residents of the city, I should say that Northern people who have come here as tourists and have decided to locate here permanently make up fully half of the whole number. I believe most of the business men in St. Petersburg are Northern men.

There are, of course, curio stores, in which all manner of souvenir wares are temptingly displayed, things suitable for the tourist to send back to the home folks while he is here or to take with him when he leaves. Among the articles which sell largely may be mentioned shells of all kinds, both these found here and imported, shell jewelry and various little trinkets made from shells, all manner of things manufactured from orange tree wood, alligator goods, shell portieres and snake-skins.

All kinds of alligator leather goods, from small purses up to suit cases, are shown. A rattlesnake skin, fine and very large and with the head on, may come as high as \$12. Small skins, particularly if without the heads, are sold much cheaper. Alligator hides range in price from 50 cents for a small one to \$15 for a large one. A small stuffed alligator will cost 75 cents and a large one—well, a curio dealer told me that they had a live 'gator in the back yard, a mammoth old reptile, which if killed and mounted would be worth \$100. One large enough to satisfy any ordinary ambition can be had for \$35.

With a solitary exception I have never seen a furnace register, nor a radiator, nor a fire in a stove, in any store in St. Petersburg. It is not considered necessary to make any provision for heating a store. Some of the curio places are "open front." They have folding doors so that they can be closed up at night, but these are put back out of the way in the daytime.

The grocery stores and, in fact, pretty much all the others do their main business during "the season" when the tourists are here. Excepting fruits and vegetables, almost all articles of merchandise have to be shipped in and freight rates are very high. My impression is that the margin of profit on most goods sold is a little higher than we are accustomed to in the North, but when it is considered that the great bulk of the business has to be done in three or four months or even less time, while expenses go on throughout the year, perhaps prices are not too high after all.

The merchants here seem to have excellent taste in the selection of goods, and make fine window displays. In dry goods the stocks run heavily to laces, embroideries, thin summer dress materials and wash goods and are correspondingly light in woollens of all kinds.

Patience must certainly have her perfect work on a dry goods merchant in any tourist town. The tourist ladies are pleasant, amiable customers, but naturally they make their large purchases before they leave home, and while down here they have plenty of time on their hands in which to look for the hundred and one little odds and ends which every woman thinks she wants, but most of which can not be found in any store on earth.

Then a merchant in a small Southern city can not well keep goods exactly like those to be found in a thousand different places in the East, North and West. The tourist who is buying a pair of shoes can not be blamed for wanting them exactly like what he or she gets in Boston, New York or Chicago. The situation can be seen at a glance; but the merchants and salespeople make no complaints and, when shopping, the tourist is treated with cordial courtesy and made to feel that his or her presence is appreciated. Every resident of St. Petersburg seems to be sworn to make it pleasant for the tourists. Railway employees are

deferential. Small boys are polite. As one winter visitor puts it, "Owing to the sandy soil I can hardly imagine there could ever be mud in St. Petersburg; but if there were mud, I can very easily imagine that the residents would be out with their velvet mantles or anything else they could get their hands on, to spread down for the tourists to walk on." Of course they would be "quarreling with their bread and butter" not to make things pleasant for their winter guests, but one can not believe that all their kindness results from a sordid desire for gain.

The residents seem to feel responsible even for the weather, and when there is a cool spell, they take on an air of apology for it. They will also shrewdly observe that likely there is a terrible blizzard raging in the North.

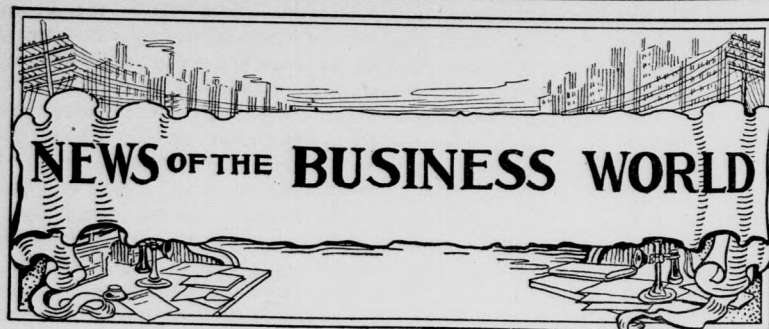
St. Petersburg people are distinctly good. During the height of the season, two young men wanting to get lodgings called at a store in the window of which there was a card, "Rooms to Rent." They evidently did not class themselves with the "Sunday School crowd." The rooms were at the merchant's residence, and a saleslady, in trying to direct them, told them to go to a certain hotel on a corner and turn there. They didn't understand what hotel. "Why, it's the one with the steeple!" Then one of the young men said to the other, "Well, Jim, we've been in this town only this morning, and we've already seen about eighteen churches. If they put steeples on their hotels here, I guess it isn't the right place for us."

The critical observer might even detect in the St. Petersburg people a little tinge of self-righteousness, a slight suggestion of Pharisaical gratitude that in their city there is not to be found the indefinitely rumored profligacy of the East Coast resorts, that they are not even as Jacksonville, or this nearer-by Tampa.

All jokes aside, there is here a moral atmosphere that is wholesome to breathe. The St. Petersburg people are not only good, they are trying to become better. A word about their local affairs may not be out of place:

The Pinellas Peninsula forms the western portion of Hillsborough county. A great part of the population of the county live in Tampa and its suburbs of Ybor City and West Tampa. As a consequence, Tampa dominates politically. St. Petersburg has come to regard the larger city very much in the light of a tyrannical old mother-in-law, who wants to "run" all the county housekeeping according to her own ideas. St. Petersburg wishes to "go by herself," so to speak, and her most progressive men are working for a division of the county. Cutting along the line shown on the map, they propose to make of the part lying west a Pinellas county. The advocates of county division hold that if St. Petersburg were released from the present unholy alliance with Tampa, she could press on to better things speedily.

(Continued on page six.)



Movements of Merchants.

Hart—Fuller & Fuller succeed Fisher & Fuller in the meat business.

Boyne City—Wm. Ellison succeeds E. L. Kennedy in the candy business.

Clarksville—Lewis Todd has purchased the general stock of O. J. Eldred.

Lake Odessa—F. J. Bretz is moving his grocery stock to his new brick store building.

Mulliken—W. J. Ramsey & Co. have purchased the H. A. Dravenstatt stock of groceries.

Lansing—Hoag & Son succeed C. Thomas in the grocery business at 703 N. Cedar street.

Alpena—Andrew Paton, who purchased the Chas. L. Lyons grocery stock, has opened his store.

Flint—The Economy Co., Ltd., which deals in shoes, has increased its capital stock from \$5,000 to \$10,000.

Houghton—The Roach & Seiber Co., produce dealer, has increased its capital stock from \$60,000 to \$200,000.

Morley—Bert Van Auker, of Standwood, has purchased the furniture and jewelry stock of C. Pangborn & Co.

Onaway—Clark Smith has sold his interest in the drug firm of Voorhees & Smith to his partner, C. S. Voorhees.

Mesick—The firm of Dean & Co., which conducted a general store, has been dissolved. L. J. Tripp will continue the business.

Ithaca—T. L. McCredie, of Owosso, has purchased a half interest in the creamery here formerly owned by Doran & McCredie.

Lapeer—Joseph Armstrong is closing out his stock of clothing and men's furnishings, as he contemplates retiring from business.

Zeeland—Sluyter & Dykema, clothing merchants, have closed their branch store here, removing their stock to their Holland store.

Flint—The drug stock of Hewes & Hopkins has been purchased by Fred Goodrich, who will remove the same to 529 South Saginaw street.

Battle Creek—C. W. Eccles has sold the grocery stock which he recently acquired to C. F. Mason, who has been with Jas. G. Redner.

Litchfield—Fred Spooner comes to Litchfield from Shepherd to become the partner of his brother-in-law, Arthur Hager, who is engaged in the grocery business here.

Clarksville—C. McCormick has sold his interest in the implement firm of McCormick & Andrews to Wm. Hewitt. The business will now be conducted under the style of Andrews & Hewitt.

Kalkaska—Messrs. Wyant & Pangborn, who formerly conducted a furniture and jewelry store at Morley, under the style of C. Pangborn & Co., have purchased the jewelry stock of Oscar Watson.

Marshall—Dennis Kelley has purchased property of John Haynor for the purpose of beginning the manufacture of thermostats to be used in connection with furnaces for indicating degrees of heat.

Lowell—Marks Ruben, who has been engaged in trade here for the past twenty-five years, has sold his stock of dry goods to J. Howard Payne, who has been engaged in the store for some years past.

South Range—Angelo Rugani has purchased the interest of the senior member of the confectionery firm of Monticello & Tambellini. The business will now be conducted under the style of Tambellini & Rugani.

Detroit—John J. Speed, Jr., who has been with the Peoples State and State Savings Banks eighteen years, has resigned as manager of the department of banks and bankers, and will enter the grocery business at Orchard Lake.

Cadillac—Wade B. Camburn, for the past fifteen years pharmacist at Parkill & Son's drug store, Owosso, has purchased the drug stock of A. H. Webber, one of the largest and oldest established stores in this place. Mr. Camburn will assume possession about May 1.

Alpena—The grocery firm of Solomon & Johnson has begun business in the Beebe block. Thomas Solomon has been engaged in the grocery business here for about a year and Mr. Johnson has been employed in the stores of Jas. T. Malloy and Manion Bros.

Eagle—W. W. Lung and James H. Putnam, who deal in hay at Portland under style of the W. W. Lung Hay Co., have purchased the elevator site of M. Whitmore at this place, on which they will erect an elevator and handle hay and grain under the style of the W. W. Lung Hay & Grain Co.

Benton Harbor—The firm of Young, Peck & Co., which formerly conducted a department store here, has been dissolved. C. J. Peck will now conduct a furniture store and with him will be associated Frank Moore, formerly of Petoskey, who will act as active manager of the business, which will be conducted under the style of Peck & Moore. C. L. Young will form a stock company under the style of C. L. Young & Co., which will conduct a dry goods and clothing store.

Manufacturing Matters.

Ionia—The Ionia Wagon Co. has increased its capital stock from \$250,000 to \$400,000.

St. Helen—The St. Helen Development Co. is at work on a project to establish a wood pulp factory.

Detroit—The capital stock of the Detroit Valve & Fittings Co. has been increased from \$50,000 to \$100,000.

Vanderbilt—The Olds & Hixson handle factory has resumed operation. The firm has 2,000,000 feet of timber to manufacture into handles.

Escanaba—The Escanaba Veneer Works will begin operations as soon as the necessary buildings can be constructed and the requisite machinery installed.

Zeeland—John Brower, the local cheesemaker, who has rented the Harlem creamery, has changed it into a cheese factory and has already begun operations.

Ypsilanti—The J. B. Colvan Co. has been incorporated to manufacture knit goods, with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,000 being paid in in cash.

Ypsilanti—The Hindo Chemical Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$20,000, of which \$10,010 has been subscribed and paid in in cash.

Bay City—The F. D. Glover Lumber Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Muskegon—A corporation has been formed under the style of the Vandergrift Box Co. to manufacture lumber and its products, with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Saginaw—D. E. Prall & Co. have merged their manufacturing and retail drug business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Holland—The Bos-Bolhuis Lumber Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, all of which has been subscribed, \$909.44 being paid in in cash and \$30,958.64 in property.

Williamston—A preliminary contract has been made with the American Overalls Co., of Detroit, to take the plant of the Williamston Knitting Co. The company has been connected with the trade for about six years and has a good business established.

Detroit—A corporation has been formed under the style of the Detroit Reversible Window Co., which will conduct a manufacturing business, with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,500 being paid in in cash and \$500 in property.

Lansing—The Michigan Knitting Co. has added a two story addition, 36x48 feet, to its stock room and warehouse and added another story to its former warehouse, giving it 43,200 square feet of floor space in that

department, which enables it to make better deliveries and take care of its increased business.

Detroit—The business of J. E. Bartlett & Co., which manufacture building supplies, has been merged into a stock company under the style of the Bartlett Supply Co., which will also deal in grain and produce, with an authorized capital stock of \$50,000, of which \$32,000 has been subscribed and paid in in property.

Gladstone—The Prescott Company, of Menominee, has been awarded the contract for the construction of a modern mill for the Northwestern Cooperage & Lumber Co. at this place. The former plant was destroyed by fire some months ago. The mill will be built of concrete and steel, and not a stick of timber will be used in its construction. It will be equipped with a double band saw and resaw, having a daily capacity of from 100,000 to 125,000 feet of lumber.

Deward—The Ward Estate, operating a large mill at this place, is running its sawmill with two shifts of ten hours each. It is cutting 100,000 feet of pine lumber a day. The stock is shipped by the Detroit & Charlevoix Railroad, now owned and operated by the Michigan Central, to East Jordan and thence by water to lower lake ports. The Estate has about five years' cut of pine for the mill, but it owns 77,000 acres of timber land and there is over 600,000,000 feet of hemlock and hardwood timber when the pine is taken off. This land was put on the market about a year ago and represented \$6,000,000; but it was subsequently withdrawn. The Michigan Central is constructing thirty miles of new track this season to reach this timber.

New Life Stirs All Africa.

The New Africa impresses the untraveled. Mombasa, Tanga, and Dar es Salaam, which thirty-five years ago were known chiefly as notorious towns, where miserable gangs of slaves were marched through, are now thriving young cities with public gardens, well kept streets, hospitals, and railroads. They are ports of call for several steamship lines, and Tanga is crying for more wharfage to accommodate her business interests.

Even hundreds of miles from the railroads the new life is stirring. Katanza, near the source of the Congo, is believed to be one of the world's great copper fields, and rich also in gold. Every month gold is carried on the backs of men, or in dugouts on the streams to faraway Victoria Nyanza, whence it is shipped to the sea, the export for last August amounting to \$166,000.

The French have tamed the desert bandits, made the routes safe across the Sahara, established postal service nearly across the desert, and surveyed for a transsaharan telegraph line. No other part of the uncivilized world, thinks Cyrus C. Adams, has advanced so rapidly in the last ten years as the Saharan desert land. The French are making new oases by tapping the ground waters that spread in a wide sheet under the permeable strata of the thirst lands.

GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Hood River fruit is selling at \$2.75. New York fruit is about out of market.

Asparagus—\$3 per 2 doz. box for California.

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

Beets—\$1.75 per bbl.

Butter—The market is firm and unchanged. There has been an active demand for everything in the butter line. The market is in a healthy condition on the present basis. The bulk of the receipts is showing firmer quality, and present conditions may be expected to continue for some few days yet. Fresh butter will likely be along in a couple of weeks. 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, \$2.50 per crate.

Cocoanuts—\$3.60 per bag of 100.

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

Eggs—The market is very firm on the basis of 18c f. o. b. shipping point. The receipts of fresh eggs are very liberal, but there has been an active demand both for storage and consumptive purposes. The market is believed to be almost if not quite as high as it will be, and if this is true the next change should be a slight decline. The receipts are about normal for the season.

Grape Fruit—Florida stock has advanced to \$5 per box, as is usual at this season of the year. California stock has now the call on the basis of \$3.50 per box for all sizes.

Green Peppers—\$3 per 6 basket crate.

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

Lemons—\$2.75 for either Messinas or Californias.

Lettuce—Leaf, 10c per lb.; Florida head, \$1.50 per large hamper.

Onions—\$1 per bu. for red stock or yellow. Texas Bermudas are in strong demand at \$1.75 for yellow and \$1.90 for white.

Oranges—Redlands fruit commands \$3@3.25 per box.

Parsley—35c per doz. bunches.

Pieplant—\$1.90 per 40 lb. box of hot house stock.

Pineapples—Cuban stock commands \$3 per box for 42s, \$3.40 for 36s, \$3.60 for 30s, \$3.75 for 42s and \$3.50 for 18s.

Potatoes—The market is weaker

again, local dealers holding at \$1 per bu.

Poultry—Paying prices: Fowls, 11½@12½c for live and 13½@14½c for dressed; springs, 12½@13½c for live and 14½@15½c for dressed; ducks, 9@10c for live and 11@12c for dressed; geese, 11c for live and 14c for dressed; turkeys, 13@14c for live and 17@18c for dressed.

Radishes—25c per doz. bunches.

Sweet Potatoes—Kiln dried Jerseys, \$2 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 Boys Behind the Counter.

Big Rapids—Albert Larsen, who has been employed in C. D. Carpenter's dry goods store for several years, has taken the position of manager of J. C. Jensen & Co's store in Greenville.

Bangor—Wilbur Reams has resigned his position at the head of Ryan's grocery department, to have effect May 1, and taken the position of manager of the Cash Grocery Co., at Buchanan. Who his successor here will be is not yet known.

Vermontville—L. W. Loveland, of Loveland Brothers, has bought his brother's interest in the business. He has hired Miss Dora Bodine, a pharmacist from Detroit, with whose help he will conduct the business alone.

Doing a Good Business.

Two men, miserably clad, called on the dean of a medical college in New York.

"We are both on the verge of starvation, sir," the spokesman said. "We are well on in years, and it is clear that we haven't much longer to live. Would you care to purchase our bodies for your dissecting room?"

The dean hesitated.

"It is an odd proposition," he muttered.

"But it is occasionally done," said the spokesman in an eager voice.

"Well," said the dean, "we might arrange it. What price do you ask?"

"Over in Philadelphia," said the spokesman, "they gave us \$40."

Perhaps It Had a Yellow One.

"That Irishman is patriotic."

"How is that?"

"He refused to take a street car the other evening because it didn't have a green light."

Thomas Lowrey has opened a grocery store at Lake Odessa. The Worden Grocer Co. furnished the stock.

The Grocery Market.

Sugar—There is no change in the market, either as to its condition or price. The trade are filled up with sugar, both wholesale and retail, and the demand is therefore very light. The actual consumptive demand is seasonable.

Tea—The market rules high, although a quiet tone prevails. The demand has become, in a great measure, satisfied, but the advanced prices still hold and the shortage is so evident that Japans are almost unobtainable. Formosas continue firm and the demand in the East is greater than has been known for years. Congous seem to be the only line showing full supplies, but even the prices of these are held firm and no deviations are made from quotations.

Coffee—Rio and Santos grades are quiet and without change. If the coffee duty is abandoned, all grades of strong coffees will sustain a sharp decline. Mild coffees are steady and in fair demand. Java and Mocha are unchanged and in moderate demand.

Syrups and Molasses—Notwithstanding the prevailing high prices of corn, glucose is without change. Compound syrup is unchanged in price and the demand has been affected by the hot weather. Sugar syrup is still scarce and unchanged in price. The demand takes all the production. Molasses is dull and prices show no change.

Canned Goods—Tomatoes are without particular change. Some Maryland packers are said to have named future prices for new pack on exactly the same basis as that maintained at present, which would indicate that there is very little likelihood of a change either way. The corn situation seems more of a puzzling one now than that in tomatoes. It has been a good seller and it is hard to understand why the price is not higher, as there is practically no stock left in western packers' hands. The trade on gallon apples has started, and as supplies are comparatively light, this article will likely be very high during the summer months. The market shows considerable strength. Peaches and apricots are moving more freely into consumption, but as stocks are quite large, it is thought that prices will hold steady throughout the season. All the best grades of salmon continue very strong, while a somewhat better feeling is shown in pinks owing to increased demand. The trade are beginning to realize that good pink salmon is comparatively cheap at present prices. Domestic sardines continue firm.

Dried Fruits—Raisins show no improvement, and some sales of 3-crown loose have been made during the week at 3½c, which yields the California holders only about 1¾c. Such prices for raisins are almost unprecedented. The demand is very light, but the large raisin interests will endeavor to stimulate it by holding a "Raisin Day" on April 30, on which day all dealers will be expected to push raisins hard. Currents are unchanged and in fair demand. Apricots are scarce, high and in fair demand. Citron, dates and figs

are unchanged and quiet. Prunes are still weak and unsettled. New prunes can be bought considerably under a 3-cent basis, and old goods are still around below 2c. The demand is light. Peaches are unchanged and in fair demand.

Rice—Reports from primary markets note the prevalence there of a very strong feeling. Offers on good sized lines are said to have been turned down, showing the firmness of views held by first hands.

Oatmeal—The recent decline is still maintained, but as the statistical position warrants much higher prices, it is believed that advances will be made in a short time.

Cheese—Stocks of all grades are very light and no new cheese is looked for for about three weeks. There is a fair consumptive demand, considering the high prices.

Fish—Cod, hake and haddock are unchanged and dull. Sardines are in light demand and the feeling is somewhat uncertain since the combine dissolved, and all packers are now on their own hook again. Salmon is in fair demand at unchanged prices; demand from first hands is small. Mackerel is about unchanged and in very light demand.

Provisions—Smoked meats are firm and unchanged. Pure lard is very firm at ¼c advance, while compound is unchanged. Both grades are in good demand. Dried beef, canned meats and barrel pork are unchanged and in seasonable demand.

A Pioneer Michigan Creamery Man Passed Away.

C. M. Stanford, of Manchester, who started the second creamery in Michigan and ran the same successfully for a number of years, passed away Sunday, April 11, at the ripe old age of 84 years. He is survived by one daughter, Mrs. C. M. Drake, of Philadelphia.

A corporation has been formed under the style of the New Brick Co., which will manufacture and sell brick, tile, cement, lime and deal in coal and wood. The company has an authorized capital stock of \$30,000, of which \$21,300 has been subscribed, \$2,000 being paid in in cash and \$15,000 in property.

The A. M. Todd Co. has put in a supply store on the Campania Farm, near Fennville. The Worden Grocer Co. furnished the stock.

Hartford Taylor has opened a grocery store at Kingsley, having purchased his stock of the Lemon & Wheeler Co.

Chas. B. Eddy, dry goods merchant at Hart, has added a line of groceries. The Lemon & Wheeler Co. furnished the stock.

The Doxtator's Revolving Shelving Co. has changed its name to the Doxtator's Revolving Cased Shelving Co.

Mrs. J. Whitefleet has opened a grocery store at Ottawa Beach. The Worden Grocer Co. furnished the stock.

THE SUNSHINE CITY.

(Continued from page three.)

The new county would undoubtedly go "dry" at once, and St. Petersburg would be glad to lose the two saloons she now is obliged to tolerate.

For a number of reasons the advocates of county division have a strong case, and it is to be hoped that the Legislature now in session will grant their wishes. Tampa is probably no worse than other cities of her kind, but her best friend can not deny that she has some of the "wide open" proclivities to be expected of a seaport city having a large population of workers in cigar factories.

St. Petersburg is not seeking the county seat of the new county; in fact, she claims she does not want it, declaring that the presence of criminals and murder trials would be corrupting. Of course she could not possibly get it, for in order to secure the co-operation of the towns in the northern part of the proposed division, Clearwater must have the county seat; but St. Petersburg seems to feel that she does not want the stench of so foul a thing in her nostrils.

For taking care of her winter visitors, St. Petersburg has made quite ample provision in the way of hotels and private boarding houses; further, almost every resident in town seems to have gone into the business of renting out rooms to the tourists. Provision for light housekeeping has been gotten down to a science here, if anywhere in the world, and a great number of little flats of two or three rooms each, and suites of larger size, have been equipped to meet the wants of parties who come here to stay the winter, and who prefer to keep house, as being pleasanter and more economical than boarding. Detached cottages of all kinds and sizes are for rent during the season, most of them furnished. Besides all these, many of the tourists own winter homes here.

Most of those who spend their winters here are past middle life, and a remarkable number of fine old faces are to be seen. The great majority of the tourists are solid, substantial people, most of them well fixed financially, but not belonging to the very wealthiest classes. There are rich people here, too, and fashionable gowns and other accessories of luxury are not lacking, but there are such a body of refined and intelligent "common folks," who put on no airs of any kind, that a person of quite limited means who has to practice the homely economies of life is not made to feel shabby and out of place.

One meets Michigan people on every hand. It is thought there are as many here from Michigan as from any one state, with the exception of New York.

The observer will see much to interest and even much to amuse him in St. Petersburg. As to the lady tourists, I think almost every mother's daughter of them wears, on the street and for all outing purposes, a tourist hat. The advocates of sensible dressing seem to have scored a strong

point in the construction of these hats. They are cool, comfortable, light and easy on the head; in short, all that could be desired in a hat except that some of them, not all, lack entirely the two qualities which are usually considered indispensable in women's headgear—style and beauty.

How do all the tourists put in their time? may be asked.

In St. Petersburg the paramount amusement is fishing. However, this is so large a subject that it must be left for another article.

The tourists also go "clamming" and "shelling." When the tide is out and the weather is cool is a good time to go for Sunset Clams, so called because the shells are streaked with dark rays. You go well out on the sand and look for the "track," a tiny hole shaped like a keyhole, and a sure indicator that a clam—perhaps a big fat one—is buried within a few inches. If you strike it just right, quite a number may be found in a short time and you can make a fine chowder or some delicious fritters from those you have gathered.

There is also a white shelled clam which some like better than the Sunset, called the Quahog. It is similar to the Long Island Quahog. More beautiful and more delicious than either is the Striped Clam. Both this and the Quahog roll in from the deep water and are found lying on the sand.

The shells found on the beach at St. Petersburg are mainly Crown Conchs, Tulip Shells, Fulgur or Lightning Shells, and Dancing Scallops, to which may be added various little shells as Periwinkles, Ear Shells, Coffee Shells, and Coquinas. Large Conchs, such as are sometimes used for dinner horns, are found out in the Bay.

All of the larger shells mentioned must be treated with acid to remove the coating of lime with which the shell is covered for its protection from the action of the water.

There is a very unique shell called the Panama, found in plenty at various points on the shore near St. Petersburg. They are used in making shell portieres and are sold commercially for that purpose. Some people make a kind of a business of gathering Panamas. The larger ones sell at about \$4 a thousand. The smaller ones, which are used in making watch guards, hat pin heads and the like are worth more. The finest specimens of yellow Panamas, which are very rare, are worth \$5 each.

The Panama is strictly a still water animal. The reader may find a very good picture of it by looking in a Webster's Unabridged under the word Oliva, to which family of Volutes the Panama belongs. In color the Florida Panama is brown, often beautifully striped and mottled. It leaves a "track" a few inches long, as if a pencil point had been run along under the sand. At the end the Panama is found, often partly exposed to view. Panamas, since they live in the sand, are not subjected to the action of the waves, and so have no lime coating, but are highly polished

when picked up. All that it is necessary to do is, to dislodge the little animals living within and to cleanse so as to get out all the flesh substances. Then they are ready to be used or sold.

Almost all the other shells spoken of have some commercial value, but the price for them in the large markets is so low that it does not pay to make an occupation of gathering them, except at certain places along the shore of the Gulf of Mexico where they are especially abundant. In St. Petersburg they are gathered mainly by the tourists, who carry them home as souvenirs.

Some of the tourists take great pleasure in bathing and swimming in the Bay, and with the improvements in the water front that are soon to be made, a greater number will take up these pastimes. Bathing is safe rather than exciting here, for, since the Bay is landlocked, there is little surf.

Much time may be spent very pleasantly, standing on the docks watching the pelicans and other sea birds. A pelican, when young, can be tamed quite easily. One bird, Mollie, who was a great pet, died some months ago, and her loss is still mourned. She could be fed from the hand and would plunge and dive after the boys when they jumped off the dock into the water.

Of course, those who are spending the winter at St. Petersburg visit the various points of interest near by. Among these may be mentioned Tampa, just across the Bay, Sarasota, Bradenton and Manatee, Pass-a-Grille and Forts Dade and De Soto, located on the Keys at the entrance to Tampa Bay.

A Chautauqua is held in St. Petersburg in the latter part of February and early in March, which all who have literary inclinations attend.

While doing all these things there are those among the men tourists who still have a good deal of time on their hands, and their methods of spending it are quite amusing: You will see staid, dignified elderly gentlemen, the very pillars of church and society at home, sitting on benches by the postoffice or in front of some of the stores, just loafing. They never whittle nor display the other proclivities of loafers who are "to the manner born." I think I have seen twenty-five sitting as motionless as statues, intently watching the issue of a closely contested game of checkers. Some indulge in croquet, but far more attend the daily sessions of the Mule Shoe Club, which, during the height of the season, numbers over fifty adherents. Here, seated under live oak trees, staid business and professional men and prosperous farmers from all over the country, patiently wait their turns at pitching quoits.

A few tourists come as early as October. As the weeks pass by others follow, but the town was not really filled up until the latter part of January and early in February when the rush came. The season here may be said to be at its height from February 15 to March 10.

After this the tourists begin to go. Forwarding addresses are left at the postoffice at the rate of several hundred a week. Soon the number to be seen on the streets is visibly lessened. Sleeping car accommodations from Jacksonville north have to be bespoken some days in advance. On April 1 the stores which have kept open evenings all winter begin to close at 6 o'clock. The price of strawberries drops. The attendance at the Mule Shoe Club dwindles.

By the twentieth of April all but a small fraction of the great throng of winter residents will be gone—north, east, west—each to whatever place is "home." By May 1 practically all will have left and this charming little city by the Southern Seas can settle down to her long summer siesta.

Quillo.

Doings In Other Cities.

Written for the Tradesman.

The Owosso Improvement Association is trying to secure a union depot for the three steam roads entering that city. The Michigan Central and Grand Trunk roads are willing, but the Ann Arbor is not ready, so the project is likely to fall through.

Petoskey is out after conventions this year. The Convention Committee of the Improvement Association is composed of M. O. Graves, M. F. Quaintance and W. L. McManus, Jr.

One would never think that a town so wet as Milwaukee is, would suffer from dust, but such is the case and the dust nuisance has even grown to be a serious problem. To settle the dust on the streets alone cost the city nearly \$100,000 last year and the expense will probably be greater this year, for the sprinkling wagons have started earlier than usual.

There will be some "class" to the tri-state trade trip of the Commercial Club of Kansas City this year. The special train of twelve Pullmans will be palaces on wheels, with the best of dining car service, an orchestra, a barber, and all the other trimmings. Eightyone towns in Missouri, Nebraska and Kansas will be reached in the seven days' swing of 1,400 miles.

The Southern Electrical and Industrial exposition opened in Louisville, Ky., April 12 and will continue for two weeks. Fred W. Keisker, president of the exposition, is a well-known furniture buyer who attends the sales in this city twice a year.

Battle Creek has appointed a colored man on its police force in response to repeated requests of the colored population of that city.

Excavation has begun for a \$150,000 federal building at Sault Ste. Marie. "Harbor Springs, the Busy Town" is the slogan adopted by the business men of that Northern Michigan city.

Saginaw has voted to take immediate action in furnishing dock facilities for boats to run between Saginaw and Detroit and Cleveland this season. Differential rates from Saginaw to trunk line territory have also been secured, which will mean a saving of \$1 per ton on the 50,000 tons of anthracite coal used there, as a single item, showing what the new rates will mean for that city.

Almond Griffen.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 17—It is hard work to be an optimist as to business conditions, and yet there is a feeling that were it not for the one factor of the tariff there would be signs of reviving trade all along the line. At the moment, however, the outlook is not pleasant, and one evidence of dullness is the very few trucks seen around the big jobbing houses.

In the spot coffee market the week has been one of the dullest and most uninteresting, although on Friday matters seemed to pick up. Sales, when made, are of small lots and buyers are not at all inclined to lay in stocks much beyond those needed for current requirements. At the close Rio No. 7 is quoted at 8½@8¼c. In store and afloat there are 3,781,028 bags. Mild grades show little, if any, change.

The demand for sugar is moderate and new business is conspicuous by its almost entire absence. Quotations show little, if any, variation and no particular change is anticipated, at least until we have some warmer weather.

Not one tea jobber could be found who would acknowledge any activity whatever in the conditions which have prevailed for some little time. The supply seems to be sufficient for all requirements and quotations are entirely without change.

Rice is meeting with more enquiry and sellers are confident they are to have an inning, as consumers will turn to this staple more and more as wheat advances. Quotations are well sustained, both for foreign and domestic sorts. Good to prime domestic, 5¼@5¾c.

Stocks of spices are said to be limited and in a few strong hands. Quotations are well sustained, but there is no advance to be noted.

A little trade is being done in molasses, but the season wanes and from now on no special activity is looked for. Prices are firm at those given previously—22@30c for good to prime domestic. Syrups are unchanged.

Canned goods drag their slow length along and there is hardly a redeeming feature. Jobbers make small purchases and the market is simply a waiting one. The sudden death of L. J. Risser gave a great shock to his many friends here. He was President of the Iroquois Canning Co., Hoopes-ton, Ill., and his visits were always a pleasure to the fraternity here. He was in the office with your correspondent only half an hour before his fatal attack. Corn packers are firm and are not inclined to make any concession, strongly as buyers may urge it. Standard grades are marked at 70c and packers are bound to have it. This for New York State, Maryland, Maine style, 57½c f. o. b. and in slight demand. Farmers who raise tomatoes are holding out for \$8 a tin and packers say that at this rate 3s can not be sold for less than 75c f. o. b. cannery. Jobbers are apparently willing to take chances and are not placing orders freely.

Top grades of butter are firm, and

while there is no advance there is no disposition to shade prices. Creamery specials, 28@28½c; extras, 27@27½c; held stock, 25@27c; Western imitation creamery, 20c; factory, 17½@19c; process, 21@23c.

Cheese is in very light supply and quotations are firm on the basis of 16@17c for full cream.

Eggs are firm and stronger for fresh-gathered, which are now held at 21@21½c for fancy and 20½c for firsts.

Thirty-Two Years' Continuous Service.

When that staunch and reliable weekly journal and trade directory known as the American Grocer was in the seventh year of its remarkable career Mr. Frank N. Barrett became the editor of the publication.

To-day, looking like a man about 45 years old and showing the activity and vigor of one whose physical and mental equipment are perfect, Mr. Barrett is still editor, and with the first issue in April of the journal in question he began his thirty-third year of continuous service in that position.

Such a record may not be unique, but it is certainly uncommon. It has other and better values than that of being merely a display of continuity. It embodies a history of unusual interest because it is the history of an enthusiastic, level headed, fair minded and tireless student of not only the cost of living but of all essentials for proper living. Mr. Barrett has not been contented with knowing only what people eat and drink and where these foods may best be obtained by consumers. He has made a life study of the growth and culture of raw materials, of the methods of manufacture of finished products and of their relative merits as foods, so that to-day there is not probably a more complete expert upon the general topic of pure foods than Mr. Barrett.

Superficiality is a characteristic which the gentleman abhors. He demands and digs up bottom facts. And thus when he, as editor, makes a statement of fact in the columns of the American Grocer one may accept the presentation fearlessly. Forceful, fair and persistent as an executive; thoroughly in love with his work and broad minded, generous and courtly in his intercourse with men of business or in a social way, Mr. Barrett has fairly won and holds securely the confidence and esteem of the grocery world of America, as well as the admiration of a host of friends who love him because of his unimpeachable manhood.

Unbelievable Part.

Jack—Do you believe in fortune-telling?

Jesse—Only in part. I had my fortune told one day last week and the woman said I'd be married shortly. I believe that.

Jack—What did she tell you that you do not believe?

Jesse—She said I'd be married to a poor man.

Some people are so active religiously on Sunday because their piety has been resting all the week.

Furniture City Girl
Line of Oxfords

This will give you an idea of how large a line of each priced line you have to pick from by buying from us, ready at a moment's notice to ship.

Women's Machine Sewed Oxfords

3591	Patent Chrome 3-button patent fox, plain toe, single sole, 3 to 7 E	\$1 50
3533	Dongola 4-eyelet Blucher, dull dongola, collar, patent tip, single sole, D and E	1 50
3568	Patent Chrome vamp and fox Blucher, plain toe, single sole, 3 to 7 E	1 50
350	Patent Chrome 3-eyelet Blucher, tan inlaid, single sole, 3 to 7 E	1 50
3535	Patent Chrome vamp and fox 4-eyelet Blucher, tip, single sole, 3 to 7 E	1 50
3537	Gun Metal 3-eyelet Blucher, tip, ½ double sole, 3 to 7 E	1 50
3569	Patent Chrome 2-eyelet Cristy, plain toe, single sole, 3 to 7 E	1 65
3572	Patent vamp and fox, 3-button tip, ½ double sole, 3 to 7 E	1 55
3571	Patent Chrome vamp and fox 4-eyelet, tip, ½ double sole, 3 to 7 E	1 55
3556	Patent Chrome vamp and fox 3-eyelet Blucher, wing tip, single sole, 3 to 7 E	1 60
3567	Dongola Blucher, patent fox and tip, ½ double sole, 3 to 7 D and E	1 60
3517	Patent Chrome Blucher, patent fox and tip, ½ double sole, 3 to 7 D and E	1 75
3555	Tan kid, 3-eyelet Blucher, tip, single sole, 3 to 7 E	1 50
3527	Tan calf 4-eyelet Blucher, tip, ½ double sole, 3 to 7 E	1 50
3538	Wine calf 4-eyelet Blucher, tip, ½ double sole, 3 to 7 E	1 50
3534	Tan kid 3-eyelet Blucher, single sole, tip, 3 to 7 E	1 55
3558	Tan Russia calf 3-eyelet Blucher, wing tip, ½ double sole, 3 to 7 E	1 60
3531	Tan calf 2-button, 1-buckle, tip, single sole, 3 to 7 E	1 60
357	Patent Chrome, vamp and fox Blucher, patent tip, single sole, low heel, 2½ to 5 E	1 45
354	Dongola vamp and fox Blucher, patent tip, single sole, low heel, 2½ to 5 E	1 45

Furniture City Girl Welt Oxfords

3594	Patent Chrome vamp and fox, 3-eyelet Blucher, plain toe, single sole, 3 to 7 E	1 75
3576	All patent Chrome 3-eyelet Blucher, wing tip, single sole, 3 to 7 D	1 75
353	Patent Chrome vamp and fox 4-eyelet Blucher, common sense toe and heel, 3 to 7 E	1 75
3503	Tan kid 3-eyelet Blucher, wing tip, single sole, 3 to 7 E	1 75
3526	Tan kid, 4-eyelet Blucher, tip, common sense heel and toe, 3 to 7 E	1 75

Furniture City Girl High Shoes

Which can be shipped at a moment's notice

7533	Dongola fox lace patent tip, single sole, 3 to 7 E	1 50
7522	Dongola Blucher, patent tip, ½ double sole, 3 to 7 E	1 50
7529	Dongola fox Blucher, patent tip, single sole, 3 to 7 E	1 50
7545	Dongola fox, button, ½ double sole, patent tip, 3 to 7 E	1 50
7548	Dongola Blucher, patent tip, ½ double sole, cork cushion inner, 3 to 8 D, E and EE	1 55
7580	Dongola lace, patent tip, fat ankle, single sole, 3 to 9 EEE	1 50
7575	Patent Chrome vamp and fox Blucher, tip, dull kid top, single sole, 3 to 7 E	1 50
7501	Dongola plain toe, lace, flexible cork cushion inner, single sole, low heel, 3 to 8 EE	1 50
7550	Gun Metal fox Blucher, dull calf top, half double sole, tip, 3 to 7 E	1 50
750	Gun Metal ¾ fox button, dull calf top, tip, ½ double sole, 3 to 7 E	1 50
7554	Gun Metal fox Blucher, dull kid top, tip, ½ double sole, 3 to 7 E	1 60
7551	Gun Metal ¾ fox, button, dull kid top, tip, ½ double sole, 3 to 7 E	1 60
7561	Patent Chrome, fox Blucher, dull kid top, tip, ½ double sole, 3 to 7 E	1 60

Furniture City Girl Low Heel School Shoes

7579	Patent Chrome vamp and fox lace, imitation tip, ½ double sole, 2½ to 5 E	1 50
7510	Dongola patent tip Blucher, ½ double sole, 2½ to 5 E	1 50
7528	Gun Metal fox Blucher, tip, ½ double sole, 2½ to 5 E	1 50
7524	Box calf ¾ fox lace, tip, ½ double sole, 2½ to 5 E	1 50
7505	Dongola ¾ fox button, calf top, patent tip, ½ double sole, 2½ to 5 E	1 60
7506	Dongola fox Blucher, calf top, patent tip, ½ double sole, 2½ to 5 E	1 60

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Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Mich.



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E. A. STOWE, Editor.

Wednesday, April 21, 1909

ABRAHAM LINCOLN.

Eternally apart and above the places in history awarded to his fellow men, Abraham Lincoln stands alone in a chapter dedicated to no record except that which was made possible by his achievements, a record that is unique and everlasting.

Created, as the fatalists believe, for the specific purpose of meeting the tremendous exigency by which he was confronted, there was no other destiny for him to fulfill.

And yet such a conclusion robs the gentle, determined and most upright soul America has yet produced of its title to adoration and deprives those who thus may worship of a privilege that is esteemed beyond all measure.

An excellent appreciation of the character and life of Abraham Lincoln appears elsewhere in this issue of the Tradesman.

RESPECT OLD AGE.

If there is any method of printing and engraving, any quality of paper and binding, any form of "make-up" that has been overlooked by the industrious, shrewd, insistent and plausible promoter of the advertising of cities the fact has not yet been published.

Putting up a well-dressed, prosperous and confident "front" and presenting an easily comprehended "dummy," the successful solicitor will come at a merchant or manufacturer, a lawyer, banker, real estate dealer or insurance agent with a spiel that has the vigor of a whirlwind and the bouquet of absolute rectitude.

By and by the book or booklet or the special edition of "A Greater Oshkosh," "Skowhegan and Her Interests," "Fifty Thousand Club of Springfield," or whatever the catchy title may be, is published. It is known and generally believed that five thousand or ten thousand or twenty thousand—as the case may have been stated—of the special edition have been printed and will be delivered. That is to say, each advertiser, if it is an individual advertising proposition, or each public spirited subscriber, if it is an enterprise along public welfare lines, knows that he can call for a certain number

of copies of the publication for distribution as he may direct.

In addition he accepts—on faith—the promise that certain other thousands of copies are to be distributed to public libraries, to commercial and industrial organizations, to banking houses, and so on.

He looks the booklet over and in ninety-nine cases out of a hundred it proves unsatisfactory. Something has been omitted, something else is incorrect, another thing is overstated, this or that illustration does not do justice to its topic, the cover design is absurd, the printing is poor, the binding is cheap and all the rest of it.

And so, vowing never again to put his money into another such proposition he forgets the last experience until another and a similar one presents itself. He loses interest in his share of the booklet and pays no attention to the fact that by and by his janitor asks "what he shall do with that lot of books which has been kicking around in the basement for a year or so."

A year or two later he answers an enquiry of a friend residing in a far-away city by saying: "You will find an illustrated publication as to our city and her interests in your public library or among the files of your Board of Trade." Presently the friend comes back with, "You've got another guess coming."

Meanwhile the glib promoter pockets a handsome profit and hies himself away to pastures new.

"Grand Rapids As It Is," published in 1901, is out of date, and yet after nine years of "circulation" the edition is not exhausted. It does not need to be reproduced. If the Board of Trade desires to expend several thousand dollars in advertising Grand Rapids as it is to-day, all right, but as a matter of good sense adopt some method by which actual expenses can be accounted for and where actual results can be put on record.

TOO OFTEN NEGLECTED.

A splendid public service was inaugurated at All Souls' Church last Sunday by Rev. H. B. Bard, who delivered the first of a series of four sermons upon the general topic of "The Responsibility for the Child." This topic will be discussed from four different viewpoints, taken up in the order of their natural sequence and began with a review of the influence of the home upon the growing child. The other divisions of the topic will be the School, the Church and the State or Society.

In his discussion Sunday Mr. Bard pointed out the fact that the controlling, molding forces of a child's life are centered in the home and not, as too many parents seem to assume, anywhere else. It is in the home that a child's habits are very largely shaped; there it is that the child's thoughts are molded and the child's nature is developed.

Thus it is that the parent who permits other than home influences to become the compelling forces in forming a child's character commits an error, and so it is, also, almost a tragedy when the influences of the

home are inferior to influences which are potent elsewhere.

Habits of industry, the placing and acceptance of responsibilities, prohibition as to idleness and aimlessness and the observance of systematic procedure are among the things no child is too young to begin to comprehend. Parents are too much disposed to limit their regulations to explaining to children what they must not do and too unwilling to inform them as to what they must do. It is altogether a negative attitude to the almost total exclusion of anything positive.

Culture in its highest form must have its birth in the home, so that the child's intuition toward refined habits of thought and action may not become submerged and overwhelmed by diverse outside and opposing influences.

Parental tenderness and pride, natural and pardonable, must not, therefore, be permitted to operate without check in the direction of leniency, because ultimately such moderation becomes indifference, and apathy of this sort is certain to be resented by the child as soon as it becomes old enough to sense the dissimilarity between genuine parental interest and the mere imitation. And that ability to differentiate may come as readily to a child six or eight years old as to one that is in its teens.

A LAME EXCUSE.

According to daily press reports officials of the Grand Trunk Railway account for the fact that the work of clearing away the debris caused by the dreadful accident on the company's road last Monday morning was delayed about seven hours through inability to get a wrecking train from Ionia or Lowell because of washouts in those neighborhoods.

As a foil to this explanation comes the fact that the accident happened within six or seven miles of a great railway center, where four other railway companies have wrecking trains, any one of which under the circumstances would gladly have come to the rescue. Again, there is forced the enquiry, Does the Grand Trunk Co. permit the fifty odd miles of its track to be operated between Ada and Grand Haven with no wrecking outfit nearer than Lowell or Ionia?

Then, too, Cedar Springs is but a few miles away, so that a wrecking train might readily have been brought from Greenville or somewhere else along the company's tracks if it possesses such an equipment as the average great railway system should possess.

Seven hours is a long time to wait, and with Port Huron, Bay City, Detroit, Durand and Battle Creek resources available it should be easily possible for the Grand Trunk Co. to have a wrecking train and crew at the scene of the wreck within at least four hours after the disaster, even although there had been washouts all the way west from Owosso.

There is probably nothing quite so sad as the actions of a man who tries to be funny and doesn't know how.

A FIFTY YEARS' STUNT.

Any public improvement proposition, no matter what, is instantly contemplated by the average taxpayer as a matter to be carried out within the next year or two, if at all, and as a project which is going to increase his or her taxes at once and forever.

In the April edition of the Technical World Magazine is an extremely interesting article by Len. G. Shaw, entitled, "Conquering the Hell-Gate of the Lakes." It is the story of the half century struggle by our Federal Government to remove the rocks from the bed of Detroit River abreast of the Canadian village of Amherstburg (Malden, old style) an obstruction to deep water navigation known among sailor men as "The Lime Kiln Crossing."

This obstruction did not cause trouble at all serious until the Lake Superior traffic developed boats carrying cargoes on a draft deeper than 12 feet, and as the work of removing the rocks has proceeded during the past fifty years the increase in the size and draft of big freighters has kept pace.

The deepening of harbors in Lakes Michigan, Superior and Huron and the creation of 21 foot waterways at the "Soo" and at the St. Clair Flats were almost useless so long as the Lime-Kiln Crossing trouble existed, and so it was absolutely necessary for that danger and hindrance to be obliterated.

Thus, for half a century, the Government has been employed constantly during each season of navigation in clearing away boulders and huge fragments of limestone in a river channel area about half a mile wide and perhaps two miles in length. Thousands of tons of explosives, thousands of tons of fuel, dozens of dredges and tenders and thousands of men have been employed at a cost of many millions of dollars, because it was necessary to preserve the integrity of the Great Lakes as the most wonderful inland waterway in the world.

It is claimed that a few of the tea importers of New York are making strenuous efforts at Washington to have the proposed duty on tea replaced in the tariff measure now pending and there appears to be some danger that these people will succeed in their efforts unless the fight against the duty is kept up vigorously by those opposed to it. All retailers are strongly urged to write their Senators and Congressmen, reminding them that they are "unalterably opposed to this duty," on the ground that it is obnoxious to tax the breakfast table and that if this measure is passed the price of tea will be so increased that the consumption can not help but decline in this country and general depression of the industry follow. It will not be a matter of "protection of home industry," but an obnoxious revenue measure whereby the people of this country who are least able to pay the tax will be the ones called upon to pay the greater portion of it. Every retail dealer and consumer in this State should enter an emphatic protest at Washington at once. DO IT NOW.

CHEAPNESS OF HUMAN LIFE.

The American people are the most lawless and undisciplined of the human race under established conditions of civilization and education.

This fact is made apparent in the cheapness of human life in this country, not only as seen in the extraordinary number of criminal homicides, for which it is seldom any adequate punishment, if any at all, is visited on the slayers, but it is quite as much demonstrated in the enormous destruction of human life in what are called accidents. Every day persons are run down and killed or wounded in the streets of our towns and cities by some sort of vehicle. Every death so caused goes by the name of accident, and the only penalty that can be visited on the slayer is an inconsiderable fine or perhaps a brief term of imprisonment for violating a municipal law against fast driving. The killing of human beings is left out of the case, for that is mere accident.

A statement printed in the Atlantic Monthly for April of the "accidental" slaughter of the American people, while it probably does not embrace all killings attributed to accident, is startling and frightful in the extreme, or, rather, would be if our people could be startled into any sort of excitement by the fact that their fellows in the ordinary affairs of life were being destroyed in multitudes, not in wars, not by terrible epidemics of disease, but by the so-called accidents of daily life.

More people are being killed every year in the United States during time of peace than in the bloodiest battles of history. America is the world's slaughter-house for human beings. It is the price America pays for her civilization. During a single year 57,513 American men, women and children were killed or wounded by accident. During the last nineteen years the railroads of America have killed 143,527 persons. During the same period 931,450 persons have been injured by American railroads. The railroad toll alone for twenty years has been more than 1,000,000 American fathers and wives and children. During the last seventeen years American coal mines have killed 22,840 men, made at least 10,000 widows and upward of 40,000 orphans. The total cost of Cuba and the Philippines has been less than 2,000 American lives. During a single year American street railways killed and injured a few less than 49,000 persons. In New York the record of only twenty-seven days showed forty-two deaths and 5,500 injuries. Every year 6,000 Americans lose their lives in fires. American industrial plants are estimated to kill every year at least 25,000 men and to injure 125,000 more. American building operations cost 3,000 lives every year, and 10,000 other persons sustain injuries. Pleasure costs more than 1,000 American lives each year. The American automobile accidents of last year took 229 lives, without estimating the thousands more or less seriously injured. American drownings last year numbered 492. There are 1,000 American murders each year. Each American Fourth of July costs approximately

500 lives, with injuries to 4,000 other merry-makers. All of which means that each and every year the United States yields up the lives of 60,000 of its citizens in payment for its civilization.

Leaving out the murders, which make but a small factor in this tremendous bill of human slaughter, nobody is punished, nobody is even held to account for any of it because it is "accidental." Very many of these so-called accidents were the result of carelessness and often of deliberate violations of public laws and the corporate regulations by which employees are supposed to be governed.

Take the case of the great transportation corporations, which employ vast numbers of persons who are engaged in the operation of railway trains or of street cars. The conductors, engineers, motormen, car starters, signal men and the like are furnished with schedules by which their movements are to be governed. An accident happens because the schedule was not adhered to, and a lot of people are killed and maimed. Of course, there is an investigation, but the law finds nobody on whom to lay its hands, but there was a violation of the schedule which is traced to somebody. That somebody may be a person who has figured already in some other such disastrous occurrences. The managers, realizing that they have an unreliable person in a position of great importance, attempt to displace him or discharge him from their service. In most cases, if not in all, this proposed dismissal is met by a protest from the organization to which the person belongs, and the dismissal does not occur.

Thus have grown up in every department of life in this country conditions which deprive the public of all protection, while individuals are allowed the liberty of obeying or not at their pleasure the regulations set for their control and guidance. Congress has enacted strenuous laws requiring that railroad trains shall be provided with particular car couplings and air brakes, the burden of providing them falling, of course, on the companies, but there are no laws which hold anybody to responsibility for accidents of any sort in which people are killed.

Human life is dirt cheap in this country, and much of this cheapness is due to the fact that the laws and regulations, which would give a reasonable amount of protection if they were strictly enforced, are not only not enforced by the authorities, but are constantly disregarded by citizens.

The doctrine that every man is his brother's keeper has little force with the American people. It is every man for himself in such matters. The light in which the American people shine out grandly is in the giving of charity. None is too poor to give his mite of relief. But the American people love their individual liberty, and however serious may be its evils in other directions, this desire for personal freedom, which is really lawlessness, will, while it continues, effectually prevent them from coming under any practical socialistic or communistic control.

POPULAR OPINION.

Lincoln used to say that, "You can fool some men all the time and all men some of the time, but you can't fool all men all the time." Sometimes when the busybodies get at work on our affairs we feel much like saying that we do not care what people say. This is all right in one sense, the one which keeps us pegging away the best that we can in spite of adverse talk, yet in trade it does matter what people say, no matter how much we try to put on a show of indifference.

Lincoln's motto should for this reason be kept in sight. A few in all communities delight in showing the spirit of the iconoclast. Others are guided by what some one else knows, or pretends to know, and fall in procession with them. But there are always a few level-headed people of good principles who believe in investigating before accepting statements reflecting on another.

Let your goods, your methods, your habits, your aims, be such as to challenge investigation. If one man finds that he can get a good bargain at your store, you may be sure that he is going to speak of it to his friends. If you keep a good stock in any particular line, the fact is bound to reflect favorably. Customers as a class do not mean to be unjust. They may be too credulous, or as modern journalism seems to indicate as a failing common to the race, eager for sensation; yet they are not willingly unjust. It is up to you to so carry your business as to be worthy of their respect and confidence, and then strive patiently to obtain it. And be assured that if the first part is well done the level-headed investigator will soon find you out and, like the bell-wether, lead the rest of the flock eagerly back.

COMPETITION IN AIRSHIPS.

Although it seems somewhat ludicrous to talk about the relative strength of the various powers in airships, many very sensible people in all countries are now engaged in just such discussions and comparisons. Even in the United States the importance of the airship in future wars is being discussed and some military men, as well as civilians, seriously demanded of the last session of Congress that special appropriations be made to construct a number of dirigible balloons and aeroplanes for the use of both Army and Navy.

Our British friends, who have recently been going almost into hysterics over the evidences of Germany's growing naval strength, are beginning also to worry over the indications that the same power is doing much more in the way of developing flying machines capable of carrying a number of persons than Great Britain is doing. As a matter of fact the British military service has accomplished but little in aeronautics, only a single military dirigible balloon having been put in service to date. British experiments with aeroplanes have so far been unsuccessful. In this country we have done little, if any, better than England, as we possess so far but a single small dirigible

balloon for military purposes. It is true that the Wright brothers have led the world in developing the flying machine, but as yet their efforts have been the result of private enterprise only and not due to Government encouragement.

Both Germany and France have given more attention to the possible utility of airships in time of war. Germany already possesses six dirigible war balloons and France has four, with five more building. France also possesses as many as seven aeroplanes of greater or less value. Even Russia, as demoralized as her military services have been since the war with Japan, has one dirigible balloon and six aeroplanes.

After making due allowance for the zeal of the advocates of balloons as engines of war, the average layman will scarcely enthuse over the possibilities after noting the utter unreliability of the airships under varying conditions of weather. That the problem of navigating the air under favorable conditions has been in a large measure solved seems to be pretty well established, but the availability of airships as destructive engines of war has not been demonstrated as yet.

RETAINING THE EYES.

It has been said that not one educated reading person in ten has what can be called perfect eyes. This, of course, comes largely from overuse, aggravated by abuse. That it is extremely annoying to the business man who can not carry the prices of all his goods in his head to be compelled to look twice, to possibly carry the goods to a better light to determine the price mark, goes without saying. Yet it is equally inconvenient to be forced into wearing glasses prematurely.

A few simple rules will often prolong the period of no glasses well past the middle age. One who as sewing machine agent found occasion to do considerable close work is certain that he has preserved an eye that will thread the finest needle until well up in the fifties by the simple habit of using massage to preserve the convexity of the eyeball when washing. The exercise required only a few seconds, and yet by pressing around the ball in such a way as to preserve its convexity the flattening which comes with the years has been retarded.

In this fast age we read too much when on the run. Reading on a car or when driving is extremely injurious, the constant motion making the strain on the optic nerve continual. It is better to content yourself with only the headlines than to pay the penalty for text thus obtained.

Avoid the glare of a red shade. Green is much more restful. If the eyes are tired or uncomfortable in any way, stop using them. Avoid standing with the face toward the light when doing close work. If your store is not well lighted contrive in some way to remedy the defect. The advantage to your eyes will be great, while the increase in trade will repay the cost. Customers abhor buying in a poorly lighted store.

THE CITY BEAUTIFUL.

Most Improved Methods of Embellishment and Development.*

St. John has given us a vivid picture of the heavenly city, couched in terms which we on the earth are in the habit of employing, and which we can understand if they deal with the real things, but which we may misinterpret if we are not well grounded in Oriental symbolism. In reaching toward the ideal, whether it has to do with earthly or heavenly conditions, we are not so gifted in constructive imagination as to think clearly except in the terms of things which we have seen and known in our earthly experience, and the finest picture of the heavenly is not exalted above the best thinking conditions developed with earthly attributes.

In the making of cities there is a great variety in standards. In just so far as our aims in life differ, so far apart we find the plans which we outline for the development of a beautiful city. Commercialism is most strongly in evidence as a leading factor in most of our cities and the commercial view of city evolution largely eliminates the aesthetic view as impracticable and entirely undesirable and a waste of energy. These business men point out the difference between a live town and a dead one and detail the successful efforts in developing wonderful embellishments in connection with some towns which are so un-American as to be devoid of any great commercial undertakings and say, "This is not the sort of a city that America should develop." In their estimates they make comparisons which are unfair and they entirely ignore the commercial value of beauty, which, although in the eyes of the aesthetic may be too low an estimate to think of, I am inclined to feel that this factor must be employed, especially in our country, as one of vital importance in awakening a deeper interest in that side of life which deals with the making of things beautiful and attractive and satisfying to the man who will look up occasionally for a moment from the active, persistent business life. Other things being equal, I am satisfied that the man seeking a home, with a business career in mind, will not fail to appreciate the value that beauty gives to a city as a place in which to live and prosecute almost any line of undertaking. A dead town commercially may be a beautiful town, but a live commercial town may, without any loss, become a well embellished city.

We people in the city are apt to think we are more progressive in our ideas than other people. We laugh at the farmer who is willing to "let well enough alone" and use the methods of his father and grandfather. We point our finger of criticism at certain classes of laborers who do not keep up with the times and who follow in the rut of their predecessors, being satisfied with the traditions of their elders. We smile at the women who will not bring into their

homes the modern appliances for the saving of labor; and yet we fail to see that in connection with the growing of a city we are open to as severe criticism as any of these which we occasionally hold up in derision.

We are asked to widen a street because, with the city's commercial growth, it will be of almost vital importance in the near future, and laugh at the suggestion, saying, "The street is wide enough and the two sides devoted to business must not be too far apart. All of the business which will ever come through this principal throat can be done with the thoroughfare as it is, etc."

When an open plaza with roominess is suggested in front of the central station, and which will cost a considerable money to secure, we say, "This is an unwarranted expenditure. There are things which the city must have for which we had better spend our money; this is not a necessity, while good water and the best of sewerage are the vital things."

When it is desired to cut out a useless angle in streets, we shrug our shoulders and say, "We have always managed to get around that corner and we can do so in the future and save this expense of straightening the line, using the money to put into the utilities of life."

When asked to develop long, straight, beautiful thoroughfares leading directly from the center of the city out toward the country, reducing as far as may be the crooks and turns, we ask what it will cost and find that a large amount is required. We turn down the proposition with the thought that our successors can do this when it is required, utterly ignoring the fact that this convenience and this beauty can be acquired now at a fraction of the cost which will be necessary at any time in the future.

We deal with the city's progress about as we do with our heavenly prospects. We sit in church and prayer meeting and religious conferences and iterate and reiterate the fact that this life is but a short span and is of trifling importance with the eternity beyond and give grave counsel about seeking the heavenly things. Still we go on with our lives as if this world were the only world and this life the only life. So in the city's growth, we sit down in municipal conferences and make a forecast that our city will in a quarter of a century have double the population that it has now, and in our minds see this wonderful growth; and still, in the activities of to-day and in the decisions to be made to-day, we are absolutely neglectful of the demands of the larger city which we picture and which we by our actions declare as impossible. We think of the city in connection with our plans as a city of to-day, without material growth and, without greater needs and higher ideals. The truth is, unless all signs fail, our city will be a large city. The elements of growth are here and the development will be rapid and the needs of the city will be wonderfully increased with its growth. Our duty unquestionably, in connection

with this growth, is to prepare for it, to pave the way for it, to make it easier for those who are to come after us to maintain the high ideals of a city and not have to do things again and again that can be planned for and carried out at comparatively little expense by the generation of to-day.

We should adopt a comprehensive plan. We should lay out the streets with reference to this larger city. We should save the open spaces for the congested city of the future to use as breathing places. We should not neglect the generations of children that are to come and should lay our plans to bring them up in a wholesome manner. We should to-day give our attention to this wonderful river of ours, which is the greatest factor in connection with the future beauty of the city. We should begin now to utilize it in a way that will lead to its increased usefulness as an element of wondrous beauty that shall make its appeal to generations unborn. We should render our city attractive and useful by straightening its thoroughfares and making the connecting links between the city and country of such a nature as to continuously appeal to the great population which will throng them in the generations and centuries to come. In this sense we are not only our brother's, but our children's and grandchildren's keeper. We can not shirk the responsibility of handing down a city more useful, more beautiful than the one we found.

It is of vital importance to dwell at considerable length with ourselves upon these general ideals of what the city should do and be. The work of accomplishing these ends is a matter of endless detail and must be dealt with in a practical and well developed method, but before we take hold of the details we must have the plan. We must use our constructive imagination sufficiently to have in our mind's eye the city of Grand Rapids in the future. The people who visit our city from the outside have very satisfying words of commendation for our natural advantages. We, who are here with these natural advantages continuously, are apt to neglect them and thus lose the opportunities which are presented to us in utilizing them in the largest possible way to make urban life attractive to ourselves and our successors.

In addition to this beautiful river which we have, there is our pair of lakes to the east of us which should be made one of the most useful features in connection with the future growth of our town. It was only a few years ago that one who was considered our leading citizen said:

"Grand Rapids is not the type of city requiring parks or what you call 'breathing places.' We have no congestion; we have no tenement district. It is only a step into the country and the woods. Why grow woods in the town? This kind of talk concerning parks, park ways, playgrounds, etc., applies to large towns with congested conditions. We are not warranted in wasting the people's money on such frills and fan-

cies. Our streets afford accommodations, with their beautiful lines of trees, for park lovers, without additional expense. We must keep down our taxes if we want to make our city attractive."

This in a considerable measure deals with the beautiful in the growth of the city and emphasizes the importance of "looking forward and not backward and lending a hand." With the reaching out of population and the covering of the country adjacent to us with a congested population, the thought of utilizing the valleys of our streams, which can be turned into parkways that extend nearly around our entire city, is an important one, and it is well within reason to say that, in saving for all the people a considerable area of territory tributary to these streams, it must be done in a way that shall not be a burden of taxation upon the entire city, but rather be paid for by those who will reap the largest benefits and whose holdings are contiguous to this territory; recognizing the fact that property adjacent to park areas increases in value more rapidly than in almost any other location. The truth is, there is a commercial value which the hard-headed business man should recognize in the relation to the establishment of parks and breathing places in connection with a rapidly growing city.

From larger things passing to the lesser ones, it is perfectly plain to us all that we are most of us neglectful of the little things which make for the beauty of a city, and it is because of the delinquency of individuals in connection with their own holdings that the city becomes neglectful in the solution of the larger problems. We leave the litter in the rear of our houses to be an eyesore to the passerby. We neglect to take care of our ashes and allow them to remain in unsightly heaps next to our dwellings until the annual spring cleaning. We even turn our rubbish into the streets, hoping that in the course of the day, or a day or two at least, the public cleaner will remove that for which we are personally responsible. We allow an unskilled man to prune our trees so that beautiful, symmetrical forms are made ugly. We exhibit our garbage can to the entire world, when it ought to be skillfully hidden from the view as a blemish in the landscape. We place unsightly signs upon property that we have for sale. We allow other people to put upon our premises pictures and advertisements that offend the senses. We bring the city itself into disgrace through this course of being a meaner offender than any individual in desecrating its public places by offensive advertisements and signs which become unsightly blemishes on the streets of our city.

We make unnecessary sacrifices of beauty in what we call the interest of utility. When we are sick we seek the counsel of a physician who is skilled in the handling of diseases; when we teach our children, we avail ourselves of the ability and skill of technical professionals, to help us, and take their advice in matters of

*Abstract of remarks made by Hon. Charles W. Garfield at the Fountain Street Baptist Church Tuesday, April 13, 1909.

education; but when we build our houses most of us feel that we know what we want and there are many of us too slow to avail ourselves of the counsel of experts. In matters of landscape beauty about our homes we think it is a waste of money to pay for a little counsel from people who are technically educated to give it with regard to matters of beauty. We allow upon our main streets monstrosities of architecture, and there is no general plan pursued, the result of which would be to have one set of buildings comport with another in order that the whole street might be more attractive. Rather, we allow each individual to exercise his own judgment, untrammelled, as if he had no responsibility to the general public; and thus we have upon our main streets an unsightly conglomeration, when under the advice of those who know how to deal with these propositions we could have a comely street. We allow real estate men to divide up parcels of land, utterly disregarding the rights of all the people and segregating upon small pieces of land a number of houses with no room for children to play and no room upon which to develop any setting for the buildings to add to the beauty of the locality. All the people through their united influence should disallow men to ride over the rights of community in these matters.

In the development of a city we have magnified the services of the engineer and minimized the usefulness of the landscape gardener. Really the services of the latter should come in advance of the services of the former. There should be a concord of action which shall bring the utilities and beauties of a city into harmonious relationship to each other.

What we need then, it seems to me, in the evolution of our city, is, first of all, individual responsibility. I can best illustrate this by a circumstance which I enjoyed in the city of Paris: I chanced upon an American and walked with him for a space and we admired together the Champs Elysees, that wonderful creation that gives character and individuality to this most beautiful city in the world. As we stood upon the corner, he held an envelope in his hand and, slipping the letter which it contained into his pocket, he carelessly tore the envelope into a number of pieces and dropped them into the street. Just at the same moment when he was telling me that it was quite wonderful how the city of Paris was kept so clean with so little demonstration concerning it, an officer stepped up to him, pointing down to the bits of paper on the street, and informed him that it was against the law to litter the streets. There was a receptacle near by and he asked him in polite terms to please pick up the scraps. My friend then understood the solution of his query as to how the streets of Paris are kept so clean without great demonstration.

It is this individual thoughtfulness which must be developed in our city. Just the other day Mr. Boltwood and I were coming down town together,

walking along at the head of Monroe street, when a bright, healthy school girl, who had evidently had a light breakfast, stepped up to a banana man and bought a single fruit. She opened it and took out the eatable contents and stepped to the curb, within twenty feet of one of our refuse cans, and dropped the banana peel into the street. There is scarcely anything more unsightly than a crushed banana peel on the sidewalk or in the street, and this act of thoughtlessness indicates a line of education which we certainly ought to pursue in connection with our home and school training of the children for whom we are responsible. This carelessness is not confined to children. We grownups are flagrant in our careless and wasteful habits in these matters.

We must have a comprehensive plan which shall be made by men who are skilled in matters of this kind. Our city has already taken the initiative in this direction. We do well to hold up the hands of people who are thinking out this wide-reaching plan which shall be in the interest not only of us to-day, but of all the people who are to follow us. Even if some features of this plan seem Utopian to us and hardly practical, we should think over them with care and allow that possibly our viewpoint is narrow and wrong, as compared with that of the gentlemen who have a broader angle of vision. There is no exact standard of beauty. We can not set up an ideal of exact taste that shall be admitted as correct by all. In matters of taste there is a wide variation, but we do well to respond in a favorable way to the suggestions of those who have the widest range of observation and experience in these matters, when they give us their counsel. We should have a spirit of tolerance, even with people who try to make their homes beautiful and who may not in their methods accord with our ideas of what the aesthetic would dictate.

Certainly there are a few things which we must recognize as of vital importance in connection with a more beautiful city. First of all is space. We must avoid as far as possible the congestion of population by providing breathing places and opportunities for getting some sunlight and fresh air and room to play.

We must also recognize the great importance of time in regard to the development of a beautiful city; that now is the time to initiate important features which shall grow with the growth of the city; that we must not expect to accomplish everything in a minute. We can initiate a plan, but our successors must develop it into the larger fruition. We must put the greatest moderation into our habits. The average American is too nervous and too unwilling to meditate upon the broader problems of life, but urges himself forward and through life at a railroad pace. We must become acquainted with the most approved methods of embellishing the city and rendering it attractive and useful for ourselves and alluring to

those who visit us, and thus influence people to come here and be a part of us who love these things and appreciate them.

And above all things we must relieve ourselves somewhat of our grasping methods, of our thoughtlessness with regard to the responsibility to all the people, decreasing the emphasis which we put upon margins and the increase of our holdings; the building of ourselves up at the expense of others, and carry into our lives in connection with our growing city something more of the religion which we profess. We must forget ourselves in a large measure in the interests of our fellowmen. It is thus that we shall broaden our view of the life which we are now living; increase our usefulness to our fellowmen, and, if we believe what we profess to with regard to the other life, will develop a value in our lives which will find a field for its usefulness in any life the Creator may vouchsafe us.

Question Important To Farmer.

Man's bread and meat are in the crops. And the crop's bread and meat are in phosphorus, nitrogen and potash. In the absence of any of these the plants can not live. There is a vast nitrogen reservoir in the atmosphere which contains countless millions of tons of free nitrogen so that there is not expected any serious shortage in this indispensable plant food. And there are billions of tons of potash in the mines of Germany and inexhaustible mountains and mountain ranges of feldspar.

But of phosphorus Prof. F. W. Clarke states that the outer crust of the earth contains not more than .11 per cent. This is less than one-twentieth of the potash supply and presents what G. F. Mitchell terms

the world's most important agricultural question.

Wyoming, Utah, and Idaho comprise the largest area of known phosphate beds on earth, and the United States produces more phosphates than all other countries together. Last year there were 2,265,000 tons of phosphate rock produced in the United States and over 900,000 tons, or about 40 per cent. exported, while the total exportation since the beginning of the century has been almost one-half the total production.

The extent and tonnage of the Eastern fields are seen to be extremely limited, and there is apparently no way to prevent exportation from these areas, now largely controlled by foreign capital. But there is under consideration a federal leasing system for the full development of the Western fields which will prevent exportation therefrom and save American phosphates for American farm lands which it is thought will need them all.

Dr. C. R. Von Hise, of the Wisconsin University, estimates an annual waste through the larger American cities of the equivalent of 1,200,000 tons of phosphate rock. The total waste of phosphorus, potash and nitrogen, through exposure, seepage and other loss in the careless and ignorant handling of farm manure has been calculated to be between \$50,000,000 and \$100,000,000 every year.

Something Worth While.

Cecil—By Jove, old chap, flowers put a terrific crimp in a fellow's roll, these days.

Algy—Perfectly awful! I often think what real fame that fellow Burbank would achieve by growing a popular-priced orchid!

Use Our BUG COMPOUND

on your shrubs, vines and plants.
Will keep the lice off your rose bushes and kill potato bugs.
Furnished in barrels or 80 lb. paper bags.

Our LAND PLASTER

will improve your clover and grass.
Put up in 100 lb. paper bags or sold in bulk carload lots or less.

Address GYPSUM PRODUCTS MANUFACTURING COMPANY

Manufacturers and dealers in Eclipse Hard Wall Plaster, Woodfibre Plaster, Calcined Plaster, Land Plaster and Bug Compound.

Works 200 So. Front St. Office 44 Powers Theatre Bldg. Grand Rapids, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



How To Meet Mail Order Competition.

I may, perhaps, be accused of disloyalty to the dealer when I advise every hardware man to stop any "mud-throwing" at the big mail-order houses he may be doing. Running down your competitor rarely gains the end in view, and in this particular case one can safely say that it never will.

The average person prides himself on his ability to buy to good advantage, and on this point he is usually extremely sensitive. A certain percentage of every hardware dealer's customers have probably bought by mail at some time and some are buying regularly, so that when you rap mail-order houses in general to such parties, particularly if they have received fair treatment in their dealings by mail, you instantly stir up a feeling of resentment, for are you not openly questioning their judgment? The dealer only weakens his cause by continuing this policy.

The inroads of the big mail-order houses in the fields of so many hardware dealers, especially in the small farming towns, has been so keenly felt that perhaps the present policy of retaliation is excusable. But while it may be excusable, it is far from being the right policy. Where there is effect there must be cause. If the hardware dealer will think over the situation, he will come pretty close to the reasons for the big mail-order successes of to-day.

Then if he applies the same methods to his own business, he should obtain the same results. This is the secret of effectively meeting mail-order competition. Take advantage of the policies that have made the mail-order house what it is. Do not waste your energy in "knocking" these methods—use them yourself.

Let us see in what manner the hardware dealer can adapt mail-order methods to his business and on what points a retail business is superior to a mail-order business.

The average mail-order house treats its customers with unvarying courtesy and pays close attention to its correspondence. The hardware dealer may at first think that price alone makes mail-order customers, but it is a fact that price is not wholly responsible for the growth of the mail-order business. The ordinary person, farmer or city man, does not like to be treated as if he were one of a herd of cattle. He looks for personal attention and buys from those from whom he receives this attention. It is a hard fact, but there are a great many retail stores whose sales force

are so devoid of personality that customers are actually repelled by the cold, matter-of-fact treatment they receive.

If the mail-order house infuses personality in its dealings with its customers, why does not the dealer do the same? This is an important point and one to which every hardware dealer should give his earnest attention. It should be an easy matter for every store proprietor to instruct his clerks to be cordial and painstaking. It seems like a small point, but it is one that the big mail-order houses make use of in every manner possible.

Store arrangement corresponds to the mail-order catalogue. This catalogue is so carefully and attractively arranged that it is really a pleasure to order from it. The hardware dealer should arrange his stock on the same basis. Omitting the details, the general arrangement should be such as to display to the best advantage all of the stock possible. It has been thoroughly demonstrated that people coming to a store to buy any one article frequently buy others that are called to their attention by being prominently displayed. Every page in the mail-order catalogue is well displayed and every article listed is indexed. This is one secret of mail-order catalogue popularity. I show in this article how the hardware dealer can use an index just as effective as the mail-order index.

One hardware dealer I know personally so keenly realizes the value of prominent display that he uses nothing but all-glass show cases, where all his cutlery and small stock can be placed so that it will be seen—not hidden away from public gaze in long drawers or underneath the counter. He has built long wooden display tiers covered with green burlap on which he places his larger stock, such as kitchen utensils, garden tools, etc. This hardware dealer is located in a farming community and he is more than holding his own against the mail-order houses.

Store attractiveness must not be confused with store arrangement. A store may be attractive, but not well arranged as regards location of counters and stock. It is the combination of these two that the dealer should endeavor to effect, and it is really one of the essentials to large success in the retail business.

One of the best methods a dealer can use to secure effective store arrangement is to carefully study the interior photographs of hardware stores published in his trade paper and the comments made upon these

photographs. He should also pay close attention to the window-display photographs, for the window is the eye-catcher—the means to the end. Novelty in window displays is extremely desirable. During the past year Hardware has given some good examples along this line worthy of considerable study.

The hardware dealer should carry as large and varied a stock as is consistent with his resources, and above all he should keep stocked up. It is poor policy to tell your customers that you have run out of this or that article, for that drives them to the mail-order catalogue, which never runs out of any article listed.

Your trade paper will keep you posted on new articles of merit, and it is advisable to add as many of these to your stock as you can, for one of the reasons that the farmer trades by mail is, because the mail-order catalogue offers him a wide range of selection. By adding new articles now and then you secure a "beat" on the mail-order house, which fortunately can not revise its catalogue as often as you can alter your stock.

Retail buying has some decided advantages over mail-order buying, but I have seen few hardware men who take advantage of these points, which are herewith outlined:

1.—Seeing before buying. This is perhaps the strongest argument against buying by mail that the dealer can use, yet it is seldom seen featured. The Missouri Clan is fast growing in membership. People want to be "shown" values before making purchases. The hardware dealer can argue that it is impossible for a picture and a written description to show any article thoroughly. There are, he can point out, some things that may not be perfectly sat-

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.

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.

"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

**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.

isfactory about goods purchased by mail, yet perhaps too small in themselves to cause a return of the goods. And this is literally true. While the writer's opinion is that reliable mail-order houses do not misrepresent goods, he has found in many instances that goods purchased from catalogue houses were not always as satisfactory as those purchased at retail, simply because retail purchasing allows not only examination, but the choice of selection. A great many people have undergone this experience in mail-order buying, and the hardware dealer only needs some strong talk directed at this particular point to win over some mail-order buyers.

On some goods, of course, by means of C. O. D. arrangement, the mail-order house can also allow choice of selection, but on a great many articles found in a hardware store this is not practicable because of transportation charges. Even though choice of selection on C. O. D. shipments could be allowed on any article in a mail-order catalogue, there still remains the disadvantage of delay.

2.—Delay. Americans are becoming more and more people of action—people who do not like delays. And the delay necessary in all mail-order buying is a point well calculated to impress itself forcibly upon mail-order buyers.

3.—Transportation Charges. It is a well-known fact that mail-order buyers do not seem to figure in postage, express or freight charges on the cost of articles listed in mail-order catalogues. Or at least if they do, the transportation charges do not seem to strike the average person as forcibly as if the price were higher, with no other charges as in retail buying. This is a fact that is capable of being worked up into a cogent argument.

4.—Home Buying. This is always a strong argument, especially where the citizens are endeavoring to boom the town and its environs. The hardware dealer should adapt his argument on this topic to conditions peculiar to his locality, as this will serve to make a more powerful appeal.

5.—Store Personality. No mail-order house can ever hope to attain as close a relation with its customers as is possible with a retail establishment conducted with this aim in view. This subject has been treated elsewhere in this article and it is a subject worthy of careful thought. Personality is becoming a big factor in the commercial world and a little effort in this direction will pay big returns in trade. The writer knows of a store in New York City that does an enormous business through sheer store personality, for while their goods are quality goods, there are a dozen neighboring stores whose stocks are, perhaps, as excellent, but whose store personality is conspicuous by its absence.

To supplement the work of the clerks in establishing a store personality, the writer would suggest the use of a slogan by which the store would be popularly known. For instance, there is a firm in Scranton,

Pa., who happen to be located on one of the town squares. They, therefore, adopted as their slogan "On The Square." Many similar ideas adapted to local conditions or otherwise can be easily worked up. This slogan should be featured in all newspaper advertising, on all printed matter and on the store sign. A slogan serves to familiarize and popularize the store and in time it will surely become a business asset just as a trade mark is the most valuable asset of a manufacturer.

If any one thing could be said to be responsible for mail-order success that one thing would be advertising. While the careful analyst realizes that the big catalogue houses owe their development to a number of principles carefully worked out and applied, it can be safely said that without skillful advertising they could have never been built up to their present proportions.

There is nothing unusual to be found in mail-order advertising. In fact the methods are very much akin to those of the dealer's next competitor, the department store. Nearly every method of business getting used by these two competitors can be successfully adapted for the hardware dealer's use.

Let us see how these two institutions go about building up their trade. Their first step is to advertise several special offers. These articles are sold at cost or perhaps below cost. The objects respectively are: the mail-order house gets the opportunity of sending on its catalogue and the department store draws people into contact with its well-arranged counters, which correspond to the mail-order catalogue. I mention the department store to bring home to the dealer the fact that a competitor whose conduct of business is almost identical with his own has taken advantage of mail-order methods.

The next step of the mail-order house is to call attention to the merchandise in its big catalogue, and, as before mentioned, this catalogue is so well arranged that there is no confusion in making up an order. Every article is indexed and this index possesses great selling power, inasmuch as it is, so to speak, a daily reminder to the household.

The majority of dealers are of the opinion that every article in a big mail-order catalogue is priced much below the average retail selling price. On this point they are absolutely wrong. The mail-order house simply utilizes the old but effective method of featuring leaders. Note the colored inserts in a mail-order catalogue. These always list specially-priced articles and they are put there for a purpose: to convey the impression that every article listed is low priced. A careful study of big mail-order catalogues will disclose some interesting data regarding prices. But the buying public do not realize this and probably never will, so nothing remains for the dealer but to use the same method—beat the mail-order houses at their own game.

The advertising methods best adapted to hardware stores in the

smaller towns where mail-order competition is most felt may be outlined as follows:

- 1.—The Store Bulletin.
- 2.—Newspaper Announcements.
- 3.—Special Sales.

1.—The Store Bulletin. First and foremost in importance is the mailing list. Every hardware dealer who hopes to win the farmer's trade must have a live mailing list. But the best mailing list must be handled right or it will not produce results.

The average hardware dealer in the small town has neither the time nor the facilities for using personal letters in his mailing-list work. Circulars are not particularly attractive and after a time they fail to impress the farmer.

There is, however, one sure way he can make this mailing list a business builder, and with comparative small cost, too: it is by the use of a weekly (or at least semi-monthly) store bulletin. This bulletin may simply take the form of a single sheet or it may consist of four pages, or even more, as the dealer may decide. It is not the size that makes a bulletin of this kind effective, but the manner in which it is written. It need not be an example of rhetorical art, but it should be newsy, giving the store news in full.

Its great advantages over circulars are that it is more personal, can be kept right up to date, informing the farmer of new stock, and if a little care and originality are centered upon it, it will be far more readable than the best circular.

The hardware dealer can use this bulletin to carry an index of his stock after the same manner of the mail-order catalogue, and, moreover, he can give special prominence to articles in season, which is practically impossible with the mail-order cata-

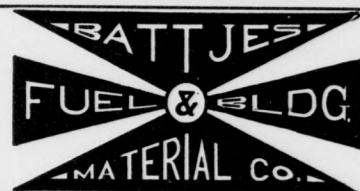
A DIVIDEND PAYER

The Holland Furnace cuts your fuel bill in half. The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel. Write us for catalogue and prices.

Holland Furnace Co., Holland, Mich.

Grand Rapids Supply Company

Valves, Fittings, Pulleys
Hangers, Belting, Hose, Etc.
Grand Rapids, Mich.

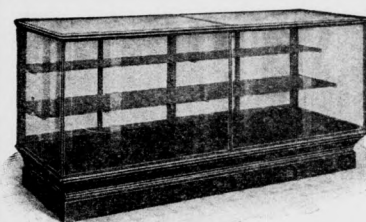


**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building



Display Case
No. 600

This Case Has In- creased Sales 25%

Is attractive, durable and reasonable in price. Let us tell you about it.

B. F. SWEETLAND, Shelbyville, Mich.
Representative—Lower Michigan

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

The Largest Show Case Plant in the World

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.

The best Porch and Cottage Furniture and where to get it.

Klingman's Sample Furniture Co.

Ionis, Fountain and Division Sts.
Entrance to retail store 76 N. Ionis St.

logue. For instance, during April and May he can call the farmer's attention to his stock of agricultural implements, ready roofing, tools and other seasonable articles, listing the articles and using cuts that every live manufacturer will supply to him free of charge. In every issue he should write a little personal talk signed with his name and pertinent to his store and locality and every so often arguments showing the advantages of retail buying should be run as outlined elsewhere in this article.

An appropriate title should be chosen for the bulletin and the printer instructed to arrange an attractive set-up and to stick to the arrangement, so that within a short time the bulletin will be a familiar and a welcome piece of printed matter in every farmer's home. Bits of local news or humor can be used to further liven it up.

This bulletin, dressed in attractive form, changed every so often and listing articles in season, is a great factor in building up outlying farming trade. For town or nearby trade the bulletin can be distributed by boys, thus saving mailing expense.

The hardware dealer or one of his clerks should be able to take hold of the little work necessary to get out this bulletin, but if he does not feel equal to it, he can easily secure the services of some advertising writer whose charge for this work would be moderate.

I will guarantee that any hardware dealer who gives this method of advertising a few months' trial will not

feel as though he could afford to discontinue it. The bulletin will serve to speedily give you a reputation for being alert and progressive and by keeping your customers, present and prospective, in close touch with your store to make it one of the most effective means of fighting catalogue-house competition.

If the hardware dealer's mailing list be sufficiently large, local newspaper work will not be absolutely necessary, although the local newspaper should be used in connection with the bulletin if possible.

2.—Newspaper Announcements. The writer's experience with weekly newspapers in small towns has been such as to convince him that this means of advertising rightly taken advantage of is a great business builder. Unless the dealer will take time to prepare well-written, newsy advertisements, I would advise him to let some advertising writer take hold, who will generally furnish him wellwritten advertisements for a small expenditure, or to use advertisements supplied in form of electros by the manufacturers with whom he deals. Nearly every manufacturer of repute has this service or something similar to it. The advertisements should be seasonable and changed weekly. I would not advise the use of stock advertisements sold by certain firms, which are supposed to be adapted to all lines of business, but really fit none. Far too many dealers take all life out of their advertising by using this sort of advertisements.

3.—Special Sales. Special sales offer the means of using the mail-order method of drawing trade. A modern philosopher has said: "We must spend a dollar to get back two." If the hardware dealer would put a special price on some article or articles every so often and advertise the fact, he would not only attract new people to his store and get acquainted with them, but he would suddenly find everybody watching his announcements with particular interest, and in the case of the farmer this means less mail buying. Suppose the articles at these sales were priced at cost. The profit lost would be more than made up on the increased purchases of other articles during the sales and on future orders of customers gained by this method.

When the dealer decides to inaugurate a special sale he should feature the fact in his store bulletin, in the newspaper and by attractive window display.

A summary of this article would seem to indicate that the retail business and the mail-order business are at least evenly matched and that the success of the mail-order business has not been so much due to the question of price, but because the mail-order interests have worked out and used successful selling methods, which the dealer has, generally speaking, positively ignored. The dealer knowing this and acting accordingly should be able to bring about a change of affairs.—Burt J. Paris in Hardware.

Some of William Penn's Maxims.

Method goes far to prevent trouble in business, for it makes the task easy, hinders confusion, saves abundance of time and instructs those who have business depending what to do and what to hope.

It is profitable wisdom to know when we have done enough; much time and pains are spared in not flattering ourselves against probabilities.

He who judges not well of the importance of his affairs, although he may be always busy, must make but a small progress.

Wit is fitter for diversion than business, being more grateful to fancy than judgment.

Yet it must be confessed that wit gives an edge to sense, and recommends it exceedingly.

He that has more knowledge than judgment is made for another man's use rather than his own.

Less knowledge than judgment will always have the advantage upon the injudicious knowing man.

A wise man makes what he learns his own; the other shows he is but a copy, or a collection at most.

But make not more business necessary than is so; and rather lessen than augment work for thyself.

They that show more than they are raise an expectation they can not answer and so lose their credit as soon as they are found out.

It is not enough that a thing be right if it be not fit to be done. If not prudent, although just, it is not advisable. He that loses by getting had better lose than get.

To Increase and Maintain Your Profits

On Mother's Oats and Our Other Mother's Cereals

We Offer Free for all coupons in these quality brands

The Mother's Oats Fireless Cooker!



This sanitary cooker is complete in every detail and saves 80% in fuel. Besides MOTHER'S cereals it cooks everything, vegetables and meats, cheaper, better, and without labor.

Our Cooker advertising campaign in the newspapers, magazines, etc., now in full swing, will reach over 65,000,000 people, many of whom are your best customers. All our "ads" urge the customer to buy of you the MOTHER'S brands at a profitable price. (Mother's Oats is advertised at the 12 cent minimum.)

Display one of these cookers in your window and see the MOTHER'S cereals move from your shelves in increased volume and your profits pile up! You may redeem our coupons for these cookers at a profit to yourself besides greatly increasing your sales of the profit-paying MOTHER'S brands. Every customer you have will want one!



This Cooker is 12 inches high and 12 inches in diameter. Made of the best material throughout. The interior of the Cooker is absolutely airtight. You get two fine agateware pans free with it.

WRITE TODAY FOR SPECIAL TERMS TO RETAIL GROCERS ONLY

THE GREAT WESTERN CEREAL CO., CHICAGO

THE HUMAN EQUATION.

It Is an Important Factor in Newspaper Making.

Various church classes and the preachers themselves have lately been discussing the newspapers, how they are conducted, upon what principles and policies they are run, whether or not the dollar mark is attached to what may or may not appear in print. The discussion has been interesting, but it must be admitted that much of what has been said is best described as "tommy rot." This has been true because those who have participated in the discussion have overlooked or not thought of the human equation in newspapermaking. In nothing that is produced for every day consumption does the human equation constitute so important a factor as in the newspaper. A piece of furniture or a suit of clothes may give us an insight into the character and honesty of the maker, but the personality of the maker enters so little into the product it is scarcely noticeable. With the newspaper personality is pretty nearly the whole thing. The character, the disposition, the purposes, even the habits of the newspapermaker can be seen in almost every line. It should not be inferred that the modern newspaper is the work of any one man. This would be the farthest possible from the truth. The reporters, editors, correspondents and contributors may be numbered by the score or the hundred. But no matter how large may be the staff, the personality of some one man colors all that appears in the columns of the paper. If this one man is strong in character, in courage and in convictions his paper will be similarly strong. If he is a self-seeker, a trimmer, a moral coward, his paper will reflect the fact. A river can not rise higher than its source. A newspaper can be no greater than the men who make it, or rather the one man who shapes its policies.

Much has been said in the recent discussion as to the influence of the newspaper. Along this line some of the speakers, in fact, most of them, have spoken in a way to give joy to the fledgling journalist, but which has made the old newspaper man smile. A newspaper is influential only so far as what it may say appeals to sound sense and sound morals. A newspaper may to some degree shape public opinion, but in the vast majority of instances its function is merely that of a reflector—it puts into written words what is already in the minds of the people. Like a sand lot orator a newspaper may occasionally sway the people one way or another, but such victories are usually short lived, and most always are followed by reaction. The wise editor keeps his ear to the ground, finds out what the people want and then unless influenced by politics or business considerations he advocates this and then points to the result as a victory handsomely won. As a matter of fact the only victory has been in successfully reading the signs of the times. This method is not sordid nor is it commercialism nor does it lack in the elements of courage and honesty. It is

merely a recognition of that ancient principle, the voice of the people is the voice of God. This ancient principle may sometimes go wrong, but nevertheless it is a fairly safe principle to go by because the average man intends to do what is right and he honestly wants what is right to prevail.

In the recent city election every newspaper in town, daily and weekly alike, strongly advocated the issuing of bonds for the erection of a convention hall as a municipal enterprise. The proposition did not appeal to the people and it was defeated at the polls by a majority of 900, whereas the water works bonds were authorized by a majority of 2,800. In advocating the convention hall bonds the newspapers tried to shape public opinion and failed, as they usually do, whereas had they gone out among the people and learned what the people wanted and then reflected sentiment by opposing the plan they would have scored a "victory."

Newspapers are not often intentionally dishonest nor corrupt, but they are made by men and the character of the men who make them will stand out in bold relief in their columns, not merely in what is printed but in what is left out. The man with no convictions can not get out a paper that is strong in its utterances. The strong man can not send out a wishy washy sheet. The man behind the newspaper is the man who determines its character, and the newspaper's character is the character of the man. This could be illustrated by the three papers published in this city, but the people who read the papers can for themselves pass judgment.

Business Conducted By Women For Women.

One of the prosperous industries of Grand Rapids and one concerning which very little is known in its home city is the Marietta Stanley Company. In an off hand way it can be described as an institution that is by women for women. It manufactures various toilet preparations. Mrs. J. C. Carr is President and Manager of the company and her daughters are the other officers, Miss Nora M. Husted Vice-President and Treasurer and Miss Elizabeth J. Husted Secretary. If there are any men connected with the establishment their names do not appear in the company's literature nor are they seen around the laboratory or offices of the company except perhaps in the garb of employees to do the heavy work. The company occupies a building of its own on Fourth street between Turner and Scribner streets. It is in a resident district and but for the signs on the door might be mistaken for a home. With lace curtains at the windows and the surroundings neat and clean the place is distinctly feminine in its aspects.

The company manufactures "sempre giovine," a face food or preparation for preserving and beautifying the complexion. What the preparation is made of or how it is made is the secret of the Marietta Stanley Company, but in the advertising matter sent out it is stated that "it is a

scientific compound of solid oils," and that it is made according to an old and reliable recipe "inherited from Italian ancestry," in honor of which fact it is given the Italian name, which means "always young." In addition to "sempre giovine" the company produces a "peerless tooth powder" and "Egyptian complexion powder," and from all accounts the company does a big business. It is almost entirely a mail order business, money with the order, and the business is found through extensive advertising in magazines and the fashion journals.

Those directly concerned in the company are not much disposed to discuss its origin, growth or the prosperity it has enjoyed. It is stated, however, that the concern had its origin in the hard problem which a few years ago confronted Mrs. Carr—how to support an invalid husband and two young daughters. It was a big as well as a hard problem and she sought the answer in the manufacture of a face ointment or preparation. She made it herself at first and sold it from door to door or through kind friends. And then she began to advertise, at first in a small way and then, as prosperity came to her, on a broader scale. The company's advertising bills now it is said would make the biggest department store in town sit up and take notice. As the business grew the daughters were enlisted, first in the manufacture and then to superintend and to look after the finances and other important details. "Sempre giovine" now

goes, it is said, to all parts of the world, and it goes mostly direct to the consumers instead of through the trade. That the women who carry on the business have prospered is apparent from the Seventh ward tax rolls. Mrs. Carr, the mother, is credited on the books with three pieces of real estate with an assessed valuation of \$9,400; Elizabeth J. Husted has two pieces assessed at \$3,100 and her sister has one piece assessed at \$2,800. The total real estate holdings are assessed at \$15,300 and the Marietta Stanley Company's personal property is put in at \$2,000, making a total of \$17,300. This may not be a dazzling display of wealth, but under the circumstances it may be regarded as tolerably good for a mother and her two daughters to achieve.

Red Snow.

Snow is sometimes found in polar and Alpine regions, where it lies unmelted from year to year, and where the annual fall is small, colored red by the presence of innumerable small red plants. In its native state the plant consists of brilliant red globules on a gelatinous mass.

Red snow was observed by the ancients, a passage in our old friend Aristotle having reference to it. In 1760 Saussure observed red snow in the Alps, and concluded that it was due to the pollen of a plant.

It was also observed by the Arctic expedition under command of Ross on Baffin's Bay shores, the red color penetrating to a depth of twelve feet.

A Big Bargain If Taken at Once

The Korn Krisp Plant at Battle Creek, Mich.

This is a white brick factory, two stories high, and has a cement floor basement 10 feet high, which for many purposes is as good as another story. The plant is 150 x 60 feet and has a big boiler and engine house 65 x 65 feet, outside of factory. Also ample coal bunkers, loading platforms, etc.

There are a small warehouse and 3 acres of ground, or enough to build 6 more plants, same size. Is on track of D., T. & M., a branch of the Mich. Central, and the main line of the Mich. Central runs within a block of it.

Was built about 6 years ago, but is perfectly good and not a crack in any of the walls or foundations, which are exceptionally heavy. The floors are 6 inch joists, set up edgewise and spiked one tight to the other, the flooring over that. It will carry an enormous load.

We have 100 h. p. engine and 225 h. p. boiler capacity. Also complete elevators, dynamo and electric system, heating apparatus, line shafting, etc., and the plant is all ready to fire up and go right to work.

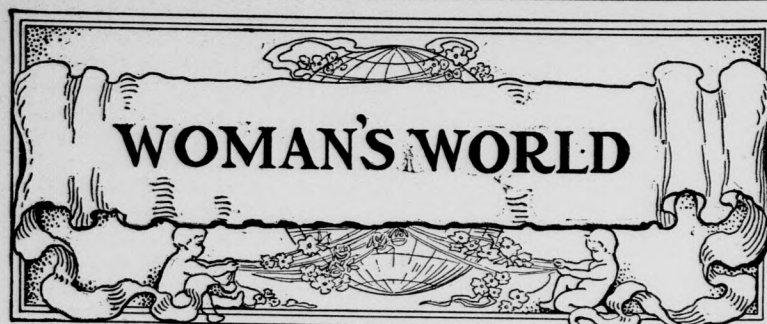
This plant cost \$40,000 to build and was rented three years to the Quaker Oats Co. for \$500 per month, which will give an idea of its value. It is the best plant in Battle Creek.

Battle Creek is halfway between Chicago and Detroit, on the main line of the M. C., and labor is cheap and contented. It is an ideal place for a home. 25,000 population. The Grand Trunk R. R. runs within a few blocks of the plant.

Owing to its symmetrical shape, this plant is adapted to almost any business, and contains with basement 27,000 feet floor space.

E. J. PHELPS, Trustee,

Care Kalamazoo National Bank,
Kalamazoo, Mich.



Thinks Worse in Repute Than in Reality.

There be many things in this world which are worse in repute than in reality; and it is to be doubted whether henpecked husbands are as badly off as popularly is supposed. In many cases they allow their wives the "whip hand" of their own free will and pleasure; in others they are tenderly managed for their own good, and are better governed than if they themselves ruled the roost.

An English writer tells the story of a henpecked husband whose wife died, leaving him with six small children. In order that these children might be cared for properly, and also because he felt at a loss without the constant supervision to which he had grown accustomed, he married a meek, gentle little woman to whom his slightest word was law. The result of this marriage was that within two years his business failed and his health gave way. The constant nagging on the part of his wife, who had kept her fingers upon all his actions and advised him in everything, had been the necessary spur to keep him up to the mark, and when that was exchanged for a quiet gentleness which left him to follow his own course, his will power, which always had been weak, collapsed altogether, leaving him a broken, nerveless man. That this is an extreme case none can deny; still it is cited as a fact and it at least is possible.

It occasionally happens that some man of recognized ability, with a wife who always has been his helpmeet, yet always paid him deference and admiration due, suddenly, as the saying is, "loses his grip" when that wife dies; and his friends speak pityingly of his devotion to her, not understanding that she has been the power behind the throne, aiding, suggesting, prompting. In this case, however, there is no question of which rules. The twain truly are one, and the brilliant intellect of the wife supplements and reinforces that of the husband.

The men who are governed most thoroughly—or it would be more correct to say influenced—by their wives are those who never suspect the fact; who are driven by a rein like that in the old fairy tale—as strong as steel, as soft as silk, and withal invisible—insomuch that to all observers it appears as if the woman, instead of guiding, were following meekly and dutifully in the wake of her lord and master. She who can achieve this result must be a past mistress in the art of finesse, and possessed of infinite tact, patience, and self-control. She has learned

the great lesson how to labor and to wait; she manages by insinuation, not by demand, and she has the delicate intuition which is able to determine correctly the exact psychological moment in which to exert her power, and to what degree. Needless to say, she is not many.

There are some men who were born to be managed by other people, usually some woman, mother or wife, and from their babyhood a henpecked atmosphere has been the part and portion of their daily lives. All men by no means are able to stand alone. There undeniably are numbers of able men, men of affairs, who in their own homes are figureheads who pay the bills. But the women who rule in their stead rarely fail in their own persons, still less do they permit any other to fail, in the full payment of all honor and respect to the nominal head of the house. This personage in no sense whatever is a nonentity, and if he is a cipher he is the cipher which tenfolds the value of the figure which precedes it. His wife sets him high upon a pedestal and insists rigidly upon all the kotowings, genuflections, and swinging of censers which the most exacting man possibly could desire. She pulls the wires according to her own pleasure, but keeps them carefully hidden, and her graceful show of deference to her husband never is relaxed, at least in public.

It often happens that men noted for their energy and success in business, who are marvels of firmness, not to say obstinacy, in their dealings with other men, are those who are most indulgent, even submissive, to their womenfolk. At home they like to be relieved from all worry and bother, to be made comfortable without the annoyance of seeing the wheels go round. The woman who knows what such a man wants and sees that he has it; who anticipates his wishes; who manages her household without fuss or friction; who never contradicts or nags; who, in short, makes herself essential to his comfort, generally is allowed to have her own way without let or hindrance so long as she takes care—and she usually does—that that way does not cross nor conflict with his.

It is an amusing paradox that big men physically, Samson and Hercules, frequently are dominated, openly and candidly, by their wives, who in such cases are little women whom the good humored giants easily could master with one hand. Such a man, with such a wife, reminds the spectator of nothing so much as a big ship in convoy of a little steam tug,

puffing and whistling, while the great ship follows in heavy silence. He usually admires his wife for her "smartness" and energy, admits her rule, and makes a joke of it; too thoroughly conscious of his own strength to resent her "bossing." On the other hand, small men are apt to be peppery and sensitive as to their dignity and to resent fiercely the least suggestion of petticoat rule; to assert their authority upon all occasions in season and out.

It safely may be set down as a rule that it is not the woman who demands her rights loudly and aggressively, who fights with men for them, who is given them in full measure, with privileges of all sorts added thereto. On the contrary, it is the gentle, unassuming creature who helps herself, sweetly and smilingly apologetic, with a pretty air of becoming gratitude, who is invited to "cut and come again."

It is not to be denied that there are many excellent men who allow themselves to be henpecked by their wives, some through laziness and a dislike of contention, some because they have a horror of fighting it out with an unreasonable and spoilt woman. A spoilt woman is much like a spoilt child: so long as she has her own way she is apt to be pleasant, and the man who loves her is willing to submit to her impositions in order to keep her in a good humor.

Dorothy Dix.

Even after slates were invented, people continued to multiply on the face of the earth.

Some Rules of a Big Department Store.

The following rules are from the Marshall Field & Co. rule book:

"Become thoroughly informed regarding the stock in which you are placed. Learn the names of the goods, where they are kept in stock, their qualities, sizes, prices, for what they are used, etc.

"The strictest propriety and greatest courtesy are rigorously required under all circumstances and upon all matters, whether customers wish to purchase or have finished and request the final care of purchase tickets; whether to exchange merchandise or return the same for credit; to inform themselves regarding the article on sale or simply to visit the different sections. Negligence in manner or in speech will not be allowed under any circumstances.

"We must have the best efforts of all salespeople and others towards removing from the minds of all any feeling that our employees are sometimes independent, indifferent or lacking in intelligent attention. Attention consists of good manners carefully directed to satisfy customers' wishes. It means showing goods politely, introducing them in a gentlemanly or ladylike manner. Whether customers buy or not, whether they are acquaintances or strangers, whether richly dressed or poorly dressed, or whether the goods are being paid for or charged, we must insist that absolutely no difference be shown."

A man never has any more religion than his children can find out.



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

LIFE INSURANCE.

Diversity of Opinion Regarding Form of Policy.

Too many sane, sensible people are carrying life insurance policies for any one person to decide offhand that they are indifferent or bad ventures. But among the millions of insured people in the United States there is scarcely any limit to the diversity of opinion regarding the form of the insurance policy.

Find a man 30 years old and who has a twenty year endowment policy on his life on which he has completed five or six annual premiums and he is likely to scoff at the friend of his own age who for the same number of years has been paying dues on straight yearly insurance.

"You've simply thrown away five years' premiums," says the friend of the endowment policy.

"But I haven't done anything of the kind," insists the man who has been carrying straight insurance, year after year.

What's the answer? Ordinarily in such a situation as this the discussion ends between the two with the holder of the straight policy replying, "Well, you can just bet you are not getting anything that you aren't paying for!" Which not infrequently starts the holder of the endowment policy to thinking a little.

Is the holder of the endowment policy getting any more than he pays for. Is the holder of the straight policy, good only in case of death, getting all that he pays for? Which of the two men, holding policies in the same company, has made the better bargain?

Considered practically on the face of things, the position of the two men makes logical comparisons impossible. They have taken entirely different positions in this matter of insurance. The man carrying the straight life policy, provided he has considered both sides of the question of insurance, simply wants as much insurance protection as he can afford to buy year after year. He has fixed upon the amount of money which he can afford to pay for insurance and has contracted to expend it with no hope of return of any of it.

Putting it on the plain basis of a bet, he is betting the company that he won't die in the next twelve months. At the end of any twelve-month period he is privileged to drop out without hindrance of any kind. And all this time he has been insured against death as completely as his friend of the endowment policy and he has been paying only about half as much premium for it.

But on this same betting basis, the man who took out the endowment policy has been betting a little stronger with the company than has his friend of the straight policy. He has been staking his annual premiums on the wager that inside the next ten or twenty year period, as the case may be, he is not going to die. He is not going to be killed, drowned or succumb to disease of any kind. And by paying the premium he can bet as large an amount as he wants to.

In the one case of the straight policy, the man has invested every dollar he can afford in insurance on the basis of either living or dying inside the following year. He is insured to the limit of the money that he can afford in premiums.

The man with the endowment policy has not used all his available money for insurance merely. He is betting some of it on the strength of living long enough to get some of it back.

In the case of the two men cited, each of them has a policy which has been in force five years. Let us say that each of these policies is for \$3,000. Let us grant that before the end of the sixth year both holders of these policies are dead. What then? Simply the man who has the endowment policy has paid almost twice as much in premiums as has the man with the straight policy and his estate gets no more than the \$3,000.

Now, after death of both the insured men before the sixth year, it is easy to decide which is the wiser. With the same premium which he paid on his endowment policy the holder of it might have had a policy for \$5,000 just as easily and as cheaply.

Thousands of men, however, do live the ten or twenty year period of the endowment policy and are pleased with their bets. That most pleased man, naturally, is the man who in all this period recognizes that if he had not been paying this excess premium into life insurance he would have spent it idly on purposeless things. To this extent he has been using the insurance company as a modified savings bank which has pushed him to make his fixed deposits. He may have figured, to an extent rationally, that his insurance bet is about as safe as many savings banks.

In these five years, however, the man with the endowment policy has had an advantage over the man with the straight policy. If at any time in a tight place he hadn't money sufficient to pay his annual dues on time he could borrow money enough on the policy to meet the obligation.

On the other hand, after the ten or twenty years of the endowment policy, if the holder of it wishes to take out a new policy he must submit to another physical examination and pay a far higher premium rate. The holder of the straight policy, however, may go on for forty years if he will, paying only the rate which was fixed forty years before.

Considering these things as they appear to the layman, the point to be determined seems to be whether the applicant wants insurance only or of whether on a more expensive basis he prefers to bet a little heavier and make use of the company as a savings bank.

If the applicant be a business man, utilizing his capital wisely to the limit of his business, it is possible that there may be only one, or two, or three years just at hand in which he need feel the wisdom of an insurance policy. For this man unquestionably

it seems that he should take out the largest possible policy on the straight life basis. In that period in which he might leave his family least provided for he would want the larger measure of protection from his insurance.

For after all it may be taken for granted that the insured man, on any kind of policy, is paying for what he gets.

Jonas Howard.

Race Struggle in Its Infancy.

The melting pot of America shows less than one-eighth of its immigrant constituents to be of Anglo-Saxon origin. The newcomers, according to Prof. Ripley, at the Royal Anthropological Institute of London, are now mainly South Italian, Russian or Austro-Hungarian. We have even tapped the political sinks of Europe and are drawing large numbers of Greeks, Armenians and Syrians. Ninety per cent. of New York's tailors are Russo-Polish Jews; all day laborers, once Irish, now are Italian. Fruit venders, once Italian, are Greek.

Chicago is now the second Bohemian, the third Swedish, the fourth Polish, the fifth German city in the world. The union of the races is promoted by the mobility of the immigrants and their willingness to wander into the remotest parts of the country in search of work, also the inequality of the sexes. The males are in the majority, hence marry locally born women and often in a higher social class than their own.

The main cause which operates against the elevation of the races is the concentration or segregation of the immigrants in compact industrial colonies or in large cities of the West. While the Tentic races wander far afield as colonists, the Mediterranean, Slavic and Oriental races herd in the towns. Even among the Jews, the most exclusive of peoples, there is more intermarriage than is commonly supposed. Irish or Irish-American women are often the wives of Boston Jews.

All the facts of marriage and births point to a relative submergence of the Anglo-Saxon stock in the near future. The race struggle is only in its infancy, and the issue lies in the lap of the future.

It takes a big heart to guide little folk.

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



**LAUNCH LIGHTS
STEERING WHEELS
BELLS, WHISTLES**

and a full line of

BOAT SUPPLIES

11 and 9 Pearl St.
Grand Rapids, Michigan

Mention this paper

Sawyer's
CRYSTAL
See that Top  **Blue.**

50 Years
the People's
Choice.



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.

WILLS

Making your will is often delayed.

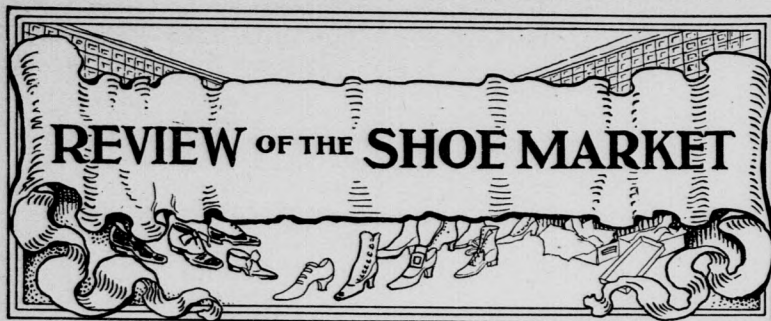
Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian



Mrs. Lannigan Visits a Shoe Store.

What is certainly an unusual and unconventional advertisement is a little eight-page booklet which is being distributed by Nelson Bros., wide-awake shoe dealers of Kansas City, Kansas. It is entitled "Mrs. Lannigan Visits a Shoe Store," and in some ways it fully equals some of Mr. Dooley's work. We think it will bear reprinting and are, therefore, giving it space on this page, hoping our readers may get some fun out of it. There was no advertising on the book with the exception of the two paragraphs at the end, one of which stated that "she came to Nelson's and bought a pair of Pingree shoes and was perfectly satisfied," and the other was that "Nelson Bros. closes at 6:30 p. m. every day except Saturday, when they keep open until 11 p. m." The story, which is credited to Charles Martel, reads as follows:

"Do I want a pair av shoes? Do I want a pair av shoes? Young man what fool question wil ye be afther askin, me next? Wud I comm here for carrots or turnips or petaties? tho if I wanted a cabbage head an' got yours, I wud be afther havin' a prize, annyway you're not a beet? Well indade ye are that, a dead beat An' that's the rayson ye don't know it, tho others do to their sorrow, 'tis very little that I know av ye, an' that little isn't at all to your credit.

"Ye didn't mane to offend me? well ye didn't. I niver git offended at anything fools or children say, I know better. What size do I wear? Well I wear a number two, but a number sivin fits me better. What last? av coorse I want thim to last. Ye mane do I wear a C or a D? Well I ain't a bit partiklar C or D, X or Z, tis all wan to me, I wouldn't dare to discriminate agen the alfabet, it might hurt me daughter's falin's as a school-teacher.

"Will I be sated? Sure I will, I'm as tired as a tramp. What did ye say? Ye've been radin' the Bible? Don't do it young man, don't do it, ye're on the road to ruin, an' don't know it. First ye read the Bible thin' ye get started goin' to Sunday school, an' git illicted treasurer an' superintindent, an' thin ye stale money to inter politics an' politics sends ye to the Sinit an' the Sinit to the pinitenchery. Don't do it young man, Don't do it, kape out av it an' be honest an' respectable.

"But ye are ra'aly intrusted an' want to know who the devil's gran'-mother was? Ah fwhat do I know about your family history? Close your trap an' show me some shoes. Shure 'tis nice tho, to see you so intrusted

in your genology, as Father Mul-cashey wud call it, God rist his sowl in glory. It shows that ye have the proper family pride an' are not ashamed av your connections, tho I dinnah what they wud say about you. I've always hear that American ijits when they have stolen money enough to be considered raspictable by the scandilized members av the foor hundred, hunt up some poor auld frightened genology, that is thryin' in vain to hide its dirthy an' heejus past an' adopt it for their own, an' I suppose that tis the same way wid you an' I can't say but what your choice is an appropriate wan, an' av coorse ye'll have to have a coat av arms. I suppose twill be the devil's horns rampant, on wan side, an' his cloven hoofs couchant on the other wid a hand in some wan else's till at the top, an' the motto, 'There's nawthin' like likker an' leather.' But if your fixin' up a genology ye must be takin' twice as much money, as ye did when ye was playin' the races, an'—

"Not so loud ye didn't mane anythin', ye was only jokin'? Well now that's square. So was I. Ye've jest sold a pair av shoes to Mr. Donegan. A mighty pleasant gentleman. Well, 'tis mighty little ye know about him, mighty little. That man's hands are drippin' wid human blood. He killed his own lawful wedded wife an' is thryin' to hide from the hangman in our quiet little parish, or it wud be quiet if it wasn't for the prisince av Bridget Brannigan. Shure I think 'tis disgraceful to let him run around loose like that? We'll all wake up some fine marnin' an' find ourselves dead in bed. He has brought the apple av discord among us, an' if its not nipped in the bud, 'twill soon burst into a flame that will drown the entire parish. An' thin he does havin' such drifidul timper, I suppose that's how he kim to kill his poor wife. He schwore a blue strake at Bridget Brannigan an' treatened to blow her head off, an' all because he stumbled over wan av the tubs that she calls her own because she borries it so often. Shure it niver fales at home, unless it does be holdin' the Brannigan soapsuds. That's the pleasant sort av gintleman he is for you.

"Hivens, Ye don't ixpict me to wear that canal boat do you? I'm afther a pair av shoes not a coal barge. Thry it on? I'll not thry it on, 'tis a mile too big for me. There, that's better, yis that's nice lookin' but I don't like so many fal-lals on it. Yis, I'll thry that wan, O, ow, ouch. That hurts. Me fut too large for the shoe? It is not. The shoe is

Elkskin Outing Shoes



have become as staple as any footwear made. They are comfortable and durable and in demand from early spring until late fall.

From now on you will want a full line of sizes at all times. We have them in **black, tan and olive**, with leather heel or with Catspaw Never-slip Rubber heel. We especially recommend the rubber heel. We also have them in bellows tongue especially adapted for farmers' use. Send us your orders. We know our shoes will satisfy.



Hirth-Krause Co.

Grand Rapids, Mich.

Makers of Rouge Rex Shoes for Men and Boys



Advertising, Talk or Taking Your Word for it

will sell a man his first pair of shoes. But it's service, solid money value, wear and fit that sell the second.

Back of all we say about our goods; back of all arguments we can use to convince you of their merits; entirely beyond our control there's a tremendous force of word to mouth advertising which wearers of our shoes do for us—one man's praise to another of style, quality and fit.

The power of such advertising is very great; its value lies in its sincerity and its disinterestedness. The only way we get it and keep it is by making goods that deserve it.

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

too schmall for me fut. I'm sure I wore that size befor or it may be a size schmaller, an' 'tis all your fault for not havin' it fit now.

"How much is this pair? Ah, that's too much. How much is this? Shure 'tis bare faced robbery. Have ye iver been in the pinitenchery? No? 'Tis wonderful how many rogues an rascals escape their just desarts, isn't it? Phly don't ye get some principle in ye, an' quit sellin' shoes, an' thry to earn an honest livin'?

"Perhaps I wud sooner have some other clerk wait on me? Well I dunno, I wud like to have a man that knows somethin' about the business, but since ye have started in, ye may as well finish the job, ye've got to larn sometime anyhow. Ye think this pair will plase me? Well I don't see what makes ye think so. Yes, 'tis rale nice, 'tis the very thing, but it won't do.

"Have I any idea av what I want? Naw, Bridget Brannigan, that tin faced trollop, declares I've niver had an idea in all me life, little she knows about it. She couldn't tell an idea from an oyster. I had an idea she wasn't much the first time I saw her, an' time showed that me idea was correct, an' I av the same opinion about yourself.

"You are paid to sell shoes an' not to listen to abuse? Well, why don't ye sell them then? That's what I'm waitin' for. I don't suppose they pay you much, but whatever it is, it's too much. How ye can iver look the proprietor in the face, when ye know ye are robbin' him of a good man is more than I can see. I suppose ye bat your eyes when ye take your week's wages, ye wud if ye had any self respect left.

"Wud I like a pair of button shoes? Naw, the buttons do be all the time a comin' off, an' like as not the baby wud swallow the shoe buttoner, an' be choked to death, an' thin who wud pay the docther's bill? An' this such a bad time av year for sickness av all kinds, too. The docther tould me this mornin' that Jerry McGuire had a fatal sickness an' they do say they niver git over that kind, 'tis so deadly. An' Pat McCoul is dead, he was taken down sick all av a sudden wid locomotive taxation an' they sent right away for a doctor, but he was busy an' couldn't come, so the poor man died a natural death. They informed an autopsy on him, but they didn't do it till afther he was dead, so av coorse it did no good. They shud have done it while he was still livin' an' then he wudden't have died.

"How do I like that shoe? It's a number four? 'Tis no good, it's a mile too large, I know 'tis. Well, I will try it on to please ye, an' give ye a chance to arn your wages, tho I know 'tis no use. There, now, phwhat did I tell ye? The shoe is too large but 'tis made av such a peculiar shape that I can't get me fut in it.

"I wish I had a pair av the wooden clogs that we used to wear in dear auld Oireland. Ah, wel, there's nawthin' as good as it used to be, not aven the beer, bad cess to it. I think I'll thry a pair av Frinch shoes wid the Frinch heels, I like the Frinch,

they're always been good to th' auld Sod, Gawd bliss thim. So I will take a pair av their shoes to help thim out, 'tis said they are head over ears in debt anyway, an' nade all the help they can git.

"Ye can't sell me a pair of Frinch heels, phwy not? Don't stammer or stutter so, man, out wid it. Isn't me money as good as any wan elses, aven if it didn't coom from me imployer's till? Oh, on account of the peculiar construction av me fut, 'tis throe perfectly throe I have an odd fut, but both me feet are mates an' so was me mither's before me.

"I wish you'd explain how these shoes are made, I do have a thirst for information, tho Bridget Brannigan, the auld cat, does say that me thirst all runs to beer, tho if she quits rushin' the can, the brewery wud have to shut down the next day. But tell me about the shoes. What's that, you haven't the time to deliver a lecture? No, nor the brains ayther, why don't ye finish what ye started to say? Shure wan look at your face wud show the foolishness av askin' ye a question that wud require an intelligent answer. Ye ought to change the sign: 'No trouble to show goods,' to 'No, we won't take the trouble to show goods.' There's no nade of havin' signs lie for you, you can do all that's necesthry in that line yourself.

"Ye're not makin' much av a success in findin' me a pair av shoes. What's that? Ye're not makin' much av a success in life anyway? Well maybe 'tis because ye have listened more to the bedtick than the alarm clock. Shure I think ye have missed your vacation? Ye'd make a better success a carryin' the hod than sellin' shoes. Ye say it takes brains to sell shoes to some people? Then why do ye thry it, can't ye see that ye're out av your class?

"Ye like Mrs. Brannigan because she's so aisy plased? She must be or she wouldn't coom here to thrade, an' she has such nice bright children. I'm not denyin' their bright enough if ye are alludin' to their red hair. That bye Dinny av hers, wud disgrace the devil, he still cooms snoopin' around afther my Mary. Shure I'd set th dog on him, only for fear the poor brute wud bite him an' die av blood poison, them Brannigan's does be so deadly an' him such a vallybill animal, an' the dog catchers havin' him for the lasht wake because Moike forgot to pay his poll tax, an' like as not he's soap grase by this toime. Well 'tis only right he should do some good afther he's dead, for he was no airthly good when he was alive. He was almost as worthless as a man, an' that is the outermost edge av the limit.

"If I got a pair av shoes, I wonder wud ye be afther givin' me a rebate on the price av thim, they do say that rebates do be so fashionable nowadays, an' that all the high muck-a-mucks do be a gittin' them. Ye wouldn't consider the matther a moment? No more ye wud. The only thing ye cud consider would be chatin' customers an' guzzlin' beer. What! ye niver drank a drop in your life?

Faith ye look it, if ye'd take a sociable glass wanst in a while it might make a man av ye tho 'twould take nawthin' short av a miracle to do that.

"Well I don't see anything I want, so I won't buy to-day, but will go around an' visit some av the stores that have somethin' worth wearin'. I belave I'll go to Nelson's and if I don't see anythin' that suits me there I will coom around to-morrow an' call for ye agen. If I do ye'll quit? That's right, that's sensible, quit an' go back to the farm where ye belong, an' give a good man a chance."

Andes Railway an Epoch Maker.

An event of transcendant importance in the industrial and economical evolution of the world is the description accorded the railway through the Andes, which is expected to be ready for operation March, 1911. The railway journey will accomplish in thirty-eight hours what the present boat passage via Cape Horn or the Straits of Magellan does in ten days. During the open season from November to April, the spring and summer of the region, the land journey over the 100 miles of the Cordilleras has had to be taken afoot or on muleback, while in mid-winter, August and September, it is almost impossible because of the terrific storms and the blocking of passes by snowdrifts and avalanches.

The railway will connect Valparaiso and Buenos Ayres, the two great South American seaports. The enterprise shown by the Chilean gov-

ernment regarding the new railway is in keeping with the spirit of progress shown by the capital city, Santiago. Where fifty years ago were ill kept thoroughfares are to-day broad avenues 350 feet wide and three miles long. The rock of Santa Lucia, which rises out of the heart of the city as the famous spot where Pedro established his stronghold, was for 400 years a more unsightly eminence. To-day it is a beautiful park through the munificence of the government, the city and private citizens.

Santiago has one of the best play-houses of America in its municipal theater, an astronomical observatory, a national conservatory of music, schools of art and trade, and, to crown all, a university with a celebrated school of medicine.

Worn Out.

The Parrot—Oh, my poor nerves! If they'd only end the agony of that miserable phonograph!

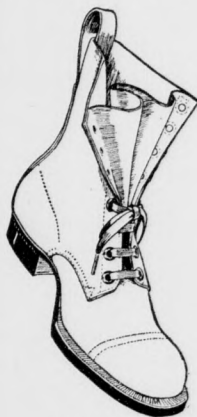
The Canary—Ain't it fierce? What's it suffering from, Poll?

The Parrot—Why, since the business depression began it hasn't had a single new record.

A good many women regard a marriage certificate as a meal ticket for life.

MAYER Martha Washington

Comfort Shoes hold the trade



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

Your Shoe Men Know Good Salesmanship

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

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

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

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

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



TRIMMED THE TRIMMER.

Scientific Confidence Man Finds Victim in Country.

"David," said Ignatius Black one bright morning, "let us hie ourselves away from the dull city for a time. Let us flee these cloying walls, David, let us drop for the nonce the senseless existence of turmoil which falls to the city dweller's lot. My mind is numb from the sight of crowds of my fellow men. My ears are tired of the sound of countless footsteps upon the pave. Let us take a run into the country somewhere, David; I feel that I need the change."

"Well," said Campbell, "we haven't gathered up any change for some time now. If your expedition is after the mazuma, well and good. Hooray for the change, first, last, and all the time!"

"David," said Black sorrowfully, "that was unworthy of you. A pun which must resort to the use of ordinary street slang, in which there is neither wit nor wisdom, becomes only the most common order of intellect. A pun in itself is barely endurable; the slang made one is a horror. The change that I desire is of the spirit, not of the finances, David. I would go into the country to seek peace and quiet, and I want you to come along to keep the peace from becoming too peaceful and the quiet from getting tiresome."

"Right-o," laughed Campbell. "Disturber-in-chief of the peace suits me to a finish. I will go with you, Ignatius. I will accompany you on your escape from urban ills to rural joys. I will tell you funny stories and do handsprings when the tall grass grows monotonous. Only, I pray of you, don't, please don't, figure on staying more than a week. The country at this time of the year is a little too raw to be an undiluted joy forever."

At this Black smiled, slowly and quizzically.

"A week will be sufficient, I think, David," he said. "At the most ten days will suffice to send me back to town well satisfied with my flight. And, David, I do not think that you will find this time hanging heavy on your hands. No, I may go as far as to say that I think you will enjoy yourself. At least I think you should."

"Huh! I don't know. If I felt fagged out I might agree with you. As I don't—but, anyhow, go ahead and make your plans. Have you decided where you're going?"

"I have. Sixty miles from this city there is a pleasant little town called Hampton. It lies in the midst of a range of hills which isolate it as it were from the rest of the world. The hills are rough and craggy, and but little cultivated. One can wander over them for hours at a time without being oppressed with the nearness of uncomfortable civilization. It is almost an ideal spot—for my purpose."

"Good hotel there?"

"An excellent hotel, considering the size of the town. And there are

other attractions which will appear when we are on the ground."

"Good enough. Just wait until I order me some of my favorite smoking tobacco and I'll be ready to start at once."

Black eyed him studiously. "David, since we are going on a jaunt it seems to me that your attire is too somber for a man of your lack of age. Black for me is quite the thing; but for you, David, for the occasion I should suggest more cheerful attire—even loud attire, as the vernacular has it. A light, striped suit, a red necktie, a jaunty derby hat. Those, David, are the articles of apparel which I suggest you purchase for our sojourn among the hills."

While Black was talking Campbell's brows were pursing together in an expression of good humored suspicion. He said little and Black took no notice of his look.

"All right, Ignatius, if you long to have me arrayed festively, festively it shall be. Give me the hour for starting, and you'll see me arrayed as per prescription."

"To-morrow evening then, David," replied Black. "And don't forget, David, you are not going to be bored."

Campbell only wondered at the old man's secrecy.

The following evening saw Campbell and Black ensconced in a chair car rolling away from the city toward the quiet, retired little town of Hampton. Black, as usual, wore his professional attire, the frock coat, the high silk hat, the thick glasses. The coat was new, the hat was new, the glasses were gold framed. It was no impecunious professional man that Black appeared as he settled himself comfortably for the two hours' ride. Prosperity, dignified, cultured prosperity and prominence stuck out over him in nice, refined chunks. The atmosphere of the study was combined with that of the banking house, and the shrewd, experienced observer of men would have set him down as a man of scholarly and financial attainments in about equal parts.

His companion would never attract such favorable attention. He was of a type as distant from the prosperous scholar as well could be imagined. He was dressed with the care of a first class barber on a vacation in the garments of a bookmaker at his trade. His clothes were striped and loud, his shirt bosom was expansive, his tie of reddest red, and in its center gleamed a yellow jewel purporting to be a diamond, at least. On his left hand was another stone of the same dimensions; and even the most casual looker-on could not have failed to label him a "sporting man" of possibly shady connections.

And yet this strange pair fraternized in a fashion that made their friendliness unmistakable. Passengers studied them with interest; the trainmen looked at the younger man with unfriendly eyes; and when they registered at the Hampton House and took adjoining rooms, even the unsophisticated night clerk wondered why the "professor" wanted to be

seen in the company of such a flashy looking sport.

But register they did, under assumed names, and from that moment hence they were inseparable. They appeared for breakfast together in the morning; they lounged in the office together, and then together they started off for a tramp over the neighboring hills. The small town saw and wondered. Had the flashy young man had a farmer in tow the mystery would have been plain to all who saw. But the sharp, scholarly professor was out of place. Hampton citizens stopped, looked, and pondered.

Once out of sight and hearing of the town David Campbell pulled his hat forward from the back of his head.

"Well, Ignatius," he said, "it's time to spring the nub of the riddle. I know as well as you know that you never came out here to this forsaken burg simply because you wanted to rest. Why, the sound of the rural brethren in the barroom as we pass in to eat would be enough to give you hysteria if you hadn't some great motive in view. Out with it, Ignatius. I have played the confidence man in ignorance long enough."

"Patience, David," admonished Black with a chuckle. "There is time and there is a place for all things. Follow me to the top of yon hill and I will show you, David, something that may throw light upon our rural excursion."

In silence they mounted the hill which Black had designated. On the

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H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
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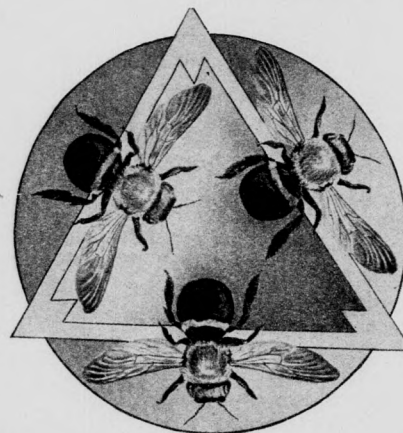
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Boston Breakfast Blended

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JUDSON GROCER CO.
GRAND RAPIDS, MICH.

summit they sat down, and Black pointed solemnly to a great hole below their feet, an excavation which had torn the hill in twain.

"Sand pit, isn't it?" queried Campbell.

"No," said Black, solemnly. "A gold mine."

Campbell scrambled down the hillside until he stood on the brink of the big hole. So far as he could see it was neither sand pit nor mine. It was just a hole dug in the hill regardless of consequences, and no apparent effort had been made to use the dirt which had been thrown up. Campbell climbed back and sat down again.

"Is it?" said he innocently.

"Yes," said Black, "that is a gold mine. How do I know? Because my humble little compound for finding gold where it exists or does not exist tells me so. It tells me that there is gold in that hole. Not the ordinary auriferous deposit of mining tradition, but hard, coined gold bearing the government stamp. Listen, David; this is the idea."

Two days later Mr. Hiram K. Smith, President of the First National Bank of Hampton and owner of most of the valuable land thereabouts, was the recipient of a business visit from Mr. George Carrington, the same being the flashy young man who was staying at the Hampton house with the prosperous looking "professor." The object of Mr. Carrington's visit was simple and to the point. Mr. Smith owned a piece of land; Mr. Carrington wished to purchase the same. What piece of land was it that Mr. Carrington wished to purchase?

"That side hill over west of town with the hole in it," said Mr. Carrington promptly. "And I want it cheap, because it's no good to you."

Mr. Smith was one of those exceedingly shrewd men who so often occupy the position of President of a small town bank. He had begun his financial climb by saving pennies. He was ending it by watching them—and a lot of dollars. His motto was: If a deal will pay a dollar, go into it. And he was in most of the deals in or about his native town.

Mr. Carrington, parading around town with his aged companion in tow, had excited Mr. Smith's curiosity. Mr. Carrington as the apparent guide, friend and counselor of such a prosperous looking citizen was a personage certain to attract Mr. Smith's attention. He, in company with most of the town, had wondered what the pair was doing in Hampton; and now he didn't propose to let Mr. Carrington get out of his office without discovering the secret of their mission.

What, he inquired, might Mr. Carrington want of this land?

That, replied Mr. Carrington, was nobody's business but his own. Let Mr. Smith place a price on the land; if the price was satisfactory the money would be forthcoming. Mr. Smith smelled a rat. Obviously Carrington didn't want the land for agricultural purposes. Probably he didn't want it for himself. Possibly he wanted it for his rich companion.

So ran Mr. Smith's reasoning.

"Come in to-morrow," said he, "I've got a partner that I've got to consult in those deals, and I can't see him until the morning. Will you be in then?"

Mr. Carrington would, though he would much rather close the deal then and there. He went out, and half an hour later his companion, who introduced himself as Mr. Standish of Lynn, Mass., entered. Mr. Standish in a calm, dignified manner, deposited \$5,000 in cash with Mr. Smith, at the same time leaving in his safekeeping a New York draft for \$40,000.

"I expect to make some small investments in real estate in the vicinity," said Mr. Standish. "So I have brought the funds with me."

Mr. Smith's cupidity was raised to white heat. Here was the biggest deal that ever had happened in Hampton taking place without his having a single, lucrative finger in the pie. Mr. Smith swore a little. Then he resolved that somehow, by hook or crook, he would manage to be in on the deal before it was consummated. He smiled as he remembered that he owned the desired land. They would have to do business with him, and that would bring him in.

Mr. Carrington appeared promptly at the appointed hour ready for business. Nay, he was more than ready for business; he was determined to do business.

"Let's quit fooling," said he to begin with. "I want that side hill. It isn't worth \$10 to you, but it's worth \$1,000 to me. There are about ten acres of it, \$100 an acre. What do you say? Is it a deal?"

Mr. Smith shook his head, slowly. "Really," said he, "I couldn't see my partner this morning. He's gone out of town. He won't be back until to-morrow."

"To-morrow may be too late," said

Mr. Carrington. "My man is getting impatient, and—"

Mr. Carrington caught himself, as if he had made a serious slip of the tongue.

"Anyhow," he continued, "let's do business, and have it over with."

Mr. Smith leaned back in his little, swivel chair.

"Not," said he, "until I see my partner."

Mr. Carrington went out in a huff. Again Mr. Standish of Lynn, Mass., came after him.

"I must trouble you for my draft, Mr. Smith," said he. "I am about to make a purchase of land, and the draft exactly covers the amount of the transaction."

Smith saw red as he contemplated the passage of a draft—a good draft—of \$40,000 from one hand to another.

"Whom are you going to buy from?" he asked.

"From my young friend, Mr. Carrington," said Mr. Standish, taking his draft and hurrying out before the shocked Mr. Smith could ask a question.

Mr. Smith now was raving. He saw through the whole deal: Mr. Carrington was trying to buy that side hill in order to sell it to Mr. Standish. Mr. Standish apparently placed a high value on the property. Mr. Carrington was going to swindle him in some way. Shame on Mr. Carrington!

Just before the close of banking hours that day, Mr. Standish drew out all but \$500 of his cash deposit. Mr. Smith was not present at the time, and when he heard the news he was furious. He had been investigating and he found that Standish,

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GRAND RAPIDS, MICH.

the fool, was convinced that the hole in the hill was a gold mine. Carrington had showed him a few samples of dirt. Each and every sample contained gold in paying quantities.

It was the rawest, plainest case of mine salting with a rich, simple sucker as the prospective victim that any one ever had heard of. It was outrageous! So declared Mr. Smith. He, Smith, President of the First National Bank of Hampton, would not stand by and see the thing go through. He would see Mr. Standish. He, Smith, would sell the mine.

He did see Mr. Standish. He saw him at the hotel late that afternoon. He talked mines to him. He discovered that Mr. Standish was interested in mining. He broached the subject of the Sidehill mine. Of course it was a funny place to find gold, he said; but there was gold there. Yes, Mr. Standish knew all about that. His young friend Carrington had showed him the possibilities of that hole in the ground. He, Carrington, was going to sell him the mine for \$40,000.

"Good heavens, man!" cried Smith. "I'll let you have it for \$20,000. It isn't Carrington's; it's mine. Carrington hasn't even got an option on it."

"I understand that he has," said Mr. Standish innocently. "Of course, if he has not, and you are willing to sell for \$20,000, I see no reason why I shouldn't buy from you."

"None in the world," rejoined Smith. "Carrington knowing about the mine, and knowing that my price

on it is \$20,000, merely proposes to make you a victim to the extent of that amount."

At the same time he wondered how anybody could be so foolish as to think gold could be discovered in that locality.

"Then take this draft with you," said Standish, handing back what looked like the same piece of paper that the bank had cared for the day before. "Write the facts of the transaction on a piece of paper. Tomorrow we can complete the deal."

And Smith, high financier, did as he was bade. He chuckled as he pocketed the draft. Standish couldn't back out now; the deal was made, and he took his departure.

He had just got through chuckling when young Mr. Carrington caught up with him.

"I know what you've done," cried Carrington angrily. "You've stolen a march on me. You knew I had it framed to trim this sucker, and now you've jumped in and done the trimming yourself. Think you're going to leave me out in the cold. Well, you're not, see. I want \$5,000 out of the \$20,000 you're roping the old man for or I go right up now and queer the game."

Smith grew sick to his stomach. He hadn't thought of that. He had been too busy getting his fingers on that big draft. But now he saw his error; this evil minded young man had him in his power. And the evil minded young man wouldn't compromise

on any smaller basis, either. Five thousand or nothing.

"Will you go out of town for three days for \$5,000?" asked Mr. Smith.

"I'll go out of town forever for that."

"Without going up to see Mr. Standish?"

"For \$5,000 I'm your pal," said Carrington. "We split on this. I get \$5,000 for bringing the sucker here; you get \$15,000 for your pasture. That's business; come on."

And Mr. Smith came. He gave Carrington \$5,000 in cash and he saw that the young man got on the 5 o'clock train for the city. He was well satisfied with himself, was Mr. Smith. This was doing business. To show his good feeling toward the world he went up to the Hampton house to invite Mr. Standish to dinner.

"He left on the 5 o'clock train," said the clerk.

"He couldn't," said Mr. Smith. "I was there myself. There was nobody but a little red headed Irishman—"

"That was Mr. Standish," said the clerk. "He said he was doing it to win a bet."

Then Smith looked at his draft. It was a draft, all right, but not the one that he had cared for yesterday. It was a "phony," as Mr. Smith suspected. And Mr. Smith threw his arms up towards the heavens and shrieked: "Swindled, by gum! The dirty dogs!"

But Ignatius Black and David Campbell, hurrying homeward after

their pleasant visit to the rural districts, split the \$5,000 equally and vowed that nothing helped one like a run out into the country—away from the city, with its selfish, dishonest crowds—where change made one see things in a new light.

Lee MacQuoddy.

Manners Outweigh Words.

In a letter to its employes a leading railroad company of the United States has this to say:

"Courtesy costs nothing and yields large returns. Cordial relations with customers are an asset. You increase this property's value to owners and patrons, as well as the value of your service, by making friends.

"Rules necessary in a business so complex cause less dissatisfaction than unfortunate methods of enforcement. Your training renders familiar to you matters not understood by the public and enquirers are entitled to prompt, courteous and complete replies. If something seems at fault beyond your power to correct, explain how and through whom the remedy should be sought. Manners outweigh words. The salesman of transportation should make his customers as welcome as would any business man, inspiring the desire to come again."

That is advice that merchants generally ought to give their clerks and see that the latter thoroughly appreciate what a little thing it is, and yet how often neglected. Courtesy has made many a man, and the lack of it ruined more business prospects than the lack of sufficient capital.

CARE Makes Quality

Quality Makes SALES

"Williams" Sweet Pickles

IN AIR-TIGHT GLASS-TOP BOTTLES

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

Conform With the Federal Pure Food Law

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

Consider Your Customers

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

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

THE STAMP LOOTER.

He Is Circumvented By New Perforating Machine.

Custodians of the stamp drawer need no longer fear temptation, for the government has made resistance decidedly easy for them, in that it has granted permission to all large business firms to adopt the new initial perforating machine.

By the use of the perforating machine, large or small sheets of stamps may be perforated and it is not unusual now to receive a business letter on which there is a stamp filled with very tiny holes representing one or two initials. The loss of stamps in many business houses through the appropriation of unscrupulous employees has been so great as to cause proprietors to appeal to the government for protection through the medium of the perforating system. This appeal has been granted and the office "Raffles" who had previously helped himself at the stamp drawer and later ordered "merchandise by mail" inclosing "stamps" for same will, in the future, be obliged to use his own salary for personal needs.

Incredulous as it may seem, it is nevertheless a fact that many large firms in Chicago have lost from \$5 to \$10 each week through the petty pilfering of stamps. The problem has been a hard one for employers to solve—their employees all seemed honest enough, came to them with good references and suspicion was hard to place. Some of the firms when first discovering the leakage of stamps and after satisfying themselves that it truly existed usually installed or appointed some one to detect the guilty party or watched the situation closely themselves, and while some were successful in locating the miscreant, many were obliged to give up in despair and the only practical remedy which suggested itself was to order the stamps kept locked in some official's desk, but this arrangement entailed considerable annoyance, and while it thwarted the machinations of the guilty, the reflection wounded the sensitive and innocent.

The manager of a large business firm downtown, which receives and conducts a voluminous correspondence, states that the petty stamp purloiner is a difficult proposition to bring up standing and in citing the following instance of his experience gives convincing evidence that "All is not gold that glitters."

"One Monday morning soon after I reached my office," said the manager, "a young clerk who had been in my employ but a few weeks and whose duties were to fold, stamp and mail all correspondence, entered and stated that he must have 'some more stamps.' I asked him how many he needed and was surprised to hear him say '2,000,' for Saturday had been a half holiday and the mail therefore light. I further inquired how many of the 2,000 we purchased on Saturday morning were left and he answered 'about twenty-five or fifty.'"

"I was convinced that something here was wrong and made up my mind to have the boy watched. I

said nothing, however, but gave him money to go and buy the 2,000 stamps, and then called to my office one of my most trusted employees, a man about 60 years of age, who had been with me in the capacity of book-keeper and confidential clerk for twenty years.

"I told him about my suspicions and instructed him to keep a close watch on the young man in charge of the stamps and endeavor, if possible, to ascertain if he was dishonest. He promised to do this and was loud in his denunciation of what he termed 'contemptible robbery.' He did not report to me on the matter other than that he was 'keeping his eye on the boy.'"

"About a week later I left the office later than usual to attend a conference of manufacturers held at the Monadnock building, but as I neared the building I remembered I had forgotten some necessary papers directly pertaining to the business in hand at the conference and returned to my office for them. It was then 7 p. m. and as the watchman was at the front door, which was open for ventilation, I was able to enter without using my key. On passing the book-keeping department I was startled to hear a slight noise, as I had supposed every one had gone home.

"I peered through the grating of the cashier's window and was horrified to see with my own eyes my trusted confidential and deputized 'Pinkerton' in the act of slipping two large sheets of bright red stamps into the folds of a newspaper. I was spellbound, but needed no further proof of his dishonesty when he donned his hat and carefully picked up the paper which concealed his loot. I stood still and as soon as he opened the door of the department to leave I grasped him not gently by the shoulder. In an instant he knew that I had detected his guilt and my disgust for him was only heightened when he dropped on his knees before me on the floor and begged for mercy.

"He confessed that he had been stealing stamps for the last two years, that the first year he was cautious and 'modest,' no doubt, only taking from ten to twenty stamps a day, but by the second year he had grown brazen and carried away nearly every day from fifty to 100 stamps.

"I had been giving him a salary of \$25, his family was small, and I felt but little leniency toward him, for, in my estimation, he was none other than the worst kind of a thief. However, I let him go free, discharging him, of course, and to ease my conscience for my misjudgment and suspicion of the mailing clerk I surprised that young man nearly to death next morning by placing him in the position of my former 'trustee' and raising his salary from \$12 to \$25 a week."

A stamp may look small, almost like a little courtesy, to be pressed into service at will and without charge, but he who licks even one on a personal letter without first laying down his coppers for it is just as much of a thief as though he waited

in ambush to hold up his employer on his way home.

Through the new perforating initial system "hands off stamps" in the business houses are now assured, for should those who operate stamp burglary try to dispose of their spoils the perforation bearing the initials of the firm who own them will immediately cause suspicion to descend upon their heads and their light fingered propensities will undoubtedly cause their arrest—a disgrace which never fails to blight a young man's career in the business world.

Roselle M. Dean.

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

In the matter of Abraham M. Epstein, bankrupt, notice is hereby given that the stock of merchandise, consisting of clothing, dry goods, notions, boots and shoes and rubber goods, together with store furniture and fixtures and book accounts belonging to the said bankrupt, will be offered by me for sale at public auction, according to the order of said court, on Friday, the 30th day of April, 1909, at 2 o'clock in the afternoon, at the front door of the store of said bankrupt, Nos. 216-218 North Burdick street, Kalamazoo, Michigan. The sale will be subject to the confirmation of the court. All of said property is now in said store, and the inventory thereof may be seen at my office, at Herold-Bertsch Shoe Co., 12-16 Pearl street, Grand Rapids, Mich.

Fred E. Walther, Receiver.
Peter Doran, Attorney for Receiver.
Dated Grand Rapids, Mich.,
April 17, 1909.

Our habits are either our greatest helps or our saddest hindrances.



The trade—already created—is yours if you want it.

To get it, simply stock up with

Holland Rusk
(Prize Toast of the World)

It is the means of bigger sales and more profits to many enterprising grocers. Are you one of them?

Large Package Retail 10 Cents.

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Michigan People Want Michigan Products

We Pay the Highest Prices

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Baker's Ovens, Dough Mixers

and bake shop appliances of all kinds on easy terms.

ROY BAKER, Wm. Alden Smith Bldg., Grand Rapids, Mich.

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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.

ABRAHAM LINCOLN.

Side Lights on America's Greatest Character.

The Titanic figure of Abraham Lincoln rises on the horizon of history as a great green mountain from the plateau of mortal existence; ascending from the earth, passing all the knolls and peaks of other men and towering to the heavens, immovable and immortal in all ages.

Behold man, mortal man, viewing this mighty mountain of a man!

He seems not far away, standing there haloed in a glory of sunlight cast by lauding multitudes; but after weary travel of many days he is still afar to human vision and human understanding.

There have been many great men.

There have been many good men.

But Abraham Lincoln was both great and good.

His intellect made him great and his heart made him good.

The union of a great head and a great heart make a mighty mountain of a man.

The times that try men's souls are the times that make men.

Men produce a time, a time produces a man, a man produces a better time; all are of a product of each and each is a product of all.

When a discordant note is struck in the affairs of a nation, it sounds and resounds through the length and breadth of its land; it tries all ears of all men of that nation; it explores and seeks and finds the ear of the soul of one who sees, feels, thinks and understands. In him and through him that nation attains harmony.

It is not strange that this unseen, this psychic force, should have rested on one man of the fertile plains of Illinois in almost total obscurity.

The condition that faced this country forty and six years ago was known to all men in each part; for there were railroads, telegraph, orators, newspapers in proportion to the population of that day as there are in this, so that Boston, Massachusetts, had an equal opportunity with Springfield, Illinois, in sending that man.

That man in Springfield heard the call of the multitude. His mind and heart and soul rose; he came, he saw, he understood to a full meaning and a solution. In turn his voice was heard and his pen was read by the multitude, and the multitude saw that he was the man of men; they took him as their own and gave him their mission.

It is not strange that this nation should have taken one untutored, uncultured, with no knowledge of the fine arts, pictures, music or books—books save as they related to the material affairs of man. Culture avails nothing in the major affairs of life; for it is only the hard textures, like marble, that partake of a polish, and by their hardness and polish they are rendered impervious to a call of the heart.

Like all predestined men, Lincoln began life and continued through earthly existence without knowing his destiny. He simply cast his lot on

the waters of fate and he was carried high by the torrent of events.

Unconsciously, all the conditions surrounding Lincoln's early life contributed to his mental and spiritual equipment for later life. There were his birth in the woods of Kentucky, humbler than the Nazarene, his childhood in the wilds of Indiana, and all amid virgin nature; the isolation of his youth and manhood on the prairies of Illinois—all individualized the man, for civilizations make men alike.

In a frontier country there are but few books and little reading. Those who do read are rendered distinct from their fellows. The economy in number of books confined a library to the Bible and Shakespeare, and to him that reads at all these are the best of literary imprisonment; for the more any of us read these, the fewer books we find that are really worth reading.

Even his domestic unhappiness contributed to his political success, for it threw him among men. His wife, Mary Todd Lincoln, was an opposite nature to his own—a woman of culture, a Blue Grass Kentucky aristocrat and socially ambitious. With a woman's perception she early saw in Lincoln the vehicle for that ambition. Being a woman of temper, Lincoln took shelter from the sea of domestic storm in the harbor of the dimly-lighted grocery and tavern and where the only mental refuge is conversation. At a time when most men enjoy the selfishness of their family and fireside, Lincoln was learning his fellows, gaining sympathy for them, becoming a real democrat, acquiring the facility of expression, and all by association with the average man—in the grocery and tavern, where the pulse of the nation beats strong.

Robert G. Ingersoll once said that Lincoln was just as shrewd as it is possible for a man to be and retain his honesty. Even in the conducting of his law business his plan for seeking clients would rival some of the devices of a modern sales manager. For instance: In the Eighth Circuit of Illinois, where Lincoln's law practice was largely confined, there were about fifteen county seats where court was held. In many of these Lincoln had partnership agreements with young lawyers wherein they would be permitted to counsel him and have the use of his name on their signs. Obviously, when one of these young men received a case too difficult, the parent office of Lincoln & Herndon at Springfield was retained. In this way Lincoln participated in about all the litigation on the circuit.

His income during the last ten years of practice had averaged about \$3,000 per year, which was large for that time and territory—this in spite of the fact that he was liberal to a fault with his services to charity clients.

The late Joseph Jefferson, the actor, used to tell this story:

"In 1838 our family had been playing in Albany, N. Y., when my father received a letter from my uncle in Chicago, asking him to join the

management of a new theater being erected there, and with a few other actors who had received no salaries for several weeks, we turned our faces toward the setting sun. Chicago was just then turning from an Indian village to a thriving town. After the varying success which always attended the drama in that day, we went to Galena and Dubuque for short seasons, traveling across the prairie in open wagons. At the latter place we lost all our properties, scenery and personal baggage by breaking through the ice while crossing the river, afterwards recovering a part of it which had lodged on a sand-bar. We had a good season though, and traveled on to Quincy, Peoria, Pekin and Springfield—all towns just then springing up in the West. In most of these we were put to severe shifts for a theater. In Quincy the court house was fitted up, but for the most part we were confined to tavern dining rooms and warehouses. In Pekin we appeared in a pork-house, playing John Howard Payne's 'Maid of Milan,' and while my mother was singing 'Home, Sweet Home,' a lot of hogs lying under the floor near the stove rubbed their backs up against the joist and squealed.

"Springfield being the capital of Illinois, it was determined to devote the entire season to the entertainment of the members of the Legislature. Having made money for several weeks previous, the management resolved to hire a lot and build a theater. This sounds like a large undertaking, but the building of a playhouse then did not involve the outlay as now.

"The new theater was about 40 feet wide and 90 feet long and somewhat resembled a dry goods box with a roof—it was the first time my father had ever owned anything with a roof, so naturally we were quite proud.

"In the midst of our rising fortunes a heavy blow fell upon us. A religious revival was in progress at the time, and the church fathers not only launched forth against us in their sermons, but by a political maneuver got the city to pass a new law enjoining a prohibitory license against our 'unholy' calling. Here was a terrible condition of affairs; all our available funds invested, the Legislature in session, the town filled with people and we by a heavy license denied the privilege of opening the new theater.

"In the midst of our trouble a young lawyer called on us. He had heard of the injustice, and offered, if we would place the matter in his hands, to have the license taken off, declaring that he only desired to see fair play, and he would accept no fee whether he failed or succeeded.

"The case was brought up before the Council. The young lawyer began his harangue. He handled the subject with tact, skill and humor, tracing the history of the drama from the time when Thespis acted in a cart to the stage of to-day. He illustrated his speech with a number of anecdotes and kept the Council in a roar of laughter; his good humor

"Figger" It Out Yourself

You make a sale which amounts to	\$1.00
You pay the wholesaler for the goods	.75
You have left a balance or gross profit of	\$.25
You pay for Clerk Hire, Rent, Light, Heat, Delivery Service, Insurance	.15
You have left a balance or "Net Profit" of	.10

Then if, by your present method, you have the expense and errors of book-keeping, forgotten charges, disputes and bad accounts to contend with, you lose another one, two or three cents on the dollar; it must come out of the so called net profit of 10 cents; and what have you left? In the example we give here, it is plain to be seen that the real net profit is only 7% or 8%. What is it, in your own business? Take a pencil and paper and figure it out yourself. All merchants have some leaks, some more than others. We guarantee that the American Account Register and System will stop these leaks and save you money. That is why we are continually asking you to install our System.

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Our registers are made in over 300 different sizes and styles and if you will drop us a post-card stating the number of customers' accounts you desire to accommodate we will gladly furnish you with prices, on size you would need, and also give full explanation of the system. The American really costs you nothing as it will pay for itself in a few months of use. Not only will the American pay for itself in a short time, in money saved, but it will be a source of profit, a money maker for you through its advertising feature.

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prevailed and the exorbitant tax was taken off.

"This young lawyer was very popular in Springfield, and was honored and beloved by all who knew him. He now lies buried near there, under a monument commemorating his greatness and his virtues—and his name was Abraham Lincoln."

There are still many men who have seen Lincoln in action and have heard his voice, yet he is fast becoming legendary. He was human, in spite of his wonderful patience and charity his wrath arose at times to the might of a quake. He loathed a cunning man and his perceptions discerned a dishonest one; then his temper knew no bounds. He threw these out of the White House with his own hands; he pitched the persistent office-seekers' petitions to the winds when they intercepted him in his daily walks.

Lincoln's life can be paralleled in major events to Julius Caesar's: Both were educated in the law, passed their early life in politics, became the rulers of great nations, the heads of great armies; both met death at the hands of assassins, and all at a relative time in their careers.

Lincoln, without formal training in scientific warfare, was really a great general; for life-long military men acknowledged that he knew more of the maneuvering of an army and navy than any of them.

Lincoln has been wrongly likened unto Caesar in periodical mental derangement. But in the light of modern medical science, Lincoln's recurring melancholy, of which he once wrote as being so intense as not to permit him carrying a pocket-knife, was from a physical cause. He was undoubtedly affected chronically by malaria—poisoned in childhood from the swamps of Indiana and continued in manhood on the low land of Illinois. It did not impair his intellect, but resolved itself in an inactive liver and depressed spirits.

In the light of our understanding in the present spiritual age, Lincoln's religious aspect has been misunderstood. Very early in his intellectual life he prepared a rather elaborate work on agnosticism, evidently while under the spell of Thomas Paine's "Age of Reason." This was afterwards burned in a grocery store at New Salem, Illinois, by his old friend, Joshua Speed, who evidently very early saw in Lincoln a political future.

Once, in Springfield, he addressed an audience in a church, during one of his State legislative campaigns. He compared a certain issue as being like an old lady he knew over at New Salem who had been in a wagon with a runaway team. Lincoln said that she told him that she held on to the lines and prayed to God until the breechin' broke, and then she didn't know what she would do.

This story, together with his indifference to church organization, caused his defeat for congress at his first nomination. To his deep chagrin he did not receive the vote of the Springfield clergy at his election to the presidency in 1860.

In every period of Lincoln's letters

and addresses, there is a formal religious reference, but in his last state papers there are a fervent spiritual belief and appeal. Environed in gloom of a hideous war, the loss of a favorite child, and the very earth of human faith shaken from under him in his last days he sought the Infinite Beyond.

Like all great American statesmen, Lincoln was absolutely clean in personal morals—without a single vice, even to the use of tobacco.

The relaxation that most men find in tobacco, cards and the bottle, Lincoln found in folk stories, and he was not choice in their subjects.

He put his story-telling ability to a double purpose—he made it work twice. It served as a self diversion and as a part of his expressive machinery. A simple story saved him much time and energy in argument and explanation.

Some of these had the wisdom of ancient parables:

At the very blackest period of Lincoln's rule, after practically all the Southern States had seceded and the Union armies had met with nothing up to that date but disaster, a congressman came to him with the question that he must now be quite sure of the permanent disruption of the Union.

"No," said Lincoln. "I once boarded in a house over in Illinois. One morning about two o'clock the landlord pounded on my door, saying to arise, that the day of judgment had arrived. I got up, looked out of the window, to see the stars falling from the heavens in a perfect shower. I looked again, saw that the constellation of Orion was still stickin', and I went back to bed."

General Lew Wallace, the author of Ben Hur, used to say that no man ever went to the White House in Lincoln's day without getting something: either an office, a pardon, or a story—but mostly stories.

Imagine, to-day, a great industrial or commercial institution with an equal number of stockholders diverse in their opinions as to its future policy. Imagine one faction for the head of that institution and the other against him. Imagine this favorable faction subdivided again into smaller factions made up from the department heads—all strong, but personally ambitious men, able to help their chief in solving the problems before him, but all too busy in their own behalf; taunting and insulting him, and in their selfishness sacrificing the interest of all. Imagine all this with a labor war and the institution mired to the very cornice of its buildings with litigation. Imagine its Chief standing through it all, seeing it in the gross and un-mindful of petty plots and individual abuse. Imagine him joining all forces to the main issue and bringing order out of chaos, profits out of losses, and you have a picture in miniature of Lincoln in the White House.

We marvel at his patience—we who exert our minds and ponder in our hearts the problems that are a pittance by comparison.

We, of common clay, when we find

a traitor in our camp, even although he be useful in the main issue, are fearful of our own position—return his insults two-fold and cast him out with his sins upon him.

Consider Lincoln embodying the perfect balance of heart and head, and you will marvel not at his patience, for his life policy in dealing with all things can be defined in just three words: Principles Before Personalities.

He turned the conniving ones into conciliators; his foes into friends.

As he once said: "It is no pleasure for me to triumph over anyone."

During the very blackest period of Lincoln's political history, the first man to appear at the White House door, open handed and open hearted, was Stephen A. Douglas, his political foe and the one over whom he had gained the presidency.

Lincoln's cabinet officers, who had early belittled him, ridiculed and insulted him, finally became Pythian in their friendships and cringing in their submission.

During the last year of Lincoln's life he was clothed with absolute power. No European monarch ever equaled him. Yet he never abused that power save on the side of mercy.

They used to tell this story of his manner of handling his Cabinet during his last days: He would come into the room late in the morning, his cabinet officers all seated waiting for him. He would assume a most perplexed air and propose a measure. Long discussion would follow by all members of the Cabinet in barrel

voices, accompanied by much knitting of brows, stroking of whiskers and polishing of glasses. All the while Lincoln would remain silent.

Finally he would call for a vote: "All those in favor of the motion signify by saying 'I.'"

Silence.

"Contrary, 'No.'"

A chorus of unanimous "No's."

"Well, gentlemen," Lincoln would say in a low voice and looking down into his lap with a faint chuckle and a sad smile, "I vote 'Yes,' and the I's have it."

And time has proven that the I's did have it.

Lincoln made his mistakes and failures, but his one great failure has since contributed to his greatness, and that was his failure to emancipate the slave by compensation. This was his one bitter disappointment. But Lincoln did not fail—Congress failed. His plan has since been adopted with success in other countries, so that his efforts were not in vain in their relation to the world. If he had succeeded here there would have been no reconstruction period in the South—the South would have remained constructed. There would have been none of those stories of fine old men chopping down fine shade trees in front of fine old homes to sell them as fuel to passing steamboats for a mite of ready cash.

Lincoln grew with his facility of expression, and his facility of expression grew with him, until the last years of his life he developed a literary style like a prophet of old. His



A Short Climb

to a successful coffee business. Only three rungs in the ladder—get "White House;" offer it to your trade; lo, it is gone. You see, the last rung is really superfluous—you don't need to step on it—merely hand "White House" over it into outstretched hands eager and waiting for it.

Symons Bros. & Co.

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Wholesale Distributors

latter-day letters and speeches are veritable songs without music. They have never been equaled in the entire history of literature save by Isaiah.

His technic in the use and beautiful harmony of words came unquestionably from a careful and continued literary reading of the Bible. His big view of human affairs, his clarified thinking, his always perfectly balanced qualities of head and heart finally produced the second inaugural address and the Mrs. Bixby letter.

While the Gettysburg speech is more popular, by reason of the fact that it is best known, yet the second inaugural address is a better document. Lincoln said himself that this address, although not immediately popular, would "wear well." He shrewdly observed that people did not like to be reminded that the ways of the Almighty are not as the ways of men; that God differs from them. "To deny it," he continued, "is to deny that there is a God."

The Gettysburg speech first found its appreciation in England. Lincoln originally wrote it on the train going from Washington to Gettysburg, on the back of an ordinary envelope, using the top of his plug hat for a desk. He read it during the day with no oratorical gusto and it produced no particular effect, but six weeks later when the London Times and the Edinburgh Review spoke of it as being the finest of English composition and Lincoln as the brainiest ruler of any civilized nation, it was then that the American people were awakened.

The American spirit is extending to a world's spirit.

The age of steam that came simultaneously with our Declaration of Independence has placed a new economic aspect on the material affairs of man.

Old countries with old civilizations when we were but cave dwellers are coming unto us for our devices and policies, and are enjoying a new birth of freedom.

With the American material spirit must go the heart spirit—the spirit of Abraham Lincoln, who, in the strangely simple economy of nature, came from the lowly; who ascended above the people, and who is now destined still higher to all people of all lands—a universal spirit for a greater freedom—the freedom of the heart.

It was after the strain of election day in 1860. The people had taken Lincoln to do their will. He flung himself down exhausted on a couch in his office. There was a mirror opposite. He glanced into it and was startled to see a double reflection of his face there.

He sprang up, looked more closely, and it vanished. He lay down again, and it appeared. It jarred on his tired nerves and he arose and went away.

Once again, a few days later, he saw it. Then it disappeared. He repeated the experiment, but it could not be recalled.

The two faces had been distinct, one paler and more ghostlike than the other.

After that the expression of grief grew in his dark gray eyes, and he said many times: "I shall never be glad any more."

Abraham Lincoln passed on, April 15, 1865. The morning of the day before he had gravely told his cabinet officers of a dream he had had the night before: He had found himself in a singular and indescribable vessel gliding with great rapidity towards a dark and indefinite shore. This dream had come to him on previous occasions, but it had always foretold some happy event, and thus dismissing it he turned to the business of the morning.

But some time previous he had had another dream that he could not dismiss—it had haunted him.

He had gone to bed after an anxious day. In his sleep he seemed to be surrounded by a death-like stillness, broken presently by sounds as of a multitude weeping. The mourners were invisible. He had seemed to wander from room to room in the White House, everything plainly visible save the source of those continued sobbings. He had become more perplexed and alarmed until, in his dream, he came to the East Room. There lay a corpse under a catafalque, surrounded by a guard of soldiers and about them were a great throng of mourners.

"Who is dead?" he asked the guard.

"The President," answered one of them; "he was killed by an assassin!"

And the groan that burst from the mourners awakened him.

David Gibson.

* * *

Second Inaugural Address.

Fellow-countrymen: At this second appearing to take the oath of the Presidential office there is less occasion for an extended address than there was at the first. Then a statement, somewhat in detail, of a course to be pursued seemed fitting and proper. Now, at the expiration of four years, during which public declarations have been constantly called forth on every point and phase of the great contest which still absorbs the attention and engrosses the energies of the Nation, little that is new could be presented.

The progress of our arms, upon which all else chiefly depends, is as well known to the public as to myself; and it is, I trust, reasonably satisfactory and encouraging to all. With high hope for the future, no prediction in regard to it is ventured.

On the occasion corresponding to this, four years ago, all thoughts were anxiously directed to an impending civil war. All dreaded it—all sought to avert it. While the inaugural address was being delivered from this place, devoted altogether to saving the Union without war, insurgent agents were in the city seeking to destroy it without war—seeking to dissolve the Union and divide effects by negotiation.

Both parties deprecated war; but one of them would make war rather than let the nation survive; and the



The Imitators

They Can't Budge It

Kellogg's Toasted Corn Flakes is here to stay. Quality is the rock on which its success is founded and none of the imitators can budge it because none of them has approached it in quality. You may be able to buy the imitation brands cheaper than Kellogg's, but isn't it good merchandising to stick to the popular brand which yields a good profit and sells quickly? Kellogg's doesn't stick to your shelves; it's on again—off again—

you've made a good profit and a quick profit; you're pleased and your customers are pleased.

A Square Deal For Every Grocer

The square deal policy under which Kellogg's is marked is winning the dealers of the country, as its delicious flavor has won the customers.

It is sold on equal terms to all retailers—no direct sales to the big fellow—no free deals—no premiums—just good quality—fair sales methods—generous advertising. Isn't it good business to stick to the cereal marketed in this way—and the one that has the demand?

W. K. Kellogg

TOASTED CORN FLAKE CO., Battle Creek, Mich.

other would accept war rather than let it perish. And the war came.

The prayer of both could not be answered—that of neither has been answered fully. The Almighty has His own purposes. "Woe unto the world because of offenses, for it must needs be that offenses come; but woe to that man by whom the offense cometh." If we shall suppose that American slavery is one of those offenses which, in the providence of God, must needs come, but which, having continued through His appointed time, He now wills to remove, and that He gives to both North and South this terrible war as the woe due to those by whom the offense came, shall we discern therein any departure from those divine attributes which the believers in a living God always ascribe to Him?

Fondly do we hope—fervently do we pray—that this mighty scourge of war may speedily pass away.

Yet, if God wills that it continue until all the wealth piled by the bondsman's two hundred and fifty years of unrequited toil shall be sunk, and until every drop of blood drawn by the lash shall be paid by another drawn with the sword, as was said three thousand years ago, so still it must be said, "The judgments of the Lord are true and righteous altogether."

With malice toward none; with charity for all; with firmness in the right, as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation's wounds; to care for him who shall have borne the battle, and for his widow, and for his orphan—to do all which may achieve and cherish a just and lasting peace among ourselves and with all nations.

* * *

To a Mother Begrieved.

This letter was written to a Mrs. Bixby, of Boston. An engrossed copy of it now hangs on the walls of Brasenose College, Oxford University, England, as a specimen of the purest English and the most elegant diction extant. As a model of expressive English it has rarely, if ever, been surpassed:

I have been shown on the files of the War Department a statement of the Adjutant General of Massachusetts that you are the mother of five sons who have died gloriously on the field of battle. I feel how weak and fruitless must be any words of mine which should attempt to beguile you from the grief of a loss so overwhelming; but I can not refrain from tendering to you the consolation that may be found in the thanks of the Republic they died to save.

I pray that our Heavenly Father may assuage the anguish of your bereavement and leave only the cherished memories of the loved and lost and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom.

* * *

Abraham Lincoln Said:

Prosperity breeds tyrants.

The people do well if well done by.

It is easier to pay a large sum than it is to pay a larger one.

The American mines will prove

that we are the treasury of the world.

The Lord prefers common-looking people; that is why He made so many of them.

If you can not be an honest lawyer, resolve to be honest without being a lawyer.

If you would win a man to your cause, first convince him that you are his sincere friend.

I ask those who have not differed with me to join with me in the spirit towards those who have.

Human struggle and scramble for office, for a way to live without work, will finally test the strength of our institutions.

If I know my heart, my gratitude is free from any taint of personal triumph. It is no pleasure for me to triumph over anyone.

The free institutions which we enjoy have developed the power to improve the condition of our whole people beyond any example in the world.

Let us at all times remember that all American citizens are brothers of a common country and should dwell together in the bonds of a fraternal feeling.

With public sentiment, nothing can fail; without it, nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed.

I can not run the political machine; I have enough on my hands without that. It is the people's business—the election is in their hands. If they turn their backs on the fire and get scorched in the rear, they'll find that they will have to sit on the blister.

No man resolved to make the most of himself can spare time for personal contention. Still less can he afford to take all the consequences, including the vitiation of his temper and the loss of self-control. Yield larger things to which you can show more than equal right; and yield lesser ones, although clearly your own. Better give your path to a dog than be bitten by him in contesting for the right; even killing the dog would not cure the bite.

Latest in Course Dinners.

A new way of eating a course dinner was seen in a dairy lunchroom the other day. The boy who invented this new way had attracted the attention of every one in the place by eating so much. Most people in such a quick lunch place order one or perhaps two different items from the bill of fare, and seldom return to the counter for more. This youngster not only returned for more but kept on returning.

After a time the men who served at the counter noticed how often the young fellow was "among those present" and commented on it. Soon the other patrons who had been spending more time over their one article than the youngster had over many, for he gulped the food down as if he were afraid it would get away from him, became curious.

At last one of them asked the man at the counter why the boy was eating so much, and why, if he wanted such a large meal, he did not order it all at once. He was told that the young fellow had nothing to eat all day—this was late at night—and having managed to get some money was making up for lost time. This accounted for the amount of food, but not for the queer way in which it was ordered.

The reason for this was that, although at the time he had enough money to splurge, he didn't know just when he would get any more, and although he intended to eat all he wanted, he did not want to buy anything he didn't want.

Consequently, he would buy 5 cents worth of food and eat it. He then would return for more. He didn't intend to spend a cent after he had enough food to satisfy him. Although there are few things on the bill of fare of the dairy lunch that cost more than 10 cents, the bill of this boy when last seen had reached over 70 cents. In other words, starting with an original bill of 10 cents—for he bought a cup of coffee the first time—he had returned twelve times and was still going back for more.

The boy was not a tramp like some of those sometimes seen around the counter, but was probably a news-boy.

The drudgery we call a drag may be the counterpoise that helps us rise.

Grand Rapids Floral Co.
Wholesale and Retail
FLOWERS
149 Monroe Street, Grand Rapids, Mich.

G. J. Johnson Cigar Co.
S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

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.

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/4, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.



TANGLEFOOT FLY PAPER

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

ALL OTHERS ARE IMITATIONS

FOOTE & JENKS' COLEMAN'S (BRAND)

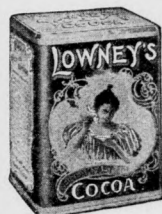
Terpeneless

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.



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

SPECIAL SALES.

How They Can Be Conducted Most Successfully.

Written for the Tradesman.

One of the most difficult sales to give an original touch is the anniversary sale, which every retail store takes up in some form or other. One of the most clever and profitable anniversary sales that has come to our notice was the campaign recently carried out by J. S. Armitage & Company, of Kenton, Ohio. Mr. Armitage launched his anniversary sale by using whole page space in the daily newspapers and follow-up circulars.

The scheme, which brought about a most unusual trading period, is explained more briefly in the following description taken from one of his advertisements:

J. S. Armitage & Co.

\$100 To Be Given Away Free \$100 On October 1 We Begin One of the Most Unique Advertising and Voting Contests Ever Held in Kenton.

This Profit Sharing Plan Is to Take the Place of Our Usual Anniversary Sale.

The voting contest consists of nothing more nor less than the giving away of \$100 to the church getting the greatest number of votes between Oct. 1 and Dec. 1. We are going to give the church people of Kenton \$100 for their church, and this is the way we are going to do it: With each and every cash purchase of 25 cents one vote will be given, or five votes for every dollar purchase, that is to say, you buy 25 cents' worth of merchandise, one vote; 50 cents, two votes; 75 cents, three votes, and \$1 worth, five votes.

All churches were included in the contest, and as the number of votes cast each day were displayed on a bulletin board the voting became more exciting. About twelve churches competed and the members of each church concentrated their buying at the Armitage store.

Mr. Armitage not only found this a most effective plan of presenting his regular anniversary sale, but it also enabled him to hold his own against mail order competition. The hundred dollars given in prize money was about ten times more profitably invested than it could have been in straight publicity advertising. The amount given away was figured as so much invested in direct advertising. This scheme kept the money at home and no one individual was the loser for this spirited buying. The money was spent for a cause, that of benefiting a church, to which all of the people of the town were willing to give their support and most earnest co-operation.

Since the passage of the lottery law, which is to the effect that no scheme of contest can be mailed when it is a condition that a purchase be made before the contest be entered, the voting contest has become universally popular. The voting con-

test is just over the danger line laid down by Uncle Sam. A voting contest is not held objectionable because the winner of the contest does not necessarily have to invest anything to enter the contest. The purchaser is not taking any chances. The voting provides that a contestant's friends spend the money. In the case of the church scheme, the members of the various churches neither win nor lose anything personally. Each customer received full value in the merchandise purchased, which entitled her to a vote for her favorite church. The excitement of the contest increased the volume of sales, turned the merchant's stock quickly at fair profits and thus enabled him to share his profits with one of the local churches.

The scheme as carried out by Mr. Armitage was a clean-cut, above-board selling campaign, which pleased the people of his town immensely and secured for him more permanent customers and the reputation of being the wide-awake merchant of Kenton.

The voting was counted by a committee of twelve, each church selecting their own committeeman to count the votes, so it will be seen that this scheme was the "talk of the town" and left a lasting and favorable impression with the people.

A One Day Bargain Carnival—Railroad Fare Refund Inducement.

The Helwig Department Store, of Mondovi, Wis., recently announced and carried out a one day bargain carnival which may appeal to merchants of smaller towns. At the top of the announcement advertisement appeared this striking inducement: "We Pay Railroad Fare." The plan of refunding fares is as follows:

On purchases of \$8 or more, fare refunded 10 miles, round trip.

On purchases of \$12 or more, refund 15 miles, round trip.

On purchases of \$16 or more, refund 20 miles, round trip.

On purchases of \$20 or more, refund 25 miles, round trip.

On purchases of \$25 or more, refund 30 miles, round trip.

On purchases of \$30 or more, refund 40 miles, round trip.

On purchases of \$40 or more, refund 50 miles, round trip.

On purchases of \$50 or more, refund 60 miles, round trip.

On purchases of \$60 or more, refund 75 miles, round trip.

The entire sum so refunded shall not exceed 5 per cent. of your total purchases, and in no event will any sum in excess of your actual outlay for transportation be paid. In the few cases where your full trip fare can not be refunded because of the insufficiency of your total purchases, 5 per cent. of the total amount entered in your rebate book will be paid you toward your fare.

Following the list of special bargains to be found at the carnival were prominently displayed the following prize offers:

Prize No. 1—The person, or family, that buys the largest bill of goods at the Bargain Carnival will receive free, as a prize, a large size

parlor table with a fancy decorated top.

Prize No. 2—The largest family attending the Bargain Carnival will be presented with a set of Asbestos Nickel Plated Sad Irons.

Prize No. 3—The farmer who brings the most eggs to the Bargain Carnival (and trades them out) will receive, as a prize, a lady's sewing rocker with a cane seat.

Prize No. 4—The farmer who brings in on Carnival day the second largest number of eggs will be presented with a "Buster Brown" express wagon or a fine nickel plated coffee pot.

As a result of these extraordinary inducements to secure out of town business the store did the largest day's business in the history of the organization.

Seasonable Sale.

The Big Store at Casselton, N. D., conducted a three-days school shoes special. Trade-pulling features were introduced which had the effect of creating unusual interest and desire to buy among all who read the clever, well displayed advertising. The advertising produced immediate action on the part of the parents, who might not otherwise have been so eager to make their purchases as soon as the children wished.

Time Limit and Premium Features.

One of the best pulling qualities of the advertising was the time limit set on the sale. "Three days only, Friday, Saturday and Monday," were specified as dates on which the special

VOIGT'S

About Your Flour Trade

If you honestly thought that your customers could get better results from Voigt's Crescent than from the flour they now use, wouldn't it pay you to use your influence in that direction? You see, Mr. Grocer, flour is the standard by which a grocery stock is judged. If your customer gets good flour she says that your goods are good, but if she gets poor flour—?

You can't afford to sell her a brand you don't know, and you can't afford not to know about the goodness of Voigt's Crescent.

Talk it over with your wife.

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

Send
For
Our
Booklet

HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER

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

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

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

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



Fox Typewriter Co.

260 North Front Street

Grand Rapids, Mich.

On the Fox all the writing is always in sight.

sale would be held, and it made parents and children anxious that such rare bargains should not be overlooked.

Another feature in the advertising appealed to a human weakness, or virtue, perhaps, and rendered their anxiety the greater. This offer was embodied in the following words, which appeared in about the middle of the advertisement: "Free While They Last—Jack and Jill pencil boxes with each pair of children's shoes." While the proprietors laid in a sufficiently large supply of these pencil boxes to give to all purchasers, yet the phrase in large black type, "Free While They Last," placed a limit on the chances of receiving something for nothing, and this element of uncertainty produced immediate results.

At the top of all advertisements two coupons were printed, as follows: Special Sale Coupon. Good for 10 cents Friday, Saturday and Monday only, in part payment of any pair of shoes except the four special advertised numbers, which are sold at almost cost. Only one coupon can be used on each pair of shoes.

The coupon phase of the advertisement was most prominent in the business getting elements of the scheme. This part appealed especially to the laboring classes who are constantly looking for a chance to save money on a purchase. To the family with a great many feet to shoe every 10 cents meant a great saving to them, and a half dozen pairs of shoes purchased meant 60 cents saved.

People were induced to attend this special seasonable sale of shoes because, besides realizing the difference between the original price and sale price, each half dozen pairs bought meant an extra saving of 60 cents. These facts were brought out in the advertisement as clinching arguments.

Periodical Sale—The 9 Cent Sale.

The B. C. Pingrey Company, of Sherburn, Minn., has held many 9 cent sales, 39 cent sales, and the like, for clearing the decks in the spring and fall. All of these sales have proved very profitable.

This concern began the season of special sales with a 69 cent sale in July, in which they included items which they wished to close out and that had sold up to \$1; two weeks later they held a 39 cent sale, mainly composed of items that had sold at 50 cents; then a 19 cent sale and a rousing 9 cent sale, which brought them up to the fall season with practically a clean stock, and helped to stimulate business at a season when it is naturally quiet. All articles were displayed on special tables and advertised thoroughly.

Premium Plan for Grocery.

A sensational phase of grocery advertising was carried out by the Pittsburg Cash Grocery, of Newark, Ohio. The headlines of "Free Groceries Free," appeared in large type and extended across the top of the entire advertisement. Following the attention-attracting headline was a strong editorial, which went into detail concerning the buying power of a dollar. In the center of the page

the special inducement was prominently displayed in a box, and it was this inducement which made the sale a tremendous success. The scheme to induce people to visit the store and buy groceries was as follows: "Groceries given away absolutely free with the following goods: Best flour, large sack, \$1.30. One 25 cent can of baking powder and one 10 cent package of corn starch free with every sack. There were eight other inducement items of this kind. A 10 cent package of macaroni was given with a 25 cent purchase of pepper; a 15 cent gas mantle was given with a \$1.25 sack of flour; a pound of ground pepper was given with every 50 cent pound of tea; a 5 cent box of bluing with two pounds of the best corn starch and baking soda.

The advertisement exploiting this sale contained the necessary elements of salesmanship. It attracted attention, aroused interest and created desire. More than this, it contained an element which few grocery advertisements contain. The giving-away-free feature clinched the desire to buy, and resulted in a quick sale. The results of this scheme proved that the surest and quickest way of getting the most people personally interested in a sale is to offer something for nothing. Human nature is alike in this respect, and it is fortunate for both buyer and seller that there are some things which will force the people to immediate action.

The main idea of the advertisement represents a plan to bring about a desire to purchase several or all of these bargain offers. The scheme of the advertisement is not just to bring people into the store to look and examine, but it forms in their minds an intention to buy, even before they enter the store. The advertisement announcing this sale was

further strengthened by a coupon feature which made each item seem desirable in that it could be obtained only when the clipped coupon was presented. This phase immediately caused the reader to realize that the coupon was worth money, and very few people will throw away anything that has a purchasing power. The regular method of advertising this store is to print coupons in all their advertisements which, presented with certain purchases, will obtain another article free.

The Small Department Store Contest.

A successful Harvest Sale and Corn Exposition was conducted by Gelino's Department Store in Kankakee, Ill. There were several novel features about this scheme: First, there was competition for the best specimens of corn. It is explained in the following quotations from an advertisement:

\$65 Offered in Prizes.

For the Best Six Ears of Yellow Corn—First prize, \$12; second, \$6; third, \$3; fourth, \$2.

For the Best Six Ears of White Corn—First prize, \$10; second, \$5; third, \$3; fourth, \$2.

For the largest Six Ears of Yellow Corn—Prize \$5.

For the Largest Six Ears of White Corn—Prize, \$5.

To every exhibitor who brings his corn during the first week of the exhibition we will give, free of charge, a good pair of Mittens, also an illustrated thirty-two page pamphlet on Corn Growing issued by the United States Department of Agriculture.

Conditions—Exhibitors must reside within twenty-five miles of Kankakee. The corn must be placed on exhibition at our store not later than Nov. 4, at noon. Every exhibit

brought in must be the property of the exhibitor, but more than one entry can be made. Prizes will be awarded on Saturday, Nov. 4, at about 2 p. m., by a committee composed of three prominent men in the agricultural interests of Kankakee county, namely, I. Hartung, Perry Kibbons, Jeremiah Brosseau.

Another prize of \$12 was offered for the best performance in corn husking. The conditions of this competition were announced as follows:

Who Is the Best Husker?

A prize of \$12 will be given to the person showing the best ten-hour day husking record within twenty-five miles of Kankakee.

Contestants will be required to give their name and address, the time when the record was made (must be in October or November, 1905), the place where the record was made, and they will be required to secure the signature of a farm owner or renter as a witness. On Saturday, Nov. 4, judges in the corn contest will examine the statements and make the award. Blank forms may be obtained in our store.

The store was decorated appropriately. Corn and corn-stalks were everywhere. There were big arches of corn brilliantly lighted by hundreds of electric lamps and the entire effect was exceedingly attractive. The two display windows, however, were the real features of the exhibit. They represented typical farming scenes of fifty years ago and to-day. The background of each window was a well painted agricultural scene. One showed an old farm house made of logs, surrounded by a deep forest with but a small clearing for the house and buildings. The figures in the windows were roughly dressed in a style of long ago. In the foreground of this display was an old

IT WILL BE YOUR BEST CUSTOMERS,

**or some slow dealer's
best ones, that call for**

HAND SAPOLIO

**Always supply it and you
will keep their good will.**

**HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.**

Mexican plow made entirely of wood. It was a real curiosity, being more than half a century old.

The other window showed a very different scene. It represented a highly improved farm of the present time. The painting pictured a modern mansion surrounded by a lawn and in the distance were the wide rolling fields. Coming down the road was an automobile. In the foreground was a modern riding plow. The two contrasting scenes attracted much attention.

Getting Out-of-Town Customers.

A "Cash Prize Sale" was the title of a selling scheme planned by P. H. Pearce's Department Store, Alexandria, South Dakota. His plan was to offer a cash prize of \$10 and two prizes in merchandise to the country women who brought in the largest loads of women to trade in his store. These prizes were divided so well that a great many women were induced to enter this contest. On the date arranged for the event he conducted a special sale in the best lines of staple goods, with also the best offers of the season.

The Grocery Word Contest.

Frank E. Block, who conducts a large grocery in Atlanta, planned a word contest which resulted very profitably. The scheme is explained in the following, which is taken from one of the advertisements:

Five dollars in gold given away free Saturday, September 14, to any boy or girl sending in the largest number of words taken from the letters contained in "Block wafers, the most nutritious form of bread, sold in bulk and packages." All you have to do is to write your list of words on one side of a sheet of paper and number each word, and send this with a certificate which will be given with each to cent purchase of Block wafers. Names of winners will be published every Sunday.

Shoe Store Children's Writing Contest.

The Seymour Shoe Company, of Newark, Ohio, secured an excellent mailing list, made the children familiar with their store and boomed their sale on shoes by inaugurating a contest which is described in the following words taken from one of their advertisements:

"The Seymour Writing Contest for the school children of Newark and Licking county: One pair each of high high cut, elk skin, skating shoes will be given as a prize to the boy and girl of Newark schools, and one pair each of high cut skating shoes will be given as a prize to the boy and girl, members of any school in Licking county outside of Newark, who writes the following sentence in the best style: 'The shoes that Seymour sells are always honest and reliable.' Send your handwriting with name, age, residence and school you attend to the Seymour Shoe Company."

This was a contest that almost every child could be induced to enter, as no purchase was required to compete. It attracted a great deal of interest and proved a good business builder.

Holiday Sales Scheme.

In planning a special Christmas Sales Plan Neuhaused Brothers, Toledo, Ohio, had two objects in view—to get the grown-ups, as well as the children, into the toy department and to get them there on opening day. The plan used was successful in that it eclipsed anything in the line they had ever used. The scheme was carried out in the form of a fac-simile letter from Santa Claus, inviting all children up to seven years of age to bring their stockings the next day to Neuhaused Brothers' store and Santa Claus would fill them that evening, so that they could get the stockings again the next day. There was a clause in the letter stipulating that some grown person must accompany the children, also that the name and address of the owner of the stocking must be firmly fastened to it. Candy, nuts and popcorn in generous quantity and of good quality formed the filling of the stockings which were delivered the next day.

Hardware Store Contest.

A Down East hardware concern recently announced on a large sign over the entrance to their store: "Free! One thousand dollars in cash prizes." Just inside the entrance another sign announced, "Prize contest booth, No. 12, at rear of store. Be sure and see the articles displayed at booth No. 5 as you pass on your way back." Booth No. 5 was filled with bargains that very few people could resist, and this suggestion led people to make purchases which otherwise would have been neglected. At the prize contest booth the people were handed circulars which told them that with every 50 cent purchase a voting coupon would be given. The holder then could enter the thousand dollar contest and vote for any of the various churches, social organizations or other societies, etc., mentioned on the bulletin board. The \$1,000 was divided into twenty-five prizes, ranging from \$10 to \$150, so divided that individuals working for the organizations would receive prizes as well as the organizations. In order to keep the interest in the contest alive the ten names of both the individuals and organizations that stood highest each week were credited with five extra votes. This scheme was merely a method of advertising which proved a good investment. Instead of reducing the price on his goods the hardware man figured the value of each coupon and estimated how long it would take to make one thousand 50 cent sales. Then he added a month or so to this and announced it as the closing date. In order to keep up the competition he published the names of the leaders in the newspapers and on the store bulletin boards. The result was that the voting became so spirited that he had his \$1,000 back before a third of the time was up. The hardware merchant, by giving coupons with every 50 cent purchase, aroused so much interest in his store that he was not compelled to reduce his prices or hold bargain sales as the other merchants were doing.

H. Franklin Thomas.

Self-Control.

If, burdened with disagreeable matters, you feel the advent of anger or indignation, hasten away from yourself and do not give way to impressions which may deprive you of your self-control. The more we train ourselves by force of will to return to a calm state of soul, the stronger our power for maintaining calm of soul. Marcus Aurelius.

Little deeds are often like little windows in a large room.

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.

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

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

GRAND RAPIDS

FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

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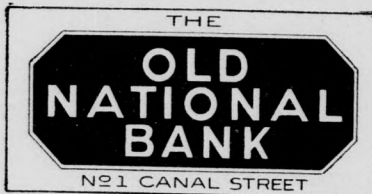
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We Solicit Accounts of Banks and Individuals

THE BURDEN BEARER.

Why Blackwell Was Needed For Better Place.

"You see," said Jones, who was showing the new man the routine of the place, "it will be well for you to learn all of the departments, as your position is that of general utility man."

Jones saw in Blackwell another promising victim of his favorite scheme of working all new men for all they were worth. Jones was a diplomat, and spent the greater part of his time in finding ways and means to get other men to attend to his work. He was something of a ward politician, and if he could get through his work shortly after noon would lock his desk and proceed upon a mission connected with his individual betterment.

Hence, as all others had been in the past, when breaking into the work of the Hadley concern, Blackwell was to be made a burden bearer for Jones.

The Hadleys were the largest printing establishment in the city. Blackwell had come with few recommendations, but was taken on by the head because of a note from a friend in a backwoods place, and was given a position which required little previous experience, but from which a man of any ability would soon find an opportunity of graduating into something better.

Hardly a week had passed before Blackwell was shouldering the major part of Jones' burden. The office looked on, but none saw fit to say anything to the newcomer which would tend to make him think he was being imposed upon. All had gone through the Jones school, and the graduates, although they had no diplomas, were inclined to let the latest addition to the office force fare as best he could, until he in turn should grow wise, as they had done in the past. Then, too, Jones had a way of putting men under small obligations, which prevented their interfering with his prerogative of working a recruit for all he was worth.

Blackwell made good progress. He was always at his desk on time in the morning and was a tireless, rapid workman. He found the accounts somewhat tangled, as left by a flighty predecessor, but within a fortnight had inaugurated a system of keeping track of the petty accounts which came under his jurisdiction which elicited favorable comment higher up.

One afternoon, about 4 o'clock, the senior Hadley came into the department and called for a paper which was under Jones' charge. The office formula: "Mr. Jones just stepped out," was called into requisition, but was followed almost immediately by the additional: "But perhaps Mr. Blackwell can find it."

Blackwell, who knew Jones' work as well as his own, gave Hadley the figures without trouble. That was the end of the incident, as far as the former gave thought to the matter, but it lingered in the senior partner's memory.

Then, in the course of a few weeks, came an opportunity to land an im-

portant contract. The firm was non persona grata at the city hall, but through a development in the council, by which a division of two forces sought a compromise, there was a chance to get a big printing job, if the matter were handled diplomatically.

Hadley called Armstrong, head of the soliciting department, and asked him to assign his best man to make an effort to land the contract. Armstrong promptly mentioned Jones.

"Jones is always figuring in politics," he said. "He is a friend with everybody, and ten to one he is the best man available."

So Jones was sent after the big job. Several days passed, then Jones reported that he was unable to make connection with the contract. "They have nothing against the firm," said he, "but the east end aldermen are holding out for their own particular friends, and it looks like it will have to be split. There isn't a chance for us, for those other fellows are inside, and we can't get a scrap of it."

Hadley accepted Jones' report, but he had not given up hope of landing the contract. He was willing to take a chance with the man who knew where to look for things. So it was that Blackwell was given the opportunity he had long awaited to show his executive ability.

Blackwell went straight to a member of the council printing committee, known to be independent, but who usually was never consulted when the spoils were distributed.

"I know you are the balance wheel right now," said he. "There is a primary coming on, and you have been mentioned up our way as a probable reform candidate for mayor. Now what I would like for you to do is to give the Hadleys a chance to bid on this contract. It means a lot to me personally. But whether or not you succeed in getting us a hearing, you can count upon a supporter in your campaign."

The alderman at first was inclined to take offense at what he regarded as an attempt to get him to trade his influence on the committee for support in the mayoralty race, but when the ingenuous impression of Blackwell struck him fairly, he began to think that there might be a sincere motive behind this appeal.

The upshot of the matter was that at the next meeting of the council committee, when the usual deadlock was about to be broken by a division of the contract, Blackwell's new friend threw his support to the Hadleys.

Jones and his associates were astonished when they saw that the firm had been awarded the contract. "How did you do it?" asked Armstrong of the senior partner, when the latter came into the office on the day of the announcement.

"One of your men put that one over," said the elder Hadley. "By the way, Armstrong, let Jones go out and hunt up a new man to take care of the minor accounts. Mr. Blackwell is going to be needed for a better place next week."

Robert E. Dundon.

Karo

The Syrup of Purity and Wholesomeness.

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



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

Ready sales—good profits. Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.

MORE INFORMATION
ABOUT YOUR BUSINESS
IN FIVE MINUTES' TIME
THAN YOU CAN GET
FROM THE DAY BOOK
AND LEDGER IN HOURS

It sounds blustery, doesn't it?

IT IS A FACT

THE McCASKEY ACCOUNT REGISTER SYSTEM

Is in use in the stores of **fifty thousand** up-to-date merchants, handling their accounts with only **one writing**, saving them **time, labor, worry and expense**, keeping them **fully posted** regarding every detail of their business. **No disputes—no forgetting to charge goods—no copying nor posting.**

Credit sales handled as quick as cash sales.

Drop us a postal for further information.

The McCaskey Register Company
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Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads; also the different styles of Single Carbon Pads.

Grand Rapids Office, 35 No. Ionia St.
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Agencies in all Principal Cities

CANES.

Not So Much In Evidence Now As Formerly.

Written for the Tradesman.

There are not a very great proportion of men who have the cane habit.

Most of those who carry one reserve it almost entirely for Sunday use, or if they are seen with it on weekdays as well it is to cover up some halt in perambulation.

Sometimes you see an old or oldish gentleman, however, who has no infirmity as to his walk, but who acquired in his youth the practice of using a cane and has never evidenced any desire to overcome it.

Perhaps one of these caney—and at the same time canny—gentlemen is extremely spruce as to attire and yet allows himself the accompaniment of quite a shabby-looking stick. This condition isn't due to a want of attention to details, as you can see by the rest of his paraphernalia, but the reason for it is that the fellow has, from long association, become attached to the shape, size, weight, etc., of a certain cane and is as exceedingly loth to part with it as he would be to part with a long-time friend. It is not at all a matter of price with him but rather one of choice; he would not want a better one if it were thrown at him.

Occasionally some friend or acquaintance of such a personage will be moved to pity for him, through unknowledge of the reason for his clinging to a shabby stick, and will make him a present of a fine new one. Then, indeed, is the recipient in hot water. He appreciates the gift, admires its many good points and he must to the sympathetic donor seem glad of its possession, but how to carry it and at the same time hang on to his old one—well, that's a problem. He would prefer that his friend had not had his cause quite so much at heart. However, he manages to be seen by the benefactor(?) on sundry momentous occasions ostentatiously swinging the white elephant. But he wishes it were in—well, to be honest about the matter, not a stone's throw from Tophet.

Once I knew an old gentleman, hale and hearty at 76, who had carried the same cane for over forty years. It seemed incredible to believe, but he was a man of honor and he said so. It was made of some very light but tough-grained wood. He liked it because it was so very light, therefore easy to carry, and yet it also had a certain "heft"—you might call it—as it was provided with a cylinder of steel at the lower end so as to protect it from the constant thudding it received, for the old gentleman was a prodigious pedestrian. Why, he thought nothing of walking from Monroe street out to Reed's Lake and back of a pleasant frosty fall or balmy spring morning. Said it put new life in his blood and gave him much to think and to talk about with kindred souls. He was a splendid specialist in botany and also zoology. Always on these jaunts the old cane was his

loved and welcome companion; it seemed to him as if he had somebody dear to him with him. The cane had, you might say, three sides of a printed capital O for the handle, which made it convenient to hang on the arm when examining a flower or leaf or bug or worm with a pocket microscope.

In the cut-off of the handle was imbedded a small gold and blue enamel "Chapter" emblem identifying the carrier as belonging to the Masonic fraternity. The ornament was from a loved brother, which added to the cane's value in fond reminiscences.

One young-old man seen on the streets of Grand Rapids every day in his brisk walks to and from his fine office wears a wide black felt hat at not a rakish but just a jaunty angle on curling white locks. He is very dignified; walks with a decidedly military tread, and carries his dapper cane pointed straight up alongside the shoulder like a sword. He never varies this position and is a striking and well-known character watched for diurnally by those interested in types. His quite bright navy blue thrown-back cape further imparts an air of being connected intimately with the army or navy.

On the stage canes are quite frequently used by dashing young fellows to accentuate the speech of lively songs. Josephine.

Investment in Manhood Pays.

In modern business there is little room for sentiment; the ordinary employer demands a cash equivalent for each dollar paid out. The situation is reflected by the commercial proverb, "Business is business." But here and there employers are beginning to realize that investment in manhood pays; that improved men for improved machines have economic value, because a more vigorous man can do more work, a more intelligent man will do more intelligent work and a more conscientious man will do more conscientious work.

"What more than wages?" is an industrial question that is being asked by men, some of whom feel that the labor share of their wealth production should have a larger reward than the mere payment of wages; other employers are sufficiently farsighted to recognize that whatever makes the worker more human, more contented, more skilled, is a positive industrial asset in the business and is a large factor in industrial stability.

Never before in the history of the world has the employer had such colossal opportunities for guiding and uplifting the thousands of men and women who spend at least a third of each working day in his employ. If employers realized that they hold within their grasp the possibilities of industrial contentment, social stability and communal welfare, they would plan and scheme how to improve the conditions of their employes with the same zeal they now devote to promoting the efficiency of their business, extending its operations and reaching out for the acquisition of new commercial territory.

Setting aside any consideration of altruism or philanthropy, it is good business to provide the best light, pure air and water, the essentials of health for factory and workshop. That there is a response is evident when the increased production is shown at the end of the month. Attention to hygiene and sanitation is a large element in efficiency.

The Passing of the Good Fellow Salesman.

Nothing warms the cockles of the average keen business man's heart so much as to take up a proposition in a snappy, impersonal, expedite way with a keen man who knows what he is talking about, and keeps his words close to the line, and who gets up and goes when a definite result is reached, and who makes no attempt to "play" him personally. The instant that a man begins to use his goo-goo eyes, his bunch of jokes and his "magnetism" to land an order, and tries the magician's trick of diverting attention from the real hard, matter-of-fact issues, that instant he starts resentment in the mind of your keen, level-headed business man.

The whole scheme of salesmanship is rapidly changing in this country, along these lines. That tradition of the last half century, the jovial, storytelling, entertaining, carefully dressed drummer who meandered his smiling way into the hearts of the trade, is now fast becoming only a tradition. His place is being taken by the snappy, argumentative, scientifically trained, technically expert salesman from whom the trade actually learns something. The old way meant that a business man rarely saw drummers unless he had time to waste or to be amused or was tricked into giving an interview—now the keen business man welcomes a chance to give a

little time to the keen salesman who can tell him something new. But he doesn't want any "good-fellow" palaver passed out to him; he doesn't care how the salesman looks, he has no time for jokes and gossip, and no patience with diplomatic "magnetic" efforts to play on his hobby or his vanity. J. Geo. Frederick.

Primer of an Estate.

See the man?
Yes. What does the man do?
Nothing at all.
How can he live?
On his income.
What is an income?
It is the profit of an estate.
Does the man own the estate.
Yes.
Where did he get it?
Hush, child! You must not be so inquisitive.

He who fears has his greatest foe within.

The Celebrated Royal Gem Lighting System

with the double cartridge generator and perfected inverted lights. We send the lighting systems on 30 days' trial to responsible parties. Thousands in use. Royal Gem cannot be imitated; the Removable Cartridges patented. Special Street Lighting Devices. Send diagram for low estimate.

ROYAL GAS LIGHT CO.
218 E. Kinzie St., Chicago, Ill.



FLI-STIKON

THE FLY RIBBON

The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBBER



Jennings' Extracts

Are sold to discriminating housewives—your customers. The women realize that a few drops of a good extract are as effective as a half bottle of the cheaper brands.

This is the trade that increases the profit side of your ledger—the trade that builds up a store; proof against price cutting and adulterating competitors.

Ask our salesmen for prices
Or write us direct

The Jennings Flavoring Extract Co.
Grand Rapids, Michigan



RETAIL SALESMANSHIP.

Some Requisites the Successful Seller Must Possess.*

At your dinner last week I told you that I had gathered from your addresses many more ideas than I could possibly impart to you, and I therefore feel that I am getting the better of the bargain, and you have given me more than I will be able to give you in exchange. I also know that it will be difficult for me to tell you anything new after all the able addresses you have listened to in the past few months.

In speaking to you on salesmanship I feel that I am in the same position as the maiden lady who advises mothers on how to bring up children, as I have never been much of a salesman, having devoted more attention to the buying, the advertising and the executive end of the business. When I meet buyers I tell them I am an advertising man; when I meet men who know all about advertising I tell them I am a buyer; when I meet men who know all about merchandising I say I am a buyer and advertising man, thus by being discreet I always come through with flying colors.

To my way of thinking the most important requisites for making a success as a salesman are good health, good character, clear conscience, a true desire to do good work and a conviction that the only way one can serve himself is by faithfully serving his fellowmen. If you will adopt in your lives the role "to do to others as you wish to be done by" you will have a rule for conduct that is almost infallible. I always say to our employees: "Do things well; this will become a habit with you in a short time so that it will be almost impossible for you to do things wrong or in a slipshod way." Whatever you do, do it right and in a short time it will be difficult for you to do things in any other way. Starting out right is nine-tenths of the battle. I always say to new help that if they get the habit of working swiftly, deftly and accurately it will be just as easy as to work slowly and clumsily, and the day's work will not seem half so long and much more will have been accomplished. Start out right and in a short time you will have acquired the habit of rightness. We instruct our salesmen never to sell an article which is not right for the customer to have. Rather than sell a man a garment which does not fit correctly, it is better not to sell him at all; let him go somewhere else if you have not the right thing for him and then he will come back and see you again. But if you sell him a garment which does not look right on him he will soon find it out and you have lost his trade forever and his good will besides, to say nothing of what his friends will think of the store that would sell a man such merchandise. There is an old adage which says: "It is better to lose a sale than a customer," and nothing wiser was ever written. It is needless to say that this means it is better to lose just one sale than it is to make this one sale and lose the

man's trade entirely in the future. You have often heard in this course that gaining the confidence of your customer is the main point in making a sale. Now, if you have within you a desire to treat your customer well, that desire will make itself known in your demeanor and in your actions, and your customer will begin to have confidence in you at the very start. Most people will tell you that persistence is very necessary in salesmanship, but I do not believe in too much persistence in a retail salesman, as this is very apt to offend the customer. In our store we do not allow our salesmen to urge a customer to buy. We say to our salesmen: "Take all the pains you can with a customer, show him all the goods he wants to look at, but never try to force him to buy; if he shows a desire to leave without buying, make his exit as pleasant as possible, so that he will feel like coming back again and looking at other times, but if you urge him and nag at him he will be very apt not to wish to even look in the future."

Many of the retail stores have a turnover system, and if one salesman can not sell a customer the salesman is instructed to turn the customer over to another salesman, saying, "Mr. Jones understands the stock better than I do, and possibly he can find just what you are looking for." This sometimes succeeds in making a sale, but I do not think it is a good idea, as it is too much in the line of urging.

I do not want you to get the impression that I believe salesmen should be cold and distant or indifferent; they must make the customer feel that they are anxious to please him and anxious to sell him, but that they are not so anxious that they wish to bore him or pester him. Whenever it is possible I think it a good idea for a salesman to learn a man's name and occupation. This can be tactfully done, and when you are able to call a man by name he feels drawn closer towards you and will respond more easily to your suggestions. Mr. Sheldon, the great authority on salesmanship, believes that a salesman, after selling the article the customer has called for, should suggest other necessities or luxuries and if possible show them to the customer. In this way sales can very often be made that would otherwise be missed. It is not enough to say to a customer, "Is there anything else to-day?" You should arouse his interest by mentioning some specific things, saying, for instance, "We have just received some new shirts, or some new neckwear, that I should like to show you if you have a moment's time." This must be done tactfully, and if the customer is in a hurry I do not believe in trying to detain him, but most customers like to look at a new article and, after having looked, many times they will buy. I often tell our salesmen that rather than talk about the weather with a man that has been waited upon it would be more interesting to show him some novelties in merchandise, or, if he has a little time, ask him to try on a garment. One "try-

on" of a clean cut high class coat will do more to convince a customer than a page of advertising in the newspaper.

I was asked to say something of advertising and store display. My idea of advertising is very simple: I believe that the daily newspapers are by far the best mediums, but to my mind an advertisement must be news. Tell the customer something of interest that he has not thought of before. You should give him information as to the new goods that you have received or as to special values that you are selling, or as to the latest developments in fashion; in other words, an advertisement should not ramble around in generalities, but should say something specific about merchandise you have to sell. If your advertisement is not truthful it is worse than wasted, for remember that you can not fool the people successfully if you advertise goods which you have not or the values are not as represented. Customers will soon find it out and it will be the old story of "Wolf" over again, and when a community loses confidence in a store it might as well shut up first as last.

Store display is a very broad subject to dispose of in a few words, but I firmly believe in one principle, and that is, whether you display goods in your windows or in your store the price should be plainly marked on every article in the display, as prices are interesting to everybody whether they be poor men or millionaires. When a man sees an article in a window that is not priced he is apt to say, "Well, I guess that will cost too much money," whereas if the price were on it, and he knew just what it would cost him, it would have the result of holding his attention and probably lead to a sale.

At the dinner last week I told you a few of the qualifications I thought necessary for success in a retail business. This affects salesmanship in the following way: The merchant who sells good reliable goods, who has them marked in plain figures and who becomes known as strictly one-priced, will find that his salesman can sell goods easily because his customer has confidence in the store. In our business we instruct our salesmen, when a customer is undecided, to tell him that if he gets an article home and does not like it he may bring it back and his money will be refunded to him cheerfully and promptly.

Now, boys, I have been giving you a good deal of talk about salesmanship and telling you of times when it is better not to make the sale and of other times when it is better to pay back a customer's money. This may seem to you a step backwards, but you will find it is a case of "making haste slowly," and in the end this probably will result in greatly increasing your sales instead of lessening them. At times customers will be cross and irritable, they will say things in a very cutting way. At these times you must keep cool and good natured, and in general, through life, keep your conscience clear, observe the Golden Rule, and when people say mean things you can rest serene in the consciousness of having

acted rightly, and cutting remarks will have no more effect on you than water on a duck's back.

Just one word in conclusion: I believe that in conducting a business, or in your career as a salesman, in order to make a decided success it is not enough to do as well as the other fellow is doing, but you must do better than your neighbor. The man that wishes to make an impression upon his employer must do things better than his associates are doing. The store that wishes to "make a dent" in the public mind must do things better than the other stores; it must either give better values, better styles or better treatment, or, best of all, it should try to excel in every way. The same is true whether we are striving to make a success as a salesman or a success in any other walk of life.

Salting a Diamond Mine.

Howard DuBois, the noted mining engineer, told a good story recently, illustrating the "art" of salting a diamond mine. The story was told of a man in South Africa who, while walking one day over his property, suggested that they assay some of the soil.

In the search that ensued eight rough diamonds were found and offers began to fly through the air at a rapid rate for the land, when the host's wife called out to her husband: "Why, John, where are the other two?"

Of course, all negotiations were immediately declared off.

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.

*Address by Meyer May before Educational Department Y. M. C. A.

THE BOILED SHIRT

Is Not Always Evidence That Failure Follows.

Written for the Tradesman.

As a man, not so very long ago a young man, I would like to offer a mild sort of protest on "The Boiled Shirt" ideas advanced in the Michigan Tradesman of last week, and I make my plea as once "a young man" who was and still is interested in "the field of technology."

It is not a fault or mistake to be credited to the aspiring student of technology that a colored plate advertising a correspondence school of technology shows "the well dressed figure of a man in white collar, tie, immaculate derby hat and trousers creased to knife edge."

I am a correspondence school graduate and I am a consulting engineer, and whenever it is appropriate and I am situated so that I can thus favor myself I take pleasure in evening clothes. Moreover, I know scores of consulting engineers—civil, hydraulic, mining, sanitary, mechanical—who, like myself, are fond of observing appropriate conditions by indulging in the luxury of a boiled shirt, yes, and even Tuxedos and creased trousers.

In all of my twenty years' experience as an engineer I have passed, perhaps, fifteen years in strong, coarse clothing with the luxury of a bath in the ocean, a bay, a lake, a river or a creek now and then as about the only genteel opportunity available. And I know of dozens of good, high minded, skillful engineers who have had and are having similar experiences; and yet every one has his telescope with dress clothes ready whenever appropriate conditions warrant.

It is not the dress shirt that is at fault. It is a matter of temperament.

The man who loves a "boiled shirt" is not necessarily a failure. It is the chap who if called upon by his wife to carry a bundle for her would scold and refuse; who if he had a stable to clean would get at the work in patent leather pumps; who if exigency demanded would sit down and whine rather than walk all night to reach a given point in the morning. Those are the chaps who fail in choosing to become consulting engineers.

The cap and jumper are just as appropriate and just as necessary in their proper place as are the boiled shirt and other evening clothes; by simply donning the one or the other costume a man can not become a superintendent nor a gentleman. In either attire a gentleman remains a gentleman.

There is no more fascinating profession than is that of engineering. It is exhilarating, beautiful (as a rule), inspires courage and generates mental, moral and physical force. It is satisfying because at no stage of the game does it permit indifference and because at every stage it urges one on to better achievement. It is a continuous struggle with the forces of Nature and places the operator where he has ever before him the possibility of accomplishing results which can

not fail to be of value to the general welfare.

It is a profession which has a prime disadvantage that is frequent and seemingly inevitable. A majority of the engineers—good, faithful and competent engineers, especially civil engineers and mechanical engineers—are required to change their locations often. The building of a railway, a great hydraulic improvement or an extensive industrial plant, any one of these or any prodigious public improvement, is a project which, by comparison with a man's term of active professional effort, is a brief matter. He is forced to go where his work is located as a rule. If he is, pure and simple, a consulting engineer he goes here and there on call and so is a veritable transient anywhere. If he is a superintending engineer he moves less frequently perhaps, but he becomes a regular bird of passage after all.

For these reasons he becomes a cosmopolitan as to clothes, donning with equal facility and pleasure his corduroys and woody things, his cork helmets and linens, his flannels and wading boots or his boiled shirt and other elegancies.

The chaps who remain mere draftsmen or satisfied counter salesmen or those who are being continually dismissed from this or that or the other position are thus unfortunate for other than mere sartorial reasons.

Matson Reynolds.

Growth of the Pastemaking Industry.

George M. Leonard is the champion pastemaker in Michigan. He has a monopoly of the business in Grand Rapids, and it extends to all the towns around Grand Rapids. But he is not a heartless monopolist nor is he greedy. He has a perpetual corner on the market, but never tries to pinch or squeeze the paste consuming public. Therefore his monopoly is never threatened.

Leonard has been a pastemaker for many years. He began as a boy when he set up in business as a bill poster, with office and shop in the basement of the old Eagle building on Lyon street. He had to have paste to make his bills stick to the dead walls, and at first made it in a kettle on a cook stove. Sometimes the paste was not cooked enough and sometimes it was cooked too much; in either event it wouldn't stick well. Often it was lumpy. The old fashioned mother's way was not satisfactory. The first improvement was in the use of a barrel instead of a kettle and a jet of live steam to cook it instead of direct heat. During the cooking process the paste had to be constantly stirred to insure even cooking. The next step was the installation of a pastemaking machine. This was a steam heated, tightly covered, tank, into which the liquid ingredients were first poured and then the flour sifted in. When the steam was turned on a boy turned the crank which kept the mixing arms inside the vat revolving. This machine made good paste, smooth, strong, free from lumps and uniform in quality and from its installation dates the growth of the pastemaking business as a nice little side issue to

bill posting. Paste users found they could buy cheaper than they could make it themselves. Leonard, occupying a building of his own, now has a big pastemaking machine run by steam power and during the busy season produces 20 to 25 barrels of paste every week, or between 400 and 500 tubs. Just now, it may be added, is the busy season. All the paper hangers, instead of making paste for themselves as they used to do, now buy their supplies from Leonard and in spring and fall some of the big concerns take paste in dozen tub lots. The book binders nearly all buy their paste instead of making it as in the old days. The newspapers take it by the tub for use in the mailing rooms. The trunk manufacturers use considerable quantities of it and so do the plumbers. And Mr. Leonard himself uses a lot in his bill posting operations. As an industry the making of paste has had slow growth, but it has become quite sizeable and is still growing. It may be added the raw materials are flour, water, a small quantity of preservative and steam heat. Even in warm weather the paste with ordinary care will "keep" a week or ten days.

What This World Needs More Than Anything Else.

Evansville, Ind., April 20—What shall I do to be saved? Shall I give all I have to the poor? This is the law and I think I have learned just what it means. We should stand face to face with our fellow man. We must in the truest sense love our neighbors as ourselves. Now, if we are in this sense a lover of truth and a lover of men we will go to them in the spirit of truth and give them all we have and not expect the least thing in return for our liberality. We should not stand at a distance, we should sit side by side and learn from one another, for the greatest love in the world is in and around all mankind and none of us can get our part until we gather it from those who carry it for us.

The great elaborate learning which is taught in some schools is far from the real spirit of man and far from the spirit of truth.

We foolishly go to the blind and helpless for lack of insight into the truth. What we must do is to love the truth with all our minds, with our whole soul, heart and strength, and

get into close and joyful comradeship with our own intelligence.

The birth of beauty is formed in the mind of man. Nature's love rules over everything and it never makes any mistakes, but the blind will continue to lead the blind.

The very highest expression of love is such that you and I may sit face to face and commune with one another and never speak a word, for love is the most intellectual power in the world.

When I must tell you, word for word, that I love you, I am afraid that I am mistaken. It is that kind of love which some call blind.

If I give all of the intellectual power I have in and around me to the poor, if I never fail to say a kind word to my friends and neighbors, I shall be saved.

When the world is asking for the truth, don't give them a stone. Give them the bread of life in the way of intelligence.

What this world needs more than anything else is another Plato, another Emerson, another Christ.

The world has these great minds now, we have many great Platos, many great Emersons and Christs, but who is here among us that is willing to listen?

What shall we do to be saved? Listen to the truth and obey our own soul. What great sinners we are. We are all too selfish. Come on and let us give all we have to the poor.

Edward Miller, Jr.

Making Himself Eligible.

De Quiz—What's the matter with Dobbins these days? He is positively stupid.

De Whiz—Oh, no, he's only pretending to be.

De Quiz—Pretending to be stupid! What's the idea in that?

De Whiz—For some reason or other he's trying to get into society.

Never give out while there is hope, but hope not beyond reason, for that shows more desire than judgment.

Becker, Mayer & Co.

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

Warm Weather Goods

A large line of Percales, Gingham, Dimities, Lawns, Organdies, Mercerized Thin Goods, Batiste, Etc.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

EGGLESTON AND WOOD.

An Incident in the Lives of Chums.

Written for the Tradesman.

Hon. Ebenezer S. Eggleston and Dr. William Wood were chums, twenty-five years ago. "Eb" was an able lawyer, a great orator and one who enjoyed the companionship of friends. "Doc" was a skillful and successful practitioner. The friendship of these men was warm and true. Mr. Eggleston served his country, through the courtesy of Mr. Lincoln, as consul at Cadiz, Spain. One day an American craft, the Wanderer, entered the harbor, crowded with African slaves, to be sold in the United States. Mr. Eggleston had the sailor detained, but eventually the Wanderer went to sea and in a few weeks put the slaves ashore. Mr. Lincoln was not pleased with the transaction and courteously invited Mr. Eggleston to come home and put his law shingle on the outer wall. Wood was delighted with the return of his friend and the experiences of the pair during the following ten years, if written out, would fill a volume.

An old German named Christ owned a saloon, located on Ottawa street, near Bridge. An intoxicated young Irishman named Halloran with a party of friends called one evening, broke furniture, threw beer glasses around the room and stirred up the wrath of the saloon keeper. In a moment of desperation Christ thrust the blade of a pocket knife too deeply into Halloran's body, when the young man went away and died. Christ was arrested and in due time tried for murder, convicted and sentenced to the penitentiary for life. Mr. Eggleston defended Christ, and in preparing for the trial, decided that some expert testimony would help his client. Eggleston called in Wood, and the two went over the case carefully and, when the trial commenced, Wood was summoned as a witness for the defense. When placed upon the stand, Wood failed to furnish the testimony expected and, upon the completion of the trial, Eggleston upbraided the doctor unsparingly.

"You are responsible for the conviction of an innocent man. Gustave Christ will die in prison within a year, and you will be his murderer."

Eggleston's anger amused Wood greatly. He laughed uproariously while Eggleston continued his denunciation.

Finally when Wood was permitted to speak, he said:

"You old fool, you did not know how to frame your questions so that I could give you the testimony you wanted. I coached you carefully, but you did not carry out my instructions. I shall advise Gustave Christ to apply for a new trial and to engage a better lawyer."

When last seen after that, the pair were entering Sam Walling's restoration house, and when little Jake Trowbridge set things before them, the incident was soon forgotten.

Gustave Christ was pardoned by

the Governor. His conviction was hardly warranted. In stabbing Halloran he acted in self-defense.

Arthur S. White.

Youthful Ambitions Show Strange Choices of Careers.

Written for the Tradesman.

A few days ago I chanced to walk down the street with a student in the preparatory department of a small college. He told me that this was his first year, that he came out of the roughest, wildest section of the Upper Peninsula of Michigan, and that his little preliminary education had been gained at a country school.

"But what are you going to make of yourself?" I asked, seeing that he was anxious to talk of himself and his new venture.

"Well, I don't know," he answered, seriously indeed. "I thought at first I'd like to be a civil engineer, but I fear I've not got head enough for that. So if I'm not an engineer, I think I'd like to be a horse doctor."

There it was—the building of air castles in the days of youth. Amusing as it may seem to us—the simple, strange ambition of the boy—he had but chosen that which seemed to him to be the most desirable out of all the careers he might have named. Yet how fortunate it is after all that we are denied even a glimpse of the real path that lies ahead of us. Could we know our own destiny life would be a dry, uninteresting road.

Boyhood still dreams of glorious futures, although in his mind the simplest may be the ideal. He who is to become an emperor of business, the possessor of millions, may lie among the daisies of his childhood and dream that some day he is to sit high in a cab and, with his hand on the throttle, drive a great engine over the shining rails, and in that moment no fabulous offering of gold could change his wish. A year later he may fondly dream that he is to be a jockey and wear a many colored suit and ride a fast horse.

I well remember how my own ambitions formed and changed and grew. I think my first great ambition was to be the hired man on my grandfather's farm. From that I changed my dream to a great violinist, and then to the captain of a pirate ship in which I would sail around the world. At 9 my imagination had taken a decidedly more practical turn and my one desire was to some day have a grocery store all my own. At 10 I would have been satisfied for life to play in a brass band. A year or two later I decided to write a book. Perhaps I have never quite gotten out of the last rut, for my ambitions since then have been in the nature of variations of that last desire.

I have often thought how colorless would have been my own boyhood had I not lived through those dreams of glorious future accomplishments. And I say, Whatever of disappointment or of prosperity the great unknown-to-morrow holds for them, let boys ever dream just such dreams.

G. Lynn Sumner.

It doesn't bother a lawyer when he sees breakers ahead—if they are law-breakers.

Air Theories Undergo Reversal.

The weather man has experienced a change of heart, or, more precisely, a change of mind. As a result of the meteorological investigations which have been actively pursued the last few years there has been a complete reversal of ideas regarding the atmosphere. Instead of being a structureless blanket, the density of which diminishes rapidly with increase of height, according to Paul P. Foster it has been proved that the atmosphere possesses a definite form and is arranged in certain layers or strata which have a close relation to the general circulation of the air.

It has long been known that the air grows colder as the elevation above the earth increases. The average change is about one degree Fahrenheit for every 300 feet. But the recent ascents of sounding balloons all around the globe show the existence of a warm stratum of air at an altitude of about six miles in Northern latitudes, far higher near the Equator. Above this layer the temperature of the air is often much higher than below, and no measurements have yet been determined in its upper limit.

M. Teisserne de Bort, of Paris, first discovered this peculiar inversion of temperature. He proved that its height above the earth to the extent of 8,000 feet varied directly with the barometer pressure at the ground. At the Arctic Circle the stratum has been found at much lower elevations, varying from 23,000 to 36,000 feet.

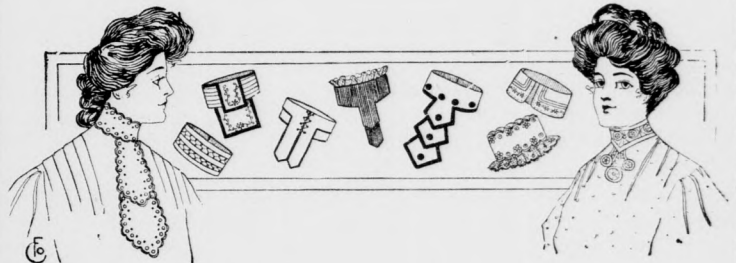
During the last three years Mr. A. Lawrence Rotels, an energetic American meteorologist, has sent up seventy-seven sounding balloons from St. Louis and confirmed M. de Bort's discoveries. Their joint investigations show that in summer it is colder above the Equator than it is in winter at the same height in north temperate regions, thus confirming the previous scientific opinions that the warm upper layer of air is found at increasingly lower altitudes as one approaches the poles.

Hann, the famous Austrian weather man, has also found a regular variation of atmospheric pressure occurring twice daily, about 10 a. m. and 10 p. m. This was detected by a mathematical analysis of a long series of barometric observations in all parts of the world. The variation is most marked in the tropics, and diminishes toward the poles in both hemispheres, but takes place at the same time along every meridian.

If this change in pressure is due to changes in the height of the atmosphere, the air, instead of forming a spherical shell around the earth, must be an ellipsoid pointing always thirty degrees west of the sun. This suggests that the phenomenon depends in some way on solar influence, perhaps in some relation to the sun's magnetic attraction.

The promising young man may be all right, but a paying one is better.

The fellow who always agrees with you will bear watching.



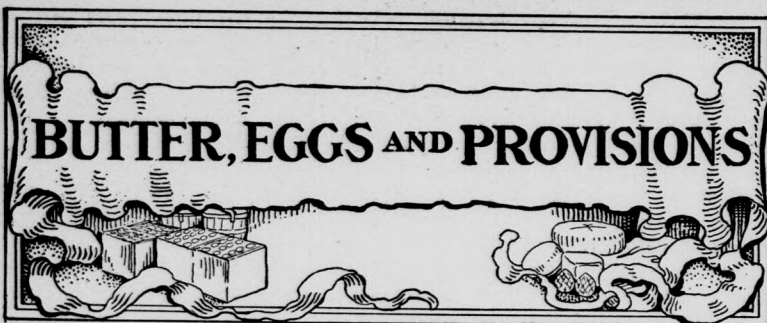
Japots

Are the leading sellers in ladies' ties. Stocks and bows are also in big demand. We are showing a good variety of each to retail at 10 to 25 cents. We also have the embroidered collars that are ready sellers at 15 cents, 2 for 25, as well as a good assortment of other up-to-date items in this line. Ask our salesmen. * * *

GRAND RAPIDS DRY GOODS CO.

Wholesale Dry Goods

Grand Rapids, Mich.



Some Abuses in the Butter Trade.

Mice are more or less common about the creameries of the country, and sometimes they are troublesome, even getting into the cream and butter. Several times I have referred to the appearance of a mouse or a rat in the butter when it comes on the market. One day last week a receiver recited an experience that he had just had: A man to whom he had sold a lot of butter to be made up into prints returned three layers from a tub that had gone through the print machine. Imbedded in this butter was a well-grown mouse. A wire of the machine had cut the little animal in two, and several pounds of the butter were spoiled. My object in calling attention to this matter is to make the buttermakers more careful. Many of the creameries are equipped with cream ripeners and covered vats, others still use open vats or poorly covered ones, into which it is not unlikely that mice sometimes get. But on talking with men who are very familiar with creamery work I think the trouble on this line comes mainly in leaving the churn open. Mice and sometimes rats crawl up through the hole in the bottom of the churn, or else go through the opening at the top. It is often dark when the buttermaker begins his work in the creamery in the morning; he puts the plug in the churn, runs in his ripened cream and begins churning with no knowledge that any creature is inside. Ten chances to one if there is a mouse in the butter it is not discovered in the packing, and so comes into market only to be found in the print room or on the retail counter. I conclude that in these days of scientific buttermaking the cream is usually strained as it runs into the churn; unfortunately this is not always the case. But it is very certain that after the churn has been thoroughly washed a cloth should be placed over the opening in order to keep out dirt or anything else. It is also safer to put in the plug at night.

At this season of year when the temperatures are changing and it is getting much warmer in the creameries a good many buttermakers go wrong with their salt. This has been very noticeable during the past week or two. Lot after lot of butter has been received here that was too heavily salted, and some of the favorite creameries have shown different salting in nearly every churning. During cold weather when the butter comes solid considerable of the salt is washed away. When the butter comes soft the salt sticks to it, and it

is essential to either reduce the quantity of salt or churn at a lower temperature. The first method is probably the better. The trade of New York has been educated to light salted butter, and this is so important a matter that it should have careful attention at once.

One of the transportation lines that brings a good deal of dairy freight out of Michigan has fallen into the evil way of loading dressed calves in the same car with butter, often throwing the carcasses on top of the tubs of butter. Attention was called to this matter some time ago, but it was not so serious then as it is now, the warmer weather softening the meat and starting the blood which runs down over the tubs and destroys the appearance of the packages. In some cases the blood has worked through the cracks in the cover, discoloring the salt and occasionally getting onto the butter. Receivers have at times been compelled to scrape the top of the butter and put on new cap cloths. The refrigerator lines are responsible for this, and the practice of loading meat of any kind in the same car with butter should never be permitted.—N. Y. Produce Review.

Squelched.

"Here is a watch," indignantly exclaimed a noisily attired little woman, at the same time extracting a small gold timepiece from the lowest strata of the contents of her sealskin handbag, and thrusting it beneath the natty clerk's nose, "Here is a watch that I purchased in this store just two days ago! It stopped last night! It won't run a lick!"

The horologist picked up the little ticker, gave the stem a few turns, smiled sweetly, set the hands to correspond with those of the electric regulator on the wall. "Our watches," he murmured politely, at the same time passing the timepiece back to its owner, "require winding to keep them running."

Process Butter Output.

There was an increase in the make of process butter in the Chicago district during March of 218,430 pounds, as compared with February. The total output for the month of March was 2,232,280 pounds. This is the heaviest month of the season.

WANTED POTATOES

Car lots or less

Wire or write us what you have

M. O. BAKER & CO., Toledo, Ohio

From Celery Grounds to Retailer

We ship direct from celery bed to dealer, thus assuring the consumer fine stock in fresh condition and giving the dealer an increased profit on his sales. Quotations furnished on request.

Muskegon Celery Co.

Growers and Shippers

Muskegon, Mich.

Our First Car of

TEXAS BERMUDA ONIONS

Is nice. Try them. They are reasonable.

The Vinkemulder Company

Wholesale Fruits and Produce

Grand Rapids, Michigan

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

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.

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.

LABORER'S HOME.

Sign Which Recalls Early Industrial Conditions.

Near the eastern end of the old Comstock factory building at Newberry and Canal streets, now occupied by the Michigan Desk Company, on the Newberry street front, is a small white marble tablet upon which in sunken letters is inscribed:

Laborer's Home

1871

Newberry street is not a much traveled thoroughfare, and the tablet is not conspicuous. Not many who pass that way ever see the bit of marble set into the brick wall and probably not one in a hundred who do see it knows its history. That tablet, however, was intended as Labor's tribute to Charles C. Comstock. It has endured through the years, but with a new generation on the scene its significance has been lost or forgotten. Even the present occupants of the building can not tell the story.

Charles C. Comstock came to Grand Rapids in '53 and engaged actively in manufacturing and lumbering operations. He was one of the first to make furniture, and may well be regarded as the founder of what is now the Nelson-Matter Co. In 1863 he disposed of his furniture interests and with E. M. Bolles engaged in the manufacture of tubs and pails. This partnership lasted only a year and Mr. Comstock continued the business alone and on a larger scale. He built and occupied the western half of the present factory building. Just east of his building was a frame sawmill and the logs were brought to the mill from the river through a canal cut under Canal street. The tub and pail industry grew and in 1871 Mr. Comstock tore down the sawmill and in its place erected the east half of the present building. This was then the largest factory building in Grand Rapids. Mr. Comstock was always popular with the men who worked for him. He knew them all personally and took an active interest in their welfare and in the welfare of their families. When the capacity of the factory was doubled by the erection of the east half, without suggestion from Mr. Comstock the factory hands took up a collection among themselves, had the tablet made and asked Mr. Comstock to have it placed in the Newberry street front as a marker and a tribute. The tablet was placed as desired and it is there to this day.

There is a bare possibility that there was some politics in the incident, or at least that politics furnished some of the inspiration. History and tradition alike are silent on this point, but it may be recalled that Mr. Comstock was the Democratic candidate for Governor in 1870, a year before this annex was erected, and Kent county, then regarded as a Republican stronghold, came within 200 of giving Comstock a majority. Three years later Comstock was the Democratic candidate for Congress in this district, and ran again for Congress in '78 on the Greenback ticket and in '84 was elected through a fusion of the Democratic and Greenbackers.

Politics may have had something to

do with the tablet which named the Comstock factory "Laborers' Home," but those who remember the part that Mr. Comstock played in the industrial development of Grand Rapids will concede that he well merited all the honors that Labor gave him. In the dark days which followed the panic of '73 Mr. Comstock more than any other man in the city kept labor employed and business moving. He had ample assets, but like everybody else at that time he had no money and could not get any. He had the courage to issue scrip, and such was the public confidence in Mr. Comstock that this scrip passed current among the business men and for a time was practically the only money in circulation. It was laughed at and even to this day old residents smile when the Comstock scrip is mentioned, but it was good in trade almost everywhere in town, and Mr. Comstock justified the confidence the people had in him by redeeming this scrip at par as soon as business conditions permitted. By means of this scrip Mr. Comstock kept his factory running and thereby saved many a worthy family from suffering.

Hard Place To Fill.

"Did you advertise for a boy, mister?"

"I did, me lad."

"Does youse reckon I'd do fer de place?"

"That depends, me son."

"D'pen's on wot, mister?"

"I want a boy who can write a plain hand, run errands and do anything that is honorable promptly and successfully. You must always tell me the truth, no matter how many errors you have made. I want a boy to be clean and careful in his personal appearance, a credit to himself and his employer. He must be clean inside and out, clean in speech, never saying a single naughty word of any sort. He must be always polite and gentlemanly, and never quarrel with anybody under any circumstances. He must not be afraid of me nor impertinent to me. He must respect and obey all his superiors quickly, willingly, intelligently. I want a boy I do not have to watch. I must feel that he will do his own work and do it right, and that when he gets done the task I assigned him he will immediately seek something else to do for me without telling. I want him always to be busy. I want him always to help any one who is at any task at which he can be of assistance. I want him always to be ready to do whatever is asked of him, whether or not it is his own regular work. I want a boy who will always consult me in matters of doubt, yet who always depends upon himself and is self-reliant. I want a boy who will not loiter when sent on an errand; who is always cheerful and quick. There must be nothing frivolous about his behavior at any time. He should always be at his post of duty during office hours, and I should never have to wonder for a moment where he was if I wanted him. He must be respectful and yet have spirit enough to let no one impose on him. I want a boy who is never

late at his work—not even a moment."

"Say, mister, jest a word wid ye before I went. Dey's on'y one chap dat cud hold dis job, an' I un'erstand he's got anuder stiddy sit."

"Who is he, me lad?"

"De angel Ga-breel." And the boy departed in disgust.

Helpful Johnny.

Johnny loved his papa, there was no doubt about that, and one morning, after he had listened to a long disquisition from the author of his being, addressed to his elders, on the general uselessness of the vermiform appendix, ending up with the broad statement that he hoped he'd see the day when every appendix in creation was cut out, the little boy resolved upon an agreeable surprise for the daddy. He worked in secret for several days, and then sprang it:

"See what I have done for you, daddy!" he said, leading the wondering father into the library and showing him a neat pile of many pages which he had accumulated. "I've cut the appendix out of every book in this library."

It was then that words failed, and Johnny's father's vocabulary made a general assignment for the benefit of its creditors.

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

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

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

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

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

MINIMUM RETAIL PRICES.

Their Maintenance From the Manufacturer's Standpoint.*

One of the important questions now before the manufacturers and merchants of America is the uniform retail price plan of selling proprietary goods, and I am here to make a few remarks in favor of the plan.

They say there are two sides to every question and there may be two sides to this proposition, but it seems to me that most of the arguments are on our side.

There are, I would think, more reasons and better reasons why the manufacturer should fix the retail price of his product than that price cutters should fix it. When a manufacturer establishes a uniform retail price for his goods he does it primarily for his own benefit; he does it to make his product popular with those who sell it; he believes that merchants are more friendly to brands they can sell with profit than to others which they must sell at cost; he knows that it is better to have merchants working for him than against him.

Enormous amounts are spent yearly in advertising. Efforts are made to compel you to handle certain brands whether it pays you to do so or not, but after making full allowance for everything that the manufacturer can do to push his goods, grocers are still the most potent factor in the distribution of groceries. A thousand or more grocers in Cleveland can boost any brand of goods, if the goods themselves suit the people, and the profits at which they can be sold suit the grocers. It is also in their power to hinder the sale of anything that does not pay them to sell. It helps greatly to have a grocer ask the customers to buy my brand and it hurts just as much when he asks them to buy something else. He is quite sure to do whichever pays him best to do.

Please do not understand me to say that grocers recommend the brands on which they make the most money, regardless of quality. I believe grocers are as reliable as any other body of men, their success depends upon the service they render, they must be good to their trade or it will not be good to them. Grocers are, however, justified in pushing the goods that pay the best, providing always that profit is not the only reason. It is possible to get good quality under your own brand, or under a nonadvertised brand, and if you know the quality is right you have a perfect right to say so.

There isn't much sentiment in business. Brands are popular or unpopular with grocers in proportion to the profit at which they can be sold. You are glad to sell anything that pays a legitimate profit. Can you afford to sell anything else?

Some manufacturers are indifferent about the retail grocer. They don't care, or at least pretend they don't care whether he is for or against them. By persistent advertising they

*Address of D. B. Strickler before the Cleveland Retail Grocers' Association.

create a demand for their product and compel you to handle it whether it pays or not. They make sure of their own profits, but don't care about yours. They are willing to have you make money on their brands, if you can, but they do nothing to protect you against price cutters. Fortunately for the grocery business there are not many brands in this class and it would be better if there were none.

The uniform retail price system would mean a fair profit on everything. It would obviate the necessity of your selling some things at abnormal profit to make up for the things you sell at cost. If the average cost of doing business is, say, 15 per cent. of your total sales, and you sell some goods at 10 per cent. above cost you must sell an equal amount of other goods at 20 per cent. profit to even up your loss. This estimate may be too high or too low but the principle holds good in either case, for every article that you sell too cheaply you must sell another too dear. Is it fair to your trade to make some of your customers pay the expense of selling to others at cost?

The grocery business is not one of large profits at best. It is hard enough, under ordinary circumstances, to get fair profits, and it is a good deal harder when a price cutter picks your locality as a good place to start a grocery. The ideal time for grocers will be when everything you handle pays its share of the expense, when it will not be necessary to sell some goods at an abnormal profit to enable you to sell others at cost, when it will not be in the power of your competitor to make your price.

It takes a great deal of time and effort and money to thoroughly introduce a brand of goods and to make it a necessity in almost every store, but only when it reaches this stage does it become interesting to price cutters. There is no object in selling at cost what your neighbor doesn't sell at all, nor can you sell at a profit what he sells at cost. Isn't it better for the trade to have the manufacturer maintain a reasonable retail price on his product than to have competitors force an unreasonable one?

The retailer cuts the price, not because the profits are too large, but to advertise himself—he uses the manufacturer's reputation for his own benefit—he advertises himself at the manufacturer's expense. If a grocer wants to give his customers better flour for the same price, or the same flour for less than the uniform retail price permits, let him show his goodness of heart by selling it under his own brand at whatever price he chooses. Let him sell it on the strength of his own reputation, not at the expense of the miller's reputation.

The grocer must, in self defense, discourage the sale of goods that do not pay him to sell. He not only has that right but it is his duty. To stay in business and support his family he must sell goods for more than they cost him. He is justified in urging something else "just as good" provid-

ing he knows it is just as good—mind you, if he knows. This is not in defense of him who would substitute for no other reason than to secure a better profit. The grocer who does that hurts himself more than he hurts the brand he tries to displace.

The manufacturer's right to fix the retail price of his own goods is not doubted. It has been confirmed by the highest court.

While it would be illegal for several manufacturers making the same grade of goods, or several dealers handling the same brands, to agree on a selling price, each one may fix the retail price of his own product, even if the several prices should be the same. It's the agreement, not the price, that makes a trust.

The uniform retail price, then, is a question of policy, not of law. Won't merchants take more interest in an article that pays a profit than in another that sells at cost? It will hardly be denied that the manufacturer gets the best results when he gets most help from merchants, that it makes a vast difference whether the great body of grocers push his goods because they pay, or knock them because they don't pay.

Self interest is the chief factor in selling goods. Grocers are friendly to the brands that are profitable to handle; they can hardly afford to be otherwise.

The uniform retail price then must appeal to the retailer or it can not help the manufacturer. It must be beneficial to both or it will help neither. The manufacturer and retailer must work together. The manufacturer must maintain, not only promise to maintain, his price, and the retailer must not only get the price himself but he must help to weed out those who don't.

If the interest is mutual, if the manufacturer and the dealer both favor the one price plan and both work for it, success is sure to come, but not otherwise.

It may be urged that protected prices would deprive the shrewd merchant of his just rights, that it would prevent his profiting from his better facilities or more ability, that the man who knows best how to buy is quite sure to know best how to sell what he buys and that he needs no help nor advice from anybody.

There is some reason in this line of argument, but it isn't always the good merchant that cuts the price. It's sometimes the fellow who can least afford it. He may not be able to pay his own bills, but he can make it harder for you to pay yours. The little fellow, with his small stock, by cutting prices can make it harder for you, with your big stock, to get fair profits, even though you are able to buy cheaper than he can.

The uniform retail price deprives no one of his rights. Manufacturers in all lines have a quantity price and the merchant who can meet the requirements, who has the means to buy and the trade to take the necessary quantity, always has an advantage over his less favored competitor. Neither money nor brain needs spe-

cial protection—it can take care of itself.

Anybody who has had experience in introducing a specialty knows how much encouragement to expect from retail grocers. "Make a demand for your goods and we will be glad to handle them," is familiar to all specialty men. We have no fault to find with a grocer who takes this stand. If he buys even a sample of all the things he is urged to buy, yes, even all the good things, he would neither have room to store them nor money to pay the bills; but when the manufacturer makes the demand, is he not justified in fixing the price? Why should a grocer who has done nothing to help the manufacturer build up a trade be allowed to do the one thing which more than any other will tear it down?

The value of an established brand of goods is as real as real estate and should have the same protection. The name Ivory soap and the exclusive

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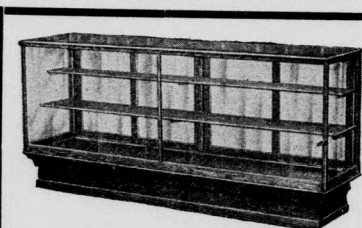
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right to use it are worth more to Proctor & Gamble than the plant in which the soap is made, and every time a grocer cuts the price of Ivory soap he injures the brand. He makes other grocers in that locality discourage its sale and encourages them to push some brand that pays better.

Other things being equal, grocers, no doubt prefer to sell advertised brands. They are easier to sell and less likely to become unsalable, but you are not in business solely for pleasure. You need the profits as well as the experience.

If Arbuckle's coffee could always be sold at a fair profit who would care to have a private brand to sell in its place? Would there be any object in having your own brand of anything if the manufacturers' brands, the brands that are advertised and in demand, were as profitable?

I believe a uniform price on all proprietary goods, sufficiently high to give retailers a legitimate profit and rigidly maintained, would take away the only argument there is in favor of private brands.

Why should anybody want a special brand unless it pays better than regular brands? When you sell your own brand you must do your own advertising, you lose the benefit of the manufacturer's reputation as well as his advertising. If he is known to make good goods, his name on the package will help to sell them. It makes him rather than you responsible for the quality. If for any reason the quality falls down it's his loss, not yours. It kills his brand, not yours.

It may be contended that some grocers buy under their own labels in order to get better goods than they could under regular brands, and this may possibly be true in some cases, but I doubt it. My experience leads me to think otherwise. I repeat, the only good reason for using private brands is that they pay better than mill brands.

If a legitimate profit on advertised goods could be assured, nobody would want private brands. If we agree that the one price plan is best for all concerned let us work together to make it succeed.

The Lesser Evil.

The young wife of a Philadelphia man, who is not especially sweet-tempered, one day approached her lord touching the matter of one hundred dollars or so.

"I'd like to let you have it, my dear," began the husband, "but the fact is I haven't that amount in bank this morning—that is to say, I haven't that amount to spare, inasmuch as I must take up a note for two hundred dollars this afternoon."

"Oh, very well, James!" said the wife, with ominous calmness. "If you think the man who holds the note can make things anything hotter for you than I can—why, do as you say, James!"

She got the money.

The meek shall inherit the earth, but the hustler will have the estate before the legatee can probate the will.

Use of Public Library By People Outside City.

Grand Rapids, April 20—Every year the use of the Reference Department of the Library, on the part of non-residents, is becoming greater and greater. Every Saturday during the winter a considerable number of students come here from colleges in neighboring cities. There is, perhaps, hardly a Saturday of the school year that there are not teachers and students from Hope College. People also come here to work from Albion, Olivet, Jackson, Lansing and Ann Arbor, not to mention Muskegon and the towns to the north. Practically all the use of this kind is in the reading rooms. The exhibitions also attract many persons from outside the city.

The use of a public library by people outside of its immediate city is a problem that is being taken up in a comprehensive way by a number of cities. In several cases in this country, and also as proposed in England, instead of the city, the county is the unit of the library system. In some instances this is brought about by legislation and in others by contract with the city library authorities and the proper county authorities. In this way the usefulness of the public library has been extended to a very much larger community at a minimum cost. The county work is handled through branches and through traveling libraries. This is the case at Portland, Oregon, where the public library serves all the citizens in Multnomah county; the library in Sacramento, California, is for Sacramento county; Cincinnati, Ohio, for Hamilton county; Hagerstown, Maryland, for Washington county. This is also true in regard to several other places in Ohio and Illinois. As already referred to, there is legislation in progress in parliament for the working out of a similar plan for the rural districts in England.

This is an interesting phase in modern library development and doubtless sooner or later a movement will be made for something similar in Michigan. The fundamental idea in all of these plans is the fact that the expense connected with the proper organization and the efficient management of a library is too great for a small community. When the expense of one efficient organization, however, is distributed over a large area for the service of a large number of people, the per capita cost is reduced to a minimum, and in this way all the people of a county have the advantage of the use of a large library in a way that would be wholly impossible otherwise for farmers and the people of the smaller towns and villages.

Michigan may not be ready for such library development for some years to come. Nevertheless, I think the members of the Board will be interested in knowing of this trend of library development and that a few counties in the United States have county library systems now in operation. In response to a communication from the National Commission on Country Life, your librarian dis-

cussed this matter at some length recently in a letter to that Commission.

Samuel H. Ranck,
Librarian Grand Rapids Public Library.

The Secret of Right Growth.

Evansville, Ind., April 20—The secret of right growth is to maintain the right balance between the old which one has and the new which is asking for admission. The growth of the intellect is impossible if we hold on to old ideas and will not allow new thoughts to interest us.

To find the balance between the old and the new is not easy. If new thoughts come to us worth our attention we should surrender ourselves completely to this intelligence and let it do its work through us.

To get acquainted with new thoughts we must be living men and living women. When we become true living beings the soul of intelligence acts with perfection and it teaches us how to balance all things concerning our own welfare in life.

Our spiritual energy is directed with a rich inventive power which is inexhaustible if all of our communications come from within our own minds and which are from our own souls.

Don't get this mixed up. Find the balance between the old and the new and be willing to drop the old for the sake of the new and you will live a happy life.

"Let the dead bury the dead."
"Take up thy bed and follow me."

To-day is the new day in which we must live. Why should I think of the to-morrow? We must learn the language of facts. The ray of light within your mind is invisible, but powerful just the same, and new light is made each and every day. Find the difference between light and darkness within your own dwelling place.

New forms of thought are bursting into our kingdom each and every second of the day, but we have failed to learn the lesson of giving up our old dead ideas.

The intellect of man is constructive. It is building many new things each day, but too many of us are willing to topple them over. We foolishly think that we are the master, that we know best and that some of the new ideas are wrong. What do we know if we have not had experience with them? "Just as a man thinketh in his heart, so he is." What are we thinking about? Are we ready to give up the old? Are we doing all we can to live to-day and have we forgotten yesterday? We go forth each morning full of bright promises. We say that we will be good and promise many things, but before night we have sinned.

The greatest sin is against your own thoughts, those spontaneous thoughts, those new thoughts, those inventive thoughts which are all fathers of your soul.

The mind that grows can not predict the time, the means, the mode of this spontaneous thought we are talking about. The mind that is growing lives just like all other things controlled by Nature.

By Nature everything is formed and bound. Everything floats over its own personality and we can not be other than what we think.

If the old is good enough for you, you simply think so, but your eyes overpower your mind and you sometimes wish by this suggestion that you had some of the new.

Our eyes are very wonderful. They talk for us when our minds fail to act. Sometimes we want things just because we have seen them and not because our mind, our soul wants them. Again, let us try to find the balance between the old and the new.

Edward Miller, Jr.

Wisdom of Experience.

Cook—I have an ideal woman in my mind.

Hook—Are you going to marry her?

Cook—Yes, if she'll have me.

Hook—Well, after the parson says his say you'll still have an ideal woman—in your mind.

The greedy are always needy.



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Some Bright Sidelights in Salesmanship.

If you stop to think for a moment you will be surprised to realize how easy it is to acquire mannerisms and expressions which are detrimental to your success as a salesman. Just as details in a man's private life show his good breeding or the contrary, so the small things will show whether a man is master of the art of salesmanship or not.

For instance: a man goes into a haberdasher's and asks for size 7 $\frac{3}{4}$ in a particular glove, which size at that time is sold out. Or again, he might ask for a royal blue four-in-hand, in a special silk, which shade was not stocked in that line of cravat. Now, how often in such a case do you hear the salesman say: "I suppose 8 is too large for you?" or "Is 7 $\frac{1}{2}$ too small?" or in the cravat case he would say, "You wouldn't like a navy blue?" and immediately there is born in the customer's mind the impression that either an 8 or 7 $\frac{1}{2}$ glove would not fit him, or that he would not like a navy blue.

Take another case: a man asks for a heliotrope shirt, which you do not carry, whereupon he gets the cold answer, "No, we haven't it"—which ought to settle him, unless he cares to ask for something else.

Now what would be the proper thing to do? In all cases get your customer interested in your stock. You could suggest to your glove customer to try on a 7 $\frac{1}{2}$ or an 8, whichever size a glance at his hand would lead you to think would fit him the better, and chances are he will discover that one of the sizes you have is really what he wanted. Or, tell him gloves should be worn loose, as they should.

Handle your cravat and shirt customer in very much the same manner by showing some of your stock (and, by the way, the nearest things to what he wants), and by the time you have seemingly discovered that you have not what he asked for in stock he very likely will decide that a navy tie, or a blue shirt, will look fully as well; and do not forget that you are being paid to keep as far away as possible from the customer's mind the idea that you have not what he wants.

When a customer asks for an article do not cross-question him as to size, style, shade, etc. You will invariably irritate him and hurt your chance of making a sale, right at the start, as he will think, "I will have to tell this fellow everything," and will not have much confidence in you. Get an idea of what he wants and show him some stock and you will

quickly find out what is required. In many cases the customer himself does not know what he really wants, and you antagonize many by making them admit it, which is not policy and very unnecessary.

When a sale is made the salesman in the majority of cases will say: "There is nothing else you require?" or "That is all?" etc., which immediately fosters in the customer's mind the idea that he does not want anything further. Or he will ask: "Is there anything else?" which is leading him up to the quickest possible answer, saving him further trouble, "No, nothing else." One of the arts in selling is to keep your customer's mind as long as possible from the decision that he is through buying, and this can only be accomplished by "suggesting," the practice of which every salesman will find of the greatest assistance.

It is wonderful the number of sales which can be made by suggestion. The customer will tell you when he is finished buying, which is time enough for the salesman to think about it. But don't go too far and bore a man when you see he is really not inclined to buy anything else. It is easy to lose friendship by persistence overdone. Any man of spirit will resent it.

Know your stock thoroughly and have your heart in your work. Don't grouch because you have not in stock everything the customers ask for. Any duffer can hand out goods and take money, but it takes a salesman to sell a man something he did not come in for, and every difficult sale carried through is a little more added to your experience, so bear that in mind. Also, remember that is what you are being paid for by your house.—Richard T. Stanley in *Haberdasher*.

No Sprinkling For Him.

The bell-boy had shown the farmer to his room and was now calling his attention to the comforts of a modern tavern. Turning on the shower-bath, the boy exclaimed: "See? That's how that works, mister. Just the thing for you to take every morning, believe me."

"Don't git too fresh, sonny," snapped the man from Wayback, "I ain't so durn green that I have to be watered every day!"

To Be Pitied.

Haskins, Jr.—Pop, why do they call the Sultan of Turkey "the sick man of Europe?"

Haskins, Sr.—I suppose it's because he can't get away from the odor of Turkish cigarettes!

Hang On Till Your Luck Takes a Turn.

In one of the largest wholesale grocery houses in this city there is a book-keeper working for \$20 a week who has only one honest reason to offer to explain why he is not a senior partner in the house. The reason is that he lacked enough confidence in his fate to wait one week on the hope of fortune beginning to smile on him, and the story is one that says: "Hang on a little longer; your luck will turn," as mainly as the words.

The president of this grocery company and the book-keeper in question began together. Each had saved \$500. Five hundred dollars in those days was more than it is to-day, and the young plutocrats began to look around for the best way to invest their wealth. The money had come hard. It had been saved from wages that were anything but munificent. The capitalists were careful. They wanted something safe, sane, and certain to yield great profits, and after looking the field over they decided that the grocery store was the thing. They knew the business, and they knew what it could do for them.

Now, growing neighborhoods are strange things to reckon on. They grow suddenly and for no particular rational reason, and they cease growing with the same suddenness and for like reason. If they didn't, the real estate business would lack half of its allurements and half of its failures. The new neighborhood into which the young men poured their \$500, their experience, their efforts, and their hopes for the future was one of these inconsistent ones. Its boom started with the best of appearances. It continued to live up to appearances for a year; then it ceased to boom.

The new store had as good a trade as could be expected from the number of householders which it naturally could be expected to serve. It was a good store, a big store, and the two proprietors were models of courtesy and fairness in their dealings. The neighborhood, quick to realize its advantage, showed its appreciation, and the store did a good business—for the neighborhood as it was then. But the store was builded on dimensions in proportion to the neighborhood as it was expected to be in a couple of years, and as the neighborhood didn't live up to expectations there was a \$10,000 store struggling for existence on a \$5,000 store's trade.

That was where the test came. The two partners were sanguine. For a year they struggled gamely, hoping, expecting that the boom would come to life again and the inevitable prosperity be theirs. The year passed and the boom failed to show. The store now actually became a losing proposition, and day by day the owners stood behind idle counters and saw the balance grow on the wrong side. Bills fell due, bills contracted on what seemed to be a certainty. Creditors began to clamor for settlement, and there was nothing much to settle with. A mortgage crept in on the stock and fixtures, and after

the fashion of mortgages it began to grow and grow. The big house that had furnished the store held the mortgage, and while its credit man was willing to reason, he didn't see much hope for the beginners.

Neither did the weaker of the partners—the one who is now a book-keeper. The stronger begged him to wait and hope. But the former couldn't see why he should. There was nothing to hope on.

"Something will turn up," said the hopeful one. "The wholesale house won't foreclose."

"They will," said the timid one. And he sold out his share of the mortgaged stock for \$200. The wholesale house bought him out.

A week later the store's single competitor went out of business and the tide turned. Business began to pick up, not sensationally, but enough to pay expenses and interest. And then the boom came back and the man who had stuck was safe. His store grew by leaps and bounds. He sold it out for twenty times what it had cost him, and went into the wholesale business. One day a broken down fellow came in to ask for work, and the successful one put him on the bill desk. He did it because it was his old partner.

Keep hanging on. No matter what you are doing, no matter how discouraged you are, hang on. If to-day is your unlucky day to-morrow ought to be otherwise.

George Payne.

Lake Superior a Storage Reservoir.

Man's most stupendous attempt to control one of the forces of nature is said to be the proposed use of Lake Superior as a storage reservoir. A number of times it has been pointed out that with proper regulating works the fluctuations in level of the other Great Lakes could be reduced. Just now the general effect of the works hitherto carried out by the Sault, both those for the improvement of navigation and those for the development of water power, is to lower the general level of Lake Superior. However, with the comparatively simple process of placing regulating works at the outlet of the lake the level could be held constantly at the highest point which is desirable for lake traffic.

The huge area of the lake in this way would be available to raise the level in the Lower Lakes during dry seasons of the year. But in order to make possible these controlling works it will be necessary to condemn the water power companies now operating there or at least compel their operation under restrictions. January 5 a bill was introduced into congress appropriating \$250,000 toward the cost of condemning these properties. Some think, however, that were the regulating works over the free channel extended far enough the interference with the present water power plants could be made comparatively slight.

The lion is the king of beasts, because of his roar. The tiger is strong, but he has no roar—he is not an advertiser.

GRAND RAPIDS A LAKE PORT.

It is most unfortunate that the recent \$50,000 effort at operating freight boats on Grand River between Grand Rapids and Grand Haven resulted disastrously, but there is some recompense therefor in our present possession of two unqualified facts:

First, it is easily and economically feasible to develop a lake level channel from Grand Haven to Grand Rapids having a depth of 21 feet and

Second, it is folly to attempt upon the present 5 foot channel to operate large steamboats of the Mississippi stern wheel type.

Recently a proposition was made to build a 50 foot motor boat, capable of carrying 100 passengers or twenty-five or thirty tons of freight, for the present route and simultaneously almost came a representative from Kalamazoo River who had a boat already at hand which could turn up sixteen miles an hour, and all that. But both of these ideas have been abandoned.

Meanwhile Charles Blakeslee, the old-time boat builder and river pilot, has gone ahead quietly upon his own premises below the Wallin tannery and has about completed a motor boat 40 feet over all, 8 foot beam and capable of carrying twenty-five passengers. This boat will be in operation about the middle of May and will be devoted largely to excursion business.

Just below the Blakeslee yard there is now on the stocks another motor boat 65 feet in length over all, 11 foot beam, 6 feet 6 inches depth of hold, with pilot house and cabin and canopied decks fore and aft. This craft, built by and for Capt. Eaglesfield, the well-known lake captain, shows a model of beautiful lines. Propelled by a 60 horse power motor it will, it is expected, make sixteen miles an hour. In the hold are quarters for a crew of six men, a cook's galley, dining room and closets, besides the engine room and fuel tanks. This boat will draw about six feet loaded and will probably go on the Bass River and Grand Haven fruit and passenger route this season.

Messrs. Blakeslee and Eaglesfield know what they are doing and are putting their own money into their ventures, their boats representing investments of about \$5,000 and \$32,000, respectively. The late Grand Rapids-Lake Michigan Transportation Co. had to learn their lesson. All lower river men of experience warned them against a shallow draft boat with stern wheel and many of the men who put money into the venture advised strenuously against a boat of more than 75 or 80 feet length and against building more than one boat. But the majority favored two boats and boats of 125 feet length. The lesson has been learned and now remains the other lesson as to the lake level channel.

Such a channel must come within a very short time or Grand Rapids will stop in its development as an industrial and commercial center. Such a channel can be created at an approximate cost of four million dollars. If it should cost five million, and if the city as an organization should build it unaided, it would

prove a good investment and be of permanent value. To accomplish such a result legislation at Lansing will be necessary, and in considering this vital feature of our city's growth it will be wise to broaden one's horizon and contemplate the situation as a factor in the proposed deep waterway between Lake Michigan and Lake Huron.

THE JEST THAT STINGS.

"Blessed are the joy-makers" is a beatitude well worthy of a place in the commercial as well as in the social world. Yet there is a distinction between this and the so-called wit which too often creeps into the everyday talk of the store. There are phases to be avoided by the one outside who may be drawn almost unconsciously into the brilliant sallies of the tongue; yet the salesman, and more especially the owner of the store, will be wise to guard well words of this nature before giving utterance to them. A jest given without a realization of the mark that it will hit may leave a sting for all time. It is best to refrain from indulgence in any joke to which any reasonable person would take exceptions.

A bit of banter commenced by an old lady upon a young proprietor with whom she was well acquainted gradually drifted to his wife's hat, he professing utter unconsciousness regarding whether it was becoming or otherwise—in fact, he "did not even know she had a new hat." She "reckoned when the bill came round he would know," etc., until the remark finally came from him that "he hoped she wouldn't take to wearing his hat."

"Maybe you think I have my husband's hat," was the quick retort; "but I want you to understand it is my own."

There were several customers standing around and they were listeners of the badinage.

Not until then did he notice that she wore a fur cap which might have been originally intended for masculine wear. While there was apparently no offense given, yet so pointed a bit of railery is always dangerous. Even although one thinks he knows the victim, a joke which would be well received when alone becomes obnoxious in the presence of others, especially strangers. A good rule is to avoid the wit that may bring a sting.

THE CARPET STRETCHER.

Almost every housewife has had some experience with a carpet stretcher, only to go back eventually to the old plan of shuffling over the carpet with a pair of old rubbers. This latter method means some hard work, but it leaves neither nail marks in the floor nor rents in the carpet.

The man who ventures to take up this article must assure himself that it is free from the vices which have wrecked its predecessors; that it really does the work claimed for it, and this with a great reduction in the amount of labor. There is such a device and it is simple enough, too. Just hunt it out and present it to the housewives who patronize you; and at this season it will sell like hot

cakes as soon as you have proved its worth.

The housewife is slow to be convinced, having so often been deluded in the past. In fact, she is inclined to turn your talk down without giving it a second thought. But persist; and do this not with words but with facts. Have a piece of rag carpet tacked down in some convenient spot, and show how you can stretch it after it is seemingly tight. Show a similar test with a piece of old velvet or Brussels, one that is so firm as to be unaffected by any of the ordinary hand methods. Let the visitor try the process herself. Many a piece of work which looks simple in the hands of a man skilled in the business is really hard work for a woman's limited strength. Convince her by trial that the method is easy, effectual, and does not injure the fabric and your work is done. She will not hesitate to eliminate the hardest of manual labor by a mechanical process for any reasonable price.

Gripsack Brigade.

W. A. Conselia, who has long been identified with Wood, Crane & Wood, of Adrian, has engaged to cover Eastern Michigan and the Thumb district for the Hirth-Krause Co. He will remove his headquarters from Adrian to some central point in his new territory.

Benjamin Hirsh (M. Wile & Co.) sails from New York May 15 for Europe, where he will spend the summer. Mr. Hirsh is one of those hard-working salesmen who richly deserve an extended vacation and change of scene in order to get away from the treadmill of business.

Harry C. Rindge (Rindge, Kalmbach, Logie & Co., Ltd.) has returned from a ten weeks' trip through North Carolina, South Carolina, Georgia, Louisiana, Texas and Florida. He also accompanied his father on a pleasure trip to Cuba. Mr. Rindge has covered the lumbering sections of the Southern States so long that he has a wide acquaintance and a lucrative business in that district.

Samuel Goldsmith (Becker, Mayer & Co.) has opened a furnishing goods store at 970 51st street, Chicago, under the style of Goldsmith's Toggery. The business will be managed by Mr. Goldsmith's son. If the son

has one-tenth of the energy and initiative of his father—and he ought to have more, with such an example before him—the business will be remarkably successful. Mr. Goldsmith's recent experience with a barber has given him the appearance of youth, but he retains the good fellowship peculiar to the successful salesman and the wisdom which sometimes accompanies age and experience.

A Sparta correspondent writes the Tradesman as follows: It was along about the first of April when a certain traveling man by the name of Cook, who represents the Lemon & Wheeler Company, wandered into a store in a small town not more than one thousand miles from Grand Rapids. During his stay there he purchased six or eight dozen of eggs and asked that they be put up for him while he called on another merchant. In a short time he returned, picked up his basket of eggs and started for the depot. He noticed that his basket—a market basket—was filled to the top, but did not think but what eight dozen eggs would fill it. He also forgot that it was the first of April, but he didn't forget that the basket of eggs seemed extremely heavy. Upon arriving in the city he walked from the depot to his home, and it seemed that the basket became heavier all the time. Arriving at home he opened the basket and found that besides the eggs the basket was filled with stones. We do not know what he said, but he must have thought a number of things. But then we ought not to say anything about it because he bought the cigars and blowed himself for the candy.

Elevator Term:**"Going Up?"**

There is a finely appointed room with every convenience awaiting you when you hear the elevator boy say those words at the

Hotel Livingston
Grand Rapids

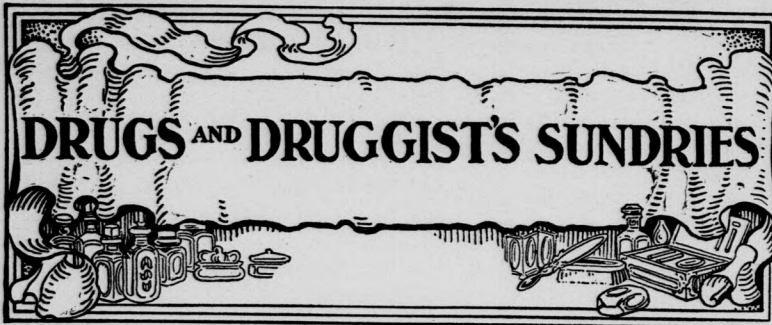


"State Seal"

Brand Vinegar

is giving unqualified satisfaction and making business for thousands of retail merchants. ❖ ❖ ❖

Oakland Vinegar & Pickle Co., Saginaw, Mich.



Michigan Board of Pharmacy.
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Approved Formulas For Some Culinary Specialties.

Pickling Vinegar.

Ginger ½ oz.
 Curry powder ½ oz.
 Black pepper 1 oz.
 Allspice 2 ozs.
 Capsicum ½ oz.
 Mustard seed 4 ozs.
 Vinegar 4½ pts.

Bruise the spices and macerate for two days in a warm place with the vinegar previously heated to boiling.

Worcester Sauce.

Garlic 12 ozs.
 Shallots 28 ozs.
 Tamarinds 28 ozs.
 Cloves 4 ozs.
 Capsicum 4 ozs.
 Anchovies 3 lbs.
 Oil of lemon 1 oz.
 Sugar 4¼ lbs.
 Soy 7 lbs.
 Vinegar 5 gal.

Macerate two months with frequent stirrings and then strain.

Kitchen Spice.

Ginger 1 lb.
 Cinnamon 8 ozs.
 Black pepper 8 ozs.
 Nutmeg 8 ozs.
 Allspice 8 ozs.
 Clove 2 drs.
 Sodium chloride 6 lbs.

Reduce all the spices to about a number 30 powder and mix thoroughly.

Savory Essence for Soups.

Black pepper 4 ozs.
 Allspice 2 ozs.
 Nutmeg 1 oz.
 Clove 2 drs.
 Cinnamon 2 drs.
 Coriander 2 drs.
 Caraway 2 drs.
 Alcohol 2 pts.

Crush the spices and macerate in the alcohol for ten days. Filter.

Flavor for Gallic Sausage.

Black pepper 1 lb.
 Clove 5 ozs.
 Nutmeg 4½ ozs.
 Ginger 9 ozs.
 Anise 2½ ozs.
 Coriander 2½ ozs.

Grind all together.

Another Sausage Flavor.

It will be noticed that this formu-

la, from a British source, omits that old American standby, sage:

Capsicum 1 part.
 Cummin 1 part.
 Cassia 1 part.
 Nutmeg 2 parts.
 Pimento 6 parts.
 Black pepper 8 parts.
 Salt 8 parts.

Formula for a Shaving Cream.

You may find one of the following formulas suitable for your purpose:

Castile soap 1 oz.
 Water 4 ozs.
 Oil of almonds ½ oz.
 Cacao butter ½ oz.
 Tincture of benzoin 1 dr.
 Oil of rose geranium 5 dps.
 Oil of bitter almond 5 dps.
 Glycerin enough to form a paste.

Digest the soap and water on a water bath, add to them the oil of almonds and the cacao butter, previously melted, and while the mixture is still warm incorporate with it the other ingredients.

Mucilage of flaxseed 8 ozs.
 Glycerin 8 ozs.
 Alcohol 2 ozs.
 Essence of rose 4 drs.
 Borax 2 drs.
 Rose water enough to make 32 ozs.
 This recipe for "cremolina" is taken from Pharmaceutical Formulas:
 Tragacanth 560 grs.
 Glycerin 8 ozs.
 Oil of sweet almonds 2 ozs.
 Alcohol 1 oz.
 Tincture of benzoin 1 oz.
 Oil of neroli 50 min.
 Oil of bergamot 80 min.
 Oil of geranium 80 min.
 Water 40 ozs.

P. W. Lendower.

To Prevent Physicians from Dispensing.

In several states legislation is pending to prevent physicians from dispensing their own medicines, except in towns where there is no registered pharmacist, or in cases of emergency.

It is a question whether such legislation is legal, desirable or good policy. It pays better to be friendly with physicians than to fight them in this way.

The Drug Market.

Opium—Is steady.
 Morphine—Is unchanged.
 Quinine—Is without change.
 Pyrogallic Acid—Has declined.
 Glycerin—Is weak and tending lower.
 Cocaine—Is very firm and tending higher.
 Acetic Acid—Has advanced on account of higher price for acetate lime.
 Vanilla Beans—Have advanced.

Formula for Cheap Liquid Chlorides for Disinfection.

Several years ago Dr. Adolph Tschepp contributed to the Pharmaceutische Rundschau a formula based on his analysis of a popular liquid chlorides, which is as follows:

Aluminium sulphate 6 ozs.
 Zinc chloride 1½ ozs.
 Sodium chloride 2 ozs.
 Calcium chloride 3 ozs.
 Water enough to make 2 pts.

A somewhat more elaborate formula for a preparation said to resemble this proprietary is as follows:

Zinc, in strips 4 ozs.
 Lead carbonate 2 ozs.
 Chlorinated lime 1 oz.
 Magnesium carbonate ½ oz.
 Aluminium hydrate 1½ ozs.
 Potassium hydrate ½ oz.
 Hydrochloric acid 16 ozs.
 Water 16 ozs.
 Whiting enough

First dissolve the zinc in the acid, then add the other salts singly in the order named, letting each dissolve before the next is added. When all are dissolved add the water to the solution. M. Billere.

Cocaine Poisoning After Teeth Extraction.

The case has appeared recently in the English courts where an unqualified assistant administered cocaine by hypodermic injection in "painless extraction" of teeth. It was shown by the testimony that the solution of cocaine had been poured out into a glass and then injected. The patient soon came under the care of a med-

ical man who found him as near death as could be. The best physicians agree that owing to its rapid and dangerous properties it should never be used in the mouth.

Labeling Turpentine.

The Board of Food and Drug Inspection have issued a decision in regard to the labeling of turpentine, in which it is held that when wood-turpentine is labeled "Not for medicinal use," it is not subject to the food and drugs act. When not so labeled it is in violation of section 7 of the food and drugs act unless labeled "Wood" or "Stump" turpentine. Articles labeled "Turpentine," "Spirits of Turpentine," or "Gum Turpentine," etc., must comply with pharmacopoeial requirements; that is, they must be light oils of certain properties made by distilling the oleoresin of various species of pinus.

Beef, Iron and Wine.

Ext. beef 256 grs.
 Iron phosphate, soluble 32 grs.
 Water 2 ozs.
 Syrup 3 ozs.
 Tinct. orange peel (20%) 1 oz.
 Sherry wine, q. s. 16 ozs.
 Hydrated ferric oxide 2 ozs.

Mix hydrated ferric oxide with the tincture orange peel and sherry wine and allow to stand twenty-four hours, agitating occasionally. Filter and test for absence of tannin with tincture iron chloride. If free from tannin add beef and iron previously dissolved in prescribed quantity water.

Liquor Register System

For Use In
 Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2 50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

Tradesman Company
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	1 75 2 85	Scillae	50	Macis	65 70	Salicin	4 50 4 75	Oils	
Aceticum	60 8	Cubebae	2 15 2 25	Scillae Co.	50	Magnesia, Sulph.	30 5	Sanguis Drac's	40 50	Lard, extra	85 90
Benzoinum, Ger.	70 75	Erigeron	2 35 2 50	Tolutan	50	Mannia S. F.	60 70	Sapo, G	10 12	Lard, No. 1	60 65
Boracie	12	Evechthitos	1 00 2 10	Prunus virg	50	Menthol	2 65 2 85	Sapo, M	10 12	Linseed, pure raw	50 50
Carbolicum	16 23	Gaultheria	2 50 2 40	Zingiber	50	Morphia, SP&W	2 90 2 15	Sapo, W	13 14	Linseed, boiled	57 60
Citricum	48 55	Geranium	2 50 2 40			Morphia, SNYQ	2 90 2 15	Seidlitz Mixture	20 22	Neat's-foot, w str	65 70
Hydrochlor	30 5	Gossypii Sem gal	70 75	Tinctures		Morphia, Mal	2 90 2 15	Sinapis	20 22	Spts. Turpentine	70 75
Nitricum	30 10	Hedoma	2 50 2 25	Aloes	50	Moschus Canton	30 40	Sinapis, opt.	30 30	Snuff, Maccaboy,	50 51
Oxalicum	14 15	Juniper	40 21 20	Aloes & Myrrh.	50	Myristica, No. 1	25 25	DeVos	50 51	Whale, winter	70 75
Phosphoricum, dil.	15 15	Lavandula	90 23 60	Anconitum Nap'sF	50	Nux Vomica po 15	10 10	Snuff, S'h DeVos	50 51	Paints	bbl. L
Salicylicum	44 41	Limons	2 00 2 25	Anconitum Nap'sR	50	Os Sepia	35 40	Soda, Boras	60 60	Green, Paris	29 33 1/2
Sulphuricum	15 15	Mentha Piper	1 75 2 10	Arnica	50	Pepsin Saac, H &	50 50	Soda, Boras, po	60 60	Green, Peninsular	13 14
Tannicum	75 85	Menta Verid	3 00 2 30	Asafoetida	50	P D Co	01 00	Soda et Pot's Tart	25 28	Lead, red	7 1/2 8
Tartaricum	38 40	Morruhae, gal.	1 60 2 15	Atrofeetida	50	Pleis Liq N N 1/2	01 00	Soda, Carb	1 1/2 2	Lead, white	7 1/2 8
		Myrica	3 00 2 30	Asafol Belladonna	50	Pleis Liq qts	01 00	Soda, Bl-Carb	3 3 4	Ochre, yel Ber.	1 1/2 2
Ammonia		Olive	1 00 2 30	Auranti Cortex.	50	Pleis Liq pints.	01 00	Soda, Ash	3 3 4	Ochre, yel Mars	1 1/2 2
Aqua, 18 deg.	40 6	Picis Liquida	10 12	Barosma	50	Pil Hydrarg po 80	01 00	Soda, Sulphas	2 2	Putty, commer'l	2 1/2 2 3/4
Aqua, 20 deg.	60 8	Picis Liquida gal.	40 40	Benzoin Co.	50	Piper Alba po 35	01 00	Spts, Cologne	02 60	Putty, strictly pr	2 1/2 2 3/4
Carbonas	13 15	Ricina	94 101 80	Cardamon Co.	50	Piper Nigra po 22	01 00	Spts, Myrcia	02 50	Red Venetian	1 1/2 2
Chloridum	12 14	Rosae oz.	6 50 2 00	Cassia Acutifol	50	Pix Burgum	01 00	Spts, Vinl Rect bbl	02 50	Shaker Prep'd	1 1/2 2 1/2
		Rosmarini	10 10	Cassia Acutifol Co	50	Plumbi Acet	12 15	Spts, Vi'l Rect 1/2 b	02 50	Vermillon, Eng.	75 80
Black	2 00 2 25	Sabina	90 21 80	Castor	1 00	Pulvis Ip'cet Opil 1	30 1 50	Spts, Vi'l R't 10 gl	02 50	Vermillon Prime	13 14
Brown	80 21 80	Santal	90 21 80	Catechu	50	Pyrethrum, bxs. H	01 00	Strychnia, Cryst 1	10 1 30	American	13 14
Red	45 50	Sassafras	85 20 80	Cinchona	50	Quassia	80 10	Sulphur Subl	2 2 3 4	Whiting Gliders	95
Yellow	2 50 2 80	Sinapis, ess. oz.	60 65	Cinchona Co.	50	Quina, N. Y.	17 27	Sulphur, Roll	2 2 3 4	Whit'g Paris Am'r	01 25
		Succin	40 45	Columba	50	Quina, S Ger	17 27	Tamarinds	80 10	Whit'g Paris Eng.	01 25
Cubebae	28 30	Thyme	40 45	Cubebae	50	Quina, S P & W.	17 27	Terebenth Venice	28 30	cliff	01 40
Juniperus	10 12	Theobromas	15 20	Digitalis	50			Thebromae	50 55	Whiting, white S'n	01 40
Xanthoxylum	30 35	Tigill	10 11 20	Ergot	50					Varnishes	01 40
				Ferri Chloridum	35					Extra Turp	1 60 2 1 70
Balsamum		Potassium		Gentian	50					No. 1 Turp Coachl	10 20
Copaiba	65 75	Ri-Carb	15 18	Gentian Co.	50						
Peru	2 75 2 85	Richromate	13 15	Guaiaca	50						
Terabin, Canada	75 80	Bromide	25 30	Guaiaca ammon.	50						
Tolutan	40 45	Carb	12 15	Hyoseyamus	50						
		Chlorate po.	12 14	Iodine	75						
Cortex		Cyanide	30 40	Iodine, colorless	75						
Abies, Canadian.	18	Iodide	2 50 2 60	Kino	50						
Cassiae	20	Potassa, Bitart pr	30 32	Lobelia	50						
Cinchona Flava	18	Potass Nitras opt	7 10	Myrrh	50						
Buonymus atro.	60	Potass Nitras	60 8	Nux Vomica	50						
Myrica Cerifera	20	Prussiate	23 24	Opil	1 25						
Prunus Virginl.	15	Sulphate po	15 18	Opil, camphorated	1 00						
Quillaja, gr'd	15			Opil, deodorized	2 00						
Sassafras, po 25	24	Radix		Quassia	50						
Ulmus	20	Aconitum	20 25	Rhatany	50						
		Althae	50 55	Rhei	50						
Extractum		Anchusa	10 12	Sanguinaria	50						
Glycyrrhiza, Gla.	24 30	Arum po	25	Serpentaria	50						
Glycyrrhiza, po	28 30	Calamus	20 40	Stromonium	60						
Haematox	11 12	Gentiana po 15	12 15	Tolutan	50						
Haematox, 1s	13 14	Glycyrrhiza pv 15	16 18	Valerian	50						
Haematox, 1/2s	14 15	Hellebore, Alba	12 15	Veratrum Veride	50						
Haematox, 1/4s	15 16	Hydrastis, Canada	22 25	Zingiber	60						
Haematox, 1/8s	16 17	Hydrastis, Can. po	22 25								
		Inula, po	18 22	Miscellaneous							
Ferru		Inecac, po	20 22 10	Aether, Spts Nit	30 35						
Carbonate Precip.	15	Iris plox	35 40	Aether, Spts Nit 4f	34 38						
Citrate and Quina	2 00	Jalapa, pr	25 30	Alumen, grd po 7	8 10						
Citrate Soluble	55	Maranta, 1/2s	35	Annatto	40 50						
Ferrocyanidum S	40	Podophyllum po	15 18	Antimoni, po	40 50						
Solut. Chloride	15	Rhei	75 101 00	Antimoni et po T	40 50						
Sulphate, com'l	2	Rhei, cut	1 00 2 1	Antifebrin	20 30						
Sulphate, com'l, by	70	Rhei, nv	75 101 00	Argemone	35						
bbl. per cwt.	7	Sanguinari, po	18 25	Argent Nitras oz	60 65						
Sulphate, pure	7	Scillae, po 45	20 25	Arsenicum	10 12						
		Senega	50 55	Balm Gilead buds	60 65						
Flora		Sernentaria	60 55	Bismuth S N	1 65 1 85						
Arnica	20 25	Smilax, M	25	Calcium Chlor, 1s	9						
Anthemis	50 60	Smilax, off's H	48	Calcium Chlor, 1/2s	10						
Matricaria	30 35	Spigella	1 45 1 50	Calcium Chlor, 1/4s	12						
		Symplocarpus	25	Calcium Chlor, 1/8s	12						
Folia		Valeriana Eng.	25	Cantharides, Rus.	90						
Barosma	40 50	Valeriana, Ger.	15 20	Capsici Fruc's af	20						
Cassia Acutifol.	15 20	Zingiber a	12 16	Capsici Fruc's po	20						
Tinnevely	25 30	Zingiber j	25 28	Cap'l Fruc's B po	15						
Cassia Acutifol.	15 20			Carmine, No. 40	4 25						
Salvia officinalis	18 20	Semen		Carphylus	20 22						
1/2s and 1/4s	80 10	Anisum po 20	16	Cassia ructus	35						
Uva Ursi	80 10	Apium (gravel's)	13 15	Cataceum	35						
		Bird, 1s	4 6	Centraria	10						
Gummi		Cannabis Sativa	7 8	Cera Alba	50 55						
Acacia, 1st pkd.	65	Cardamon	70 90	Cera Flava	40 42						
Acacia, 2nd pkd.	45	Carul po 15	15 18	Crocus	30 35						
Acacia, 3rd pkd.	35	Chenopodium	25 30	Chloroform	34 54						
Acacia, sifted sts.	18	Coriandrum	12 14	Chloral Hyd Crss 1	35 1 60						
Acacia, po	45 65	Cydontum	75 101 00	Chloro'm Squibbs	90						
Aloe, Barb	22 25	Dipterix Odorate 2	50 2 75	Chondrus	20 25						
Aloe, Cape	22 25	Foeniculum	18	Cinchonid'e Germ	38 48						
Aloe, Socotri	25	Foenugreek, po.	7 9	Cinchonidine P-W	38 48						
Ammoniac	55 60	Lini	4 6	Cocaine	2 80 2 30						
Asafoetida	35 40	Lini, gr'd. bbl. 2 1/2	3 6	Corks list, less 75%	45						
Benzoinum	50 55	Lobelia	75 80	Creta	75						
Catechu, 1s	13	Pharlaris Cana'n	9 10	Creta, prep.	75						
Catechu, 1/2s	14	Rapa	5 6	Creta, precip	9 11						
Catechu, 1/4s	16	Sinapis Alba	8 10	Creta, Rubra	9 11						
Comphora	60 65	Sinapis Nigra	9 10	Cudbear	24						
Euphorbium	40			Cupri Sulph	80 10						
Galbanum	10 10	Spiritus		Dextrine	70 10						
Gamboge	25 30	Frumentl W. D. 2	00 2 50	Emery, all Nos.	8						
Gaultheria	35	Frumentl	1 25 1 50	Emery, po	6						
Kino	45	Juniperis Co	1 75 2 30								

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 FlourDECLINED
Dried Apples
California PrunesIndex to Markets
By Columns

		12 oz. ovals 2 doz. box	.75	Dox.		Cove, 1lb.	.85@	1 85
		AXLE GREASE				Cove, 2lb.	.1 60@	1 85
		Frazer's				Cove, 1lb. Oval	.1 20	
Ammonia	A	1lb. wood boxes, 4 doz.	3 00			Plums	.1 00@	2 50
Axle Grease	1	1lb. tin boxes, 3 doz.	2 35			Peas		
		3 1/2 lb. tin boxes, 2 doz.	4 25			Marrowfat	.90@	1 25
Baked Beans	B	10lb. pails, per doz.	6 00			Early June	.95@	1 25
Bath Brick	1	15lb. pails, per doz.	7 20			Early June Sifted	1 15@	1 80
Bluing	1	25lb. pails, per doz.	12 00					
Brooms	1	BAKED BEANS				Pie	.90@	1 25
Brushes	1	1lb. can, per doz.	90			No. 10 size can pie	.80	
Butter Color	1	2lb. can, per doz.	1 40			Pineapple	.85@	2 50
		3lb. can, per doz.	1 80			Sliced	.95@	2 40
		BATH BRICK				Pumpkin		
Candies	C	American	75			Fair	.85	
Canned Goods	1	English	85			Good	.90	
Carbon Oils	2	BLUING				Fancy	.1 00	
Catsup	2	Arctic				Gallon	.2 50	
Cereals	2	6 oz. ovals 3 doz. box	40			Raspberries		
Cheese	2	16 oz. round 2 doz. box	75			Standard	.90@	1 40
Chewing Gum	3	Sawyer's Pepper Box				Succotash	.85	
Chicory	3	Per Gross.				Good	.1 00	
Chocolate	3	No. 3, 3 doz. wood bxs	4 00			Fancy	1 25@	1 40
Clothes Lines	3	No. 5, 3 doz. wood bxs	7 00			Strawberries		
Cocoa	3	Sawyer Crystal Bag				Standard	.90	
Cocoanut	3	Blue	4 00			Fancy	.90@	1 00
Cocoa Shells	3	BROOMS				Tomatoes		
Coffee	3	No. 1 Carpet, 4 sew	2 75			Good	.85@	1 00
Confections	11	No. 2 Carpet, 4 sew	2 40			Fair	.85@	1 00
Crackers	3	No. 3 Carpet, 3 sew	2 25			Fancy	.90@	1 00
Cream Tartar	4	No. 4 Carpet, 3 sew	2 10			Gallons	.2 75	
		Parlor Gem	2 40					
Dried Fruits	D	Common Whisk	2 00			Perfection	.10 1/2	
		Fancy Whisk	1 25			Water White	.10	
		Warehouse	3 00			D. S. Gasoline	.13 1/2	
Farinaceous Goods	F	BRUSHES				Gas Machine	.24	
Feed	5	Scrub				Deodor'd Nap'a	.12 1/2	
Fish and Oysters	10	Solid Back 8 in.	75			Cylinder	.34 1/2	
Fishing Tackle	5	Solid Back, 11 in.	95			Engine	.16	
Flavoring Extracts	5	Pointed Ends	85			Black, winter	.8 1/2@	10
Flour	5	Stove						
Fresh Meats	5	No. 3	90			CEREALS		
		No. 2	1 25			Breakfast Foods		
		No. 1	1 75			Bordeau Flakes, 36 1lb.	2 50	
Gelatine		Shoe				Ormeau of Wheat 36 2lb.	4 50	
Grain Bags	5	No. 8	1 00			Egg-O-See, 36 pkgs.	2 85	
Grains	5	No. 7	1 30			Excella Flakes, 36 lb.	4 50	
		No. 4	1 70			Excella, large pkgs.	4 50	
		No. 3	1 90			Force, 36 2lb.	4 50	
Herbs	H	BUTTER COLOR				Grape Nuts, 2 doz.	2 70	
Hides and Pelts	10	W. & Co.'s 25c size	2 00			Malta Ceres, 24 1lb.	2 40	
		W. & Co.'s 50c size	4 00			Malta Vita, 36 1lb.	2 85	
		CANDLES				Mapl-Flake, 36 1lb.	4 05	
Jelly	J	Paraffine, 6s	10			Pillsbury's Vitos, 3 dz.	4 25	
		Paraffine, 12s	10			Ralston Health Food	36 2lb.	4 50
		Wicking	20			Sunlight Flakes, 36 1lb.	2 85	
Licorice	L	CANNED GOODS				Sunlight Flakes, 20 1lb.	4 00	
		Apples				Vigor, 36 pkgs.	2 75	
Matches	M	3lb. Standards	1 00			Voigt Cream Flakes	4 60	
Meat Extracts	6	Gallon	2 75@3 00			Zest, 20 2lb.	4 10	
Mince Meat	6	Blackberries				Zest, 36 small pkgs.	2 75	
Molasses	6	2lb.	1 25@1 75			Rolled Oats		
Mustard	6	Standards gallons	5 50			Rolled Avena, bbls.	.6 35	
		Beans				Steel Cut, 100 lb. sks.	3 25	
Nuts	N	Baked	.85@1 30			Monarch, bbl.	.6 10	
		Red Kidney	.85@ 95			Quaker, 90 lb. sacks	2 90	
Olives	O	String	.70@1 15			Quaker, 18 Regular	1 50	
		Wax	.75@1 25			Quaker, 20 Family	4 60	
Pipes	P	Blueberries				Cracked Wheat		
Pickles	6	Standard	1 35			Bulk	.3 1/2	
Playing Cards	6	Gallon	6 25			24 2 lb. packages	.3 50	
Potash	6	Brook Trout				CATSUP		
Provisions	6	2lb. cans, spiced	1 90			Columbia, 25 pts.	.4 15	
		Clams				Snider's pints	.2 25	
Rice	R	Little Neck, 1lb. 1 00@1 25				Snider's 1/2 pints	.1 35	
		Little Neck, 2lb. @1 50				CHEESE		
Salad Dressing	S	Clam Bouillon				Acme	@17	
Saleratus	7	Burnham's 1/2 pt.	1 90			Elsie	@12	
Salt Soda	7	Burnham's pts.	3 60			Gem	@	
Salt	7	Burnham's qts.	7 20			Jersey	@16 1/2	
Salt Fish	7	Cherries				Riverside	@15 1/2	
Seeds	7	Red Standards	@1 40			Riverside	@16	
Shoe Blacking	7	White	@1 40			Springdale	@18	
Snuff	7	Fair	75@ 85			Brick	@15	
Soap	8	Good	.1 00@1 10			Leiden	@16 1/2	
Soda	8	Fancy	1 45			Limburger	@16 1/2	
Soups	8	Sur Extra Fine	.22			Pineapple	.40	
Spices	8	Extra Fine	.19			Sap Sago	.22	
Starch	8	Fine	.15			Swiss, domestic	.16	
Syrups	8	Moyen	.11					
		Gooseberries						
T		Standard	1 75					
Tea	T	Standard	85					
Tobacco	8	Lobster						
Twine	9	1/2 lb.	.2 25					
		1 lb.	.4 25					
Vinegar	V	Picnic Tails	.2 75					
		Mackerel						
W		Mustard, 1lb.	.1 80					
Wicking	9	Mustard, 2lb.	.2 80					
Woodenware	9	Soused, 1 1/2 lb.	.1 80					
Wrapping Paper	10	Soused, 2lb.	.2 75					
		Tomato, 1lb.	.1 50					
		Tomato, 2lb.	.2 80					
Y		Mushrooms						
Yeast Cake	10	Hotels	@ 24					
		Buttons	@ 28					

3

CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Long Tom	55
Yucatan	55
Hop to it	55
Spearmint	55
CHICORY	
Bulk	5
Red	7
Eagle	5
Frank's	7
Schener's	6

CHOCOLATE	
Walter Baker & Co.'s	24
German Sweet	35
Premium	31
Caracas	31
Walter M. Lowney Co.	32
Premium, 1/4 s	32
Premium, 1/2 s	32
COCOA	
Baker's	39
Cleveland	41
Colonial, 1/4 s	35
Colonial, 1/2 s	33
Eppe	42
Huyler	45
Lowney, 1/4 s	36
Lowney, 1/2 s	36
Lowney, 1 s	40
Van Houten, 1/4 s	12
Van Houten, 1/2 s	20
Van Houten, 1 s	40
Webb	30
Wilbur, 1/4 s	39
Wilbur, 1/2 s	40

COCONUT	
Dunham's 1/4 s & 1/2 s	26 1/2
Dunham's 1/4 s	27
Dunham's 1/2 s	28
Bulk	12

COFFEE	
Common	10@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20

Santos	
Common	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19

Maracaibo	
Fair	16
Choice	19
Fancy	19

Mexican	
Choice	16 1/2
Fancy	19
Guatemala	
Choice	15

Java	
African	12
Fancy African	17
O. G.	25
P. G.	31

Mocha	
Arabian	21
New York Basis	
Arbuckle	17 50
Dilworth	14 75
Jersey	15 00
Lion	14 50

McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	

Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CRACKERS	
National Biscuit Company	
Brand	
Butter	
Seymour, Round	6
N. B. C., Square	6

Soda	
N. B. C. Soda	6
Select Soda	8
Saratoga Flakes	13
Zephyrette	13

Oyster	
N. B. C., Round	6
Gem	6
Faust, Shell	7 1/2

Sweet Goods	
Animals	10
Atlantic, Assorted	10
Brittle	11
Cadet	8
Cartwheels	8
Cassia Cookie	9
Cavaller Cake	14
Current Fruit Biscuit	10
Cracknels	16
Coffee Cake, pl. or iced	10
Cocoanut Taffy Bar	12
Cocoanut Bar	10
Cocoanut Bon Bons	16
Cocoanut Drops	12
Cocoanut Honey Cake	12
Cocoanut Hon. Fingers	12
Cocoanut Hon. Jumbles	12
Cocoanut Macaroons	18
Dandelion	10
Dinner Biscuit	20
Dinner Pail Cake	10
Dixie Sugar Cookie	9
Family Snaps	9

4

Family Cookie	
Fancy Ginger Wafer	12
Fig Cake Assorted	12
Fruit Nut Mixed	16
Frosted Cream	8
Frosted Honey Cake	12
Fluted Coconut Bar	10
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Ginger Nuts	10
Ginger Snaps N. B. C.	7
Ginger Snaps Square	8
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	8
Kream Klips	20
Lem Yem	11
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	16
Lemona	8
Log Cabin Cake	10
Lustania Mixed	11
Mary Ann	8
Marshmallow Walnuts	16
Mariner	11
Molasses Cakes	8
Molasses Cakes, Iced	9
Mohican	11
Nabob Jumble	14
Newton	12
Oatmeal Crackers	8
Orange Gems	8
Oval Sugar Cakes	8
Oval Sugar Cakes Ast.	9
Penny Cakes, Assorted	11 1/2
Picnic Mixed	11 1/2
Pretzels, Hand Md.	8
Pretzelites, Hand Md.	8
Pretzelites, Mac. Md.	7 1/2
Raisin Cookies	8
Ravena Jumbles	12
Revere, Assorted	14
Rube	8
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Honey Nuts	12
Sugar Fingers	12
Sugar Gems	8
Sultana Fruit Biscuit	16
Sunside Jumbles	10
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Cakes	8
Sugar Cakes, Iced	9
Sugar Squares, large or small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Sylvan Cookie	12
Vanilla Wafers	16
Victors	12
Waverly	8
Zanzibar	10

In-er Seal Goods	
Albert Biscuit	1 00
Animals	1 00
Baronet Butter Th. Bis	1 00
Butter Thin Biscuit	1 00
Butter Wafers	1 00
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Cocoanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers	1 00
Lemon Snap	50
London Cream Biscuit	1 00
Oatmeal Crackers	1 00
Oysterettes	50
Old Time Sugar Cook.	1 00
Royal Toast	1 00
Saltine	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda, N. B. C.	1 00
Soda, Select	1 00
Sultana Fruit Biscuit	1 50
Uneda Biscuit	50
Uneda Jinjer Wayfer	1 00
Uneda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

Per doz.	
Festino	2 50
Nabisco	2 50
Nabisco	1 00
Champaigne Wafer	2 50
Per tin in bulk	
Sorbetto	1 00
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40

Holland Rusk	
36 packages	2 30
40 packages	3 20
60 packages	4 75

CREAM TARTAR	
Barrels or drums	23
Boxes	23
Square cans	32
Fancy caddies	35

DRIED FRUITS

Apples	
Sundried	@ 7 1/2

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family... 6 60 Golden Horn, bakers... 6 50 Duluth Imperial... 6 60 Wisconsin Rye... 5 00 Judson Grocer Co.'s Brand Ceresota, 1/2s... 7 40 Ceresota, 1/4s... 7 30 Ceresota, 2/5s... 7 20 Lemon & Wheeler's Brand Wingold, 1/2s... 6 90 Wingold, 1/4s... 6 80 Wingold, 2/5s... 6 70 Worden Grocer Co.'s Brand Laurel, 1/2s cloth... 7 00 Laurel, 1/4s cloth... 6 90 Laurel, 1/2s & 1/4s cloth... 6 80 Laurel, 1/4s cloth... 6 80 Voigt Milling Co.'s Brand Voigt's Crescent... 6 00 Voigt's Flour... 6 00 (whole wheat flour) 6 80 Voigt's Hygienic Graham... 6 25 Voigt's Royal... 7 30 Wykes & Co. Sleepy Eye, 1/2s cloth... 6 80 Sleepy Eye, 1/4s cloth... 6 10 Sleepy Eye, 1/2s cloth... 6 00 Sleepy Eye, 1/4s paper... 6 00 Sleepy Eye, 1/2s paper... 6 00 Meal Bolted... 4 20 Golden Granulated... 4 30 St. Car Feed screened... 31 00 No. 1 Corn and Oats... 31 00 Corn, cracked... 29 50 Corn Meal, coarse... 29 50 Winter Wheat Bran... 29 00 Middlings... 30 00 Buffalo Gluten Feed... 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal... 34 00 O P Laxo-Cake-Meal... 31 50 Cottonseed Meal... 31 00 Gluten Feed... 29 00 Malt Sprouts... 25 00 Brewers' Grains... 28 00 Hammond Dairy Feed... 25 00 Alfalfa Meal... 26 00 Oats Michigan carlots... 59 Less than carlots... 61 Corn Carlots... 77 Hay No. 1 timothy carlots... 10 00 No. 1 timothy ton lots... 11 00 HERBS Sage... 15 Hops... 13 Laurel Leaves... 15 Senna Leaves... 25 HORSE RADISH Per doz... 90 JELLY 15 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 @ 75 MOLASSES New Orleans Fancy Open Kettle... 40 Choice... 35 Good... 22 Fair... 20 Half barrels 2c extra MINCE MEAT Per case... 2 90 MUSTARD 1/2 lb., 6 lb. box... 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 45 Bulk, 5 gal. kegs 1 25 @ 1 40 Manzania, 3 oz... 75 Queen, pints... 20 Queen, 19 oz... 40 Queen, 28 oz... 70 Stuffed, 5 oz... 90 Stuffed, 3 oz... 145 Stuffed, 10 oz... 240 PIPES Clay, No. 216 per box... 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. 15, Rival, assorted... 85 No. 20, Rover, enam'd... 1 50 No. 572, Special... 1 75 No. 98 Golf, satin fin... 2 00 No. 808 Bicycle... 2 00 No. 632 Tourist, whit... 2 25 POTASH Babbitt's... 4 00 PROVISIONS Barreled Pork Mess, new... 19 00 Clear Back... 20 00 Short Cut... 17 00 Short Cut Clear... 17 00 Bean... 15 00 Brisket, Clear... 19 00 Pig... 24 00 Clear Family... 16 00 Dry Salt Meats S. P. Bellies... 11 Bellies Extra Shorts Clear... 11%	Lard Pure in tierces... 11% Compound Lard... 8% 80 lb. tubs... advance 7% 40 lb. tubs... advance 7% 50 lb. tins... advance 7% 20 lb. pails... advance 7% 10 lb. pails... advance 7% 5 lb. pails... advance 7% 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... 12 California Hams... 14 Picnic Boiled Hams... 14 Boiled Hams... 19 Berlin Ham, pressed... 9 Minced Ham... 9 Bacon... 12 1/2 @ 9 Sausages Bologna... 4 Liver... 7 Frankfurt... 9 Pork... 9 Veal... 7 Tongue... 7 Headcheese... 7 Leaf Boneless... 15 00 Rump, new... 15 50 Pig's Feet 1/2 bbls., 40 lbs... 1 00 1/2 bbls., 40 lbs... 1 00 1/2 bbls., 40 lbs... 3 80 1 bbl... 8 00 Tripe Kits, 15 lbs... 80 1/2 bbls., 40 lbs... 1 60 1/2 bbls., 80 lbs... 3 00 Casings Hogs, per lb... 30 Beef, rounds, set... 25 Beef, middles, set... 70 Sheep, per bundle... 90 Uncolored Butterine Solid dairy... 10 @ 12 Country Rolls... 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb... 2 50 Corned beef, 1 lb... 1 50 Roast beef, 2 lb... 2 50 Roast beef, 1 lb... 1 50 Potted ham, 1/2s... 85 Potted ham, 1/4s... 85 Deviled ham, 1/2s... 50 Deviled ham, 1/4s... 50 Potted tongue, 1/2s... 50 Potted tongue, 1/4s... 50 RICE Fancy... 7 @ 7 1/2 Japan... 5 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint... 2 25 Columbia, 1 pint... 4 00 Durkee's, large, 1 doz... 4 50 Durkee's, small, 1 doz... 5 25 Snider's large, 1 doz... 2 35 Snider's small, 1 doz... 1 35 SALERATUS Packed 60 lbs. in box... 3 10 Arm and Hammer... 3 00 Deland's... 3 15 Dwight's Cow... 3 15 L. P... 3 00 Wyandotte, 100... 3 00 SAL SODA Granulated, bbls... 85 Granulated, 100 lbs cs... 1 00 Lump, bbls... 80 Lump, 145 lb. kegs... 95 SALT Common Grades 100 3 lb. sacks... 2 25 60 5 lb. sacks... 2 15 28 10 1/2 lb. sacks... 2 05 56 lb. sacks... 32 28 lb. sacks... 17 Warsaw 56 lb. dairy in drin bags... 40 28 lb. dairy in drin bags... 20 Solar Rock 56 lb. sacks... 24 Common Granulated, fine... 80 Medium, fine... 85 SALT FISH Cod Large whole... @ 7 Small whole... @ 6 1/2 Strips or bricks... 7 1/2 @ 10 1/2 Pollock... @ 5 Halibut Strips... 14 Chunks... 15 Holland Herring Pollock... @ 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian... 3 75 Round, 100 lbs... 1 90 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 35 @ 1 99	SEEDS 10 lbs... 1 12 8 lbs... 92 48 Anise... 10 Canary, Smyrna... 4 1/2 Canary... 10 Cardamom, Malabar... 1 00 Celery... 15 Hemp, Russian... 4 1/2 Mixed Bird... 4 Mustard, white... 9 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 Macaboy, in jars... 35 French Rappie in jars... 43 SOAP J. S. Kirk & Co. American Family... 4 00 Dusky Diamond, 50 8oz... 2 80 Dusky Diamond, 100 6oz... 3 80 Jap Rose, 50 bars... 3 60 Savon Imperial... 3 00 White Russian... 3 00 Dome, oval bars... 3 15 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 Lantz 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 Marcellies, 100 cakes... 5 80 Marcellies, 100 cakes 5c... 4 00 Marcellies, 100 ck toil... 4 00 Marcellies, 1/2x toilet... 2 10 A. B. Wisley Good Cheer... 4 00 Old Country... 3 40 Soap Powders Lantz Bros. & Co. Snow Boy... 4 00 Gold Dust, 24 large... 4 50 Gold Dust, 100-5c... 4 00 Kinkoline, 24 4lb... 3 80 Pearlina... 3 75 Soapine... 4 16 Babbitt's 1776... 3 75 Roseine... 3 50 Armour's... 3 70 Wisdom... 3 80 Soap Compounds Johnson's Fine... 5 10 Johnson's XXX... 4 25 Nine O'clock... 3 85 Rub-N-More... 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots... 9 00 Sapolio, half gro. lots... 4 50 Sapolio, single boxes... 2 25 Sapolio, hand... 2 25 Scourine Manufacturing Co. Scourine, 50 cakes... 1 80 Scourine, 100 cakes... 3 50 SODA Boxes... 5 1/2 Kegs, English... 4 1/2 SPICES Allspice... 10 Cassia, China in mats... 12 Cassia, Canton... 16 Cassia, Batavia, bund... 28 Cassia, Saigon, broken... 40 Cassia, Saigon, in rolls... 55 Cloves, Ambony... 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... 55 Cloves, Zanzibar... 24 Ginger, African... 15 Ginger, Cochinchina... 18 Ginger, Jamaica... 25 Mace... 65 Mustard... 18 Pepper, Singapore, blk... 17 Pepper, Singp. white... 28 Pepper, Cayenne... 20 STARCH Corn Kingsford, 40 lbs... 7 1/2 Muzzy, 20 lbs... 5 1/2 Muzzy, 40 lbs... 5 Gloss Kingsford... 7 1/2 Silver Gloss, 40 lbs... 7 1/2 Silver Gloss, 16 lbs... 6 1/2 Silver Gloss, 12 lbs... 8 1/2 Muzzy... 5 48 lb. packages... 5 16 lb. packages... 4 1/2 12 lb. packages... 4 1/2 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 1/2 dz. in cs... 2 19 3 1/2 lb. cans 1/2 dz. in cs... 2 15	Pure Cane Fair... 16 Good... 20 Choice... 25 TEA Japan Sundried, medium... 24 Sundried, choice... 32 Sundried, fancy... 36 Regular, medium... 24 Regular, choice... 32 Regular, fancy... 36 Basket-fired, medium... 31 Basket-fired, choice... 38 Basket-fired, fancy... 43 Nibs... 22 @ 24 Siftings... 9 @ 11 Fanings... 12 @ 14 Gunpowder Moyune, medium... 30 Moyune, choice... 32 Moyune, fancy... 40 Pingsuey, medium... 30 Pingsuey, choice... 30 Pingsuey, fancy... 40 Young Hyson Choice... 30 Fancy... 36 Oolong Formosa, fancy... 42 Amoy, medium... 25 Amoy, choice... 32 English Breakfast Medium... 20 Choice... 30 Fancy... 40 India Ceylon, choice... 32 Fancyl... 42 TOBACCO Fine Cut Cadillac... 54 Sweet Loma... 34 Hiawatha, 5lb. pails... 55 Telegram... 39 Pay Car... 33 Prairie Rose... 49 Protection... 40 Sweet Burley... 41 Tiger... 41 Plug Red Cross... 31 Palo... 35 Hiawatha... 41 Kylo... 35 Battle Ax... 37 American Eagle... 33 Standard Navy... 37 Spear Head, 1 oz... 47 Spear Head, 1 1/2 oz... 47 Nobby Twist, 1 1/2 oz... 47 Jolly Tar... 39 Old Honesty... 39 Toddy... 34 J. T... 33 Piper Heidsieck... 69 Boot Jack... 36 Honey Dip Twist... 40 Black Standard... 40 Cadillac... 40 Forge... 34 Nickel Twist... 52 Mill... 32 Great Navy... 36 Smoking Sweet Core... 34 Flat Car... 32 Warpath... 26 Bamboo, 16 oz... 25 I X L, 5lb... 27 I X L, 16 oz. pails... 31 Honey Dew... 40 Gold Block... 40 Flagman... 40 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 Flow Boy, 1 1/2 oz... 39 Flow 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... 35 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... 1b Pure Cider, Robinson 1 1/2 Pure Cider, Silver... 15 WICKING No. 0 per gross... 30 No. 1 per gross... 40 No. 2 per gross... 50 No. 3 per gross... 75 WOODENWARE Baskets Bushels, wide band... 1 10 Market... 25 Splint, large... 3 50 Splint, medium... 2 00 Splint, small... 2 00 Willow, Clothes, large... 8 25 Willow, Clothes, medium... 7 25 Willow, Clothes, small... 6 25	Bradley Butter Boxes 2lb. size, 24 in case... 72 3lb. size, 16 in case... 68 5lb. size, 12 in case... 63 10lb. size, 6 in case... 60 Butter Plates No. 1 Oval, 250 in crate... 35 No. 2 Oval, 250 in crate... 40 No. 3 Oval, 250 in crate... 40 No. 5 Oval, 250 in crate... 60 Churns Barrel, 5 gal., each... 2 40 Barrel, 10 gal., each... 2 50 Clothes Pins Round head, 5 gross bx... 50 Round head, cartons... 70 Egg Crates and Fillers Humpty Dumpty, 12 dz... 20 No. 1 complete... 25 No. 2 complete... 40 Case No. 2 miter sockets... 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 Eclipse patent spring... 80 No. 1 common... 80 No. 2 pat. brush holder... 80 12lb. cotton mop heads... 1 40 Ideal No. 1... 1 40 Pails 4-hoop Standard... 2 15 3-hoop Standard... 2 35 4-wire, Cable... 2 45 4-wire, Cable... 2 45 Cedar, all red, brass... 4 25 Paper, Eureka... 4 25 Fibre... 4 25 Loopholes Hardwood... 2 50 Softwood... 2 75 Banquet... 1 50 Ideal... 1 50 Traps Mouse, wood, 4 holes... 22 Mouse, wood, 4 holes... 40 Mouse, wood, 6 holes... 70 Mouse, tin, 5 holes... 60 Rat, wood... 80 Rat, spring... 75 Tubs 20-in. Standard, No. 1... 8 75 18-in. Standard, No. 2... 7 75 16-in. Standard, No. 3... 6 75 20-in. Cable, No. 1... 9 25 18-in. Cable, No. 2... 8 25 16-in. Cable, No. 3... 7 25 No. 1 Fibre... 10 25 No. 2 Fibre... 9 25 No. 3 Fibre... 8 25 Washboards Bronze Globe... 2 50 Dewey... 1 75 Double Acme... 2 75 Single Acme... 2 25 Double Peerless... 2 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... 4 Cream Manila... 3 Butcher's Manila... 2 1/2 Wax Butter, short cut... 13 Wax Butter, full count... 20 Wax Butter, rolls... 19 YEAST CAKE Magic, 3 doz... 1 15 Sunlight, 3 doz... 1 00 Sunlight, 1 1/2 doz... 1 00 Yeast Foam, 3 doz... 1 50 Yeast Cream, 3 doz... 1 00 Yeast Foam, 1 1/2 doz... 58 FRESH FISH Per lb. Whitefish, Jumbo... 18 Whitefish, No. 1... 14 Trout... 14 Halibut... 11 Herring... 7 Bluefish... 16 Live Lobster... 35 Boiled Lobster... 35 Cod... 11 Haddock... 8 Pickerel... 12 Pike... 8 1/2 Perch... 6 1/2 Smoked, White... 14 Chinook Salmon... 16 Mackerel... 10 Finnan Haddie... 25 Roe Shad... 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... @ 30 Lambs... 15 @ 25 Shearlings... 10 @ 15 Tallow No. 1... @ 5 No. 2... @ 4 Wool Unwashed, med... @ 25 Unwashed, fine... @ 20 CONFECTIONS Stick Candy Standard... 7 1/2 Standard H H... 7 1/2 Standard Twist... 8 Cases Jumbo, 32 lb... 7 1/2 Extra H H... 10 Boston Cream... 12 Big stick, 30 lb. case... 8 Mixed Candy Grocers... 6 1/2 Competition... 7 Special... 8 Conserve... 7 1/2 Royal... 12 Ribbon... 10 Broken... 8 Cut 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... 12 Peanut Squares... 6 Sugared Peanuts... 12 Salted Peanuts... 12 Starlight Kisses... 11 San Blas Goodies... 13 Lozenges, plain... 10 Lozenges, printed... 12 Champion Chocolate... 12 Eclipse Chocolates... 14 Eureka Chocolates... 15 Quintette Chocolates... 14 Champion Gum Drops... 9 Moss Drops... 10 Lemon Sours... 10 Imperials... 10 Ital. Cream Opera... 12 Ital. Cream Bon Bons... 12 Golden Waffles... 12 Red Rose Gum Drops... 10 Auto Bubbles... 13 Fancy—in 5lb. Boxes Old fashioned Molasses Kisses, 10lb. bx... 1 30 Orange Jellies... 50 Lemon Sours... 50 Old fashioned Horehound drops... 60 Peppermint Drops... 60 Champion Choc. Dps... 65 H. M. Choc. Drops... 10 H. M. Choc. Lt. and Dark No. 12... 1 10 Bitter Sweets, asst'd... 1 25 Brilliant Gums, Cryst... 60 A. A. Licorice Drops... 90 Lozenges, plain... 60 Lozenges, printed... 65 Imperials... 60 Mottos... 60 Cream Bar... 60 G. M. Peanut Bar... 60 Hand Made Crms... 80 @ 90 Cream Wafers... 65 String Rock... 60 Wintergreen Berries... 60 U. Time Assorted... 2 75 Buster Brown Good... 2 50 Up-to-date Asstmt... 3 75 Ten Strike No. 1... 6 50 Ten Strike No. 2... 6 00 Ten Strike, Summer assortment... 6 75 Scientific Asst't... 18 00 Pop Corn Cracker Jack... 25 Giggles, 50 pkgs. cs... 3 50 Pop Corn Balls 200s... 1 35 Azukit 100s... 2 25 Oh My 100s... 3 50 Cough Drops Putnam Menthol... 1 00 Smith Bros... 1 25 NUTS—Whole Almonds, Tarragona... 16 Almonds, Drake... 15 Almonds, California aft. shell... 12 @ 13 Brazils... 12 @ 13 Filberts... 12 @ 13 Cal. No. 1... 15 Walnuts, soft shell... 15 @ 16 Walnuts, Marbot... 13 1/2 Table nuts, fancy... 13 @ 15 Pecans, Med... 14 Pecans, ex. large... 14 Pecans, Jumbos... 16 Hickory Nuts per bu... Ohio new... Cocoanuts... Chestnuts, New York... State, per bu... Shelled Spanish Peanuts... 7 @ 7 1/2 Pecan Halves... @ 58 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. Jumbos... @ 6 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32
Worden Grocer Co. brand
Ben Hur
Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass .7 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 @ 8 1/2
Chucks .6 @ 7 1/2
Plates .5 @ 5 1/2
Livers .6 @ 6

Pork

Loins .12 1/2 @
Dressed .8 @
Boston Butts .10 1/2 @
Shoulders .9 1/2 @
Leaf Lard .11 @
Pork Trimmings .8 1/2 @

Mutton

Carcass .10 @
Lambs .14 @
Spring Lambs .14 @

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
60ft. .1 35
80ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 6
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

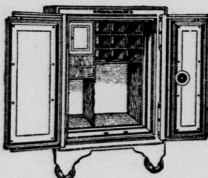
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .8 85
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

What You Get

Not what you pay is
the true basis of flour
value.

Fanchon

"The Flour of Quality"

is made from better
wheat by better
methods—that's
why it costs more.

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

What Is the Good

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

Tradesman Company Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich

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—First-class stock of drugs and fixtures, doing good business. Located on good street in Grand Rapids. Inventories about \$4,000. Address Prosperity, care Michigan Tradesman. 546

For Sale—An excellent hardware and agricultural implement stock and business, in a thriving village of 1,000 population in North Central Michigan. A growing farming community around. This is a clean, up-to-date stock and the owner is doing a fine business but conditions are such that he must sell. Call on or address Geo. W. Wood, Lake City, Mich. 545

Fine opening for clothing store. Pendleton, Indiana has none. Former occupants did \$25,000 year. Rent \$50. Fine corner 30x100. Completely equipped with modern fixtures. Demand for shoes and ladies' ready-to-wears. Immediate possession. Write Charles Stephenson, 167 Dearborn St., Chicago, Ill. 544

For Sale—Meat market and grocery. Good live town, two railroads. Southwestern Michigan. Cheap rent, fine location, good trade. New goods. Must be taken quick. Other business. Address F. T., care Tradesman. 543

For Sale—"Protectograph" check protectors. One model E and one model G, both late models; condition good as new. Original cost \$30. Price \$17 each. Will send on approval. R. N. Payne, Marietta, Ohio. 541

Remington Typewriters — Remington typewriter, nothing but Remington. \$17.50 each. Rebuilt like new. Free trial anywhere. Write to Bedal, the typewriter man, 512 Pontiac Bldg., Chicago, Ill. 540

For Sale—Furniture and undertaking business, established 30 years. Lively town of 3,000. Splendid opportunity. G. G. Goodrich & Son, St. Charles, Mich. 539

I will tell you of a profitable business, one in which the profits are large and the chances of success exceptional. I also know of many openings for retail stores which I will be glad to tell you of, if you will write me to-day. Edward B. Moon, 14 W. Lake St., Chicago, Ill. 538

For Sale—Lease, fixtures and \$8,000 stock of general merchandise in Idaho town of 3,000 population. Good location in splendid irrigated farming country. Stock could be reduced to \$4,000 if desired. Owners have two stores and want to consolidate. Lock Box 258, Rexburg, Idaho. 527

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—Well-established furniture, undertaking and phonograph business in city of 10,000; best of reasons for selling. F. E. Stiteley & Co., Dixon, Ill. 525

For Sale—Controlling interest in a department store (incorporated), situated in a Nebraska city of 3,000 people; center of a rich farming community where land brings \$100 to \$125 per acre. Address No. 522, care Michigan Tradesman. 522

For Sale—Or will trade for stock of goods or other property, 240 acres of land in Midland County, Michigan. Address L. H. Moss, Middleton, Mich. 521

For Sale—Two-story brick building and general stock in railroad town. Reason for selling, poor health. W. S. Adkins, Morgan, Mich. 520

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—First-class confectionery store. Only one in town of 4,000. Address C. R. Gillhams, Sturgis, Mich. 515

Wanted—Hardware to locate in Sherman, Mich. Excellent opportunity. Address Secretary Citizens Improvement Assn. 523

20,000 2 to 3 in. 6 1/2 ft. round red cedar posts, f. o. b., 25c rate, 6c per post. R. G. Buchanan, Laverne, Tenn. 499

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—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 F. S. Loree & Co., R. F. D. 5, St. Johns, Mich. 511

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

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

Building for rent, suitable for millinery or confectionery. Address No. 493, care Michigan Tradesman. 493

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

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

For Exchange—New \$2,900 frame store building near Petoskey for house and lot or stock of merchandise, balance cash. Address No. 537, care Tradesman. 537

Sound wormy chestnut for sale, 50 cars 8-4 sound wormy chestnut, good widths and lengths. Offer one or more cars at \$15 per M. f. o. b. Balto. & Ohio R. R. at this point. Offutt & Lakin, Terra Alta, W. Va. 536

For Sale—Grocery and market, doing cash business in suburban town ten miles from Chicago. Is making money with all hired help, owner being in other business. \$2,000 stock; rent only \$20. A rare opportunity for someone, but will be sold quick. Address No. 535, care Tradesman. 535

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

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

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—140 acres of land in Fannin County, Texas, improved, fine timber. For price and full particulars address the owner, J. D. Halzlip, Sherman, Texas. 529

Wanted—To buy cheap for cash, stocks of dry goods, clothing, shoes and men's furnishings. H. Kaufer, Milwaukee, Wis. 481

For choice valley land, prices right, in Pawnee, Hodgeman and adjoining counties, call on or address F. C. Matteson, Burdett, Kan. 474

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

Wanted—Second-hand refrigerator for meat market. Must have capacity for 1,000 lbs. meat. Address No. 472, care Michigan Tradesman. 472

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

A Kalamazoo, Mich., merchant wants to sell his suburban store, groceries and meats. This store is doing a business of \$50,000 per year and his reason for selling is, that his increasing business requires him to take his manager into his own store in the city. This store is making money and is a good chance for a good man to step into an established business. The rent is \$35 per month. Kalamazoo is a city of 40,000 population and a good place to live in. The store is well located in a good residence district and will always command a good trade. Address No. 190, care Michigan Tradesman. 190

For Sale—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

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—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

Wanted—To buy for cash, good shoe stock. Address M. J. O., care Tradesman. 453

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

SITUATIONS WANTED.

Wanted—Position by man aged 40, as manager for general store. References furnished. Address No. 542, care Michigan Tradesman. 542

HELP WANTED.

Wanted—Man not over 40 years old to manage store in small town. Lines carried, groceries, shelf hardware and crockery. Must be willing to work, a good salesman and competent buyer. Give references. Address No. 528, care Tradesman. 528

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want Ads. continued on next page.

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
QUANTITY
TRADESMAN CO.

Here Is a Pointer



Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

DRY MEASURE.

Full Text of Senator Mackay's Proposed Law.

Port Huron, April 19—After fighting for years to overcome the injustice suffered by both the consumer and the retailer through the short weighting practiced in the sale of fruits, berries and vegetables, a bill has been drafted and introduced into the Senate by Senator Mackay which is calculated to overcome the above evil.

Matters have gotten in such shape in every town and city in the State that it is almost impossible to find a full peck or bushel basket, and yet the authorities have been unable to stop the practice under the present laws.

This bill was reported out by the Committee on State Affairs on April 14, and the Committee recommended that it be passed. Now it is up to you to get busy. Write or telegraph your representative or senator, at Lansing, at once, urging him to vote for the bill. Don't delay. Do it now and you will be helping your customer as well as yourself. It is known as Senate Bill No. 242. "Now All Together." J. T. Percival, Sec'y.

The full text of the proposed law is as follows:

Section 1. Whoever shall sell, or offer for sale, in any township, village or city, in this State, any fruits, vegetables, berries or nuts by measure, shall sell the same by dry measure, and all baskets, boxes, cases, drawers or other receptacles, holding one bushel or less, which are used or intended to be used in the sale of any of the articles mentioned in this section, shall be of the capacity of one bushel, one-half bushel, one peck, six quarts, four quarts, two quarts, one quart, one pint, one-half pint or one gill Michigan Standard dry measure.

Sec. 2. Whoever sells, or offers for sale, a basket, box, case, drawer or other receptacle holding one bushel or less, to be used in the sale of any of the fruits, vegetables, berries or nuts, as provided in section 1 of this act, which does not conform to the said Michigan standard dry measure, and whoever sells, or offers for sale, any of the aforesaid articles in any basket, box, case, drawer or other receptacle holding one bushel or less which does not conform to the Michigan standard dry measure shall be deemed a violator of this act, and be punished as hereinafter provided.

Sec. 3. Baskets, boxes, cases, drawers, or other receptacles used for the sale of fruits, vegetables, berries or nuts, shall not be required to be tested and sealed as provided by chapter 124 of the Compiled Laws of 1897, but the sealer of weights and measures of any city, village or township may, if he so desires, and shall upon complaint by any person, test the capacity of any basket, box, case, drawer or other receptacle in which any fruit, vegetables, berries or nuts are sold, or intended to be sold; and if the same is found to contain less than the standard measure he shall seize the same and make complaint against the vendor; provided that nuts and berries when sold subject

to this act, may be measured by the strike or level measure.

Sec. 4. Whoever violates any of the provisions of this act shall, upon conviction, be deemed guilty of a misdemeanor and fined not less than ten dollars nor more than one hundred dollars, or be imprisoned in the county jail for not less than ten days nor more than sixty days, or by both such fine and imprisonment in discretion of the court.

Sec. 5. All acts or parts of acts contravening the provisions of this act are hereby repealed.

THE SAME OLD STORY.

It comes from the Middle West, but it is not a question of locality and here is the story: "I reared two calves," said the farm boy. "When they were old enough to sell father sold them and kept the money. They'd always been my calves. Father doesn't allow me any money, although I've been to school and have been graduated, and must begin to think of life."

Here's another one nearer—much nearer—home: "We had among a lot of hens on the old New England farm a stately Bolton Gray that looked so much like an old maid in the neighborhood and walked so like her that I called her Miss Lackey. To all intents and purposes that hen was mine. I cared for her morning, noon and night. She had the best that I could buy, beg and steal for her and she showed her gratitude by furnishing me a daily sample of her line of manufacture from one year's end to the other. The only satisfaction that I ever received from those samples was the daily reporting that the goods had been delivered, for never a cent was allowed me for ownership or care, and I regret to state that when Miss Lackey was sold to a neighboring farmer for her success in the egg business, I received only reproof for being a big baby and bawling when an old hen was boxed up and carried off."

Here is one more, fresh from the mint and goes to show that the farm boy was not—Is it always the past tense now?—the only rebellious sufferer. The farm girls among the Tradesman's readers may give the location if they will. "The calf was given to me because it couldn't live anyway and nobody except me was willing to bother with her. I accepted the gift on the condition that the calf was mine if I saved her and raised her—and I raised her. She was never a pretty animal to look at, but she was a wonder when we went to making butter. Naturally enough I took good care of the milk and just as naturally I was proud of the golden balls and the extra price they brought me. Judge, then, of my surprise when I found that butter and price went into the general fund; that the cow, my own Lily Dale, that I had rescued from the very jaws of Death, was only mine by courtesy; that, therefore, I had no claim to the proceeds of butter, and that girls didn't need any money anyway!"

These are true stories and "there are others," and they all prove conclusively just one thing: the farm

boy and the farm girl have not had a square deal, the game that followed was not a square one and it does not add to the attractiveness of the pastime to know that the whole thing was "a snide" from beginning to end and that one's own father was the one who "played it" on them. There is no need of saying that such dealings with one's own children do not tend to endearment, and that where such dealings go on year after year there is an early getting away from the unfairness and the injustice of it all. That boy's calves were his, as that boy's "Miss Lackey" was his; and that sister of another boy speaks angrily and contemptuously to-day of the way she was cheated out of her honestly earned butter money. Hard work at best is never considered with complacency by young or old, and when the proceeds of it are ruthlessly appropriated by another the easiest and the best way to put a stop to such treatment is to get beyond the reach of it; and that in these strenuous times means going away from home to the village, to the city—anywhere, where one's own calves and hens and butter add, when sold, to that same one's own pocket-book.

It may be as well stated here as anywhere that "a skin game" is not a desirable factor in the home circle. It is not calculated to bring out the best qualities of mind and heart. It does not have a tendency to create and foster that satisfaction that leads to contentment, a quality and a condition very essential to the boy and girl, born and brought up in the quiet of the farm. Without question it was the close-fisted farmer that left New England farmerless and that stretch of country a waste of deserted farms. It may be urged and as willingly granted that the thin, rocky soil and the scanty crops made the men that sowed and reaped close-fisted, but the result was the same: the boys and girls left the farm. It is noticeable, however, that two of these stories come from the West where the soil is rich and black and deep and where the farmer who owns these lands is playing with his children the "skin game," everywhere deplored.

It should be remembered, however, that the unsavory game is not confined to the farm and the man who runs it. The boys in town have learned it somewhere and have not been unwilling to tell where and from whom, so that it may be said in a single saying, that the home-leaving, so generally deplored, can be best prevented by straightforward, honest dealing with the young folks and a little more of that liberality which softens the heart and lightens the life-burden and gladdens the soul with belief that "it is more blessed to give than to receive."

SHOW RESULTS.

The dealer who attempts to branch out into art, if he only exhibits his gray or olive green mounts, with perhaps even the added statement that he has passe-partout in stock, will fail to strike a responsive chord. He may even display a choice collection

of pictures suitable for framing. If shown with the white margin they are so utterly unlike the finished product which is designed that the scheme to interest lovers of the beautiful is in vain.

But let the salesman make or cause to be completed a few of these same prints in frames ready for hanging and the result is astonishing. The picture, resting on its rich, heavy mat, instead of showing the cheap white paper, displays its true artistic worth. The lover of the beautiful who is blessed with little of this world's goods at once recognizes in these a medium for familiarity with the best in art at small cost. There is in the method of mounting and finishing a chance to develop little fingers along aesthetic lines.

When you see some one interested in the development of the material explain the entire process. Show the simplicity yet the necessity for neatness attending the process. Call attention to the effect of cutting away the white margin from the picture, placing it on the dark mount. Show the exact manner in which the rings for hanging are fastened through the false backing. Finally, show the manner in which the passe-partout binding is used for a finish, the secret of success with it being easily attained by attention to the fitting around the corners. As a means of making inexpensive presents and of training small fingers its appeal is effective. The finished product sells its components.

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

Buffalo, April 21—Creamery fresh, 24@27½c; dairy, fresh, 18@23c; poor to common, 14@18c.

Eggs—Strictly fresh, 21@21½c.

Live Poultry—Fowls, 16@17c; ducks, 16@17c; geese, 13c; old cox, 11@12c; springs, 16@17c; turkeys, 15@20c.

Dressed Poultry—Fowls, 15@17c; springs, 17@18c; old cox, 12@12½c; turkeys, 18@20c.

Beans—New Marrow, hand-picked, \$2.50@2.60; medium, hand-picked, \$2.50; pea, hand-picked, \$2.55@2.60; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.40@2.60.

Potatoes—95c@\$1.00 per bu.

Rea & Witzig.

Altogether Too Close.

Tom—Did he leave you anything in his will?

Dick—Not a penny.

Tom—And he was a close relative of yours, too, was he not?

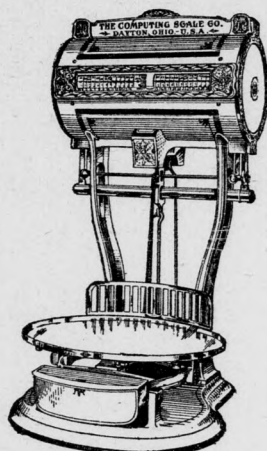
Dick—Yes—that's the reason he did not leave me anything.

BUSINESS CHANCES.

Boss place for a woodworking plant—also for a small hotel and boarding house. Mill site donated. Write B. F. Dorr, Antigo, Wis. 548

Meat market, established twenty years, in one of the best towns of its size in Michigan. Best equipped market in Northern Michigan. Nickel plated racks throughout and all modern machinery. Building 26x100 feet. Owing to other business demanding my attention, will sell at a sacrifice. Will sell tools and fixtures and long lease of building or the entire outfit. Half down and the balance on time to suit purchaser. Investigate if you mean business. A. T. Pearson, Fremont, Mich. 547

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

You're Not Selling as Much Bacon as
You Could if You Sold



Beardsley's Acme Sliced Bacon

(IN AIRTIGHT GLASS JARS)

because its fine flavor and quality make it outsell all others wherever introduced.

Packed From Selected Winter Cured Stock

Sliced just the right thickness to insure best results whether broiled or fried—its uniformity will please and hold customers for you.

ABSOLUTELY PURE. GUARANTEED UNDER
THE NATIONAL PURE FOOD LAW.

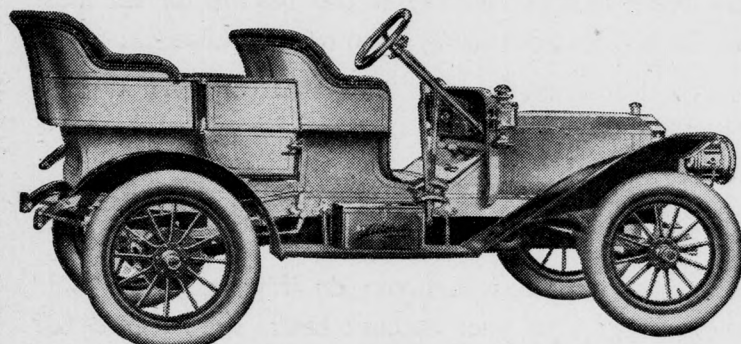
EVERY PACKAGE HAS RED BAND

J. W. BEARDSLEY'S SONS

NEW YORK CITY, N. Y.

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

We Have Grown, So Can You



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

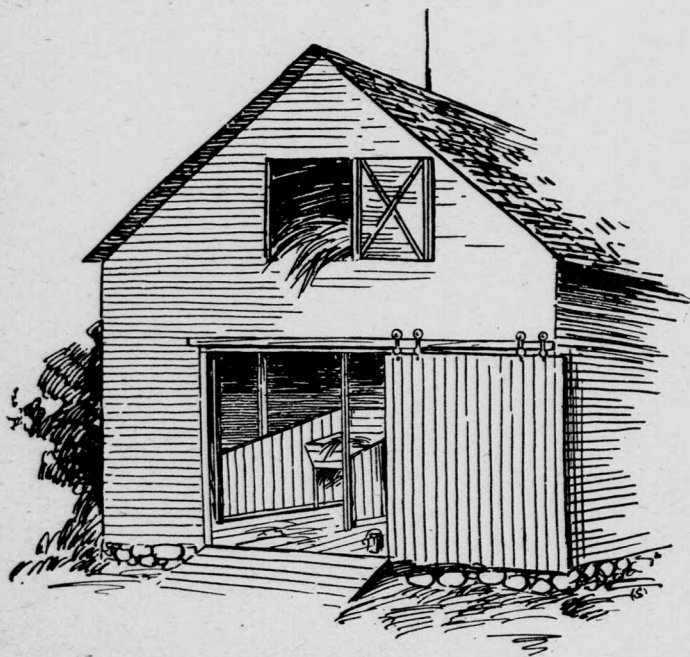
Grocers who sell their customers **BLUE LABEL KETCHUP** are sure of the three things which are most important to them:

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

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

CURTICE BROTHERS CO.
ROCHESTER, N. Y.

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.