

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, MAY 5, 1909

Number 1337



WILL



I will start anew this morning with a higher, fairer creed;
I will cease to stand complaining of my ruthless neighbor's greed;
I will cease to sit repining while my duty's call is clear;
I will waste no moment whining and my heart shall know no fear.

I will look sometimes about me for the things that merit praise;
I will search for hidden beauties that elude the grumbler's gaze;
I will try to find contentment in the paths that I must tread;
I will cease to have resentment when another moves ahead.

I will not be swayed by envy when my rival's strength is shown;
I will not deny his merit, but I'll strive to prove my own;
I will try to see the beauty spread before me, rain or shine;
I will cease to preach your duty and be more concerned with mine.

S. B. Kiser.

FIREWORKS

That's Us

Our line is big and our prices are little.
We represent one of the best fireworks concerns in the country and we know the goods are right. Ask us for our catalogue. We furnish town displays.

PUTNAM FACTORY, National Candy Co.
GRAND RAPIDS, MICH.

Policyholders Service & Adjustment Co., Detroit, Michigan

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

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

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

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

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

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598

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.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

'GOOD GOODS — GOOD PROFITS.

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LEGISLATIVE LEVITY.

Once upon a time the State Legislature enacted a law prohibiting township, village and city authorities from permitting in any way the pollution of the waters of any stream or lake in the State.

Presently farmers in townships east of the village of Eloise, Wayne county, discovered that their live stock, drinking the waters of the River Rouge, were sickened and occasionally died; also that the fish in that stream were too often found floating on their backs down the river.

So a suit was brought against the county authorities, the result of which was that those officials found it necessary to install a chemical precipitation plant for handling the sewage from the Wayne county infirmary, with its several hundred dependents, before the resultant liquid was discharged into the Rouge.

This plant performed the work for which it was designed, the law was satisfied and the hundreds of tons of "sludge" produced by the process proved acceptable and valuable as fertilizer for the county farm.

At the same time the sewage reduction plant—at the head of which was ex-Mayor M. N. Chamberlain, of Detroit—near Belleville, Wayne county, which handled the sewage from the Michigan metropolis, was similarly proceeded against for polluting the waters of the Huron River. And this violation of the State law was discontinued.

By a strange coincidence—strange in the light of the instances here stated—it was a Detroit statesman, Mr. Copley, who frightened the astute committee of the whole at Lansing last week by slipping a bill through which would have put almost every sewage system in Michigan at the mercy of the State Board of Health.

And so Representative Hatch prevailed upon the sagacious committee of the whole to amend Mr. Copley's bill until none of its provisions

should apply to any municipality in Michigan.

Because of just such political pretense as this the State Board of Health has been a joke during every one of the forty-eight years of its existence. Theoretically it is a tremendous proposition with its diagrams, tables and comparative statements, but the Legislature stands a big stone wall forever in the way of really adequate practical results by the Board of Health.

Grand Rapids secured a connection between its sewer system and the sewer system of the Soldiers' Home—so relieving Upper Grand River from the sewage discharged from the State institution—chiefly through political wire pulling rather than through the provisions of the State law prohibiting the pollution of the waters of the river.

From the city of Jackson down there is not a single city or village on the banks of Grand River that does not suffer from and scold about the filth that comes to them from the towns farther upstream. The same condition obtains as to towns along the St. Claire and Detroit Rivers and towns upon every other considerable waterway in the State.

And the State law, the State Board of Health and the State Legislature bob up periodically as mere jesters, shaking their caps and bells and trying to make the people at large believe that there is real co-operation between those three factors.

A COMMON TRICK.

Beyond question the retail merchant in any town has his problem when it comes to handling the matter of incidental adventitious advertising as it is presented to him in a score of ways. Unless the merchant has a large establishment and one that is especially well located the business that is available will not permit his investment in daily newspaper space to be very large. If he is operating a small neighborhood store he is not warranted in indulging in newspaper advertising except upon some special "drive."

If this is true as to legitimate newspaper advertising and the best sort of advertising for any retail merchant, how unwise and unfair is it to solicit such a merchant to put money into the regularly presented scheme advertising ideas—programmes of church fairs, fraternal society functions, special booklets called souvenirs, guide books, cook books, and so on. As a rule these things are hold-ups, pure and simple. The grocer is approached by a solicitor who is fortified by the conviction that "He won't turn me down," or the worse one, "He won't dare to refuse to put his advertisement in this publication."

There is not an instant's consideration given to an estimate as to what will be the value to the merchant of such an expenditure. The sole thought is, "He is in business, we trade with him and he ought to trade with us."

This argument should be carried a little farther. It should be made to include the fact that the merchant gives value for value, and then the question should be asked, "Are we doing likewise?"

INCOMPETENCE PROVEN.

It is most embarrassing that periodically and almost as though Fate had a hand in the matter the city of Grand Rapids as a whole is called upon to experience vexation and chagrin because of some revelation to the discredit of some city official.

Theoretically, men elected to public office are men of clear headed discrimination, deliberate and careful judgment, unquestionable rectitude and high moral character.

Occasionally it happens that a victorious candidate for office proves that this theory is correct in every detail and again the theory, stark and unsupported, is left in the air, vainly waiting for an opportunity to prove its merits.

William H. Kinsey has demonstrated that he does not possess the discriminative and straightforward business acumen necessary to enable him to assume and fulfill the dignities and responsibilities which are carried by the office of alderman. He stands before the people of Grand Rapids discredited and practically impeached, and he owes it to those franchised citizens whose votes placed

him in office to resign the position which he has outraged.

As Mr. Kinsey declared to the Common Council Monday evening that he does "not regret the circumstances" which required him to defend himself before that body, he is clearly open to such comment as his own statement made under oath warrants.

In this statement deponent admits that he told Mrs. Farrell that he was a member of the Common Council and a member of the License Committee and that, as such, he had learned that the Board of Police and Fire Commissioners had not reported on Mr. Fitzpatrick's application for a saloon license, and that he did not know whether they would do so or not.

There is where Mr. Kinsey proved that he was incompetent and not entitled to hold the office of alderman.

In his affidavit there is not a single fact shown that warranted Mr. Kinsey in telling Mrs. Farrell that he was a city official or had anything whatever to do with the conduct of the city's official business. He was interviewing Mrs. Farrell upon a private business proposition and as a business man.

Had Mr. Kinsey been entirely honest as a business man and square as a city official the status of the Fitzpatrick application for a saloon license would not have occurred to him.

The political row between Mr. Kinsey and the Mayor has no relation to the case except as it shows how careless and indifferent a Mayor can be when making appointments to committees.

To Fathers and Mothers

The season is again here when boys and girls begin playing in the streets. To avoid possibility of accidents to

YOUR CHILDREN

we respectfully urge you to call their attention to the dangers and to give them strict instructions to particularly

Watch Out for Street Cars

The motormen are on the alert, but the children cannot be too careful.

GRAND RAPIDS RAILWAY COMPANY

BENJ. S. HANCHETT,
Gen'l Manager and Treasurer



Cretonnes, Willowware and Furniture Shown Simultaneously.

In a department store many times several different lines may be featured at one and the same time and that to much better advantage than if shown separately.

For instance, woven rag rugs, cretonnes and willow chairs and bedroom furniture may be used in a single window. Of course, the window would have to be quite large and the furniture not at all on the massive order. Probably a child's suite would have to be the selection to place on exhibition.

If the bed be a four-poster or canopy top there is a fine chance to dress it with cretonne or drape the upper portions with the same. Such an arrangement, of course, calls for a bolster.

The walls and the over-curtains and the willow chairs should be treated with the cretonne, also the footstools. In place of the willow chairs colonial ones covered with the cretonne may be on display, and in place of an all-wood chiffonier, one may be shown that is covered with cretonne, a valance being attached across the lower part of the front. If a dresser is in evidence it may be fussed up with drapings of cretonne. However, to my way of thinking, these fussy things around chiffoniers and dressers are better omitted with the exception of a piece set off with torchon lace for the tops, the cretonne being reserved for the walls, the over-curtains, the chairs, the footstools and possibly a couch.

A few simple pictures may adorn the walls—nothing expensive in appearance.

If a store has not a sufficiently large window for such an elaborate setting the space may be taken up by just a display of cretonnes, and a placard may direct notice to the fact that a room is arranged inside to give a more extended idea of the possibilities latent in these pretty cotton goods.

Housecleaning Days.

With the advance of the vernal season the uneasy ghost of housecleaning will not down; it haunts every nook and cranny of the house that needs a thorough going over with hot water and soap and brooms and other implements to make of dirt an unknown quantity.

A certain wily storekeeper is in the habit of early every spring sending a present of a nice scrubbing brush to various homekeepers who are not quite such constant visitors at his place of business as he would like for commercial reasons to have

them. Sending the complimentary brushes thus early the recipients are more than prejudiced in this merchant's favor. He does not present these tools to every Mrs. Thomas, Mrs. Richard and Mrs. Henry who might happen to enter the door, but uses nice discrimination in his choice of those whom he will benefit.

New clothes for the body are not by any manner of means all the things that are necessary to purchase in March, April and May. The carpet or general house furnishings man and the hardware man may reap a veritable harvest if they play their cards right. A person naturally wants to brush up on everything needed when Winter has got through "lingering in the lap of May."

Interviews Brides-Elect.

There are always lots of young folks "taking each other for better or worse" in the latter month and one forehanded dealer in—most—everything on earth makes a practice of personally interviewing young brides-to-be and endeavoring to interest them to the extent of making the bulk of their purchases at his establishment. He avoids all officiousness in these personal interviews, and as he is a gentleman of imposing presence and agreeable manners he seldom fails to win the goodwill of the brides-elect.

Some might think that such a course is carrying commercialism a step too far, but I imagine it is a case of the man's own business how he plans to increase his trade.

She Identified Herself.

She walked into the International Bank and pushed a check through the window.

"You will have to be identified," said the teller. "I don't know you, madam."

"You don't, eh?" said the woman, with fire in her eye. "Aren't you the father of that family that has a flat in Ermita?"

"Y-e-s."

"Well, I'm the red-headed woman that your wife is always complaining about. When you left home this morning I heard you say, 'Dear, if our children get to fighting with that old fury downstairs, don't quarrel with her. Wait till I get home and let me talk to her.' Now if you think you can get the best of an argument with—"

"Here's your money, madam," said the teller.

Some people are so formal that even when Fortune smiles on them they are apt to wait for an introduction.

Small Errors Should Not Become Invariable.

Written for the Tradesman.

"A clerk can not be too particular about getting things straight as regard sales," said the head girl in the knit underwear and hosiery department of one of the local stores.

"Especially is this true in the case of old ladies, as they, naturally letting go the cases of this earthly life, are not apt to be as quick of perception as they were once; are likely to get muddled up as to the small details of shopping transactions.

"I have known a rich fat old dowager of a woman to fly off the handle in regard to something which amounted to absolutely nothing to get angry over and that could have easily been explained.

"When these trying moments occur in a clerk's experience the best way is for the one behind the counter to seek an adjustment of the difficulty and if she herself can not bring about a satisfactory clearing of the business sky, then the assistance of one in authority should be solicited by the one serving.

"Generally speaking, where a little time and thought are put on such matters, and the method settled on is one of diplomacy, Mrs. Rich Fat Old Huffy Dowager's ruffled feathers may be made to lie as smooth as it is ever possible for them to lie."

It was raining "pitchforks and nigger babies" one could see as the door opened to let in a few customers out of the downpour. It was too wet to allow me to venture forth for some minutes, so I whiled away the delay with the chitchat of the clerk:

"It isn't always old and wealthy corpulent ladies who have a grievance which requires adjustment; young and pretty ones often have cause of complaint that should be given careful consideration.

"A clerk never can tell how much good a little attention to something of this sort is capable of accomplishing, and the lack of it frequently results in the irreparable loss of an in-every-way-desirable customer.

"I at one time had authority over several girls in the hosiery department in another store. Two of these were first-class help in every respect, but the third was forever doing something to call down on her head the disapproval of annoyed customers. I had continually to assume the role of peacemaker—do the pour-oil-on-the-troubled-waters act, as it were.

"I recollect one instance that was especially provoking to a young woman customer. She was a constant trader at the store, a patron always easy to get along with and in every way a valuable one. She has a raft of relatives living out of town and she used to tow these into our establishment by the half dozen. As they were, as a rule, good livers it was no trick at all for us to make a nice little pile off from the bunches of relation she would head our way.

"Sometimes a very small oversight will dissipate a patron and so it proved in this case.

"I had always given the utmost attention to all the minutia of the girl's shopping; had always enjoined the

cash boy to put her purchases in a box to ensure freedom from soiling in passage, and had always made out the directions so explicitly as to preclude any possibility of a mistake in delivery if they were followed. And I had always cautioned the girls under me to do likewise.

"But, as usual, my mentally indolent third help waited one day on this girl of the numerous relation, as I had a couple of customers on my hands whom I could not turn over to any one else.

"Of course, there had to be the error made of sending the wrong size of garments to this customer whom it was to our interest to please. It nearly lost her to us. This and so many other errors cost that unthinking clerk her job, and her place was soon taken by a girl as bright as a new silver dollar.

"Of course, everybody makes some mistakes, but they should be occasional ones and not partake of the nature of invariability."

When the girl reached "invariability" I happened to look out of the window. The rain had ceased as suddenly as it had begun and the skies had cleared; so I sallied forth, ruminating on what the clerk at the counter just left had been ventilating.

Lottie O'Vaughan.

Keep Your Credit.

It is the misery of debt that carves the wrinkles on the brow of frankness and transforms the goodly face into a mask of brass. It metamorphoses the man of past honor into a trickster.

When debt comes in at the door contentment flies out of the window. If you would keep contentment in the corner you must shut the door on debt. With the former present a cup of cold water will taste sweet and refreshing, a crust of dry bread will be a toothsome dainty, a threadbare coat will afford warmth, and a battered hat feel easy on the head. Never mind poverty. Keep your credit and it will encircle you with the white glow of a noble manhood.

Punches, Dies

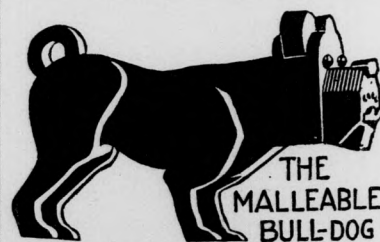
Press and Novelty Work

We also make any part or repair broken parts of automobiles.

West Michigan Machine & Tool Co., Ltd.

Grand Rapids, Mich.

FOOT OF LYON STREET



Faultless Malleable Ranges have the FIVE ESSENTIALS: Design, Finish, Materials, Workmanship and Durability. Write for new catalog, "Range Reasons."

Faultless Mfg. Iron Range Co. St. Charles, Illinois

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 1.—There is little change in the market for spot coffee. Jobbers say that buyers are taking only small quantities and the tariff bugaboo still acts as a deterrent on business. In the speculative market there has been a decline of 5@10 points. Spot quotation of Rio No. 7, 8¼c.

The tea trade continues under a cloud and there is not an item of interest to be picked up. Prices seem to be held on the same level as last week, but there is talk again of a 10c tax, and thus there is another week of worryment. As stated last week, holders are well stocked up, and there will be no special call on importers for months, perhaps.

Sugar is without change. The weather has been more like November than May and has certainly been anything but "sugar" weather. Sales are of the smallest possible quantities. Quotations are unchanged.

The week has been fairly satisfactory in the rice trade. Potatoes have advanced to a point which compels greater consumption of rice, and were it not for the big importations of foreign potatoes there would be an advance in the domestic sort which would compel everybody to eat rice. Quotations show no perceptible advance, but holders are very firm in their views.

Spices have been in fair request and holders seem satisfied with the out-

look. Supplies are in strong hands and not overabundant as to some things. Quotations are well sustained.

Molasses lacks interest as the season advances, but there is quite a steady trade for this time of year and holders are very firm. Syrups show little change.

Canned goods seem to be picking up and a number of jobbers report a volume of trade ahead of last year. There is still room for improvement and it is hoped the better outlook will continue right along. Extra standard 3s tomatoes, Maryland pack, are held at 67½c; full standards, 65c. New Jersey No. 3s are offered at 72½c, delivered, while some ask 77½c f. o. b. factory. Other goods are in moderate request and quotations are practically without change.

The butter market remains about the same as last noted. The demand for top grades is fairly active, while other sorts seem to languish. Creamery specials, 27@27½c; extras, 26@26½c; firsts, 24@25c; Western factory, firsts, 19@19½c; process, 21½@23c.

Cheese is firm. New full cream, 16@17c for specials and 15¾c for fancy.

Work of Outside Boards of Trade. Written for the Tradesman.

The Manufacturers and Merchants' Association and the Commercial Club of Kansas City have merged and the new civic body, the Commercial Club, has a membership of over 600. The work will be divided into three main branches, inter-state, industrial and

civic. The directorate will number twenty-one, seven members elected annually.

The Saginaw Board of Trade is growing, now having over 400 members. The Board is working for a deep waterway to Saginaw Bay, a county trunk line stone road system, more factories, better transportation advantages on land and water and a population of 100,000.

Under the auspices of the Adrian Industrial Association the Adrian Lawn and Garden Club has been formed, having as its object the beautifying of the city.

The Alma Board of Trade has addressed letters to the general managers of the two railroads touching that town asking for better accommodations at the union station. The building is not large enough and the platform is not properly roofed and lighted.

The Traverse City Board of Trade has determined to push the matter of securing a union station.

The residential advantages of Ann Arbor will be advertised by the Chamber of Commerce of that city this year.

"We want a union station now; and we want it to be a part of our splendid group plan," says Chas. F. Brush, the new President of the Cleveland Chamber of Commerce.

Secretary Wheeler, of the Chamber of Commerce, Jackson, after a careful canvass of the factory property there, did not find a single vacant building.

Almond Griffen.

A Banker's Creed.

Homer G. Barber, the banker of Vermontville who recently died at an advanced age, leaving a large family, inserted in his will the following concise statement of his religious belief, in connection with some sound advice, which, coming from a successful business man, is worthy of a wide reading:

"Above all money, or what it will bring in this world, I entreat all of my children to live uprightly, soberly and honestly with the world; to be true and temperate in all things and always honorable. Such effort, I believe, is the grandest thing in life. * * * I leave with all my family that same tenderness and love with which I have followed them in life, fondly hoping and firmly believing that we have not lived in vain; that this earthly link and these earthly loves shall, in some way, under the guidance of a common Father, be in good time reunited in that unseen and mysterious continuity of life in the world to come. My belief is in immortal existence, in one God only, the Father of all, who will never destroy his children, but will preserve them all in the way they have chosen for a better condition than they have here, and that none will be destroyed or forever lost. I believe Heaven and Hell are conditions rather than places; that both are here and now with all mankind; that we reap as we sow; that the earthly structures that we build in this life we shall occupy in the spiritual life."

You Are In Business To Make Money

Then let the Best Sellers have a prominent place on your shelves. Don't spend valuable time trying to sell an inferior Butter Color, when Dandelion Brand sells itself.

It has stood the test for strength—it goes further than any other color.

The perfect June shade it gives the butter does not impair its sweetness or odor. The best Butter makers buy the Butter Color that helps to get them a fancy price for their Butter. They buy the Best. Do you sell the Best?

Dandelion Brand Butter Color is endorsed by all authorities



Dandelion Brand is the safe and sure Vegetable Butter Color

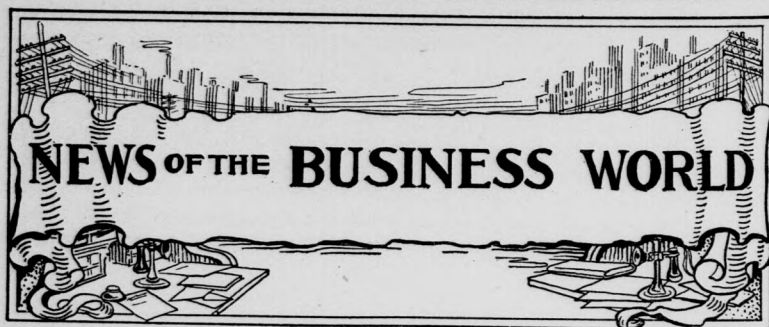
Dandelion Brand

Butter Color

Purely Vegetable

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

Wells & Richardson Co., Manufacturers, - Burlington, Vt.



Manufacturing Matters.

Belding—A cigar store will be opened here by J. Hochradel.

Croswell—A bakery will soon be opened here by Charles Lewis.

Charlotte—A grocery store has been opened here by L. B. Morgan.

Charlevoix—Louis Peppin has engaged in the bakery business here.

Horton Bay—Vilan Kahler has purchased the general stock of Fox Bros.

Reed City—B. T. Curtis is now the owner of the Ross Puckingham drug stock.

Stanton—A bakery has been opened here by Ernest Ralfe, formerly of Detroit.

Cedar Springs—A bakery and confectionery store has been opened by Mrs. S. M. Latimer.

Pontiac—F. J. Vanderworp is succeeded in the bakery business by J. R. Taylor, formerly of Lapeer.

Three Rivers—The First State Savings Bank has increased its capital stock from \$30,000 to \$60,000.

Springport—S. W. Fuller has removed his grocery stock from Allegan to this place, where he will conduct a store.

Belding—Orlo Morse, for the past seven years engaged in the shoe business at Bellevue, will open a store here about June 1.

Evart—James Borden, who conducted a harness shop, has sold an interest in the same to James Brady, formerly of Sears.

Bennington—The general store of P. H. Jago, postmaster, has been broken into and robbed of goods to the value of about \$50.

Manton—A. N. Moore will continue the meat business formerly conducted by Bogard & Moore, having purchased the interest of W. H. Bogart.

Charlevoix—The Fred G. Bellinger jewelry stock will be disposed of at foreclosure sale. The stock inventories \$1,734. The debts are about \$1,200.

Detroit—Joseph Falk will continue the confectionery business formerly conducted by Mrs. F. Kluge, at the corner of Philadelphia and Oakland avenues.

South Range—Dr. A. H. Anderson has purchased the drug stock of L. A. Lundahl and will conduct the business under the management of W. J. Jandron.

Dowagiac—Clare F. Pugsley, who now takes up the work of Assistant Cashier of the State Savings Bank, has sold a half interest in his grocery to Clarence Squires, who will take the management of the same. Mr. Pugsley will give the grocery business some attention outside of banking hours.

Legrand—The store building containing the general stock of D. A. Lester has been destroyed by fire. The loss is estimated at \$10,000, with \$6,000 insurance.

Stanton—A copartnership has been formed by B. L. Finch and F. J. Hurlburt under the style of the Stanton Candy Co. to engage in the manufacture of confectionery.

Kalamazoo—A. P. Scheid, grocer and meat dealer, has sold his stock at 208 and 210 West Main street, to R. Bell and DeLano Allen, who will continue the business.

L'Anse—The meat business conducted by the late C. P. Blankenhorn will be continued by Herman P. Steinback, who was in the employ of Mr. Blankenhorn for several years.

Vermontville—The drug firm of Loveland Bros. has been dissolved. L. W. Loveland has purchased the interest of his brother, E. J. Loveland and will continue the business.

Addison—The Central Supply Co., which conducts a lumber business and implement and general store here, is succeeded in business by Robert Corlette, formerly of Hillsdale.

Detroit—Lewis Golden has merged his clothing business into a stock company with an authorized capital stock of \$60,000, all of which has been subscribed, \$6,000 being paid in in cash.

Kalamazoo—Charles Stamm will continue the cigar business formerly conducted under the style of Stamm & Corsette, having purchased the interest of his partner, Corbin Corsette.

Onsted—Mrs. Egar A. Sorly has purchased the interest of Mrs. Teachout in the general stock of Onsted & Teachout. The business will now be conducted under the name of Onsted & Co.

Paw Paw—A corporation has been formed under the style of the Paw Paw Drug Co., which has an authorized capital of \$5,000, all of which has been subscribed, \$3,400 being paid in in cash.

Belding—A. Friedman, formerly engaged in the clothing business here, but for the past two years a clothier at Portland, is making preparations to return to this place, where he will continue in the same line of trade.

Big Rapids—James Vandenberg and Wm. Maxim succeed James O'Beck in the cigar business at 125 North Michigan avenue, which they will conduct under the style of Vandenberg & Maxim. Mr. O'Beck will now operate his cigar factory in the store of the Michigan Cigar Co., in which Mr. Vandenberg and he are partners.

Battle Creek—The Wilder & Champion Co. has been incorporated to deal in sporting goods. The company has an authorized capital stock of \$4,000, of which \$2,000 has been subscribed, \$1,500 being paid in in cash.

Detroit—A corporation has been formed under the style of Myers & Finsterwald to deal in furniture, carpets and stoves, with an authorized capital stock of \$15,000, all of which has been subscribed, \$5,000 being paid in in cash.

Kalamazoo—Malbone & Co., who have been conducting a hardware store here for the past few weeks, have decided to retire from business and have sold their stock to Chester C. Sweet, a hardware merchant of Benton Harbor.

Reed City—Joseph and Gideon Gerhardt will continue the general trade and shoe business formerly conducted under the styles of the Chas. E. Gerhardt Co. and the Gerhardt-Johnson Co. under the same names and in the same store building.

Ewen—E. J. Humphrey, lumberman, has merged his mercantile business into a stock company under the style of the Humphrey Mercantile Co., with an authorized capital stock of \$10,000, of which \$5,600 has been subscribed and paid in in cash.

Jackson—Thos. Seery, who has been engaged in the shoe business for several years past, is succeeded in trade by John O'Neil and Daniel Samels. Mr. Seery retains an interest, but will not be actively engaged in the store. The name of the new copartnership is the White Shoe Co.

Williamston—F. E. Davis, dry goods and notion merchant, has formed a copartnership with W. S. Barritt, of Perry, to engage in the department store business. They have leased another store, to be connected with Mr. Davis' present store, in which they will carry additional lines of goods.

Hillsdale—J. A. Root is succeeded in the grocery business by James Decker and Earl Rogers, who will continue the business under the style of Decker & Rogers. Mr. Rogers has been employed in the grocery store of Ford Foote for several years and Mr. Decker has been employed by Van De Burg & Dillon.

Ithaca—Doran & Dingwall, who formerly conducted the Ithaca Creamery, are succeeded by Doran & McCredie. T. L. McCredie has been the buttermaker for the American Farm Products Co., of Owosso, for two years and previous to that time had eight years' experience in the creamery business in Wisconsin. Mr. Dingwall has not yet decided what he will do in the future.

Muskegon—The manager of a downtown notion store gave the authorities information Tuesday which resulted in the expose of several gambling joints which have existed for several months. The manager lost \$400 of the firm's money which he tried to cover up and was detected. As an excuse for his shortage he told the whole story, exposing the gambling houses. He will be given a new position by the company to make up his losses.

Manufacturing Matters.

Battle Creek—The J. C. Prims Machinery Co. has changed its name to the Prims Machinery Co.

Pontiac—The Oakland Motor Car Co. has increased its capital stock from \$300,000 to \$400,000.

Gaylord—The Dayton Last Works Co. has put in 3,500,000 feet of maple to be converted into lasts.

Shelby—The Shelby Milling Co. has merged its business into a stock company with an authorized capital stock of \$15,000.

Gaylord—Humphrey Bros. are finishing up a cut of 400,000 feet of mixed lumber. They operate a small planing mill in connection with the sawmill plant.

Gaylord—The Jackson-Wylie Hoop Co. has put in 4,500,000 feet of logs, which are being converted into cooperage stock, and the plant has a three months' run in sight.

Petoskey—The W. L. McManus Lumber Co. has secured a contract for the construction of a large business block and theater on Mackinac Island, to be completed by July 1.

Detroit—The Reynolds Gas Engine Co. has been incorporated to engage in building engines and boats, with an authorized capital stock of \$100,000, all of which has been subscribed, \$99,980 being paid in in property.

Germfask—Roblin & Hancock are fitting up their plant to make the cedar at their old mill into shingles. It is their intention to clear up all timber at the place before moving the plant to a new site in the village.

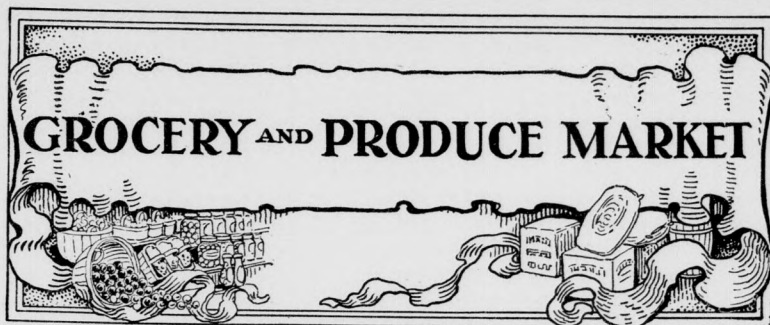
Detroit—The M. H. & M. Co. has been incorporated to engage in the manufacture of artificial limbs. The company has an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Rochester—The Ayers Engine Co. has been incorporated to engage in the manufacturing business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$20 being paid in in cash and \$24,980 in property.

Wolverine—The Guelph Patent Cask Co., of London, England, is operating a small plant at this place. The company has 1,500,000 feet of logs which are being manufactured into veneer. The entire output is shipped to England.

Chassell—The Worcester Lumber Co. has started its drive. It has about 100 men on various streams. Seventy-five thousand feet of logs are being loaded on cars at Hazel Siding and Namar Siding and shipped by rail for this company.

Pequaming—During the last year Charles Hebard & Son have added to their holdings something like 65,000,000 feet of timber on Point Abbee. This timber will be logged and brought to this place to be manufactured and shipped by boat. It is estimated that this concern owns about 100,000,000 feet of timber on this point besides a large amount of timber in Keweenaw county and vicinity. The company has placed orders for rolling stock and equipment for a railroad to be constructed from the mill here to Point Abbee, a distance of about five miles.



The Adjustable Table Co. has increased its capital stock from \$25,000 to \$38,000.

M. R. Plants & Co. have engaged in the wholesale produce business at 140 Ellsworth avenue.

The Lemon & Wheeler Company has sold a new stock of goods to Wm. Conley & Son, of Volney.

L. N. Lake has opened a grocery store at Branch, having purchased a stock of the Musselman Grocer Co.

The Musselman Grocer Co. has sold a new stock to D. C. Harter, of Mt. Pleasant, who is engaging in business.

August Groskopf has opened a grocery store at 270 Stocking street, having purchased his stock of the Judson Grocer Co.

Gilbert & Co., who are embarking in the grocery business at Bailey, have purchased a stock of the Musselman Grocer Co.

A grocery store has been opened at Cushing by J. E. Curtis, the stock having been purchased of the Musselman Grocer Co.

George C. Sausman, who formerly clerked for Wesley Pearson and Pearson & Reber Bros., at Fremont, is engaging in the grocery business at that place, having purchased a stock of the Worden Grocer Co.

Fred Glass, who was formerly engaged in the drug business at Kalamazoo and Three Rivers, has organized a stock company to engage in the drug business at Petoskey under the style of the Fred Glass Drug Co. The capital stock is \$4,000, all paid in, Fred Glass, Jacob Rosenthal and Benj. H. Halstead, trustee, each holding \$1,500 stock. The stock was furnished by the Hazeltine & Perkins Drug Co.

The Produce Market.

Apples—Hood River fruit is selling at \$2.75.

Asparagus—\$1.75 per 2 doz. box for California.

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

Beans—\$1.50 per box for string and \$1.75 per box for wax.

Beets—90c per doz.

Butter—The market on creamery is firm at an advance of 1c over the ruling price a week ago. Receipts are clearing up each day on arrival. Fancy held butter is about exhausted and the market is healthy on present basis. There will likely be a continued scarcity of fine fresh butter

until the receipt of fresh grass butter, which will not be in for two or three weeks yet. After that there may be a slight decline. Fancy creamery is held at 27c for tubs and 28c for prints; dairy grades command 24@25c for No. 1 and 15@16c for packing stock.

Cabbage—\$2.50 per crate for Texas.

Carrots—\$2.50 per bbl.

Celery—California, 75c per bunch; Florida, \$2 per crate.

Cocoanuts—\$3.50 per bag of 100.

Cucumbers—\$1.25 per doz. for hot house stock from Illinois.

Eggs—The market continues to advance, notwithstanding the fact that the general feeling is that the top was reached some time ago. The demand seems ample to take care of all coming, and this is, of course, responsible for the firm tone prevailing, although buyers now are basing their opinions on what values are by gaging as to what prices their goods will bring next fall and winter. Local dealers pay 19c f. o. b., holding case count at 20c and selected candled at 21c.

Grape Fruit—Florida stock is steady at \$6 per box. California stock is taken in preference at \$3.75.

Green Onions—15c per dozen bunches.

Green Peppers—\$3 per 6 basket crate.

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

Lemons—\$3 for either Messinas or Californias.

Lettuce—Leaf, 9c 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 \$1.25 for yellow and \$1.50 for white.

Oranges—Navels are in fair demand at \$3@3.50 per box. Mediterranean Sweets are now in market on the basis of \$3@3.25.

Parsley—35c per doz. bunches.

Pieplant—\$1.50 per 40 lb. box of hot house stock.

Pineapples—Cuban stock commands \$2 per box for 42s, \$2.25 for 36s and \$2.50 for 30s, 24s and 18s. The quality of stock now in market is good. Florida pines will be in market before the end of another week.

Potatoes—95c for old and \$1.90 for new stock from Florida. The crop of Southern potatoes is large, but will be a little later than usual.

Poultry—A very firm tone continues to prevail on the poultry list, and there are no immediate indications of a let-up so long as arrivals continue of such moderate proportions. Paying prices for live are as follows: Fowls, 11@12c; springs, 13@14c;

ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Radishes—25c per doz. bunches.

Strawberries—Louisiana stock commands \$1.90 for 24 pints and \$3.50 for 24 quarts. The quality of the receipts is fair. Carlot shipments from the Humbolt district in Tennessee will begin to arrive the latter part of the week.

Sweet Potatoes—Kiln dried Jerseys, \$1.75 per hamper.

Tomatoes—Florida, \$2.50 per 6 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7@9c for good white kidney.

The Grocery Market.

Sugar—There has been no actual change in the market since the advance of 10 points about ten days ago. The market is not particularly strong, nor can it be said that it is essentially weak. It is just about holding its own. Jobbers are not buying very liberally and the same is true of the retail trade, which is pretty well loaded up at this time.

Tea—The market is quiet at first hands, but prices are steady and firm, especially in Japans, Formosas and Ping Sueys, which are in steady demand. Last week's sales in Ceylon were 1,750,000 pounds and the quality was again poor in both high and low country teas. Leaf tea of all descriptions was in strong demand and good Pekoes made a distinct advance. The lighter liquoring sorts were inclined to be weaker. A strong effort is being made by interested parties in Philadelphia to work into the tariff bill a duty of 5c per pound on all teas imported in paper packets and lead foil; but Michigan jobbers have the assurances of their representatives in Congress that no duty on tea will be included in the new tariff bill.

Coffee—While the option market on Rio and Santos grades has advanced, actual coffees are no higher and are not likely to go higher in the near future. Mild coffees are steady and moderately active. Java and Mocha are unchanged and quiet.

Canned Goods—Quotations on future tomatoes are very little higher than on spot goods, which would indicate that there is little chance for better prices the coming season. Corn tends to weakness and there seems to be little interest in this item at the present time. Peas are unchanged, holding about steady. The demand for berries and California canned goods of all kinds has been very good the past two weeks and stocks are rapidly diminishing, although high prices, especially on the latter, are not expected on account of the large supplies still on hand. Offerings of 1907 gallon apples, principally in lacquered cans, at cheap prices have stopped the advance in this item. The course of the salmon market is now depending upon the prices that will be named for new pack Columbia River and Sockeye. The packing season for these two varieties will probably be named shortly. A big run is anticipated this year and prices may be lower. Sardines are being firmly held. Dried Fruits—Currants are in nor-

mal demand at unchanged prices. Citron, dates and figs are unchanged and in light demand. Prunes are unchanged, although 40s on spot are a little firmer. On the Coast the situation is unchanged, the excessive supply of old fruit still holding the market down. The demand is light. The demand for peaches is fair, the situation being about steady. Apricots show no change whatever. Raisins did not respond to the Raisin Day scheme, owing to the penuriousness of the California growers in not advertising their product. Experience has shown time and time again that it is impossible to build up a demand for any article of food on sentiment alone.

Rice—Southern advices are to the effect that the mills are holding very firm and that they seem to be positive as to higher prices ultimately on Honduras and Japans. This condition is due to the heavy consumptive demand during the past few months, and if it continues the better grades will, no doubt, be cleaned up before the new crop arrives on the market.

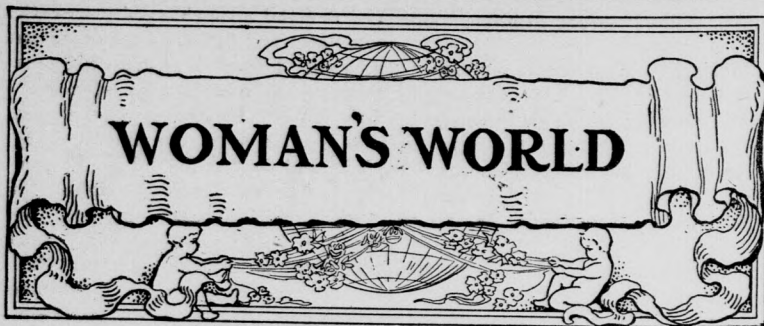
Cheese—Stocks of old cheese are nearly exhausted, the few which are left being barely enough to go round until new cheese arrives in sufficient quantity. The market is very firm and may go higher. There will probably be no adequate supply of fine new cheese for a month yet. Some new cheese is arriving, but the quality is not very fine as yet, and it is selling 2@3c under the price of fine old cheese.

Syrups and Molasses—There has been no change in the price of glucose of late, although the market is strong. The demand for compound syrup is moderate. Sugar syrup is unchanged and in fair demand. Molasses is unchanged and very dull.

Provisions—These goods are very firm, especially the products of the hog. The occasion of the advance is a general scarcity in the supply of hogs, the available supply being much below the normal for the season. All cuts of smoked meats have advanced 1/4c during the week. Both pure and compound lard are firm and unchanged, with a good consumptive demand. Dried beef, barrel pork and canned meats are in good demand at unchanged prices.

Fish—Cod, hake and haddock are unchanged in price and in light demand. Domestic sardines are unchanged and in light demand. The future is still quite uncertain, but there is an expectation that the prices on the new pack key goods will be much closer to the price of the keyless than has been the case. Salmon is steady to firm and in fair demand. The price of red Alaska on spot continues firm. Future prices on the various grades of salmon will probably not be forthcoming for several weeks. Mackerel is unchanged, dull and weak. Advices from the other side report a slightly firmer feeling, on account of increased demand, but this has certainly not communicated itself to this market as yet. The demand is very draggy with prices easy.

You will sell more goods if they are all marked in plain figures.



Engaged Still Owe Duties To Others.

When two young people who are in love with one another have told that love, and received assurance that it is mutual, they are, or ought to be, as well satisfied with themselves and all else as it is possible for human beings to be. Marriage may bring fuller joys, but it also entails greater responsibilities; moreover, it always has been an open question whether the delight of anticipation does not excel that of fruition. It is more unalloyed than the latter ever can be. There is much sad truth in the well worn saying that "Man never is but always to be blest."

The girl who is engaged to be married, for the time being, at least, holds the center of the stage. Her lover is her slave, upon his mettle to prove his worthiness of her acceptance; she is an object of new interest to all her friends and relatives and is placed upon a pedestal, so to speak. She has many of the privileges while still free from all the duties of a wife. In short, she is made much of.

As for the man in the case, has he not succeeded? What is more self-satisfying than success? Has not the dearest girl in the world promised to be his for weal or for woe? That is the phrase, but in their case it is certain that there is no such word as woe within the limits of possibility. On the contrary, for both boy and girl, life all is rose color and its sky without a cloud to dim its brightness. Of course, they are happy! They ought to be, and if they were not, then the engagement should be broken at once. The couple who do not rejoice in their engagement can have no reasonable expectation of happiness in wedded life.

But, while this devotion is meet, right and their bounden duty to each other, the couple who forget to remember that it is a personal and private affair of their own, and who parade it openly in public, offend against all the canons of good taste and good breeding. Love between man and woman should be a private, not a public, matter. There should be nothing in the conduct of an engaged couple in public to indicate that they are more than good friends. It is only natural that whenever the lovers are together they shall be vividly conscious of each other's presence, but that consciousness need not be openly proclaimed to all others who are present, neither should it cause them to ignore the polite attentions which they are in duty bound to pay to other people. A well bred woman, for example, will not, when conversing with other men

and women, allow her eyes to follow her lover around the room or lose the thread of conversation in endeavoring to hear what he is saying to someone else. Such inattention may be a proof of her affection for her lover, but it is also a strong indication of a lack of self-control which argues badly for her peace of mind in after life.

A wellbred man will be on the alert to provide for his fiancée's comfort upon all occasions, never will neglect her for any one, but yet will not monopolize her and ignore all other women at private functions. On the contrary, for her sake as well as for his own, he will be careful to render to Caesar the things that be Caesar's, and to discharge his duty to his hostess by endeavoring to make himself agreeable to the rest of her guests.

It really amounts to an impertinence, although as a rule people are too good natured to say so, when a pair of lovers practically cut the rest of their acquaintance in order that they may devote themselves entirely to each other. They refuse to take part in the games which they have hitherto enjoyed and would rather "sit out" together than dance at the parties to which they are invited. He gives up golf and ball for he is unwilling to spend his leisure hours anywhere except in her society. She declines an invitation to spend a week with her best friend because the visit will take her away from her lover. This is carrying matters to a foolish extreme. When lovers are eternally billing and cooing all their other faculties are in danger of going to sleep. Moreover, there is grave reason to fear that young love may be turned into satiety by an excess of its sweets.

There is even greater danger that the lovers will make themselves ridiculous, not to say a bore, to their friends, who, although they may sympathize with their joy, reasonably can not be expected to share in its transports. Because Edwin is the one man in the world to Angelina, it does not follow that Ethel's horizon shall be bounded by his personality; nor that, since Angelina regards his opinions as final, Ethel shall bow submissive to the same fount of wisdom. Instead, it may possibly happen that Ethel has no great admiration for Edwin, whom she privately considers not half good enough for her dearest friend, so that it is, in fact, an annoyance to hear ceaselessly of his perfections. It is really no small trial when one's pet aversion becomes engaged to one's chum.

Also Edwin still more easily may weary his associates with his one

ideated discourse of Angelina and her charms. A lovesick swain's sonnets to his mistress' eyebrow are rarely read with more than feeble interest by other men, however much they may like the writer, and their repetition soon becomes an unmitigated bore. There is no harm—quite the contrary—in Edwin's joy; only let him enjoy his happiness, if not in moderation, at least with dignity. If he must huzzah and caper as an outlet for his high spirits, let him do so in the privacy of his chamber and not in the open for all men and women to behold and laugh at.

Above all, the lover should respect the womanly reserve which prompts his sweetheart to discourage all demonstrations of his love in public or before a third person, even although that person may be an intimate friend. Instead of being offended with her for such reserve, he should hold her all the dearer for this, and if he learns his lesson with a good grace she will no doubt atone for her apparent coldness upon the first favorable occasion. He, and she also, must remember that "Sweets are valuable in direct proportion to their rarity."

Dorothy Dix.

Michigan the Greatest of the Flax States.

Michigan leads all other states in the Union in the production of high-grade fiber flax, the material out of which linen is made. The center of the industry is in the Thumb district, but there are many other localities in the State where soil conditions are favorable to its culture.

Flax has been cultivated from a very early day. It is mentioned in the book of Exodus as one of the products of Egypt, and mummies taken from the oldest Egyptian tombs were found enveloped in linen cloth. That country still ranks as one of the great flax producing countries of the world.

The principal flax producing countries of Europe are Belgium, Ireland and Russia. India grows a large amount of seed flax, as does the northwest portion of the United States; but the difference in growth and methods of handling destroys the value of its fiber for linen making, and the seed flax has no influence on the linen industry.

Flax grown for fiber requires a strong, rich soil and careful manipulation. The ideal soil for its culture is a deep, moist, strong loam, and as the plant is a great soil exhauster, the land on which it is grown requires constant attention and fertilization. The method of the Belgium growers is to give the soil a liberal supply of well-rotted stable manure in the fall and a top dressing of commercial fertilizer in the spring.

This crop demands a greater amount of labor than almost any other, and unless extreme care is used the value of the fiber may be greatly

impaired. The fields must be kept free from weeds, which can best be done by a thorough cultivation of the soil before sowing, and in order to get the choicest quality of fiber the crop must be harvested before the seeds become ripe.

Harvesting is usually done by pulling, but if conditions are favorable and the cutting can be done very close to the ground, there is no reason why it could not be done with a mowing machine. The main object in pulling is to save breaking and preserve a long fiber.

After the flax is harvested it is rotted. The object of this is to separate the fiber from the hard woody parts of the stalk. There are several methods of rotting. The simplest is what is called dew rotting, and is the method usually employed in the flax fields of Michigan. The flax is simply left lying in the fields exposed to the dew and damp until the woody parts of the stalk, which are first to decay, have become sufficiently rotted to slip readily from the outer bark. This is the safest and best method to pursue if time and space can be devoted to it, but in the flax fields of Belgium and Ireland, where intensive cultivation must be resorted to on account of high land values, quicker and less space requiring methods are employed.

After the fiber is separated from the wood it is scutched. This is a trade term and the operation consists of dividing the fiber lengthwise. It is best performed by hand because then the fiber can be divided carefully and naturally for its entire length, but the process is a slow one, so machinery is usually employed and the flax divided by being run through a battery of knives.

Next the flax is combed on a set of steel combs to separate the long fibers from the shorts. This is called heckling. It is now ready for the weavers.

While a crop of flax requires close attention and exacts a large amount of labor before it is ready for the market, it is a highly profitable crop, and often the value of the fiber exceeds the value of the land on which it is grown.

The linen industry in the United States is confined almost entirely to the manufacturing of thread, twine and toweling. In 1900 there were but eighteen establishments in this country devoted to its manufacture. Practically all of our linen is imported.

A member of the Michigan Agricultural Department recently said:

"With the adaptation of Michigan's soil and climate to the production of high grade flax fiber and the constantly increasing demand for linen there is no question as to the industry proving profitable in this State if properly developed, and I believe it will some day rank as one of the centers of the industry."

M. R. Plants & Co.

140 Ellsworth Ave.

Grand Rapids, Mich.

Top prices for Eggs, Butter and Poultry

FIND THE TRUTH.

What the Business World Needs Right Now.

Evansville, Ind., May 3—In the past few weeks I have been writing you a few thoughts just as they came to me and one would think by reading these letters that I was a religious crank of some kind—one with a new idea of his own. The only religion I have is morality, based upon a deep desire for the truth.

I have nothing new and I am not looking for the so-called "New Thought." The truth I am looking for is as old as is the universe. I am looking for "The Word." God spoke this word into a moving universe. I want to find the truth concerning this "spoken word." We must not forget that our businesses, as well as other things, are all spoken into organizations and that these institutions have been regenerated from time to time and the resurrection of the truth, in my opinion, is going to make a heaven on earth.

What the business world needs right now is men who can speak the word of truth. If we can get this thought fixed upon the minds of enough men and women we will create another world.

The words that have been spoken in public and behind closed doors for the last ten or fifteen years have built things around us that do not look good to me. I can see lots of good things, but I do not like the idea of just a few enjoying them. What I want is for all of us to enjoy that which Nature can and will make for us if we speak the truth. "The Word of God" is still in and around here somewhere and I believe that it is within each and every one of us, but we are afraid to take hold of it. Business men keep still. They are afraid if they speak out just as they see things that some one may take a little trade away from them. This is a case where business controls the man instead of his being a god and he controlling it.

Our spoken words make our business. Put your thoughts out where people can read them and if you have given the truth, you will succeed.

I believe in advertising, so does every other successful merchant, but how many of them think about the "spoken word?" Every successful advertiser has told the truth or his advertising would not have been a success. We can go along for awhile telling things that are not true, but the time will soon come when we must die. If you wish to live forever tell the truth.

The trouble has been that the people for thousands of years have been jealous of one another. This caused the thought of war and I am very sorry indeed to say that this thought is still alive. The devil knows something about the "spoken word," too. He can lie with a smile on his face and lots of us foolish people run off with him, but we soon make up our minds that we would be glad to come home.

When we see our neighbors getting all of the trade we begin to think about what we have been doing and we get a move on ourselves and do

some talking, but it does not amount to much because we have failed to live with the truth.

Physical force has no value where there is nothing else. We think we are strong just because we enjoy health and seemingly good business, but the steam, fire and electricity which control everything must be looked after or we are bound down to the earth.

The common understanding withdraws itself from the one center of all existence. This is the truth which we can not fully understand, we do not yet know that the secret of culture is just as common as men themselves. We think if we wish to make great things that we have to use great words. Big words have killed many a good man.

A cheerful, intelligent face is the end of culture and success enough for any man. To make our word or act sublime we must make it as true as steel.

Why do I write you so often? Well, it is because I find so much live matter in the way of intelligence in your journal. There is so much "Written for the Tradesman" in it. You are not one of those shears editors. It is all right to clip good things from other journals and publish them, but I find that you do not depend on "exchanges."

So your spoken word is building something—something that will not die—and if I have any bread of life to feed your journal with I will be glad to give it to you as freely as I receive it.

Don't let us get religious, but let us try to find the truth.

Edward Miller, Jr.

Freezing Flowers Keeps Them Fresh.

Freezing flowers to keep them fresh is a modern idea. They are picked in the bud and preserved by refrigeration while being transported. They can travel safely in this way for several weeks. When unpacked they are found free of damage and when placed in water and left alone they slowly awaken and come into full bloom. It appears that experiments are being made in South Africa with a view to dispatching them in this way in bulk at the seasons when they are scarce elsewhere. The flowers undergo no deterioration from the treatment either in the beauty of their color or in their longevity after immersion in water. Curiously enough growth suspended by refrigeration appears to resume so slowly that the blossoms thrive in a room for a considerably longer period than if placed there immediately after being cut in the garden.

The process would also serve to introduce to our notice many beautiful members of the horticultural family with which at present we are unfamiliar; such plants as the gorgeous iris, which grows wild in luxurious profusion in South Africa, or those which abound on the slopes of the Andes in South America.

The way to get enthusiasm is to appreciate the usefulness of your work—see how it fits into the main scheme of things.

PLEASED WITH CABINETS

Grand Rapids Show Case Co.,
Grand Rapids, Mich.

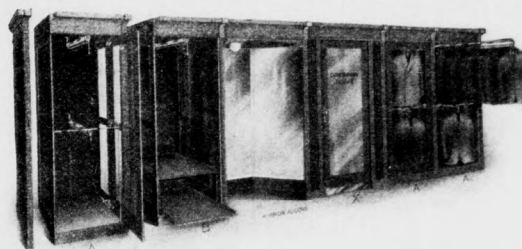
Zanesville, O., Dec. 31, 1908.

Gentlemen:—On January 15th, 1908, after sharp competitive bidding, I let the contract to furnish my store, viz., 14 Best Clothing Cabinets, 1 Hat Case, 1 Hat Counter, 3 Show Cases and 2 Tables, to the Grand Rapids Show Case Company, Grand Rapids, Michigan. This contract was received by me in most excellent condition in March. A local carpenter set up the work in two days, and without seeming egotistical, we believe we have one of the neatest and best-looking clothing shops, size of city considered, in the country. The workmanship and finish on the cabinets, etc., are second to none, and they are certainly worthy of commendation.

Another strong feature in favor of the Grand Rapids Show Case Company's Cabinet System: Just one week after we opened, April 7, 1908, a serious fire occurred immediately adjoining our premises, and though our rooms were filled with smoke our clothing came through without any damage whatever—due to the airtight doors on the cabinets. Thus were we not only saved from a serious fire loss, but a business loss as well. The local as well as the visiting insurance agents were loud in their praises of the merit of these cabinets. I cannot too highly commend the fixtures bought of you.

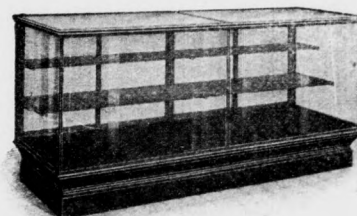
Yours very truly,
(Signed) HENRY JORDAN.

The 20th Century Cabinets are endorsed by every merchant



who uses them. They last a lifetime and the expense to change from the old to new system is small. Let us tell you about it.

Our NEW 1909 CASES represent years of experience.



Every weak point eliminated. That is why we recognize no competition. Write for catalogue M. T.

Grand Rapids Show Case Co.

Grand Rapids, Mich.

Four Kinds of Coupon Books

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets.
Grand Rapids, Mich.

Subscription Price.
Two dollars per year, payable in advance.
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E. A. STOWE, Editor.

Wednesday, May 5, 1909

IT TAKES TIME.

William Atherton Du Puy, of Washington, who is statistician for the National Rivers and Harbors Congress, declares that a recent canvass of Senators and Congressmen shows that the Congress is in favor of the bill presented by Congressman J. E. Randall, of Louisiana, providing for the issuance of bonds to improve inland waterways, and adds: "We are hopeful of immediate results. That the Congress is in a receptive mood is shown by the fact that it has created a joint commission from the two branches of Congress, which is instructed to investigate conditions and bring back a report as to the best method of improvement. The Commission will tour this country and Europe and will start as soon as the extra session is ended."

Mr. Du Puy also says: "Nowhere is the value of improved waterways shown to better advantage than right around the Great Lakes. The canal at Sault Ste. Marie is a startling example of the work that can be done in that direction. The work that has been done on the Ohio River is another example of how dollars can be saved through transporting freight by water instead of by rail. Good times are coming on now, and in another year you will find that there will be a big howl raised all over the country because manufacturers won't be able to move their freight fast enough."

Grand Rapids and the other cities along the route of the proposed waterway between Saginaw Bay and Lake Michigan were represented at the last annual convention of the National Rivers and Harbors Congress, and the delegates at this convention then learned that the Grand-Saginaw Deep Waterway is but a tiny feature of the great Federal plan of internal waterways. What Mr. Du Puy says is no news to those delegates or to the members of the propaganda in behalf of the Michigan project; it is no news to the Michigan Geological Survey or to its Board of Scientific Advisers, and it is an old story to the Michigan State Society of Engineers.

In a report made by the special

Legislative Committee on the water power opportunities in Michigan the value of the Grand-Saginaw canal is fully set forth. Slowly the people of Michigan are becoming informed upon and interested in the subject. Thus when, a year hence, manufacturers are yelling for cars, and two years hence when the Congressional Commission submits its report as to the best plan for carrying forward the Federal plan, there will be widespread knowledge and intelligent opinions upon a matter of vital importance to the entire commonwealth.

LAWLESS LEGALITY.

In an ecstasy of surprise and pleasure the gentlemen who write "heads" for the daily papers declared joyously, "The Hepburn Law Upheld."

Then followed an announcement that the United States Supreme Court had rendered a decision establishing the constitutionality of the commodities clause of the Hepburn rate law, which clause prohibits a railroad engaging in the production or sale of any goods which it transports as a common carrier.

So far, so good.

But then came "the milk in the coconut."

"While the court declares the Hepburn law commodity clause constitutional, it puts a new construction on the clause which will enable many of the roads to continue operating under the same conditions as at present."

Because of this Wall street is, doubtless, satisfied, for Reading dropped only 2½ points and then promptly went up to 1.47¼ or a cent and a quarter above the quotation before the decision had been made public.

According to this decision, a railroad which does not own coal lands outright, but does own the stock of the coke companies controlling the lands, may continue to transport the coal the same as it does now; also any road owning coal lands outright may comply with the law if it sells the output in the State of Pennsylvania.

In other words, the Supreme Court construes the ownership of the stock of coke companies which not only control coal lands but are dependent upon the output from such lands for their very existence as not in any way related to the production or sale of coal.

That is to say, also, if the Delaware, Lackawanna & Western Railroad—the only one that has any reason at all to bat an eye over the decision—divests itself of its direct ownership of coal lands and continues its ownership of the stock of the coke companies which handle the output of those coal lands, why then the terms of the constitutional commodity clause will be met satisfactorily.

It is quite evident that as Secretary of State Seward once declared, "There is a higher law than the constitution," but in this case a suggestion of curiosity arises as to authorship.

One definite step, however small, will do more to set a good thing going than any amount of desultory contemplation.

YOUR TRADE.

Because a man or woman whose home is within the limits of what a retail grocer, market man, druggist or other tradesman may consider his trade territory, it does not follow necessarily that such a person must trade with such merchant.

There are a great many influences which, all other things being equal, may operate to cause a person to trade outside the neighborhood where he lives. Especially is this the case in large cities where the first of May—all except the one this year—witnesses hundreds of home removals from one locality to another.

A newcomer into your territory may not know you or your merchandise, he may leave behind in his old bailiwick a tradesman with whom he has traded with entire satisfaction for two or three or ten years, and he can see no reason for leaving the old for the new. In these days of telephones, daily rounds made regularly by delivery clerks and their wagons, distance from "the store" counts but little. Then, too, kinship, religious denominational relations, fraternal connections and even political friendships operate in attracting patrons to stores away from their own residence districts.

And so no retail merchant may wisely hold any feeling of ill will toward any citizen who fails to trade with him except, perhaps, the chap who buys his household supplies at wholesale, simply because his financial resources enable him to turn the trick.

For example, in a certain residence district there are 200 residences and half a dozen or more of retail stores. The owners of all of these properties pay the taxes of the district in proportion to the values. The man of wealth and the man who must struggle are alike proud of and directly interested in the district as a whole. The rich man who, able to buy at wholesale, prefers to give the retailer his tiny profit does so because he desires to see the people in his district prosper. The one who buys at wholesale does so because he is thoroughly selfish.

FLOOD DAMAGE FEARED.

By the operation of unusual weather conditions the first day of May this year was a disappointment all over the country. It also served to create a little excitement in Grand Rapids and all along Grand River by developing high water alarms.

Fortunately the winter deposits of snow were very conveniently disposed of by alternate days of warm and cold weather during March and April so that the freakish storm during the last of April and the first of May had a remarkably fair opportunity for getting its rainfall into the Lake promptly. Otherwise millions of dollars' worth of property would have been destroyed and Grand Rapids' interests would have been the heaviest sufferers.

Even as it is considerable damage was done.

And this fact brings to mind the other and unequivocal fact that the development of the Grand-Saginaw

Valleys Deep Waterway will forever remove the possibility of flood damage to property along the proposed route of that waterway.

Will the waterway ever be developed? That is a question yet to be answered by the people of Michigan and the citizens of Grand Rapids and other points along the proposed route must be the pioneers in giving that answer.

If a negative decision is made and made permanently there are boys and girls now living who will live to see Grand Rapids without its present high standing as an industrial and commercial center because, with the development of the National plan, already approved by the Federal Government, for the improvement of internal waterways the great industrial centers will be found along the waterways so improved.

All water freight rates for raw materials and finished products will be the deciding factor in the development of the leading manufacturing centers.

NO TIME FOR EXPERIMENTS.

Senator Moriarty, of the Upper Peninsula, introduced a bill in the Senate April 14, described as Senate Bill 277, which practically takes the rating of all fire insurance risks out of the hands of the rating bureaus and insurance companies and places it in the hands of the Commissioner of Insurance. This is not only paternalism gone to seed, but it is contrary to good business policy and not in keeping with the progressive spirit of the age.

It has been given out by the large insurance companies—so-called union companies—that this bill was drafted by the Insurance Department and has its unqualified approval. The announcement that Commissioner Barry was responsible for the measure served to allay suspicion, because he has proven to be not only an able authority on fire insurance, but has also come to be regarded as reliably conservative and judicially fair. As a matter of fact, the bill is a verbatim copy of the law that was enacted by the Kansas Legislature some thirty days ago and the Insurance Department knew nothing whatever about the bill until it appeared in the Senate Journal.

The action of the Department in disclaiming any connection with the matter shows very plainly that the large companies which are responsible for the measure are willing to resort to deception in the hope of accomplishing their ends.

The Tradesman believes that the plan of rating proposed by the bill is a most radical experiment—so radical that our legislators should go slow in adopting it either in letter or spirit. The plan of the bill has not yet been tried out anywhere, the Kansas law not yet having been put into operation.

It might be well for Michigan to observe how the experiment works in a state which has adopted it before committing itself to a like plan of action.

NEEDLESS FEAR.

The optimist, with down drawn mouth corners and gloomy head-shaking, is much depressed. At the rate things are going the earth is not going to have any inhabitants one of these days. In order that the earth may be sufficiently populated the birth rate must exceed the death rate, and the former is on the decline. France in this respect has given up trying to be somebody. England and Wales had in 1907 fallen to 11.27 per 1,000 a year, and so it goes. In the United States a large family is an unpardonable sin. In the earlier days with the New England soil an inch in depth and none too fertile at that and with rocks abundant enough to prevent the possibility of any extravagant dreams of overproduction, it was no uncommon sight for families to count their boys and girls by the dozen. "Children are the heritage of the Lord. Happy is the man that hath his quiver full of them." "Now," goes on the optimist, "the quiver is empty or nearly so; the best of the land is taken up, and where are the people coming from to keep the world and its business a-going?"

Trouble-borrowing is not the sign of a sound mind; and, judging the future by the past, it may be safely assumed that the coming generations of the earth will to the best of their ability so manage their affairs as to get out of them "the best that in them lies;" and there is no doubt about there being enough to do that. In the struggle for existence numbers, as a safeguard, do not necessarily amount to much. The shepherd's dog manages the whole flock, be it big or little, a fact applying to the animal man as well as to the rest of animal creation; so that it may cheer the man looking on the gloomy side to conclude that a smaller number of men is needed to carry on the world's work; that the time has come when quality not quantity is called for, and that there is wisdom after all in limiting the supply to the demand.

From one point of view it is not difficult to understand that this decreasing birthrate is the logical and the natural result of existing conditions. Primal man and beast were governed by the same instincts and propensities and the task of civilization has been and continues to be to separate the man from the beast that is in him. So he widens his world and the realm of his thought with learning and every step under such tutoring makes him more a man and less a beast. As reason assumes control, passion gives way to it and animalism, finding its occupation gone, slinks into the subordinate place belonging to it and stays there. So impulsive youth, taught to read and reason, begins early to climb from his dead self to better things and that manhood, reaching these better things, happily accounts for "the decrease of illegitimacy" which the report quoted from furnishes. The way to get rid of the dark is to let in the light, and maturity is now finding out that passion and sensualism are not peculiar to inconsiderate youth; that stern manhood is not a period above self-control; that con-

ceded privilege is not a right to be wantonly abused; that the Mosaic law "increase and multiply" is not to be followed blindly, and that the full quiver and the baker's dozen, overcrowding the New England pew, in too many instances were an indisputable sign of animalism differing in no way from that existing in the barnyard. Truly the decline in the birthrate might with advantage have come earlier.

The man had reached that age where "the gray is mingled with the brown" and his testimony was brief and to the point: "My mother died when I was born. My wife came as near death at the birth of our only child as a human being can come and live. It is a trial too often to be passed through but once and that once, involving the fearful risk and the untold suffering, should be shunned, as every death-threatening danger should be, for the sake of the devoted sufferer."

The matter need not be farther pushed. There are questions to be settled only by the individual, and this is one of them. The man and the woman with a house "full of children as it can hold" may be the one thing needful to brim the cup of earthly happiness. "Let the heavens rejoice and the earth be glad," but at the same time if conditions demand it, let other men and women be content without bitterness to "look into happiness through another man's eyes," and wisely conclude that an empty quiver and an empty house with an empty grave are much more to be desired than a family of motherless children.

VALUE OF ENVIRONMENT.

We have heard many times that great men come almost invariably from the country; and while this may serve as an incentive to the country lad, it certainly has a dampening effect upon the ardor of the city-bred youth.

Granting the truth of the statement in general, there are so many exceptions, so many lost advantages which the city lad might have, that we are forced to give environment a second place and to measure the individual by what he is, rather than by what he is surrounded by. The lad who has a whole mill-pond in which to perform his ablutions may be less fastidious regarding personal appearance than the one restricted to the contents of a ten-cent wash basin.

Dr. D. H. Wheeler used to say that it was much easier to bring up a child properly in the city than in the country because there was chance for a selection of companions, while in sparsely populated districts no such opportunity was afforded. Other eminent authorities hold that removal from the vices of the city is a heavy score in favor of the rural surroundings.

That Lincoln studied Blackstone, a copy of which he walked forty miles to secure, by the light of a pine torch, while hundreds of boys have grown up under the shadow of Harvard law school with no desire for an education, is evidence that it is determination rather than environment which makes the man. Surroundings may

be helps or hindrances; but to the boy made of pure metal they are little more. If in his heart are planted the seeds of industry, economy, perseverance and honesty, he is bound to succeed, no matter what the original environment. Wrestling in green fields may be pleasanter than on the stony pavement, but either method gives muscular development. What is in you is of far more import than what is around you.

THE HABIT OF SAVING.

It is said that the German government is about to undertake to instill into its citizens the method of saving by investing in the name of each new-born child twenty-five cents, to remain on interest until it becomes of age.

Small as this may seem, the lesson which it promises is of no mean value. It is assumed that the parent or guardian, spurred on by the example of the nation, will add to this from time to time as his means admit, and the savings bank principle thus find disciples in all classes and among all grades of society. To the child of poverty it will furnish the nucleus for better things; more, it will show the earning capacity of money. But to the child of moderate means, the one whose parents can assist in the good work with many mites, the lesson is even more helpful. It shows what can be accomplished by the thrifty accumulation of insignificant sums. The final footing may show five, ten or a hundred dollars. The principle remains the same. The accumulation of pennies will, in a surprisingly short time, amount to dollars.

This habit of looking after the pennies should not stop with the coins. There are many leaks in every branch of trade which are easily stopped if we but once acquire the habit. A little sugar spilled here, a few grains of rice there, amount to practically nothing, yet they are significant of a wasteful habit which will culminate seriously. Besides, the marks of slovenliness and lack of thrift will cling to the house, even after the scattered grains have been swept into the waste. One may be economical without being miserly, and those who commence by saving in little things are the persons who at last have the great ones to bestow for the good of their family and the public.

RELAXATION AS AN ASSET.

The price of hustling must be paid, and it is a high price, too; but this can be done by relaxation, although it is not well to permit the debt to accumulate. Treat the matter on the cash basis if you would have the specie named rated at par value.

In this busy age the ban of health is the high speed pressure with which we are surrounded. It is rush, hurry, hustle, at every turn. Even the staid old farmer has caught the spirit, and when he comes in to order goods, he asks, "Can you get it ready so that I can catch the next car?" The telephone, too, increases the burden tenfold. Yet all of these influences make trade that much brighter. And

who would seek a return to the old ways?

We must bear in mind the fact that no human body can stand the increased strain without duly fortifying the system. Nervous prostration is bound to increase manifold unless matters are kept within reasonable bounds. It is fortunate that regular business hours are growing shorter; that the public are adjusting themselves to the fact that so much rest within the twenty-four hours must be obtained. We can stand it to hurry if we have time to catch our breath at the end of the run.

There is a knack in resting. This every individual should strive to catch. It varies with conditions and temperaments, but it must be complete. If you want to lie down, adopt the hammock, or when the weather is suitable, many find virtue in resting on the ground. Let the relaxation be complete. Even if you do not sleep, the muscles must be extended in a way to entirely relieve from strain. Throw off business cares and worries for the time. Breathe all the fresh air possible. Rest when you rest, as you work when you work.

FRESH VEGETABLES.

Many a small dealer has tried in a small way to handle vegetables, only to be forced out of the trade eventually, finding that "there is not sufficient demand." Yet there is little wonder that there is lack of demand, considering the methods too often employed. A few bunches of shriveled radishes in company with as many of wilted lettuce fail to attract. But let the green dainties be so arranged that they will remain fresh and crisp—this is another proposition.

If your store faces the south, do not expose such materials in front unless there are facilities for keeping them fresh by a continuous renewal of water. Contact with the dust of the street, added to the tendency of the hot sun to wither, destroys all attractiveness. It is much better to preserve them in a cool, dark place, even if not so convenient.

Be sure to announce to the public that you have them. A neat placard in front, quoting prices, will send enquirers inside. To these take pride in showing attractive forms. Such only will find purchasers.

You may think that only the earliest vegetables will prove attractive to your trade. You may have worked up one which calls for green peas in April and cantaloupes in July. Supply them as long as your customers stand by you; but it is more than probable that a trade equally lucrative on the whole, though with smaller profit on each individual sale, may be made by furnishing the same vegetables after they have ceased to be a greenhouse product. Many of the middle classes will find it cheaper to buy than to prolong the daily work by trying to raise vegetables; yet they are barred out from paying fancy prices. Study your field, provide first-class products, and the widening patronage may prove astonishing as well as gratifying.

REMINGTON PARK.

Contribution of Grocery Broker To Civic Beauty.

With Chas. N. Remington "the city beautiful" is something more than a pleasant theory to talk about. He believes in contributing his quota to the general result. Adjoining his office, on South Market street, is a vacant lot owned by Wm. Judson, whose big wholesale grocery store looms up on the other side. This vacant lot, covered with a miscellaneous lot of rubbish until Mr. Remington got after it, was mercifully concealed from the public gaze by a high board fence, but it furnished the only prospect upon which Mr. Remington could look as he sat at his desk, and it made him tired. He secured Mr. Judson's permission to make this vacant lot more attractive. He had the refuse cleared away and then brought in a few loads of street sweepings and good dirt, and when all this had been carefully leveled and raked he planted the center to grass and the border to hardy flowers and quick growing vines. This was done a year ago and Mr. Remington's efforts were so successful that the vacant lot was a beauty spot and Mr. Judson called it Remington Park. The "park" is being fitted up prettier than ever this season and there is a possibility that the high board fence, no longer needed to conceal the ugliness of the view, may be taken down that the public may see the spot of green and the dashes of color which Mr. Remington has created in the very heart of a district that has long been a stranger to beauty of this character.

The spring weather has been so backward that there has been little chance to taste the joy of garden-making thus far. But the sun will shine after a while and then those who have been afraid to dodge out between showers and snow flurries to dig and hoe will be sorry. There is always something to do in the garden from the time the snow is off in the early spring until the snow comes in the late fall, and it may be added, there is always something to interest and entertain the visitor. In the spring the garden is especially fascinating. Before the snow is off the ground the snowdrops are in bloom, soon followed by the crocuses, and then the other bulbous plants begin shooting up. When the air becomes more balmy the good old fashioned perennials justify the faith placed in their hardiness by sending up fresh green sprouts, and then is the time to loosen the soil around them, to dig in fertilizer, to divide with friends and neighbors and to receive from them their surplus of what you haven't got in your own garden. With the advent of May, under normal conditions, the spading and raking and hoeing and making of beds, if not already done, must be taken up, and then comes the sowing of the seed, and this is followed by watching for the seeds to "come up," and this is second only to seeing the flowers come into bloom for the enjoyment it gives the gardener. Many of the flowers, both annual and perennial, are

self-sowing, and as these seeds come up there is the fascinating speculation as to whether they are flowers worth keeping or weeds that ought to be dug out. But this season thus far has been a disappointment, a regret, a grief, for those who look to the garden for their recreation. There has been a discouraging lack of the balmy days we should have in April. Instead of sunshine we have had rain and snow and bleak winds. Everything is backward. Nothing is growing—not even the weeds. There is consolation in the thought that such conditions can not last. When spring and summer come it will be with a rush, and the flowers will grow all the faster to make up for lost time.

It may be assumed, regardless of the bleak spring weather, that the sweet peas are already in and that some of the other hardy annuals have been sown. But for most of the flowers it does not pay to be too hasty. If sown while the ground is still cold and wet, instead of germinating the seeds are likely to rot, and even should a passing warm day encourage them to growth a belated frost may nip the tender seedlings.

The old fashioned perennial flowers are coming back into favor. No garden can be considered complete without a bunch of coreopsis, gallardia, larkspur, iris and other hardy flowers that grandmother used to grow. These flowers can be purchased of the florist or at the nursery, but there is much enjoyment and it is infinitely cheaper to grow them yourself from seed. Most of these perennials, to buy them, cost from 5 to 15 cents a plant, and if there is no other way to get them they are worth the money. What one plant costs, however, will buy a paper of seeds, and a paper of seeds will yield as many plants as may be needed for your own garden, and there will be a surplus to give away to friends or to trade for something that your neighbors may have that you would like to add to your border. Some of the perennials will bloom the first year from seed if planted early, but the better way for those who are just starting is to make a planting of easy growing annuals for quick results. In July or early August the perennials may be planted in some out of the way corner, and they will make sufficient growth to go through the winter safely and next spring be ready to do their duty.

In going over your shrubbery this spring look out for seedlings, and if you have a corner in the garden not otherwise used, or that can be spared, transplant them and let them grow. If given anything like a fair chance they grow rapidly, but it will be three or four years before they attain to any size. They will be large enough next spring, however, to give away to friends or to set out in another row that you may desire. The barberries, snow berries, dog wood and syringa are among the common shrubs that grow readily from seed

and which, too, are among the most desirable of the shrubs to have in extra supply.

Totals Disclosed by Local Bank Statements.

The bank statement published Saturday, showing conditions at the close of business April 28 are in some respects the most satisfying that have been issued in a year and a half. Since the statements of August 22, 1907, the loans and discounts have been steadily shrinking, each recurring statement showing a smaller total than the preceding. The current statements show an increase over the statement of February 5. The increase is only \$400,000, but there is encouragement in the signs that the corner has been turned, that the tendency is again upward.

Next to the increase in loans and discounts the striking feature is the growth of the deposits. The deposits now are at a higher level than ever before in the history of local banking. The total now is \$26,340,698.17, and to find anything approaching this it is necessary to go back to May 20, 1907, when the total was \$26,265,552.49. At that time the banks carried \$360,000 of Government deposits, increased a few months later to \$431,469.18, while now the Government deposits amount to only \$180,000. Then also the State Treasurer carried large deposits here, while now there is only \$25,000 of State money in sight.

The total deposits show a gain of \$674,884.36 since February 5, and of \$1,083,993.60 since May 14, 1908. This gain has been chiefly in the commercial and savings deposits, but owing to a change in the method of reporting and to the fact that in making its statement one of the National banks reverted to the old style, in not separating its savings and commercial deposits, how much each has gained can not be accurately given. The indications, however, are that the commercial deposits have had the greater growth. The business men apparently are inclined to conservatism until the tariff question is settled. They seem to be holding their money in the bank instead of putting it out into new ventures. The Government deposits have shrunk \$73,749.39 since February 5 and \$113,276.13 since May 14, 1908, and the due to banks has grown \$113,653.67 and \$299,886.21 in the same periods.

The loans and discounts now and at former dates compare, as follows:

April 28, 1909\$16,524,324 82
Feb. 5, 190916,124,205 93
May 14, 190817,283,968 80
Aug. 22, 190819,125,803 98

The last date given is the high water mark in local annals, and then came the panic and slump. The total of February 5 is the lowest point reached since the panic.

The mortgages, stocks and bonds show the following interesting figures:

April 28, 1909\$7,325,497 17
Feb. 5, 19096,856,353 12
May 14, 19085,303,277 03
Aug. 20, 19075,504,730.43

During and immediately following the panic the savings banks drew in

their mortgage money and made few, if any, new loans. Then lacking demand for loans and discounts both National and State banks began investing in securities. The National banks since Aug. 22, 1907, have increased their security holdings from \$833,698.94 to \$1,663,399.11, and the State banks from \$4,671,031.49 to \$5,662,098.06.

The due from banks account stands at \$4,143,245.64 and cash and cash items at \$2,154,121.98, a total of quick assets of \$6,297,367.62. This is 24 per cent. of the total deposits, compared with 26 per cent. Feb. 5, 24 per cent. a year ago, and 18.8 per cent. on August 22, 1907.

The surplus and undivided profits fund stands at \$1,706,815.73, compared with \$1,572,981.84 on February 5.

The bank clearings for April totaled \$9,773,291.62 compared with \$8,766,274.07 in April, 1908, and \$9,280,365.41 in 1907. Each month thus far this year has shown substantial gain over the corresponding month in 1908, but this is the first increase over 1907. The total for the four months is \$37,764,015.62, which is a gain of nearly 14 per cent. over the first four months in 1908, and a shrinkage of less than 5 per cent. from the 1907 figure.

"Mapleine" Held To Be Misbranded.

Chicago, May 1.—The Government was victor to-day in the "Mapleine" pure food case, when a jury in Judge Sanborn's court returned a verdict finding the issues for the United States. The court order, as a result of the verdict, is that 300 cases of "Mapleine" must be forfeited to the Government for destruction on the ground that they are misbranded in violation of the pure food law.

The case will be appealed by the Crescent Manufacturing Co., of Seattle, which manufactures "Mapleine."

The jury held that the word "Mapleine" on the packages misleads the buying public into the belief that the article contains maple when there is no product of maple in it. On the pasteboard packages in which the bottles of "Mapleine" are sold is the sentence, "A vegetable product producing a flavor similar to maple." This, the defense maintained, showed the purchaser that the article does not contain maple, but simply has a maple flavor. The jury found, however, that this sentence does not counteract the misleading effect of the name of the compound, "Mapleine."

In this test case \$3,700 worth of the product is directly involved, but the Government is said to have seized thousands of dollars' worth of the compound in different parts of the United States. The "Mapleine" was shipped from Seattle by the Crescent So. to Louis Hilfer & Co., Chicago, and is stored in the warehouse of W. H. Nichols & Co., 35 River street.

After all, we are of use in the world only in so far as we are making it happier.

It's often a long rocky road that leads from Promise to Performance.

Buying A New Stock



Are you worrying about the price? That is the easiest part of it all. Any one of the leading jobbers will make prices that are right. The difference between jobbing houses is not so much in the price—it is in their lines of goods. Some have first-class, complete, quick-selling, up to date lines and others have a mixed up assortment, short lines and inferior stocks.

It is easy, too, for **jobbers** to buy at the right price, but the great difference in jobbing buyers is in their "selling knowledge." Any buyer can buy staple goods from his price book—but the question is, What new goods sell best? This information is not in the price book and requires expert judgment on the part of the buyer.

Good houses pay high-salaried buyers not only to buy right but also to get goods that will **sell**—and repeat, and keep on selling. Poor buyers who lack the selling sense accumulate "stickers" that must be sold to some one who lacks buying experience.

When you buy from our house, you are not likely to inherit the results of second rate buying, but will have the benefit of the best judgment of the best buyers it is possible to obtain.

In selling new stocks, the greatest crimes have been committed against inexperienced buyers in selling the wrong assortment and the wrong class and character of goods rather than in the matter of price. A properly sold new stock is not only a matter of honesty, but one of experience and carefulness, and must come from a house with a well bought line back of the salesman.

Selling a new stock is but the beginning of our relations with a customer, and if we sell you a line of well bought goods, it will mean business for you and more orders for us. The amount of goods we can sell you in your years of trade is of much more importance to us than the profit on the first order. Consequently, we give you the benefit of our best judgment in helping you to select your new stock.

Our list of customers includes the best merchants in Western Michigan, which is a guarantee of the character of our stock and our business ability. We solicit the new stock order from any dealer who is about to open a first-class store in Western Michigan.

We invite the prospective customer to write us and we will send a representative to him, or to come to Grand Rapids, where he can see our stock, which is many times more satisfactory.

We will give you the benefit of the best expert buyers and sellers in our line of goods, and guarantee the best values at fair prices, and any courtesies consistent with good policy.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

CHECKMATED.

Good Money Sent After Bad Wins the Race.

Written for the Tradesman.

"All right my boy, but don't let the get-rich-quick microbe get you," said Mr. Rutger, president of the Metropolitan Department Store, as one of his best clerks left his private office.

Walter Crane, the clerk, wondered how a man of Rutger's moral calibre had dared to refer to his own dominating habit. For that reason upon reaching his own department—groceries—he was in no amiable mood.

"What'd he say?" asked Mary Fox who had charge of the canned goods counter.

"Say? A whole lot," responded Crane as he assumed a defiant attitude. "He jumped on me for giving him only two weeks' notice and then when I told him I was going into business for myself, he sneered, 'Who's giving you credit?'"

"An' what'd you say?" Mary enquired.

Thereupon Crane told the girl that he reminded Mr. Rutger that he had been with him six years and that for two of those years he had waited in vain for the Metropolitan Co. to make good on a promise of increased pay. "And at last I told him that if I wasn't entitled to a raise of wages, I wasn't worth keeping any longer. That settled it. He lost his temper and I lost mine and we said things to each other."

Meanwhile Rutger had pushed the buzzer, bringing the general manager of the store to his office. "Crane has handed in his notice to quit," was the greeting received by the manager, who replied, "I expected he would."

"But you musn't let him go," put in Rutger. "He's a good worker, he knows his department and everybody likes him."

"I know all that and I hate to have him leave," said the manager, "but he wants more wages and he's worth more too."

"But his department won't stand for an increase," sputtered Rutger.

"His department is doing 25 per cent. more business to-day than it was when you last raised his salary, and more than that, you allow him, on his advertising account, much less than you give one or two of the other departments neither one of which is doing as well as Crane's," was the manager's reply.

"Well, you have a talk with him. See what he wants," said Rutger, who turned to the unopened letters on his desk, and the manager withdrew.

Next door to the entrance to the grocery department of the Metropolitan Store was "The Bud"—one of the swell saloons in the city. Because of its location in the most desirable retail center of the town and also, perhaps, because its back door was in plain view from the side street, it was not wholly successful. This, together with the fact that the license fee had been doubled by the Common Council, prompted the brewing company which was backing "The Bud" to make a quiet effort to sell the

lease of the store, which had five years to run.

These facts had been confided to Mary Fox by her intended husband, a young man who was connected with the leading real estate office in the city, and the young lady had in turn stated the situation to Crane.

And so it came to pass that the young grocery clerk left the service of the Metropolitan Co. on time and on the next day the daily papers announced that:

"Mr. Walter Crane, who has been so long and so favorably known as salesman and manager of the grocery department of the Metropolitan Department Store, has severed his relations with that establishment and, having secured a long lease of the store room known as 'The Bud,' is having the apartment remodeled throughout and will open it soon as the Walter Crane City Market."

There was an excited meeting of the directors of the Metropolitan Co. that day and in vain did Mr. Rutger attempt to explain. "I'm told," said one of the Board, "that Crane's services and good will might have been retained by raising his salary \$25 a month—three hundred a year."

Rutger made no response.

"And it is a fact, I believe," said the third director, "that Mr. Crane has brought the business of our grocery department up from a condition of loss to a good annual profit."

"Yes, we've made a profit there each one of the past three years," meekly admitted Rutger, "but we've lost on other departments."

"And now we've not only lost Crane, but he'll carry his trade with him, being right next door," said the first speaker.

* * *

The mystery as to the existence of the Crane City Market was well kept. Everything, so far as could be learned by outsiders, was in Walter Crane's name: the lease, the fittings, the stock, the four fine horses with their attractive new harness and delivery wagons, and the accounts at the banks. Rutger could not fathom the secret and his associates were no more successful and the grocery department of the Metropolitan Co.—in spite of the introduction of a cafe department on the floor above the store—steadily declined in popularity and profit.

About a year after Crane began business for himself, Rutger began suit against the Rosebud Valley Irrigation Co. for the recovery of alleged damages through failure to carry out the terms of a contract alleged to have been made with him. The cause was so successfully defended that, practically, Rutger was exhibited in the light of a get-rich-quick stock manipulator and his case was thrown out of the courts. The Rosebud Co. proved beyond all question that they were the parties swindled and that Rutger was the chief manipulator of the operation, that the company had lost over \$50,000, and while they could not positively prove such to be the fact they were morally certain that Rutger was the beneficiary. It was



Why You Should Sell ACME Peanut Butter

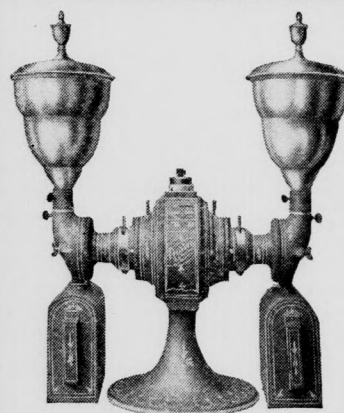
Your **best** customers use peanut butter for sandwiches, etc. The **best** peanut butter is ACME Brand—**best**, because it is made of the finest quality of hand-picked peanuts; it is uniformly smooth and free from grit; it has that delicious nutty flavor not found in ordinary brands.

If you induce your customers to try ACME Peanut Butter, its flavor and quality will keep them buying it, which means **sales** you would not get otherwise.

IN HANDY TUMBLERS

EACH PACKAGE HAS RED BAND

J. W. BEARDSLEY'S SONS
NEW YORK CITY, N. Y.



The "Royal" Electric Coffee Mill Leads Them All

It's the mill that Cuts
the Coffee

It's the mill that booms your coffee trade.

It's the mill that cuts 50 pounds of coffee for 1c.

It's the mill you should see before deciding to buy.

The following letter tells its own story:

"The A. J. DEER CO.

Gentlemen:

Greenville, S. C.

After having used your 'ROYAL' coffee mill for several months, we are satisfied that it is the best mill for a grocery store there is. Our coffee trade has increased 50% since we commenced to use the 'ROYAL' electric mill.

Yours truly,
(Signed) Rush Brothers."

Send for our latest catalog showing full line. It tells all about the "Royal."

Our motto is, "The best mill in the world at the least cost to you."

The A. J. Deer Company
146 West St.
Hornell, N. Y.

brought out, also, that one of the heaviest stockholders in the Rosebud Co. was Maxwell McWattles, a hard headed old Scotchman, uncle to the young man to whom Mary Fox was betrothed, and that it was Maxwell McWattles' money which had enabled Walter Crane to get even with the Metropolitan Co.

As an immediate result of the defeat of Rutger in the courts, there was another meeting of the directorate of the Metropolitan Co. at which Walter Crane, having come into control of the Rutger stock, was elected president.

Another result was that the store of the Walter Crane City Market was added to the equipment of the Metropolitan Co. by opening broad arched entrances through the dividing wall and McWattles, as he stood looking admirably at the large attractive double store, was heard to quote musingly: "The best laid schemes of mice and men gang aft a-gley."

C. H. Seymour.

Girl Clerk Gets Nathan Kenyon's Fortune.

Grand Ledge, May 3.—The Nathan Kenyon contested will case, which was on trial in the Eaton Circuit Court before Judge Clement Smith and a jury for a week, had a sensational and unlooked-for ending. The court, with the consent of the attorneys for the contestant, directed a verdict for the proponent, after admissions by the contestant himself, and an allegation by him, that his name had been forged to the bond which accompanied his appeal from the Probate Court. His attorneys expressed as much surprise as the attorneys for the will at this allegation. No intimations have yet been heard as whether any further proceedings will be taken.

Nathan Kenyon, whose estate was involved in the contest, had for some twenty-five years been the leading dry goods merchant at this place. Before engaging in business for himself he was with Edson, Moore & Co., Detroit. He was widely known in the dry goods trade, was a good liver and almost from the time he came to Grand Ledge was a grass and a childless widower. In his earlier life he and his wife were divorced, and he did not again marry. He died in October, 1907, and by his will, execut-

ed July 27, 1904, he bequeathed his \$20,000 estate to Miss Delphine Bosworth, who had been his chief clerk and confidential business assistant during his entire mercantile career in Grand Ledge, although she was not related to him.

In the summer of 1905 Grand Ledge folks were shocked to read in the papers that Kenyon had been arrested in Detroit for stealing spoons from the Russell House and Griswold House. In his possession was a satchel containing nothing but spoons belonging to these two hotels. The investigation in the case had not proceeded far when it became apparent that he was mentally incompetent, having marked symptoms of paresis. Soon afterwards W. R. Clarke, banker, lawyer and merchant here, was appointed his guardian. Kenyon, when he died, the following year, was well on to 60 years.

Jerry Vedder, a farmer a few miles from Grand Ledge, who was Kenyon's uncle, gave notice of contest of the will. Uncle Jerry is about 70. The dead merchant never seemed to have much use for Uncle Jerry. In fact, they never associated, and people who knew them didn't count on Uncle Jerry being a beneficiary in the will. The will was admitted to probate, despite the allegations on behalf of the contestant that Kenyon was not competent to make the will, and so had been unduly influenced to name Miss Bosworth his sole beneficiary.

The attorneys who appeared at the trial were H. E. Walbridge, of St. Johns; R. A. Latting, of Grand Ledge, and H. S. Maynard, of Charlotte, for the will, and Frank A. Dean, Elmer N. Peters, and H. H. Partlow for the contestant. The attorneys for the will did the very unusual thing of calling the contestant and making him their own witness. Mr. Walbridge started to examine him. One of the preliminary questions asked him was as to whether he was the contestant. Uncle Jerry, in a matter-of-fact sort of a way, replied that he was not. This startling answer was followed by another that what he meant was that the lawyers were making the contest for him. He was to get half if the will was broken and they were to get the other half and pay all expenses.

Next he was shown some papers.

He identified his signature on the appeal document, but when shown his name on the bond required to make the appeal, he declared that it was not his signature. He had never seen it before, and if it purported to be his signature it was a forgery.

The turn the case had taken startled the court and the lawyers and everybody else in the court room. Judge Smith promptly ordered a recess so that the lawyers could confer. When court was again resumed Attorney Dean, for the contestant, said that he and his associates, because of Uncle Jerry's testimony, did not desire to continue in the case. They had had no inkling that old Uncle Jerry was going to testify as he did. The jury, then, under direction of

the court and without leaving their seats, returned a verdict sustaining the will.

Three Tips.

It is the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour, just because he wouldn't let go. Don't be a quitter.

Promptness is the essence of all good business, the lack of it the cause of most failures.

In buying stick to a few firms, and make them your friends.

You can reach a man's heart through his stomach, which may explain why he loses his appetite when he loses his heart.



Never One Single Lapse In Quality

Just Questions

What coffee but "White House" dares to talk about "Clean scores?" What coffee ever came to Michigan that more nearly exemplifies strict coffee honesty than "White House?" What coffee did YOU ever taste that suited you as well as "White House?"

The answers to these questions are significant of the reasons why "White House" has made friends with the whole state—with your customers.

Dwinell-Wright Co.

Principal Coffee Roasters
Boston Chicago

Ceresota Flour

Made in Minneapolis and Sold Everywhere

Judson Grocer Company

Wholesale Distributors

Grand Rapids, Michigan

GRIST MILL FLOUR.

Old Fashioned Flour Easily Restored to Popularity.

Written for the Tradesman.

"Say, Bill, what does ansepeptic mean?"

"Bill" was the general storekeeper in a Michigan village and the man who asked the question was Lute Wayson, a sturdy man of sixty who, during the past forty years, had graduated from the status of lumber-jack in the "North Woods" to a comfortable condition of citizenship and contentment as a successful farmer.

"Ansepeptic?" repeated Bill. "Never heard the word."

"Oh, shucks, yes, you hev, Bill," urged Lute, "you know them poor foods chaps is allus usin' it like we uster carry quinine round in the lumber woods to keep off chills and fever."

"I guess you mean antiseptic, Lute," said the store keeper as he handed his friend a package of smoking tobacco.

"Yep, that's it. Never could hang on to them long words," admitted the farmer, "what does it mean?"

"Why, it's a word—a word used in drug stores and by doctors, meanin'," stumbled Bill, "that if it gits into your system it'll knock the daylight out of your kidneys, liver and stomach and if you don't use it you'll have blood pisenin', smallpox, the itch and everything else that's ketchin'."

"That's it. That's the word. Emily, my wife, kicked kinder wild-like the other day, when I made a wish that we might have some old time white wheat flour and old fashioned bread; that a feller knew he was eatin' somethin' good when he put it in his mouth," said Lute, his rugged face fairly aglow with memories of days agone "an' she finally said that ef I would get the flour she'd make the bread but wouldn't eat any of it."

"An' what 'd you say?" asked Bill, who was trying to appear busy slicking up things on the counter.

"I tole her that the flour we git now-a-days is milled to death; has no body, no flavor, no nothin'; just worked over, an' refined, an' whitened an' fixed up until it ain't no good," was Lute's reply, "an' then she said that what I needed was a ansepeptic."

The village merchant laughed, at which his customer added, with some show of temper, "but, by glory, I'll show her. She can't throw no sech talk at me, 'thout knowin' what it means. She couldn't tell me the meanin' of the cussed word, and now thet you've told me, it's plain as a month-old-rut-in-the-road that she is countin' on gittin' red of me."

Bill tried to drive that idea out of his friend's mind, by telling him that there is a lot of nonsense about pure foods and added that he was in full sympathy with the farmer's longing for some old fashioned white wheat flour that "hasn't had the life ground out of it. An' what's more I'll tell you where you can get some."

"You do it, Bill," responded Lute, at once mollified, "an' I'll bring you the finest mess o' spare-ribs you ever put your jaws on. Where can I git it?"

"You know Sam Winkler's little

old mill over on Swan Creek?" asked the merchant. "He's only got one run o' stone an' he only grinds every other day 'cause his pond's kinder skimpy on water; but he grinds all the grist that comes to him at that, an' he makes good flour too."

The delighted farmer replied, "Yes, I know the place well. Used to git all my grindin' done there, but quit 'cause it's such a long drive and besides Emily got it into her head she wanted 'Spotless Sprite Flour'; an' bimeby she made up her mind that she wanted the 'Chaste Wheat Flour' and so on, changin' every six months or so, 'cause she'd seen a new picture in the papers that pleased her. Thank you, Bill."

"Don't forgit the spare-ribs, Lute," called the store keeper as his friend passed into the street.

* * *

Two or three days thereafter, late in the afternoon, Lute Wayson appeared again at the store, carrying a bag partly filled with flour, across his shoulder, and a package under his arm. With a knowing look upon his face he nodded to Bill and passed through the length of the store and into a back room. Placing the package on top of an unopened sugar barrel, he took from his pocket two empty flour sacks bearing the brand of a popular and much advertised flour. With Bill's help the two sacks were filled with a coarse dark flour fresh from Sam Winkler's little mill over on Swan Creek.

"Remember, Lute," said Bill, as he assisted in the operation, "you are layin' yourself liable to the law doin' this."

"Don't you worry, I'll take all the blame," responded Wayson, "if this thing gets out far enough to reach the court. They's nobody to complain agin me 'less it's Emily, an' you bet she won't holler."

* * *

Without a thought of suspicion Emily emptied the two sacks into her flour barrel. But when, the next evening she began the operation of "setting" her bread, she "went into the air" instantly. She thought she noted a darker color; she was impressed that it was coarser grained and she was positive she could never use such flour for pastry. And so going to the east porch off the kitchen she shouted "Lute! Lute Wayson! come in here quick." Then she picked up the two empty sacks and inspected the printed brands thereon. She had just observed, "Well, it beats me, that's all," when her husband put in an appearance with, "What's up, Emily?"

"This flour. Look at it," replied the wife who was studying her husband's face in vain for some evidence explaining her doubts. Wayson looked at the flour on the moulding board, took a pinch between his thumb and forefinger and placing it in the palm of his hand, rubbed it. "Feels like good flour," he said as he again looked at the pile on the moulding board.

"That may all be, but look at it," said Mrs. Wayson.

"I am lookin' at it," said the hus-

band without turning his face toward his wife.

"Well, now look at me," added the wife.

Lute obeyed orders with inscrutable clam and remarked: "Say, Emily, I guess what you need is a ansepeptic an' I don't see none in this flour." "Don't you see it's darker?" asked the wife and her better half allowed that "mebbe it's a shade darker, but no grist holds the same color all through the run. Color don't count." "An' it's a heap coarser," added the wife as she picked up one of the empty sacks again.

"Huh, that's nothin'. Prob'ly they hain't pecked their millstones fer a month," said Mayson, "an' say, don't you know, mebbe they used winter killed wheat."

"Well, I'll make the bread, but it beats me, that's all," said the wife as she laid the empty sack on a nearby chair.

"That's right Emily," said Lute as he patted her on the shoulder, and as he passed out to finish up the chores he added, "You make the bread an' I'll eat it an' we won't neither one of us say any more 'bout ansepeptic."

Emily made the bread and it came out of the oven a rich creamy color, light as a feather and with a perfume that carried her back to the old, old days when she could not resist the temptation, immediately after a baking, to break off a piece just to taste and so unite the savor to the aroma of her housewifely triumph.

The husband had prompted himself to avoid overdoing his satisfac-

tion when he should bite into some real old fashioned bread, but when he stepped into the kitchen there came a spontaneous "Thumpkins, Emily, but that bread smells good."

"An' 'tis good," she replied as she entered the dining room with a coffee pot in one hand and bread plate in the other.

Shortly thereafter, as he lifted the last piece of bread from the plate at his left, Lute observed: "Gee whiz, Emily, but that's good bread."

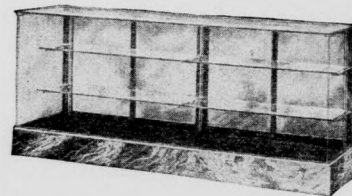
Emily agreed with him and during the next week, with the district school teacher as a boarder "boardin' 'round" and with her son and daughter-in-law, who lived over on the town line road, as guests, she received more compliments on her bread than she had heard in years. Moreover she complimented herself a dozen times or more, in answer to bare hints by Lute that the "last batch" wasn't quite as good as the other, until, finally after three months of using Winkler's flour unconsciously, her husband confessed the trick he had played so successfully.

"I don't care if you did, Wayson. Like all the good things you do, you did this one not knowin' it," said the wife.

Thus it happened that "Winkler's



Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE
TELEPHONE CO.



How to Increase Sales

When stock is out of season or out of style you sell at a sacrifice in order to clean it out for new and more saleable goods.

You're glad to do it because it's good business, yet how long have you been using old fashioned, out of style cases in which to display new goods?

And don't you think the old cases knock the sale of the new goods? Ever thought of it that way?

Now, there are plenty of "back numbers" to whom the second hand man can dispose of your old cases, but **you**—you need new, bright, classy cases. Your business demands it. You need the

Wilmarth
THE CASE WITH A CONSCIENCE

Our catalog exhibits some beauties—over 20 different styles. You're sure to find just what you need. Write for that catalog today. Get the new cases and they'll sell the new goods and the cash register will show what you want to see.

Wilmarth Show Case Co.

936 Jefferson Ave.

Grand Rapids, Michigan

"Grist Mill Flour" became a popular brand all over the countryside; so much so, indeed, that he had to put in an electric motor and another run of stone, so that he could grind day and night, keeping two shifts of men busy. Moreover, Bill, the storekeeper, became the distributing agent with Lute Wayson and his wife as managers of the advertising (mostly oral) department.

"Say, Lute," said Bill, one day last after he had started two delivery wagons out on half-day drives to deliver "Grist Mill Flour" east, west, north and south, "do you know I feel, kinder, as though I ought to pay you fer those spare ribs."

"How so?" Wayson asked.

"'Cause my business has almost doubled sense you put Winkler's 'Grist Mill Flour' on the market," was the reply.

"Shucks, I didn't do nothin'," said the farmer, "Emily made Winkler's flour famous."

Charles S. Hathaway.

Do Radium Rays Grow Plants?

Radium rays grow plants. Thus says Prof. Stuart Gager of the University of Missouri after prolonged experimentation with radium and vegetable life. Although exposure to radium rays may be followed in some cases by retarding processes, there are some cases where there is acceleration of function. The conditions depend to some extent on the nature of the exposure and also on the nature of the tissues. Thus, by creating a radio-active atmosphere in a bell jar over plants it was possible to delay the growth of lupin seeds which already had germinated.

Similarly in a flower pot of soil unsoaked seeds of oats were sown in three concentric circles from the center. Into the soil at the center was inserted the sealed glass tube of radium bromide. A second pot was arranged in like manner except for the substitution of an empty glass for the radium tube. At the end of 106 hours the seedlings from the radium pot were much taller than those in the other. The radium tube exchanged places with the empty tube and the retarded seedlings now grew faster than those in the original radium pot.

All the experiments made by Prof. Gager were confirmed by repetitions and clearly show that radium rays act as a stimulus to the various physiological processes of plants. If the strength of the radium, the duration of exposure, and other conditions are suitable, the response is an excitation of function, but if the method of treatment is otherwise, the radium too strong, the exposure too prolonged, the result is a retardation or complete inhibition of function or the death of the plant.

Distantly Related.

"Are you related to Barney O'Brien?" Thomas O'Brien was once asked.

"Very distantly," replied Thomas. "I was me mother's first child—Barney was the sivinteenth."

It is only the man who is bigger than his job who gets the bigger job.

CITY OF REFUGE.

We Must Go Back To Old Conditions.

Written for the Tradesman.

The other day a young couple, after securing the proper papers at the Court House, stepped into the office of the justice, were married and went on their way as man and wife and, let us hope, "lived in joy and peace ever after." On the same day at the undertaker's a service was read over the body of a young man who had died far from home and, "unwept, unhonored and unsung," his body was committed to the ground, the gravedigger sprinkling the coffin with earth, as the undertaker read, "Ashes to ashes and dust to dust."

In themselves considered, after the requirements of the law, legal as well as social, have been duly recognized, popular opinion is inclined to ask, "Why not?" The idea behind the ceremony is the main thing after all. For numberless reasons the young people find the simple ceremony much to be preferred. The expense is a matter not to be ignored. No display can be indulged in; the friends of each are few and the few are not warm ones; and so they take each other "for better for worse, for richer for poorer" and, with the world before them, where to choose their place of rest, and Providence their guide, they "Through Eden take their solitary way." Thousands have done so and the world approves, as it always will, especially if the home be found to be a happy one; and so for them this way is best.

If the wedding is celebrated best in quietness, surely when bedtime comes and "we lie down to pleasant dreams," only the simple should find favor with him who has gone to sleep.

"Say not 'Good night,'

But in some brighter clime

Bid me 'Good morning'"

is the sum and substance of it all. So if a prayer be said, it is well. So if it be unsaid and a hymn should not be sung, the rain that falls upon the just and the unjust will see to it that the grass grows green, and the buds bloom on the neglected grave, where the sleep is sweet and unbroken and where the grave will be as royal a couch in the eyes of the Father as if adorned by the costliest monument.

No one hesitates to believe this, and yet all Christendom calls for more. Humanity's most solemn hours at the altar and the grave beg piteously for the comfort of the sanctuary. So the bride that goes from the church "with God's benediction upon her" carries with her a halo of happiness which only the church can give, and the grave in ground that the church has sanctified is sure to furnish the dreamless sleeper with the downiest pillow.

If this be true the rest is only a corollary: "Seeking Sanctuary" is a human need, no more to be neglected without detriment than individual life can be its best without God. For a generation, if not longer, the tie binding together the home and the church has become loosened, for reasons which each for himself alone can

give. There does not seem to be room enough for both. The requirements of the home have increased and in the meeting of them there is no time for anything else. So the church has given way little by little until, its occupation gone—so, at least, it seems—it has been elbowed into the background, where all too contentedly it stays. Slowly but surely "Seeking Sanctuary" became limited to going to church on Sunday; but "the cares of the world and the deceitfulness of riches" soon put a stop to that, a mistake which the offended pulpit with all its fault-finding failed to correct, and the empty pew with the resulting neglected Christian duty has followed. As the church-going declined, the influence of the church lessened, indifference in regard to it crept in until men began to wonder and to ask what it amounts to anyway. So the marriage vows, the most sacred that humanity can make, are solemnized anywhere, and the service that commits our bodies to the ground is said or unsaid by anybody and the world ask—does it believe it?—"What difference does it make anyway?"

It makes all the difference in the world. That loosened tie marks the decline of "Seeking Sanctuary," and with the decline have increased the world's wickedness and wantonness. If this be true the remedy is at hand: We must go back to the "Seeking Sanctuary" of the Middle Ages and to the "cities of refuge" idea that the prophets mention. In a word, the church with its "one found-

dation" is needed now as it has never been needed before. The world and the flesh have been trying to get along without God and the church, and the result is failure. There must be a going back to the old conditions. The old fashioned Christian thinking and Christian living must be restored and the church that stands for both must again so assert itself that from its altar the bride shall pass with its blessing to home and happiness and the dead to home and Heaven, a result which can be obtained only by a constant seeking of Sanctuary by the humanity that needs always its ministrations.

R. M. Streeter.

Memory Studies.

A small boy went into Daane & Witter's grocery store, wrinkled his face, rubbed his head and rubbed his left foot up and down his right leg in an effort to remember something that had escaped him.

"Say," he began, "will you tell me the name of the place where we Americans have so many soldiers?"

"Fort Sheridan?"

"Oh, no; it's farther away than that, and a new place."

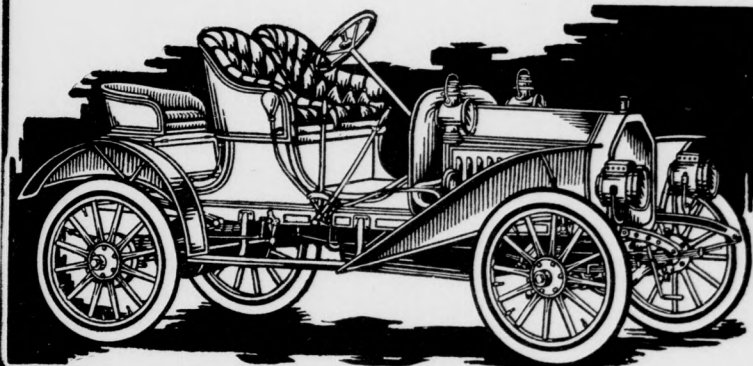
"The Philippines?"

"That ain't just it, but it's somewhere around there."

"Perhaps you mean Manila?"

"Manila! That's right! I knew I would get it after a while. I want a bottle of Manila extract for flavoring. They're goin' to have ice cream."

THE FAVORITE CAR for Merchants, Business Men, Traveling Men, City Salesmen and Professional Men is



Buick Model 10 PRICE **\$1,000**

WHY?

Because—It's dependable.

Because—It's light.

Because—It has plenty of power.

Because—It has rumble seat (either single or double), which can be removed, leaving a deck on which a hamper, trunk or sample case may be carried. Ask any BUICK owner—he will tell you just how good a car it really is.

BUICK MOTOR CO.

G. P. DOWLING, Branch Mgr.

Louis and Ottawa Sts.

HARBOR SPRINGS.**One of the Busiest and Best Towns in Michigan.**

Harbor Springs, May 5—The citizens of our town and surrounding country have recently organized what is known as the Harbor Springs and Emmet County Improvement Association. At a recent banquet of over 200 of our leading citizens of the village and the north part of Emmet county the following officers were elected:

President—W. J. Clarke.

Vice-President—J. F. Stein.

Secretary and Treasurer—A. B. Backus.

The following slogan was adopted: "Harbor Springs, the busy town." This slogan tells in a nutshell what Harbor Springs is and is doing. Our business men and laboring men are certainly very busy the year around. Harbor Springs is surrounded by the following beautiful resorts: Harbor Point, Forest Beach, Idlewild, Wequetonsing, Roaring Brook and Romona Park. We have thousands of summer visitors here every year, who keep everybody on the dead run during the summer season. We have two of the largest lumber concerns doing business in Northern Michigan—the Crowl Lumber Co. and the Harbor Springs Lumber Co. Both of these concerns are capitalized at from \$100,000 to \$200,000 and own timbered lands north and adjacent to Harbor Springs to keep them going for the next fifteen years.

We have a narrow gauge railway running north into our timbered lands owned by E. Shay & Son. This keeps our laboring men busy during the fall and winter months at the highest wages. Our town is a beautiful village, with one of the finest harbors on the Great Lakes. Through trains of the G. R. & I. run in here, and this is the halfway station for all Chicago, Detroit and Cleveland boats, such as the Northland, Northwest, Manitou, Missouri and the Hart line. We have one of the best graded high schools in Michigan, being on the university list. We have Presbyterian, Baptist, Methodist, Episcopal and Catholic churches.

Recently, through the efforts of our summer resort friends and the leading business men of our village, we have completed a handsome two-story, brick building known and owned by the Harbor Springs Christian Association. Our store buildings are modern and up-to-date in every respect. Traveling men who come to our town state that we have as good stores here as in any city twice or three times our size north of Grand Rapids. All traveling men without exception state that our stores and merchants sell three times the amount of goods as do merchants in other towns two or three times the size of Harbor Springs.

We have an up-to-date electric light plant owned by our village. This electric light plant is run by a separate municipal branch known as the Board of Public Works. This spring we had \$10,000 to the good, with all debts paid. Said Board has recently let a \$7,000 contract for en-

larging the electric power so as to take care of our surrounding resorts in an up-to-date manner. We also have a fine system of water works supplied by artesian wells.

We have two of the finest golf grounds in Michigan located on the east and west sides of Harbor Springs. Harbor Point and Wequetonsing each have a fine casino, which furnishes amusement for the children and young people. We have an up-to-date, wide-awake Village Board of Trustees, who are constantly on the alert to improve our village in a businesslike manner whenever the opportunity presents itself. Our Improvement Association has eight or ten standing committees who are "busy" looking after the interests of "Harbor Spring, the busy town."

Our farming community is second to none in Northern Michigan. We are the banner county for raising potatoes and other root crops. This is a good country for farmers to raise any and all kinds of grain and fruit. Our farmers and truck gardeners get the highest market prices for everything they raise; in fact, farmers locating here from the southern and central part of the State say that they get twice as much for their products on account of the summer resort people coming here as they did for similar products when sold in the southern part of the State.

The above are only a few reasons to explain why the slogan, "Harbor Springs, the busy town," has been adopted. Any readers of the Tradesman who are contemplating taking a summer outing are most earnestly invited to come to Harbor Springs this season and see for themselves "Harbor Springs, the busy town."

J. F. Stein.

Some Early Railway History of Grand Rapids.

Written for the Tradesman.

The original route selected for the Grand Rapids & Indiana Railroad crossed Grand River near the north end of Godfrey avenue and continued north to Bridge street, where it was planned to locate the freight and passenger depots. The route chosen was in the nature of a compromise. The interests most deeply involved were the plaster mining and grinding companies located on both sides of the river. Previous to 1869 the only means available to the plaster companies for shipping their products out of the city were the Detroit & Milwaukee (now Grand Trunk) Railroad and, to a limited extent, the boats plying on Grand River. Land plaster was used very largely for fertilizing forty years ago and during the winter and early spring months, hundreds of teams were employed in drawing rock, ground and calcined plaster to the depot on Taylor street. In many places to which gypsum was shipped mills were operated in reducing the rock to the fineness of powder, when it was sold to farmers for use on their fields. The Detroit & Milwaukee transportation facilities were very inadequate and quite frequently shipments of gypsum were delayed weeks and sometimes months after delivery to the forwarders.

When the Godfrey avenue route was abandoned and the one now in use chosen, very naturally the plaster interests were exceedingly indignant. The cost of hauling plaster from the mills and mines to the freight depot on Almy street would be nearly as great as formerly, and Mr. J. W. Converse, the President and principal owner of the Grand Rapids Plaster Co., decided to seek relief. He therefore organized the Kalamazoo, Allegan & Grand Rapids Railroad Company and built that part of the Lake Shore & Michigan Southern Railroad lying between Grand Rapids and Kalamazoo. The railroad tracks crossed the property of the Grand Rapids Plaster Co. and a station, Eagle Mills, was opened upon the same. For a year or two after its completion the road was operated by the Michigan Central Railroad, but after its consolidation with the St. Joseph Valley Railroad, lying between Kalamazoo and White Pigeon, and in which Mr. Converse was largely interested, the outfit was sold to the Lake Shore & Michigan Southern Railroad.

Naturally Freeman and Silas Godfrey, who owned the plaster mines and mills on the south side of the river, became very much dissatisfied when the route of the Grand Rapids & Indiana was changed. The firm planned, and afterwards built, the Grand Rapids & Holland Railroad, now a part of the Chicago division of the Pere Marquette Railroad. In this connection, it is proper to recall the fact that the first section of

twenty miles of track built by the Grand Rapids & Indiana Railroad lies between Grand Rapids and Cedar Springs. It was opened for travel forty years ago. Arthur S. White.

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

In the matter of George Hirschberg, bankrupt, notice is hereby given that the stock of merchandise, consisting of clothing, dry goods, notions, boots and shoes, rubber goods, groceries, crockery, etc., together with store furniture and fixtures and book accounts belonging to the estate of said bankrupt, will be offered by me for sale at public auction, according to the order of said court, on Friday, the 7th day of May, 1909, at 10 o'clock in the forenoon, at the front door of the store of said bankrupt, at Bailey, Muskegon county, 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 the Grand Rapids Dry Goods Co., 48-50 N. Ottawa St., Grand Rapids, Mich.

John Snitseler, Receiver.

Peter Doran, Attorney for Receiver.

Dated Grand Rapids, Mich.

April 26, 1909.

Lack of definite knowledge on some little point is often the only thing that delays a piece of work, and that knowledge can often be gained in a few minutes.

HOLLAND RUSK



Several Thousand Merchants Find

Holland Rusk

(Prize Toast of the World)

a profitable seller.

Are you one of them?

If not—stock it at once and, you'll be surprised to see how much nice, clean profit you can make on the line.

Holland Rusk Co.
Holland, Mich.

**LARGE PACKAGE
RETAILS
10¢**

**"State Seal" Brand Vinegar**

is giving unqualified satisfaction and making business for thousands of retail merchants. ❁ ❁ ❁

Oakland Vinegar & Pickle Co., Saginaw, Mich.

Jolts Sometimes Help Make the Man.

Considering the ordinary young man prepared and preparing for entering his life work, he is preached to entirely too much.

In all his young life he hasn't been able to get away from the old platitudes of teachers and preachers who themselves have been taught what to teach and preach to the young man in a way that it won't start a brain-storm. It never does, either, but later in life it suddenly may crop up with a sort of queering effect upon the victim.

The whole trouble with the conventional directors of the destinies of young men is that their scheme overlooks the importance and the necessity of the "jolt" in the life of the young man. They would have the young man so highly charged with ethics and so smoothly polished as to surfaces that by mere force of gravity he would slip so inevitably into oblivion as never to be missed.

This is not too strong. This is not an exaggeration of speech.

Occasionally I've met this type of young man, complacent, decent and full of self-respect, who has said to me that he's never had but the one job in his life. He came into that house and he's been there ever since.

"But do they know you are here?" is the mental question which so often I've given to myself for answer.

Many a man is in a salaried position to-day largely because he's been overlooked. It isn't a large salary. There's nothing much required of him. He is a nice sort of chap, though. He's never ruffled anybody; he's never made a mistake in his prescribed duties which has called for an accentuated reprimand. Long ago his fellow workers and superiors got so used to seeing him there that the idea of his being away from them never has entered anybody's head.

Inevitably this man is of the platitudinous school founded several hundred years ago by precocious youngsters who were expected to write, or have written for them, a verbose small volume on "Rules of Conduct."

Rules of conduct are not to be written by youngsters just out of high school. They are to be learned slowly through the bumps and knocks and elbowings which the young man gets in mixing with the world. That these small reminders may be emphasized, this world school using the "jolt" system has been devised and perfected through the evolutions of necessity.

You can't put a young man in any class-room that ever was ordered, and by speaking to him from an elevated platform on the general ethics of living and doing, teach him how to live and do at the same time. In the first place, he isn't ripe for the instruction. In the second place, the instruction is useless, and stale, and intangible.

"Don't mar your career by anything which may cause an employer to fire you into the street," is too widely accepted everywhere.

As an ideal proposition the advice is good. The trouble is too often

that in avoiding any such cataclysm the young man is so busied doing nothing at all as to become a neutral sort of figurehead which leaves him the part of a statue suffering from arrested development while yet in heroic pose.

The remedy for this condition in the young man is "firing." Pitch him into the street for his own good. "Hand him something." Jar him loose from his baseworks. He'll be shocked enormously, but later in life he may rise up and call you blessed.

Considered economically, this average young man falling into marbled desuetude hasn't much to lose for himself or for the community. His salary will be such that if he has got the timber in him he can expect as much money in the next place he lands, and if not in the next place, at least in the third or fourth places in his experiences. If he has been too "fresh" as the cause of dislodgment, or if he has been too inert, the lesson alike will strike home as no preached advice ever can.

To have been "fired," per se, never can be classed as a blemish upon a man. Who fired him? What was the occasion for it? What did the young man do when he found himself in the street?

There are thousands of employers for whom only second and third class men will work. Can a first class man in such a place afford not to be fired? Tens of thousands of employees are fired every year merely because the employer's breakfast has disagreed with him. Shall that fact blot the career of the employee? And if, profiting by whatever conditions and causes brought about his displacement, the young man sets out to retrieve himself, is he winner or loser by the experience?

There are 10,000 individual examples of men making a success in life who, if they told the whole truth as to their careers, would tell you they had been "fired" into their present positions. Fired once, twice, maybe a dozen times, until with the accruing experience and with common sense trimming and training and adaptation of themselves to circumstance, these men have at some time awakened to the fact that in "firing" they experienced the most beneficial influences of their lives.

John A. Howland.

The Glass of Your Life.

Did you ever slowly fill a glass with water and then, just as it seemed full to overflowing, add drop after drop until the level of the water was above the level of the glass? And then there came a time when by adding one drop there flowed over the edge a little rivulet that formed a pool on the table? Of course you have done this, have seen it done, or learned of its being done by someone else. And it seems to me that our lives are much like glasses. We add a little to our strength day by day—just a little, apparently insignificant bit of strength. To us it seems that this addition will not produce anything of importance. But

if we compared our lives with the glass to which water is being added drop by drop, we would see ahead that moment when by the addition of one little bit of strength, our force would flow out—the drops of strength added together and forming a steady stream. The little things count in life. Daily is the truth of Michael Angelo's saying, "Trifles make perfection, and perfection is no trifle," made apparent in the lives of the men of the world who are doing big work. The acorn is a small thing. Yet from that small thing the great oak grows. The tree adds but one ring a year. Yet there are trees so great that men—the lords of creation—travel thousands of miles to stare at them in wonder. Great work is accomplished only after years of infinite patience. There is such a thing as inspiration. But inspiration is to a man what the final drop of water is to the glass that is ready to overflow. It comes only as the final touch. To be worthy of great inspiration a man must live out each day to the best of his ability, even when the road on which he daily journeys seems to lead into the desert. Because you are not great is no reason why you should be despondent. The desert you may see was seen by others before you. Some lost heart and died. A few traveled hopefully onward and saw the Promised Land ahead. You are tempted to succumb to this negative to-day. You can not see how yielding to a negative for a moment's pleasure will interfere with your success. But think of the glass. The negative takes away the drops which help to fill. You may be in an office and you may think you can afford to slight the details. But you can not. You will have to pay. Your success will be deferred. Keep filling. Be positive. It pays in long life, health, money and honor. You want happiness, don't you? Fill and do not spill the glass of life.

The Versatile Clerk.

The automobile halted before the general store of the village. The man alighted and accosted the single clerk.

"I want to get a linen duster," he said.

"I am sorry," returned the clerk, easily, "we are just out of linen dusters. But I can let you have a nice feather duster."

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 50 Years the People's Choice.
CRYSTAL
See that Top  **Blue.**



For the Laundry.

**DOUBLE
STRENGTH.**

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

WILLS

Making your will is often delayed.

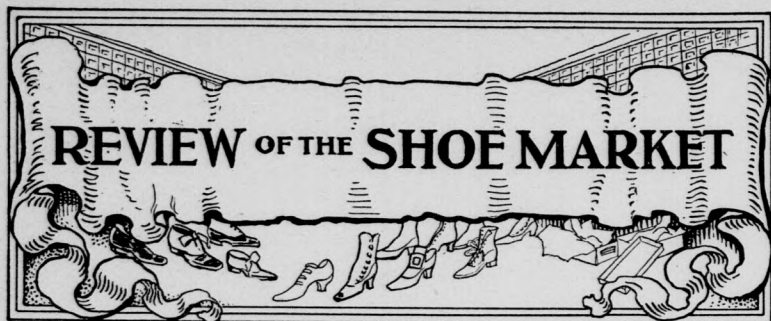
Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian



Incidents Peculiar To the School of Hard Knocks.

Every man who retails shoes, it may safely be assumed, is interested in the laws and principles of the game. He is willing to thresh out much straw, if, by any means, he may arrive at a few golden grains of practical value. Consequently the man-with-an-idea is a welcome sight. The vision of him doeth good like a tonic. Modesty (an hereditary handicap imposed by retiring ancestors) forbids my posing as the custodian and embodiment of all the success-bringing ideas, but we are generally agreed that one of the rights inalienable is that of taking a broadside at most any topic under the canopy. It is characteristic of the age—whether to our shame or to our glory must be left to the critics of a subsequent time—for every man to speak his mind. We may disagree quite cordially, yet we politely read the other fellow's screed and take it for what it is worth to us. That is the most I can hope for—and all I would ask for.

If successful shoe retailing were a trick that a man could master somewhat as he does some juggling stunt, or if it consisted of so much cut-and-dried information (like that copy-book morality that we used to write into our noggins what time we were supposed to be mastering the principles of penmanship), or if it were a sort of infection that we might catch by being exposed to it, our problem would be greatly simplified, and the woods would be full of successful shoe retailers. But success in the merchandising of shoes, like success everywhere else in life, is too big for our formulas. We can describe it, define it, analyze it, illustrate it, vivisection it; but we can't bottle it, communicate it nor guarantee to confer it for a consideration.

And yet precept and example, the accumulated wisdom of fruitful years rich in experience and ocular demonstrations of success in shoe retailing—such as most any man living in most any large town or city may see (if he has an eye for seeing things)—are not wholly devoid of value. You can't change a leopard's spots, to be sure, and you can not make a few hypnotic passes over an empty cranium and fill it with productive ganglionic matter; but if a boy has the measles bottled up in his system you can give him something hot to fetch 'em out. And so a word fitly spoken has its niche in the economy of things.

I come now to the story of old Tom's tip:

Old Tom was a shoe merchant in

a big town in the South. It was a typical Southern town with picturesque homes, broad streets and leisurely people.

In spite of his environment, the senior Tom didn't allow the environment to soak in. He grew, developed, waxed modern and prosperous in the midst of his surroundings. In course of time old Tom's shoe store was by all odds the biggest and swellest shoe store in his town, and one of the largest in the South. Shoe salesmen who covered Southern territory vied with one another in "being nice" to old Tom. An order from old Tom was like a boost in a weary land—and the fellow who won the boost grew in favor with his house. But the senior Tom was no easy mark, remember that; to get the order you had to have the goods. And, moreover, the talk had to ring true, for old Tom could look straight through a man's head and see the flakes of dandruff on the other side.

Old Tom's chief interest in life was focused in young Tom. A little brother and sister had died in childhood, leaving the younger Tom sole possessor of all the paternal love and solicitude of a great heart.

Old Tom gave young Tom every advantage possible—sent him to college, nursed his good qualities and spent money on him with a free hand.

But the younger Tom was as wild as an untamed buck. He got through his classes by the skin of his teeth, and his escapades were too numerous to mention.

Everybody liked young Tom, and everybody thought he was a hopeless proposition—everybody but old Tom: old Tom knew better, for old Tom was himself young once upon a time, and he knew the ways of youth. Therefore old Tom paid the bills ungrudgingly and listened patiently to the gossips until the day young Tom was graduated, and in the meantime he bottled up his counsel against the psychological moment.

It came when young Tom and old Tom were seated on the veranda in the cool of the evening a few days after the commencement exercises.

"Tom," began the father, and his voice trembled slightly, "you and I must have a little confidential chat. I'm not going to deliver any preachment, but we must face some stubborn facts and agree on a line of procedure.

"You are 22 years of age. In a month from to-day I'll celebrate my 52d birthday. Seniority together with a personal interest in you entitle me to speak out just this once.

"You may be surprised to learn it,

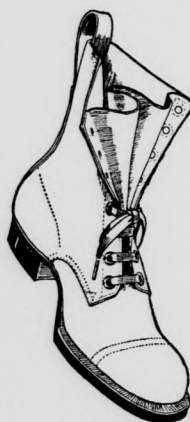


Everything New That's Good From Baby Shoes to Boots

Our shoes have always made good, those we make and those we have made. Our Fall Line, now in the hands of Salesmen, may be expected to do even better for retailers than R. K. L. Shoes have ever done before.

It is a strong line. See it.

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



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

Some Shoe Dealers Jump at an Opportunity

And others don't get up till they are called.

Now we don't like to say, we want you to do this or do that. The mere fact that we want you to see our new Spring lines is no reason why you should unless you want to.

But we believe firmly that your strongest possible guarantee for a business-pulling, money-making, satisfaction-giving spring trade is a liberal stock of

"H. B. HARD PANS"
For Men and Boys

The growth of sales and popularity of this line is due to honest, through and through shoe making—we are educating the public to the comfort and wear value in "H. B. Hard Pans"—but one reliable dealer in each town can secure this line—the prestige and the profits go to him.

We believe it will be to the advantage of any retailer to spend at least a half hour in looking over the complete line of samples our salesmen now on the road are showing.

Prompt deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



but it is a fact nevertheless, that I have invested in you during the last eighteen years just \$27,500. Your college course together with some incidental expenses not mentioned in the annual announcements cost me over \$15,000. Have I ever refused you a reasonable demand or failed to come to your relief when you gave me the grand hailing sign of distress?"

Young Tom meekly submitted that the elder Tom had done neither of these things.

"All right," continued old Tom. "Now, when I started in business at 16, I started as a shoe clerk on the munificent salary of five dollars a week, and that five spot looked big to me in those days. It took me just twenty-five years to accumulate \$27,500—twenty-five years of hard, honest, sleep-inducing work. Did you ever stop to think that money is coined life? I have given you thus far just twenty-five years out of my life, and I am not an old man—twenty-five full, rich, deep, fruitful years. How much more do you think you are really entitled to?"

"The shoe store to-day will invoice perhaps \$100,000. I have other property in the way of stocks, bonds and real estate investments to the value of about \$100,000 more. Suppose I turn it all over to you and go out and do the Osler stunt, how long would that \$200,000 last you?"

"Now, just between you and me, that Osler hypothesis doesn't sound good to me, and I have no notion parting company just now with the store and some other comforting properties, but I do want to get a line on your intentions."

"Now, frankly Tom, are you going to get busy or are you going to the Devil? You are a man of 22 years of age; therefore, it's up to you to decide which it shall be."

"There is a vacancy in our sales force down at the store. There is a nook in our men's department just fairly itching for a bright, capable fellow like you. It pays \$20 a week—and, being as it's you, first-class board and lodging to boot."

"What do you think about it? Would you like to learn the retail shoe business under the tutelage of your dad? And bear in mind as you answer that the store opens at 7:30 a. m. and that the sales people are expected to be on hand promptly, with clear heads and steady nerves."

"Shoe retailing is a tip top business as businesses go, and you can make good if you are willing to pay the price; besides you and I sort of need each other's company, and it would be a shame to part company at this late date, wouldn't it?"

"What's your candid opinion? You will have the finest opportunity a young fellow ever had for learning the shoe business from A to Zard; and, if you cut out the high balls and get down to business, we'll be full partners by and by—and some day you'll be the whole thing. D'you think you'd like to try the shoe business, son?"

During all this talk young Tom sat with serious, bowed head. When the father had finished Tom, Junior,

looked up with tense lines in his face and new light in his eyes, and said:

"It's a new leaf for me, Pop. I'll take that twenty per job, and thank you for it; and if I don't earn the money I'll take on the janitor's job and get down an hour earlier. I've been a fool, but I am beginning to see the light."—Chas. L. Garrison in Boot and Shoe Recorder.

Little Things That Count.

The two office boys were playing checkers on an improvised board when the Stranger came into the office. The Stranger stood there, waiting for someone to take notice of his presence and direct him to the President's office. The checker game must have been absorbing, for the Stranger might have stood there for a long while had not the President come out of his office and noticed the Stranger looking around helplessly. Then, with all courtesy, the Stranger was shown into the Executive's room. He proved to be an important merchant—a big buyer. After he had gone the office boys were called into the President's office and given a merited "calling down."

This sort of thing happens every day in every part of the country. It is hard to make a three-dollar-a-week boy realize the value of courtesy and tact and consideration. The office boy can not see where he is a very important part of the organization. "Oh, no," he reasons, "I'm here only to sweep the floor and wait on the boss. Let the customers take care of themselves."

It is the same way with answering the telephone. Let the office boy answer the telephone, and if he can't understand the voice at the other end of the line, he'll very likely yell out something rude and slap up the receiver. Yet the man at the other end of the wire gets his impression of the way the business is run from the way in which his telephone call is handled.

I know of at least one big concern in the East that is making the mistake of allowing a hopelessly incompetent and stupid girl to take care of all telephone enquiries. The girl, of course, does the best she can, but that best consists of antagonizing and angering three out of every five prospective customers who call up for prices or other information. She is doing more in one week to create an unfavorable impression of that firm than the firm's excellent advertising can overcome in a year.

The way the visitor to your establishment is received and treated, the way telephone requests are taken care of, so as to insure prompt and accurate service to those who take the trouble to call you up—I say the way these seemingly little and unimportant things are done, Mr. Merchant, is sometimes the way that small businesses are built up, and quite as often the way that big enterprises are run down.

Take care of the little things. They are an index to the way you take care of the big ones.

Benj. Hardman.

They who have fought temptation are always tender to the tempted.

The best work shoes bear the
MAYER Trade Mark

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.

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

Commercial Credit Co., Ltd.

Credit Advances 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

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.
ORDERS EXECUTED FOR LISTED
SECURITIES.

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GRAND RAPIDS

We Make a Specialty of Accounts of Banks and Bankers

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JOHN E. PECK, V. Pres.

F. M. DAVIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
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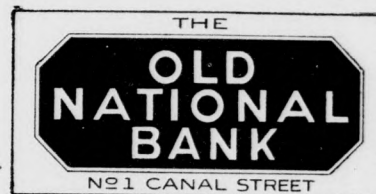
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We Solicit Accounts of Banks and Individuals

Capital
\$800,000



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Banking by Mail is a Success

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

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

TWO ROOMS IN A HOTEL.

Why Gnagg Concluded To Give Up Housekeeping.

Mr. Gnagg, having discovered, to his intense satisfaction, that the stewed oyster plant at dinner is slightly burned, employs that little kitchen accident as the text for the following exhortation, says the New York Sun:

What d'ye call this stuff—oyster plant crispettes? Oyster plant a la cinders? Ashes of oyster plant? Holocaust of oyster plant? Oyster plant a la conflagration?

Oh, the oyster plant was left on a little too long, eh? So that's all, is it? Just left on a little too long. Why didn't you leave it on a few weeks longer? Then we could have had ossified oyster plant for dinner.

Huh? Oh, it was the maid's fault! Why, cer'nly, cer'nly, cer'nly! It's always the maid's fault. That poor dinge is the Loeb of this establishment. Everything's always up to her. When anything goes wrong, her for the boots.

But it's a pretty crafty arrangement, all the same. Y'see, you've got things so rigged up that nobody is responsible. You toss everything smack dab up to the dinge, which, you fondly dream, lets you out. She's the one, you always tell me, and therefore you are always in a position to work the immunity bath thing.

But at that, there never was a gag framed up, even by a woman, that couldn't be beat somehow or another. I wonder what you'd think, just for instance, if I were to tell you that I've got it seriously in mind to bust

up this housekeeping game altogether?

In the first place, you know, you were never meant to be a housekeeper. I'm saying it in all good part and with no desire on earth to wound—but heaven never designed you for a housekeeper.

Housekeeping isn't your game. You can't shine at housekeeping any more than you can at analytical chemistry. You have no instinctive sense of order, no idea of system, no conception of method, punctuality and a lot of things like those that contribute to the making of what's known as a successful housekeeper.

I don't say that you can help it. Probably you can't. Fact is, I feel confident that you can't help it. I make these allowances, you know. I remember, you see, the general air of jumbled untidiness in the home in which you were brought up and, of course, I take that into consideration. If "like father, like son" be true, then why shouldn't "like mother, like daughter" be true also?

Now hold on. It's not necessary for you to ring in with the remark that I'm saying anything about your mother. She may think she knows how to keep house, just as most women do. But I didn't start to converse on the subject of your mother. I'm not quite such a chump these days, I hope.

And there's a good deal to be said on your side of the question, too. A hull lot, for that matter, because, when all's said and done, a husband is a good deal of a nuisance and a

He's around too much. It does not make any difference how little he is around, he's around the home too much.

Then, too, most husbands are selfish and self-centered and inconsiderate enough to expect certain little things around their own homes. Take my own case, for example. I'm just ruffian enough to take the view that I shouldn't be asked or expected to eat grub for dinner that's burned to a cinder.

A husband sort of expects his wife to be on the job of running the plant occasionally, instead of turning the whole cheese over to a maid whose grandparents were cannibals somewhere in the Kongo. I mention these things merely to show what exacting, no-account fatheads most husbands are.

Housekeeping, too, keeps you in too much. I've thought about that end of it, too, you see. Why, I suppose there are days when you remain within the imprisoning confines of this apartment for ten whole minutes. Well, that's outrageous.

And I've thought of all the little daily annoyances of housekeeping, too, before sort of making up my mind to flag this housekeeping business. Take the marketing, for example. Sometimes the marketing requires you to be at the telephone for as long as four minutes a day. Well, that's too much of a good thing—too much to ask of a woman.

And it's doubly outrageous when it is considered that you could be employing those four minutes at the telephone to call up your women

friends and ask 'em if they're going to stick Guatemalan mangoes or Salvadorian alligator pears on their peach-basket lids.

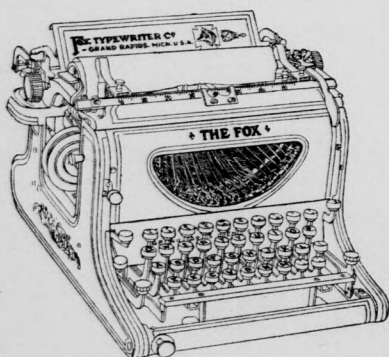
Occasionally, too, in your zeal to make at least an attempt to be an imitation of a housekeeper anyhow, I've seen you sort of beating up the sofa pillows in the cozy corner. You'd have to lift 'em up and then put 'em down again, just like a galley slave. It always hurts me to see you do that hard work, honest.

Haven't I often stood by, bitterly reproaching myself for my comparative indigence, when I've seen you taking the soiled bureau cover off and putting a clean one on? To do that you had to remove all the combs and brushes and pin trays and cushions and hand glasses and toilet-water bottles and heavy gear like that from the bureau and place the stuff on the bed, and then after putting the clean cover on, why, you had to stoop over and put all of that cumbersome stuff back on the bureau again.

Well, taking all of these things into consideration, as I say, why, I've doped it out that the only thing for us to do is to quit this foolish attempt to keep house and to move—say, on the first of May coming—to one of the downtown hotels.

I could get a couple of rooms in one of the downtown hotels for practically what I earn, and if I found that it would take more than I make for a couple of rooms of the sort I have in mind for you, why, I could work nights, you know, and try and earn a little more.

I'd see to it that we selected a ho-



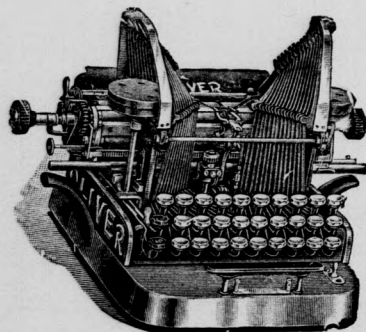
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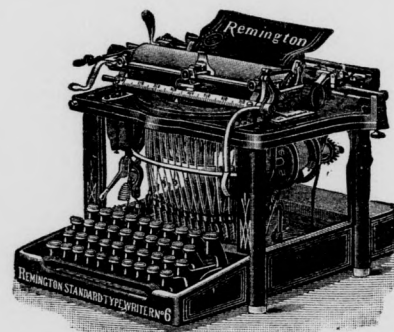
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tel right close to the shopping district and the theater, so that you could practically fall or roll into the stores and matinees without any exertion whatever.

By standing in with the head waiter I could arrange matters so that you could have all of your meals served in the hotel apartment, which would relieve you of the wearing task of going down to the dining room in the elevator.

I could fix it up with the chambermaid on the floor so she'd drop in when it grew dark of evenings and switch on the electric lights so that you wouldn't have to knock off reading your novel for the purpose of walking across the room to switch on the lights yourself.

I want to make you comfortable, you know. That's about the only ambition I've got left—to make you just as bedinged comfortable as you can be made.

Housekeeping is one prolonged penance for you. It coops you up. On the dingdest afternoon off sometimes you are obliged to remain in for fully half an hour to take the marketing when it comes.

We'll send this furniture and the rest of the junk to an auction room and take what they give us for it. I ought to get between \$40 and \$50 for it, I imagine. It's cost me, I figure, to furnish this house, including the little odds and ends that I've bought and taken pride in from time to time—well, it's cost me the better part of 3,000 bucks. So really I can't see any good reason why an auctioneer shouldn't be able to cop out between \$40 and \$50 for it, and I'd slip you that piece of change to buy a hat with.

How's that? You're perfectly satis-

fied in your little home and you love it and everything in it?

Oh, that's all right. That's what they all say. You're only saying that in the unselfishness of your little heart to make me feel easy, that's all. I know all about those few lies—how crazy you are over your little home and all like that. But you'll be crazier over the hotel idea, and that's why I'm going to close up this drum.

Industry Is the Price of Success.

Ninety per cent. of what the world calls genius is only the talent for hard work. Edison was asked: "Don't you believe that genius is inspiration?"

"No," he replied, "genius is perspiration."

Alexander Hamilton defined genius as "the fruit of labor and thought." Buffon tells us genius is only "protracted patience." Lord Lytton says "it is fine observation strengthened by fixity of purpose." Newton, asked by what means he had worked out his extraordinary discoveries, modestly answered:

"By always thinking upon them."

The men who have most moved the world were not so much men of genius as often men of mediocre abilities but untiring workers. What an untiring worker was Lord Brougham—his love of work became a habit and such was his love of excellence that it was said of him that if his station in life had been that of a shoeblack, he would never have rested until he had become the best shoeblack in England.

James Watt when a boy found science in his toys. John Hunter, the remarkable anatomist, whose improvements in his chosen line of

work laid the foundations for all the progress made since his day, said: "My mind is like a beehive; but full as it is of buzz and apparent confusion, it is yet full of order, regularity and food collected with incessant industry from the choicest stores of nature."

Jenner, whose vaccination was denounced by the medical profession as "bestial," proclaimed "diabolical" from the pulpit, was himself convinced it was practical, and never stopped till the merit of his discovery was recognized and his cause at last publicly honored.

Sir Joshua Reynolds held that "excellence in art, however expressed by genius, tastes, or the gift of heaven, may be acquired." Michael Angelo frequently rose in the middle of the night, fixed a candle, by the light of which he worked, on the summit of a pasteboard cap.

The indefatigable Titian in his letter to Charles V. said: "I send Your Majesty the 'Last Supper,' after working at it almost daily for seven years."

Mozart said: "Work is my chief pleasure." Haydn declared of his art: "It consists in taking up a subject and pursuing it."

Milton in one of his few passages in which he gives us a peep into his private life says: "My morning haunts are where they should be, at home; not sleeping nor concocting the surfeits of an irregular feast, but up and stirring."

Gain is according to pain—they are twin brothers, they resemble each other so closely their most intimate friends can not tell them apart—the one plants the tree, the other

cares for it until the fruit is matured. "Life is not a spurt, but a long, steady climb." James Whitcomb Riley says he tried for twenty years to get into one magazine—back came his manuscripts. He kept on. He got in. Better to pick, pick, pick, one bush, than be chasing after twenty better bushes.

There is a place for you, young man, and there is a work for you to do. Rouse yourself up and go after it. Put your hands cheerfully and proudly to honest labor. A Spanish maxim runs: "He who loseth wealth, loseth much; he who loseth a friend, loseth more; but he who loseth his energies, loseth all."

Have an aim and work until you accomplish it. Philip of Macedon lost his eyes from a bowshot. When the soldiers picked up the shaft they perceived upon it these words: "To Philip's eye." The archer had an aim that accomplished something.

Madison C. Peters.

Tea Served in Bed.

The London Lancet gives warning of the danger lurking in the morning cup of tea served in bed. The tea itself, freshly infused and a great deal of milk or cream added, can not really be considered harmful, it appears, but "septic potentialities" accumulate in the mouth during the night, so "the most cogent argument against the early morning cup of tea is that in many cases the tea is swallowed before the mouth and teeth are cleansed and a poisoning process in the system might thus easily be begun."

It's awfully hard for a messenger boy to get the run of his business.

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A Profitable Specialty for Hardware Dealers.

There are thousands of hardware dealers who could largely increase their annual profits by handling bicycles. It is true that bicycles are not sold in such large numbers as formerly was the case; not every man rides a bicycle, but still there are to be found in every town a goodly number of riders. The slump in the bicycle business is more apparent than real; to illustrate, in a city in which there is but little interest in cycling one firm alone sells over a thousand bicycles annually.

As for the feasibility of handling bicycles in conjunction with hardware, it is well known that bicycle manufacturers rely largely upon the hardware trade in disposing of their output; furthermore, some of the most successful bicycle dealers are connected with the hardware trade. All experience shows that it pays to put in bicycles as a side line and in some markets it would prove profitable to make a specialty of bicycles.

A few years ago the prospect was not encouraging for the hardware dealer to enter into the bicycle business, for then every town had its bicycle dealers in profusion; some of them were thoroughly responsible business men and worthy competitors, but most were irresponsible, rattle-pated fellows trying to gain an easy living. These latter did much to injure the popularity of the bicycle, and as their business methods were neither honest nor sound it is not strange that hardware dealers, as a rule, either dropped out of the bicycle business or never entered into it. These conditions, happily, do not exist to-day, for both the manufacturing and retailing of bicycles are now conducted sanely and along the lines of the most approved business practice. There are only about fifteen bicycle manufacturers left of all the galaxy of a dozen years ago; all of these manufacturers do a fair amount of business, and most of them are financially and morally responsible. The dealers who sell bicycles, and we refer now to the specialty dealers, are men of integrity, who by following sound business methods have been able to continue in business. Most of them are prosperous.

During the last decade the automobile has become a prominent factor in the business world and many of those who formerly sold bicycles are now engaged, wholly or in part, in selling automobiles, and the significant thing is that most of them were making money in the bicycle business and making it easier. Divested

of its glamor the automobile business is not as attractive as it seems, nor are the profits enormous. The writer has spoken with a large number of men who apparently have done well with automobiles and yet they wish themselves back in the ranks of bicycle dealers.

While a bicycle can be sold side by side with a kitchen range, yet there is a dissimilarity between the two. The one point in common is that both are salable. A stove is sold because it is a household necessity, and a hardware dealer is bound to get a certain amount of stove business. Nevertheless one stove does not necessarily sell another; in other words, it is not, of itself, an advertisement except in a limited way. The bicycle, on the contrary, is always an advertisement; the rider invariably is all over town, his friends are stimulated into an interest in cycling and that interest often culminates in sending trade to the dealer who sold the first bicycle.

Attractive window displays can be made with bicycles; they take up but very little room on the floor and street demonstrations can readily be given. A hardware dealer can put in a line of bicycles with an outlay of less than a hundred dollars, and as the time for payment is usually quite liberal he can often turn his money and pocket his profits before the goods are paid for. The margin of profit is excellent, ranging from ten to twenty-five dollars per bicycle. How many lines of hardware equal this?

There is one phase in the development of the bicycle business which, curiously enough, has been overlooked by bicycle dealers; namely, solicitation of business. Bicycles should be sold just as typewriters and sewing machines are. Salesmen for these two lines are not found in the stores waiting for prospective buyers to appear on the floor; they are on the street, in the office or, perhaps, in the home. The bicycle salesman has a greater opportunity to dispose of his wares by such channels than the typewriter or sewing machine agent. Almost every man is willing to talk bicycles and usually he will be pleased to accept the dealer's invitation to ride his demonstrating bicycle, which latter no agent should be without. By talking the advantages of riding a bicycle and giving demonstrations it is surprising how many sales can be effected.

It is not within the scope of this article to treat of the many excellent reasons for riding a bicycle. Everyone knows that it is the cheapest

form of locomotion known to science; that cycling is pleasurable is attested by millions of present and former riders, and as for its being a healthful recreation this is affirmed and conceded everywhere. Occasionally the salesman may find it necessary to argue out some of these points, but as a general thing all that is necessary is to work up dormant interest into a cash-in-hand sale, and the point we wish to make is that such a thing is not impossible or even difficult to obtain, but rather highly feasible. It is, however, well to remember that prospects must be followed up.

The worst influence which ever crept into the bicycle business was the cheap construction. Manufacturers and dealers, including the hardware trade, are all guilty. No industry ever suffered as much on account of cheap material and workmanship as did, and does to-day, the manufacture of bicycles. Many a man has stopped riding a bicycle on account of having been sold a cheap bicycle by some dealer who informed him that the bicycle in question was as good as any in the world.

The cheap bicycle often looks as good as the high-priced one, but the test of the worth is not the striping of the enamel, the nickel, nor the equipment, even, but rather the bearings, hubs, frame joints, etc. For instance, there are two methods of making cups, cones, hubs, etc. In the cheap bicycles all of these parts are stamped from the sheet steel, which process is done in one operation; in

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high-grade machines the stampings are replaced by parts machined from solid bar stock; this latter is an expensive construction, a large number of operations being involved. The difference between a "stamping"-made bicycle and a machine-made one is that the latter will outlast the former by several times over. The manufacturer who makes and the dealer who sells excessively cheap bicycles are perpetrating a fraud on the rider and incidentally paving the way that leads to failure.

The dealer who will put in bicycles as a part of his business, just as he carries stoves or any other commodity, will find that the bicycle will hold its own as a revenue-producing asset in his business. In some markets where the trade in bicycles is not at all well protected by the specialty bicycle dealer it would prove a paying venture to push bicycles above everything else during the four or five months during which bicycles are sold. The more any business is advertised and exploited the more successful it will be, and it is difficult to find a line of goods that can so readily be exploited and will pay as good profits as bicycles will.

This is a particularly good time of year to take on some good line of bicycles—the selling season has just opened and the demand all over is active. Every indication points to a larger sale of high-grade wheels this year than in any recent year, and hardware dealers should fall in line to secure their proportion of this profitable business.—W. A. Johnson in Hardware.

The Profitable Trade.

The kind of trade that is the most profitable is the kind that comes again after having once tried your store. If you cared to specialize things it would be possible for you to ascertain just how much each new customer cost you to get in the first place. Naturally then if the customer makes another purchase either from force of habit or through being impressed with your goods the initial cost of getting this trade is reduced. If the customer in question becomes a permanent one, your cost of getting this trade is reduced to a minimum. However, for each customer reached and secured in this manner, there will be a large waste both of advertising matter and real money. A number of persons will trade with you once and let their trade revert to others at the next opportunity. This puts you up against the proposition of getting them again into your store, and the initial expense must be borne again.

Remember that each customer you get into your store must come again before he becomes a truly paying investment. More than that, look upon new trade as an investment which will bear interest in direct proportion as you make people come again to your store. This, then, is the profitable trade. Not necessarily the best spenders or the purchasers of high-priced goods, but the customer who will come once, tell their friends about it, and then come again and repeat the whole performance.

Grinding Out Souls By the Gross.

Initiative, or spontaneity—that is the one thing not tolerated in the school room. Bless you, no! That would upset the whole system, split the curriculum into kindling wood. What would be the use of books on pedagogy, if the pupils in the practice schools failed to answer the questions just as laid down in the plan? A natural, healthy, normal pupil, allowed any scope for originality, would throw a school or college course out of gear, just as a thinker, a non-conformist, is a pariah in any community. He does not fit into the scheme.

It is the type we want; not individuality but the type. Our school system is one huge machine, with no more flexibility than a show factory. We grind out souls by the gross, all of standard shape and size like the shoes which all look alike as they come from the machines. And this tendency permeates the whole system; not only the higher schools, but all the way down to the kindergarten. We are accustomed to thinking our kindergarten schools ideal, but I am amazed to find in my investigations that even here the reduction to type has already begun.

Little toddlers are not allowed to play naturally and spontaneously, not encouraged to invent their games and diversions, but are taught from the plans laid down in the books, all exactly alike. Surely here in his play, which is as natural to the child as to breathe, he should be himself; but, no, they all play the same little games in the same pitifully apathetic way, all take the same woody little exercises, and sing the same little songs in precisely the same listless and perfunctory manner. Even the babies must be standardized. Back to type! No place for spontaneity, initiative!

I am sure the ghost of Friedrich Froebel would rise in holy wrath could he see his beloved system being used to crush out individuality and originality in the child. Think of it! This in the name of the man who said that the function of education was to develop the faculties by arousing voluntary activity.

But there is hope. Boys leave school at the average age of 14. If the boy stayed seven years longer he would probably be moved from his seat in the high school to a cell in the county house. Society never would get any good out of him. He would by that time be so far removed from the spirit and requirements of the day that he never could fit into the social structure. The increasing demand of commercialism, vicious as it is in reaching out for childish hands, at least saves many boys from the denaturing processes of the public schools.

But all this will change. As superintendents become broader men, as they free themselves from fetich worship—their reverence for established systems—they will come into a better understanding of life; their intellectual horizon will expand and they will give us a better system; a new education, not based upon forcing and

directing, but in which some allowance will be made for racial accumulations as expressed in natural ability. We'll give nature a chance, and give the child its own time. We'll not run our schools as we run railroad trains. We'll not be like the little one who plants a seed and then digs it up every day to see how much it has grown, but we will realize that the child himself is but a seed in God's garden, and we will restrain our meddling hands, allowing the divine energy to express through him in its own way and in its own time.—Bruce Calvert in Business Philosopher.

Wish Realized.

The artist—All I need, sir, is an opening—

The editor—Good! Try the one you've just come through.

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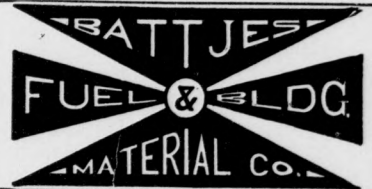
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FIGURING COST.

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Written for the Tradesman.

What is cost? At first blush the answer seems easy. Cost! Why, yes, cost is what things cost—sure that's easy. Give us another. Only a short time ago a merchant in one of the large Eastern cities invited me to look over his statement, remarking that his sales had been fairly up to expectations, that his purchases had been carefully made, a proper percentage added for profit and expenses carefully watched, but the profits which should have been realized, according to his paper prediction, were not there. Did I hear someone say, "Why, I've had the same experience." Sure, you have and there are others, many of them.

The most fascinating thing about business is its delightful uncertainty, and the acute stage is reached when we seem to have discovered its fixed laws and regard business as a science. Old timers will recognize the symptoms. That was the mental condition of my Eastern friend, so when asked if he knew what his costs were, he gave me a look of surprise, which quickly changed to one of injury, as though I had made a jest of his desire for helpful information, but he took pains to show me his purchase ledger and convinced me that he paid no exorbitant prices for his goods, and after some further analysis of the situation I seriously informed him that he did not seem to know his costs. His purchases had been normal in amount, the profits had been calculated at uniform and customary percentages over the purchase price, low on staples but high on seasonable goods and specialties. A very little further enquiry disclosed the fact that the accounting system did not provide a monthly analysis of the sales, earnings and expenses by classes differing widely in bulk, weight, values and other respects. I found a neat set of books, accurately kept, but they were in such form that no reliable conclusions could be arrived at regarding any given division of the merchandise, even after inventory was taken. This is a common fault with merchants who think they know their own business pretty well.

The customary division of expenses in retail stores is about as follows:

Rent.
Salaries.
Labor.
Freight and cartage.
Interest and discount.
Insurance.
Heat and light.
Postage and stationery.
Telephone and telegraph.
Advertising.
Sundries.

This is sufficient where goods of only one kind, price and quality are dealt in, but for the merchant who deals in miscellaneous articles, differing widely in bulk, weight and value, the foregoing expense items might as well be kept together in one general account, because in either case the only information of value

readily obtainable therefrom is the total amount, which, in turn, is reducible to percentages of sales and purchases as a whole. While a general expense account is poor book-keeping, a general merchandise account is the worst. Neither helps us to understand costs, and without some reliable facts on this subject and a proper appreciation of their importance the selling price put on any article is at best but a guess.

No, I am not going to preach a sermon on system, which in its generally accepted sense is as meaningless as a general expense or general merchandise account. When a man has a profitable business he has a good system; conversely, where business is unprofitable the system is bad. Good sense is good system and persons

too much detail, too much red tape. To figure that out would leave no time for business." My answer is, "If you are making satisfactory profits, don't figure, you are either on the right track or in luck, it does not matter which—keep going; but if you are not making money you better stop and figure it out. You would soon have to stop anyway to let your creditors figure it out for you." The human equation enters into successful enterprise to such a large extent that all other factors are minor considerations. One has energy but fails; another without it succeeds. One has ample capital but loses it; another had none and became wealthy. One has light expenses and obtains high prices but fails; another seems almost oblivious to ex-

one—perhaps under 100 pounds—the purchase price may have been above the average and freight or express charges equally so, necessitating the sale of the article at a loss or, at least, without such adequate profits as would cover the risk and other expenses, and yet there may be good sense in doing just that; it may result in making a new or profitable customer or in holding an old one. In either case it would be good advertising. Some merchants fail to appreciate the importance of small sacrifices for large results. Such are not good merchants. They are lacking in good sense.

When we eliminate special considerations cost is that part of a dollar which does not stick to your fingers. The depreciation of merchandise, of store, plant and fixtures, the interest on capital and borrowed money, the living expenses of the owner and manager, the taxes, insurance, advertising, clerk hire and every other item of expense are a part of the cost, and until these are known and fairly apportioned to each article or class of articles true cost is but a guess and the selling prices will be the same.

A very good plan is to apportion expenses so far as possible, at the time of purchase, according to the nature of the goods. This may be done by estimates or in conformance with accurately determined facts.

Let us take, for example, two classes of articles, each costing \$10, delivered at your railway station:

A, 1 gross box files, bulk 50 cu. ft., wt. 400 pounds.

B, 10 M. record cards, bulk 3 cu. ft., wt. 100 pounds.

Let us assume that the volume of business is equally divided between files and cards and that expenses demand an average advance of 42 per cent. on purchase price.

A is a half dray load, cartage and labor \$ 50

B is a 20th dray load, cartage and labor 02

A Delivery to customer in 1/2 doz. lots, at 10c 2 40

B Delivery to customer in 1,000 lots, at 10c 1 00

A Labor to handle at 5c per 100 pounds 20

B Labor to handle at 5c per 100 pounds 05

A Cost for rent and storage at 2c per foot 1 00

B Cost for rent and storage at 2c per foot 06

Total for A ... \$14 10

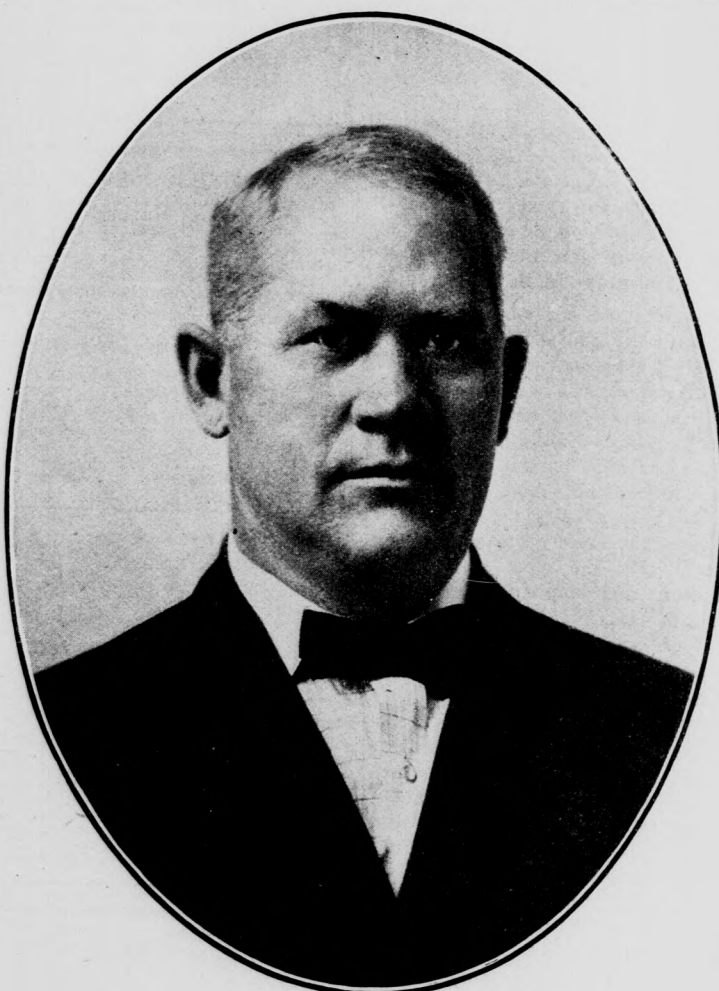
Total for B ... 11 13

Let us now assume that all other expenses would fall equally on both classes, amounting to 5 per cent., and the net profits 5 per cent., the foregoing costs are then 90 per cent. of a fair selling price.

A should sell at \$15.75 or 57 1/2 per cent. over the purchase price, and B at \$12.50, or 25 per cent. over the purchase price, to cover cost and a fair profit.

Had these goods been marked and sold at 42 per cent. up, there would have been a loss of \$1.55 on the files and an excessive profit of like amount on the cards.

Then let us suppose you have a



O. H. L. Wernicke

who are lacking in good sense should not trust themselves to do business with their own money.

Book-keeping is an orderly method of keeping accounts and recording transactions. To be orderly it must readily disclose useful facts when wanted. The average set of retail store books is remarkable chiefly for what they do not disclose. They may show accurately how much is owing to Jones and how much is owing from Smith; that is important, of course, but they fail to show how much you made or lost on the goods sold to Smith, or on the goods bought from Jones, nor do they reveal the amounts and the nature of the expenses involved in these transactions, hence they do not show the cost. I hear you say, "Oh, that's

pense, sells cheap, but succeeds, and so on down the line of seemingly endless contradictions, but as we examine more closely into things we find almost invariably that the successful man knew the most about cost. In the large majority of failures not attributable to other well-known causes, careful analysis shows that the merchant did not know his costs, or, knowing these, he was lacking in force and ingenuity to profit by his knowledge.

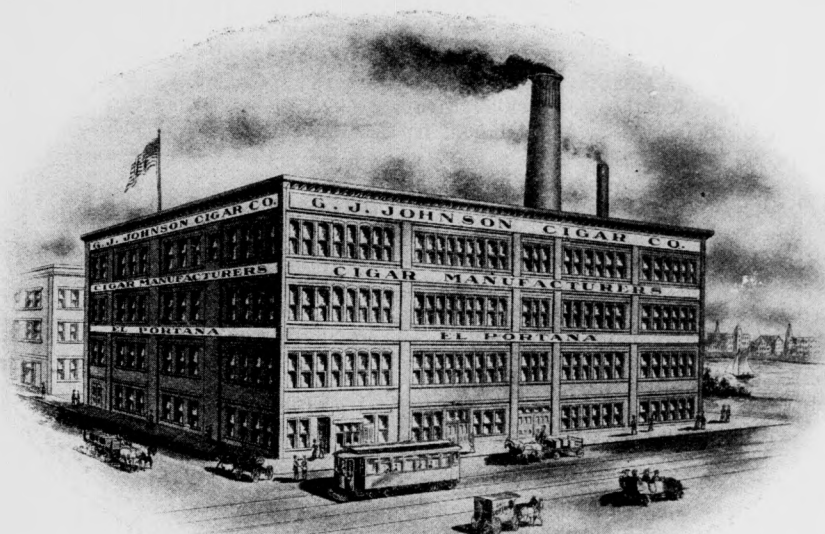
With the hope that I will leave some of my readers better equipped to figure cost, I will endeavor to make some helpful suggestions:

The usual method is to add the transportation charges to the purchase price of an article and call it cost. If the purchase was a small

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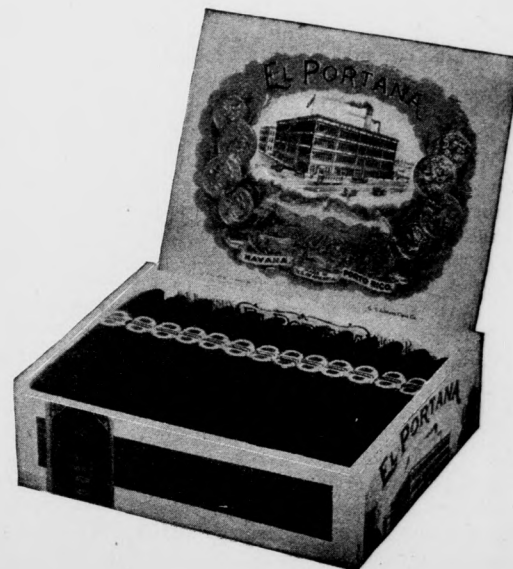


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Grand Rapids, Mich.



competitor who knows his cost. You are offering files at \$14.20 which should be \$15.75; you are asking \$14.20 for cards which should be \$12.50; he would let you have the file business while he wins your card business. He then has the line which is inexpensive to handle and can be sold at 25 per cent. up with profit, while your files demand an advance of 57½ per cent. and are expensive to handle.

The figures which I have employed are, of course, arbitrary and the examples given are extreme, but they serve to illustrate the principles involved. Before making the selling price on any merchandise consider its weight, bulk, value, how often the stock turns over, the risks, damages, bad debts and cartage, delivery and every other actual fact and expense involved. If your competitors are not doing this it is your golden opportunity to take some of their profitable trade in exchange for some of your expensive business.

The foregoing general principles are often influenced by special considerations which must not be lost sight of, but they serve here to show that merchandising is not a science. Call it a struggle, an art or a game, there are almost no hard and fast rules to follow. Intelligence, strategy, honesty—all can be played to win or lose. The combinations that can be worked out leave every other game at the post.

What is cost? I don't know. Do you?

O. H. L. Wernicke,
President Macey Company.

Cruel Revenge.

With a dramatic gesture the moving van man confronts the fair woman.

"Look at me, Beatrice de Montmorency!" he hisses. "Do you not know meh?"

"Ah!" she exclaims. "Hector Bolamcourt! What do you here?"

"Listen, gyrul! Ten years ago you crushed meh hopes and broke meh heart when you spurned meh love. I vowed then to have meh revenge. All these years I have patiently waited and toiled, knowing that my time would come. It has come!"

"What do you mean?"

"Your goods are on meh van. I shall move you to your new home, and in doing so I shall pack the imitation mahogany furniture and the near-oriental rugs on the outside. Every cheap article you have shall be exposed to the critical gaze of your new neighbors. Ha, ha, ha!"

With a cruel gesture he leaps to the seat of the van and starts his team on his harsh errand, while the beauteous creature, with an anguished sob, sinks helplessly upon the front steps of the empty house.

The Fellow Who Has Excuses.

It is the pessimist who is always waiting. He waited for the election to be over; he waited for the first of the year; he has waited until after the inauguration, and now he is waiting for the tariff question to be settled, and meantime the other fellow is scooping in the business. Quit waiting and push.

HOW HE GOT HIS START.

Story of a Man Who Collided With Opportunity.

Snydacker Perkins entered business life as office boy for the Gimlet Trust and as he was ambitious, didn't whistle, smoke cigarets, or put inverted tacks in the boss' chair, he was eventually promoted to clerk, and later into the book-keeper's cage. They never at any time embarrassed him by insisting that he receive large sums of money in consideration for his services; in fact they seemed to have a line on how much a single man actually had to have to keep him from patronizing the second hand clothes man and free lunch counters, and that was all he received; as a result a large part of his daily diet was composed of hope for the future.

After many years of hard work and close application to business Snydacker was promoted to the position of head book-keeper at a salary of \$100 a month. Having arrived at the pinnacle of his ambitions at the age of 30 he thought it was now time for him to indulge in matrimony; so he cast about among his fair acquaintances and finally selected a maiden who had always enjoyed the home influence. By spending all he made he succeeded, after a few months, in inducing her to accept a ring for which he had agreed to pay \$2 a week for a period of fifty weeks.

Affairs ran along so blissfully now for Snydacker that he wouldn't have known that time was passing if it hadn't been for the weekly payments on the ring. He was a bit lazy on the details of conducting a love affair, but the girl finally yanked him out of his blissful dream by talking of the date of the great event, where they would live, how their home would be furnished. At last she sprung a list of house furnishings that totaled up \$1,275, not including a piano; she mentioned a certain steam heated flat at \$40 a month, and surmised that by being economical they could get along on \$150 a month and save the rest of his salary. He broke the news gently of his \$100 per, and when Snydacker left that night his matrimonial dream was ended.

For about two weeks he went around in a dazed condition, and the officers of the trust decided it would be wise to have his books looked over by an expert. Soon he began to observe lead pencil marks on some of his books, and immediately surmised somebody was burning midnight oil over his turkey tracks, so he immediately cut short his expenditures and put away \$75 a month in preparation for the inevitable. The more he worried over the matter the more mistakes he made, and after enduring it as long as possible the head of the trust called him into the throne room and told him that in consideration of his long and faithful service he would be permitted to resign instead of being fired bodily.

Snydacker flung up both arms and would have gone down without a wig-

gle of resistance, but a friend grabbed him by the collar and said:

"What you need is to get out in the country a few months; breathe pure air, milk cows, hoe potatoes, grub briar patches, listen to the birds sing, the frogs croak, and the owls hoot."

Snydacker thought it would be nice to explore the region beyond the city limits and get better acquainted with this world before passing to the next, so his friend gave him a letter of introduction to the hotelkeeper in a little town. Somebody soon after his arrival started the report that Snydacker wanted to buy a farm, and the first thing he knew the village mortgage shark was after him to unload one that had been allowed to grow up in weeds, briars, and alder bushes. He told Snydacker a long story about what a magnificent place it had been until the owner got the perpetual motion bug and let the place go to ruin, and enlarged on the possibilities and ease with which it could be made to grow gold dollars on every twig and stem.

Snydacker listened, hesitated, looked it over, and bit. The mortgage shark accepted \$500 as a first payment on \$3,000, confidently expecting to get it back the next spring, minus some of the weeds, and therefore worth more to the next sucker.

The next day most of his spare cash went for a team of living skeleton horses and a wagon load of feed for them. He found a decrepit wagon, a rusty plow, an old harrow, and

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Bell Phone 1958 J

a few other implements in the dilapidated barn, and enough furniture in the old house to enable a bachelor, who was going to be busy, to get along without borrowing from his neighbors.

An old farmer explained that it would be necessary to cut down the weeds and briars, grub out the roots, then plow, harrow, and plant. There were about eighty acres that needed this sort of manicuring, but he was advised that about ten acres would be his limit the first year. Snyderaker tried the weed cutting, got tired, his hands full of briar stickers, and raised a crop of blisters that made further work impossible. While he was sitting on the fence waiting for his hands to heal he fell to wondering if the pesky things would burn, and just to try it touched a match to some dried grass.

Inasmuch as it had been a dry season, the dead weeds, old briars, and grass of several years were in a fine state for such an experiment, and, fanned by a March breeze, the flames raced down those eighty acres like a cloud of dust, and the old fences they encountered only made them all the hotter. It took the united efforts of the entire community to keep the fire confined to Snyderaker's farm, but it left the eighty acres as bare as a man's head after the barber has gone over it with the clippers, and the farmers told Snyderaker if he tried that trick again they would tar and feather him.

He tried grubbing out the roots, as per directions, but it was a little too slow for his ambitious nature, so he hitched up his team, now grown somewhat frisky from three square feeds each day, and began plowing. When the sun peeped over the hill in the morning it found him hitching up, and when it sank in the west he unhitched. For the first week he was so sore it hurt him to think, but gradually he grew stronger and corns began to grow on his hands where the blisters had been, while his muscles stuck out like the ringbones on his horses' legs.

Finally he had the land all turned, then he harrowed it, meantime dragging out a few wagon loads of briar and alder roots. A neighbor advised putting it all in corn, so the rest of his money went for seed, which in due time was planted and ready for nature to help out in the enterprise. While waiting for it to show through the ground he had a little leisure to survey his possessions with a more critical eye than when he made the purchase, and discovered that he also possessed forty acres of fine timber land and a large orchard.

He tackled the job of clearing out the weeds in the orchard and his neighbor advised plowing up the spaces between the trees and planting them in potatoes. When the ground was ready he was up against it for seed money until he discovered that in the lower part of the orchard was a fine strawberry patch, and what he had thought was a great tangle of useless briars was in reality a lot of raspberry and blackberry bushes, only they needed attention.

He had figured out that he would have a lot of leisure after he planted his potatoes, but until the middle of August he was at it, early and late, picking strawberries, raspberries and blackberries, hoeing corn, and fighting potato bugs.

When the potato vines began to wither and dry up he supposed the crop was a failure, but his neighbor turned over a hill and showed him where the potatoes were, and said it was time to dig them. It took him a week to get them to market, and then he was advised to get busy with his peaches. Things began to come along so fast that he had to hire help, but every night when he added a few more figures to those already in his account book he couldn't help smiling, while it was observed that the mortgage shark was not as merry as he had been in the spring.

Finally the orchard was stripped of its peaches, pears, plums, and apples; then Snyderaker was told it was time to cut his corn; and such corn as it was! The stalks were 10 to 12 feet tall, bearing ears as large as a husky man's forearm. That old farm had rested so long it had been aching for some of the substance to be pulled out, and Snyderaker had happened along at the right time.

Just as he had hauled the last of his corn to the village grain house and received a check for the entire crop a lumberman came along and offered him \$500 for the oak trees in his timber patch. He accepted the offer and was handed a check so quickly that he knew he had sold too low, but he smiled as he added up the total receipts of the year. The berry patch had netted him \$125; the orchard, \$1,375; potato crop, \$500; corn, \$1,600; timber, \$500—a total of \$4,100. Of this \$100 had gone for help and minor expenses, so he had \$4,000 left to pay off the balance of \$2,500 on the farm, with accrued interest.

Thus Snyderaker Perkins got his start as a farmer, and the start was such a good one that he is now "one of our most prosperous citizens."

Hiram Rice.

Advantage of Learning By Experience.

Written for the Tradesman.

"If you please, bub, give me a half uv of a quarter pound uv grane tay."

The boy looked inquisitively at the little old lady who, with a black lace cap upon her head and with her rusty little black cape over her shoulders, was busily engaged in emptying one corner of a very clean and white handkerchief.

"Half of a quarter of a pound," the boy mused, as he assumed an appearance of adjusting the scales. "Two ounces," he added as he again scrutinized the neat little old woman. "Gee, I'll bet she's poor," he continued, as he picked up the scoop and, lifting a little tea from the chest, turned to weigh the portion. Quickly the scale pan settled and then the boy looked at the index bar only to shove the counter weight two ounces along. Then he put more tea in the pan until there was a full quarter of a pound.

While the boy was folding and tying the tiny passage the old lady had found her few bits of money and, handing him a ten cent piece, said: "It's sivity cints the pound."

"Yes, ma'am," the boy replied, as he started for the cash drawer. On his way he took another dime from his own pocket and putting 20 cents in the drawer took two cents therefrom. He gave one cent to his customer and put the other one in his pocket.

Shortly after the old lady went out, the proprietor of the store sauntered back to the grocery counter and said:

"Will, you want to learn the business, don't you?"

"Yes, sir," said the boy.

"Well, one of the first things to learn is that you can not always judge by appearances," said the merchant. "That old lady to whom you just gave nine cents out of your own pocket—it's all right. I'm glad you did it, because experience that costs something is best—that old lady is worth more than I am. She has an income of over \$3,000 a year and no one but herself to look after. She is just simply poverty stricken in her mind. She was very poor and economical all her life until about ten years ago when she fell heir to her brother's estate and now she is unable to overcome her poverty developed characteristics."

"Well, I'm glad you told me," said the boy and the merchant added, "And I'm glad I know that you're kind hearted."

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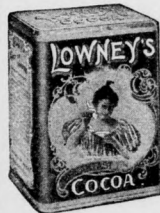
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PRODUCE RESULTS.

Optimistic Review of General Welfare Efforts.*

Never before in the history of civilization has there been an awakening in behalf of the general welfare so widespread and so genuine as is now in abundant evidence all over the world.

This sounds optimistic and pleasant; but, more than that, it is a statement susceptible of proof.

Tragic efforts in behalf of the general welfare are now making in European Turkey, and just across the Bosphorus ignorance and fanaticism are taking bloody toll because of these efforts.

But, with this single exception, peace between political and religious factions prevails over all the continents and throughout all the islands of the seas.

Ex-President Castro, of Venezuela, is the modern "man without a country" because of his opposition to the best interests of the general welfare.

And yet, in spite of the truths I have rehearsed, the term "general welfare" is too often a mere by-word; a meaningless expression used to hide selfish ambitions or the secret designs of men, women and factions who care little for the public good.

There are scores of essentials necessary for the promotion of contentment, good health, harmony, fairness and prosperity, no one of which can be developed to successful operation

*Address delivered by E. A. Stowe before Alma Board of Trade April 30, 1909.

in the presence of selfishness, avarice, envy, jealousy or pretense of any sort.

And while I realize that all of the objectionable factors named exist in every community to a greater or less degree, I reaffirm without hesitation that never before in the history of civilization has there been an awakening in behalf of the general welfare so widespread and genuine as is in evidence at the present time.

From this standpoint I declare my faith that humanity is always traveling the up grade; always growing more intelligent, more reasonable and just, more generous and impartial, more honorable. On the other hand, and in spite of recent and immediately current examples, I have faith that mankind is constantly showing less of avarice, less of bigotry and less of all the disreputable characteristics commonly attributed to men and women.

As I contemplate this happy aspect it seems to me that education is the prime factor in the development, but believing this to be a somewhat crude jumping at a conclusion I will try to take you at once to the situation as it exists in the city of Alma:

Alma is not unique either in a social, political, industrial or financial sense. It is simply a typical American town, full of energy, resources, local pride, loyalty and possibilities. You have opportunities equal with those afforded any other town in America. Whether or not you glean every value at hand or that may be developed for you is a matter resting

entirely in the hands of your citizens.

Surely you have the very best of educational facilities—a fountain-head of correct effort and of incalculable value—and that reminds me that you have a splendid example of generous, wise and broad minded citizenship as your model: the superb achievements and the open hearted benefactions of your illustrious citizen, A. W. Wright, which should prove a perpetual inspiration toward well-doing for all here present.

Therefore, the thing for you to do as a community is to put yourselves as soon as possible in a condition to harvest your opportunities. Get together as citizens in a common cause. This does not necessarily mean that you are to neglect your individual interests, but it does mean that you must not as individuals permit your personal likes and dislikes and your personal ambitions to completely eclipse your duty as individuals in behalf of your city's welfare.

Above all no citizen of Alma—or of any other city, for that matter—can afford to cut off his own nose by becoming a "knocker." It is an axiom, established many times, that the man who scolds and moans and groans about the town he lives in would not be successful in any town. Don't belittle your town.

Get together sincerely, fairly and with a determination to—not to get new industries primarily.

But get together sincerely determined to avoid jealousy, to steer clear of suspicions, to modify your

longings for cash, to be open to calm, careful discussion, to contribute not only your annual dues but your individual effort and interest in what is going on outside and away from your own interests. Attend meetings of your Board, participate in the discussions, offer suggestions and don't lose your temper or your interest if you are opposed or if your suggestions are not deemed acceptable. Consent to serve and serve conscientiously upon whatever committee to which you may be assigned.

If you develop sore spots as to the policy or conduct of your Board, don't go about indiscriminately discussing and criticising, but try to straighten out matters formally, dispassionately and fairly at Board or committee meetings. I have found it to be an excellent practice to seek out my friend who has opposed me and try to arrive at some mutual ground upon which we can both stand with resultant good to our organization. I find that the average man, if he is properly approached and squarely and honorably reasoned with, will meet me halfway at least.

But here is the keynote of such meetings whether you are the visitor or the host—it is the key to successful conference: Don't lose your temper nor permit the other fellow to realize that you know he is losing his, and always remain open to conviction.

There is no sense whatever in denying the fact that every man of energy and business force has a temper. We are obliged to remain in the posses-

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but PURITY, in our pickles, is backed up by **quality**. You can find lots of goods that are "safe to sell"—but you want "Williams" Pickles because they are also "sure to satisfy."

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sion of such a spirit. It is constitutional if a man is normal, and strong if a man is well and healthy; but we are not obliged to exhibit heat, irritability and passion every time a fellow citizen or neighbor fails to agree with us. Indeed, as good citizens having the best interests of our town at heart, we should appreciate the need of controlling our temper. I am quite as apt to be in the wrong as is any other good citizen.

Don't sweat and fume and declare you won't play the game every time some trivial difference of opinion arises. On the contrary, accept the will of the majority cordially, without regrets and as the verdict of men just as good as yourself.

I have mentioned various things you are to do, but there remains one more slogan.

And it is a battle cry you can not afford as good citizens to forget:

Keep your promise. Make good.

Functions such as this one are delightful, are commendable and are valuable. But you can hold a banquet every month in the year and have real orators address you upon each occasion, and yet if the good fellowship and enthusiasm here displayed chase off after the winds as you leave this place you will have gained nothing for your town.

It is a valuable thing, an educational occasion, to meet and discuss matters of interest to all alike, but we must be honest with each other. We must do something besides talk. We must let each other know where we stand as to doing the things we applaud and believe in. We must make good by doing.

We must be equally square with each other as was the honest old Venetian Jew, Shylock, who frankly informed his friend, Bassanio: "I will buy with you, sell with you, walk with you and so following; but I will not eat with you, drink with you nor pray with you."

Thomas Edison, the wizard of electricity, once said: "Yes, I have reason to feel grateful because I have been of value to the people as a whole; but my best thanks go out because I did not, like many men better informed and more skillful than myself, keep on just studying. I tried for results. Of course, I studied, but I also did things, lots of them dire failures, and at last I got there and made good."

Marconi, who produced the wireless miracle, was scolded by his father, laughed at by his other kinsmen and charged with being "not just right in his mind" by his fellow citizens because he avoided society, neglected public affairs and became a one idea person. But he has made good.

Therefore let me repeat: You must do things. Talk is cheap.

How can you do things?

I can not tell you in detail beyond asserting, with all the earnestness at my command, that united, dependable and harmonious co-operation between the business men of this community are the prime essentials. Without these you can accomplish little. With it, having a single purpose—the betterment of Alma in all ways—you can accomplish much.

Speaking of doing something besides merely talking and of having a clearly defined, specific purpose, let me cite an example right here at home:

Did your venerable citizen, Mr. Wright, dally long with details in the beginning of his interest in your town? Did he talk about four or five years and not act? Did he spend five or six additional years drawing out plans and specifications and then lay the whole thing on the shelf so that he could go all over the matter again?

Not much. He knew what he had in view and, making up his mind on all points, he produced results. He made good.

"Oh, yes," someone observes, "but Mr. Wright had capital to work with."

True, he had capital, but the most potent portion of his combined resources was his faith in the project he had in view. You citizens of Alma have the same sort of capital and, as a unit, that kind of a resource is irrepressible. Have faith in your town.

If you haven't that and if you can not, as a unit, exercise that faith you would better abandon all hope of producing results that are worth the while.

I want to say a word further as to the genus "knocker," in the hope that if Alma has any such you may help toward their reformation.

The average man who knocks his own town does not do so as a matter of spite. It is, pure and simple, because of ignorance. In nine cases out of ten the "knocker" has traveled little, while the tenth one, who has traveled, mayhap, has not observed. They have heard someone tell something fine about some other town or they have read some account by a highly imaginative reporter about what some city elsewhere is doing or going to do, and grasping these ideas for a handle to their hammer they go about pounding their own town that they may hear the noise.

There is an odd fact about the "knocker": If it should ever happen—and it does once in a great while—that your "knocker" visits some other town, woe to the person who speaks disparagingly of Alma. Then that same "knocker" will, with both feet, jump on the unfortunate slanderer and figuratively stamp him into the concrete walk. Then is when the "knocker" will get busy and talk in favor of Alma—or whatever town he represents.

For this reason the "knocker" should be reformed, and he can be reformed by educating him without appearing to do so as to the merits of your town by comparison with the merits of some other town. But don't let him catch you at it. This requires patience, diplomacy and control of temper on the part of the teacher.

At the beginning of my talk I said that the term "general welfare" is too often a mere by-word.

By this I mean that examples are almost innumerable where seemingly strenuous and sincere workers in behalf of some organization like your own, or a charitable society, or a

benevolent union, or somebody having reforms of one kind or another in view have suddenly lost interest and ceased their efforts because they were not receiving the publicity they craved. They were not elected to office or were not appointed on committees or failed of being created delegates to this or that convention; or, if such honors came to them, they were not properly noticed and pictured in the local papers.

Such people, seeking only public applause, have made the term, "general welfare," a by-word and are of no value whatever to any sincere effort along the lines of civic righteousness.

I realize that I have told you little of value; nothing, perhaps, that you did not already know. But I have tried to impress upon your minds the absolute need of united harmonious effort upon the part of all individuals, and the further truth that such effort is bound to produce results—which, after all, is the one thing that provides adequate reason for the existence of your organization.

Shifted the Responsibility.

"So you sold that miserable old mule of yours?"

"Yes, sir," replied Mr. Erastus Pinkley, "foh real money."

"Doesn't weigh on your conscience?"

"Well, boss, I's done had dat mule on my mine so long, it's kine of a relief to change off an' git him on my conscience."

VOIGT'S

Did You Notice It?

When Mrs. Brown came into your store and told you to send up a sack of Voigt's Crescent flour, did you notice that she was rather pleasant about it? Because she knew about that elegant bread, the biscuits and pastry, she felt that she was entitled to a smile of satisfaction.

And likewise, Mr. Grocer, when you tell your "bad luck" customers to try a sack, you are also entitled to a smile of satisfaction, for you've done that woman a good deed, and you can make up your mind she will remember it, because the quality of her victuals will call her attention to it three times every day. See?

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

Can You Prove It?

In Case of Fire Could You Show a Correct Proof of Loss?

The following letter was written by an insurance man who is also engaged in the mercantile business:

Dayton, Ore., April 8, 1909.

McCaskey Register Co.,
Alliance, Ohio.

Gentlemen:—

After six weeks' use of your **Register** in our general store we find it all your general agent, Mr. Wiswall, claimed for it in every detail. The simplicity and completeness of the system renders it invaluable. We know at the end of each day's work how much stock we have. And in case of loss by fire the insurance could be gotten at very accurately within a few moments, calculation after an inventory of the unburned goods had been taken. Hence I take pleasure in recommending it to every merchant carrying insurance or not.

Very truly yours,

(signed) O. B. Rippey, President Oregon Merchants Mutual Fire Assurance Association of Dayton, Oregon.

Note: O. B. Rippey & Co., Dayton, Oregon, are using the McCaskey Account Register in their General Merchandise store.

A postal will bring complete information regarding the McCASKEY ACCOUNT REGISTER SYSTEM.

The McCaskey Register Company
Alliance, Ohio

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

Detroit Office, 1014 Chamber of Commerce Bldg.

Agencies in all Principal Cities

A LOVELY CUSTOMER.

Sweet Girl Clerk Wonders Why She Became Angry.

Written for the Tradesman.

You knew when you saw the Lovely Customer that she wanted you to understand that there was money in the family. There was a lift to her chin, an air of superiority and insolence, that spoke of stocks and bonds in deep bank vaults and diamonds and pearls by the bushel.

The Sweet Girl Clerk walked up half the length of her department to meet the Lovely Customer. She knew that she would be snubbed and stepped on, and all that; she had met large fat, kalsomined Lovely Customers before. But trade had been dull, and the Sweet Girl Clerk, who was tall and blonde, and about as big around as a rose tree—one of those nice, blooming graceful rose trees!—wanted the money. Managers think a lot more of Sweet Girl Clerks when they send up a slather of cash!

"Good morning," said the Sweet Girl Clerk.

The Lovely Customer put up her eyeglasses, which were polished, and rimmed with gold, and tethered by a gold chain to a fat neck.

She eyed the slender girl from the top of her blonde head to the point of a shoe which peeped out from under her skirt. There was a little break in the enamel on the toe-cap, and the Sweet Girl Clerk wondered if the Lovely Customer saw that.

"Indeed!" said the Lovely Customer, who seemed to resent the good

morning as a desire on the part of the clerk to meet her socially.

"Something this morning?" asked the Sweet Girl Clerk.

"Aw, miss, I want to see a ready-to-wear cloak, you know, and be civil about it, too. Will you see if my coachman is there at the door?"

The hand-made Lovely Customer knew that her coachman was there at the door, but she wanted the Sweet Girl Clerk to know that she had a coachman. Long before the husband of the Lovely Customer had quit the retail liquor business and gone at it wholesale, that coachman had tended bar for him.

The Sweet Girl Clerk was roiled inwardly, but outside she was as placid and cool as—as anything you like. Some historians have their Sweet Girls as cool as so many different things that you can take your pick of them. Not of the girls. Of the things to be as cool as! Anyway, she went to the door and looked out. The splendid carriage was there at the curb, and the coachman was talking quite familiarly with a policeman.

"Yes, it is there," said the Sweet Girl Clerk, coming back to her department. "I think it is just lovely, too."

Again the Lovely Customer put up her eyeglasses and looked the girl over.

"The cloak, miss," she said, and you would have thought she was an own sister to the Queen of England, the manner and accent she swung into.

The Sweet Girl Clerk brought out cloak after cloak and tried to get the

porcine shoulders of the Lovely Customer into them. They were not these large, long, heavy cloaks, with carved work up and down the front, and gargoyles on the shoulders, and black beads, and pieces cut out with a hand-saw on the back and over the pockets.

These were nice, genteel cloaks, with shiny linings that rustled most entrancingly when they were drawn on and with ever so many nice things about them. Perhaps they were not cloaks at all. Anyhow, they were something to wear over the shoulders, and they did not come down very low, and they were such as women with coachmen might buy with impunity, just as a man buys a hand-me-down suit.

The Lovely Customer puffed and panted and her face grew red beneath all her diamond wall finish, and still the cloak she sought did not present itself.

"Really, you know," she said, presently, "I shall be quite done out this afternoon. You are positively rude, don't you know?"

"I don't mean to be," submitted the girl. "Now, here's something just too sweet for anything! You must be awfully tired trying all these things on, but I do wish you would let me help you into this one. It is only fifty dollars, and not near nice enough for you, but it may answer until you can have one made."

The cloak, or whatever it was, was marked thirty dollars, and the cost price was only twenty, but the Sweet Girl Clerk was sure the Lovely Customer wouldn't buy anything as cheap as thirty. Anyway, it wasn't any more than fair that she should pay for her lack of manners!

"It is so hard—getting along with the working classes," sighed the Lovely Customer. "Really, isn't there a lady here who can serve me?"

The Lovely Customer sat down and fanned herself. In her younger days, before she had snared Mr. Lovely Customer, she put in most of her time scrubbing down stairs and front steps, but all those stocks and bonds in the deep bank vaults seemed to have a fatiguing effect. The Sweet Girl Clerk was mad enough to bite nails. Not angry! Mad! Just mad enough to take a draw at the store hair of the Lovely Customer and yank it all over the establishment.

She had now given up the notion of making a sale, and swung into line of battle like a veteran. When it came to claws hidden in velvet paws, the Sweet Girl Clerk was there with the goods.

"Why," she said caressingly, "there is Mame. She speaks French lovely, and I just know you can get along with her. I'll go and call her this minute."

The Lovely Customer didn't know French from Hog Latin, and it would never answer to have a mere working person showing off over her, so she protested against Mame.

"Really," she said, putting on enough English to make a hit in a billiard room, "I knew you were cheap here, but I thought I might be fitted, don't you know?"



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 imitator 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 marketed 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 fellows—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.

"I'm afraid they make these cloaks for awfully skinny people," said the Sweet Girl Clerk. "I guess they'd change their models if they knew how nice and fat the best buyers are. It must be quite respectable to be fat."

"My!" shrieked the Lovely Customer.

"If you don't want to try this one," said the girl, "I'll send it down to the cleaning department and have it scrubbed. Of course it doesn't matter, but you've got some of that glow of health on your face rubbed off on it. I really can't see how you get it on so evenly!"

"Oh, you huzzy!" gasped the Lovely Customer. "I shall report you at once."

The Sweet Girl Clerk opened her pretty eyes wide in amazement.

"Why," she said, "I thought we were getting along ever so nicely. I'm sure you'll find something you'll like presently. Here is something that seems to match your complexion, lady. I suppose you wear this complexion most of the time, don't you? Some people are so funny about changing their color, you know. Yes, that is very nice. I'm sure we can fix the neck for you so those odd little terraces on your chin won't show at a distance."

"Oh, oh, oh!" groaned the Lovely Customer. "Send for the manager."

"Why," said the Sweet Girl Clerk, "do you know the manager? He's a perfectly lovely man. It is a pleasure to know him. He lives up on the avenue near you, and I'm sure he'd like to meet you. He isn't a man

to hold it up against a lady because she had to scrub out offices when she was a girl. You just wait here, lady, and I'll go and get the manager."

The Sweet Girl Clerk started away and then came back, a lathy girl with her.

"It's ridiculous I know," she said, "and I'm sure you'll overlook it, but I'm under orders never to leave my department without putting some one on guard. There are so many shop-lifters around, you know, that one can never tell. And some of them come in swell carriages, too, and put on all kinds of dog. But the ones like you don't buy often. Stay here, lady, until I get the manager. I'm afraid the clerks who are watching us will think I've gone for the house detective, although how they could ever imagine you to be a crooked woman is more than I can imagine."

"It is a shame—an outrage—to be so insulted!" sputtered the Lovely Customer.

"Indeed it is," cried the Sweet Girl Clerk, "and I'll go right over there now and tell them that they'd better wait until they are sure before they go to thinking you're a woman with forty pockets hidden under her skirt—although most of the women who go about stealing things are fat and clumsy, just like you, and often they come in carriages. You bet it is a shame! I'll tell the manager of them."

The Lovely Customer arose and walked unsteadily toward the door.

"My!" said the Sweet Girl Clerk, "I didn't know that you were ill! I went

out to a dinner once, with Brother Tom, and we had something to drink that smelled just like your breath does, and it made me quite dizzy. If you'll come this way I'll take you up to the rest room. Oh, never mind, we often have ladies come in here in this condition. And the manager can see you there, you know."

But the Lovely Customer was making for the door at express speed, and the Sweet Girl Clerk was making faces behind her back.

"I don't care," said the girl, taking her gum from under the counter, "I know I'll get the run if she goes to the boss, but I'm not going to have any fat slob like that getting any rises on me just because I have to work for a living. My land! Did you see her turn green when I told about the fizzy stuff that made me dizzy! That kind of customers make me sick! She thinks she's got all the money there is in the world."

Alfred B. Tozer.

The Proper Way To Make Tea.

Tea leaves subjected to different processes of curing require different methods to get the best beverage. There are two broad rules to follow and several minor ones: First, black teas require boiling water and green teas do not. Black tea requires fresh water poured on the leaves when it has just come to a decided boil. Hot water that has boiled a long time and lost its life will not make good tea. It should stand for from three to seven minutes (according to the variety and quality) and only in a porcelain pot. Then all the liquid

should be poured off. In other words, put only as many cupfuls into the pot as you wish to serve at once. Hot water standing on tea leaves draws out the tannin, which is the main thing to be avoided. For second cups pour boiling water on these once-used leaves. * * * Always see that the sugar (if you care to use it) is thoroughly dissolved and stirred in before you add the milk. This makes a difference chemically.

In making green tea bear in mind that the thing to be desired is an oily beverage; not an astringent, but one that is very smooth. Water beyond 150 degrees Fahrenheit tends to destroy the flavor and aroma by driving off the very volatile oil. Let hot water stand in the cups to be served in order that they may be thoroughly heated, so as not to cool the tea afterward poured into them. Pour fresh hot water, cooled enough to put your finger in, over the green leaves and let it stand in a porcelain pot for two minutes and a half. Then pour a little into each cup, and then a little more, and so on, in order to make each cup of like quality. As with black tea, only enough water to fill the cups to be immediately served should be put into the pot. No sugar or milk is needed if the water is of the right temperature. Japanese tea made in this way should have a greenish-amber color, with a true tea-bush aroma and an oily taste.

Olive Brown Sarre.

The dreams of those who labor are the only ones that ever come true.

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

BOOK OF BUSINESS.

Rules Which Are Made To Measure Men By.

If it ever should be your lot, fortune, or misfortune to succeed or be forced to have your name enrolled upon that long list of names known as the pay roll of Going & Co.'s general office you will be presented without cost, price or any other consideration whatsoever with a Book. It is a neat little thing. It is bound in heavy gray boards, contains 98 pages, and is just the size to go into the pocket of any office coat without straining the seams. Its title is, "Going & Co. To Their Employees," and on the cover is the terse admonition: "Read it through; remember as much as you can." It is the Book of Rules of the house of Going. And employees, as a rule, heed the request to read and remember by indulging in caustic comments anent the idiocy of the folk who formulated some of the precepts therein contained.

But there are exceptions to the rule, here as elsewhere. Some employees there are who are different. They take the book home with them. They read it on the cars. They underscore the important paragraphs, turn down the leaves at the corners for guides, and actually try to remember what they have read. This is as the powers that be would have it, and this was the way of William Perkins, clerk.

Perkins came to the office with well defined ideas concerning the opportunities for the young man of today.

"The trouble with most of the fellows," said he, "is that they really don't do anything to justify a visit from success. Consequently they don't get it. They sit down and work eight hours a day just hard enough to hold their jobs. Then they put on their cuffs and go home and eat and go out and shoot pool for the evening or worse. In the morning they get up hating themselves and all the world because they've got to go down to the office and earn a living.

"That's all they think about: earning a living. They don't do anything beyond that; and yet when they get started they grumble like Socialists because they aren't clipping coupons or running around the country in a ninety horse power car. They don't stop to think that perhaps once upon a time the coupon clipper was in their shoes. And they don't seem to realize that their only possible chance to get up near the top is to dig in and work in a way to make the top man sit up and take notice.

"Now, they ought to know that no boss is going to boost them for doing just enough to earn their salaries. If a man holds down a \$12 job, and only does \$12 worth of work, he can't expect to be paid \$15 or \$20. That is, he ought never to expect it, but he does in most cases. Then again, all the fellows have the notion that they know how to run the works better than the boss who owns them. They want to do things their own way, and they growl around and get grouchy because the boss has 'em

done otherwise. They don't pay any attention to the Rule Book, though if they stop to think they must understand that they wouldn't bother to print it if they didn't want those rules to be known and observed.

"For my part, I'm going to live up to the rules as much as I can. It's like filling an order for goods; the Rule Book says what the house wants, and it's a fellow's business to deliver those goods if he wants to make good. That's my policy; it's as plain as the nose on your face."

By this it will be seen that Mr. William Perkins, clerk, was an estimable and intelligent young man. His words expressed practically the same ideas as emanate from our most successful advice givers to the young, and his determination to live up to the same was a mark of praiseworthy ambition. In his own quiet way Perkins showed that he had sized up the situation with "a grasp remarkable in one so young," and had pointed his little bark straight for the haven of success.

It was no great, overmastering ambition that troubled him either; just a nice, comfortable desire to do as well as he could and get as high as might be in as short a time as was possible without trying to achieve distinction by doing anything sensational or improbable, or in any other way displaying the earmarks of genius. Some men are born great, some itch to be great, and a few are satisfied with the prospect of a good position with a big house that pays its department managers as high as \$20,000 a year, and makes them presents of profit yielding stock whenever it happens to feel good and rich. Going & Co. feel that way quite often—more often than department managers earn stock.

Mr. Perkins, wotting of these

things, dog-eared his Rule Book and gazed beyond its pages at one of those fat mahogany desk jobs that loomed up on the mountain's crest. He, Perkins, would climb that mountain. The Rule Book showed how the trick was to be done, and who dare say that Rule Books ever lie?

Not William Perkins. The other clerks said it, but Perkins only smiled.

"They only want to make a sucker of a man, that's what they want," growled Davis, one of his fellows, when the matter came up for discussion. "They are con men from Connorsville, N. Y. 'Be good and work like a slave, and you will be happy,' they spiel. And then when you come to hit 'em for a raise, what do you get? 'Nothing doing just now.' That's all. What can you do? You've lived up to your end of the deal and delivered the goods; but what good does it do you? They've got the whip hand and they can treat you just as they please, and they don't please to be handing you anything worth anything if they can keep from doing it, which they can. Nix on paying any attention to that rule dope. It's bunk, that's what it is—bunk. Ain't I been here on this desk eight years? Hadn't I ought to know?"

"Yes," said Perkins, "and you'd ought to know that the reason why you have been on this desk for eight years is because you haven't paid any attention to the rules."

"Bunk!" snorted Davis. "Pure bunk!"

"All right," said Perkins, and went on his chosen way. He had thought this out long ago and didn't propose to let the opinion of his foolish fellows halt or hinder him. Every man to his inclination; Perkins' and Davis' lay apart.

One thing at least Perkins had in

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.

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Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

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HIGHEST
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A perfect food, preserves
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IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he
not consider you behind the times?

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.

common with our great men of a few decades back—his beginning was at the bottom of the ladder. Neither friendship nor pull had he with the powers above. He had only a \$15 a week position in the auditing department. He was a cog in the machine, and he realized it. In this also he was exceptional.

"I'm only one in 600," said Perkins to himself. "And my only chance to get out of the mob is to stick to the rules." And he proceeded to stick.

A clerk at \$15 a week has the most brilliant opportunity in the world to live up to a set of rules. His work is rule work. It is laid out before him according to rule, and according to rule is he required to do it. He writes figures on ruled paper, or does not write them, according to rule. His errors are treated on a basis of established precedent, and if, by the time he is ready to die, he does not make his earthly exit in an exact, orderly manner, as a well ruled clerk should, it is probable that the boss will refuse him employment when he applies for it in his next incarnation.

This ordering of the day's work along set lines has its effect in a man's outside existence. The true clerk lives by rule out of the office as well as in it. His work does not excite or disorder his scheme of life. The question of temperament does not enter in. Like a well directed comptometer he goes his placid way, and living by rule comes as natural and easy to him as it does not to men of another breed.

Thus it happened that the desires of Perkins and the import of the rules scarcely ever came into conflict. When they did Perkins subjugated self. The result was that he soon developed into one of the most exact, regular, and model young men that Going & Co. ever had helped to create through the issuance of the book. He was exemplary, was Perkins. Other men fell and otherwise misbehaved themselves. Perkins pursued the mild soprano of existence in the nicest, stiff collared way that ever happened.

He never was late; he never watched the clock. Quitting time did not find him ready and anxious to drop his work and rush for the elevator. Monday morning did not see his eye weary and shaky. In fact, no morning, noon, or evening saw him anything that a young man in his position should not be. Can more be said? Can we in any way make it clearer that Perkins was destined for great advancement? The Rule Book answers: No.

But, strange to relate the weeks and months and even the terrible years passed and the great advancement did not come. True, Perkins got into no trouble, he held his position in the auditing department, and got his regular little raise in salary with the rest of the clerks, but the big boost, the one that was to lift him out of the 600 and make him one of the choice few, failed to appear.

Strange, and sad, to relate, other men, men whose conduct was in no way comparable to the irreproachable record of Perkins, were advanced. Men came into the department, broke

half a dozen rules in two years, and in spite of it were taken away and given posts where the outlook was wider and the money more plentiful. Perkins, irreproachable Perkins, sat at his desk in the corner and watched the procession go by. But the procession never, never debouched and carried him away.

Six years Perkins sat there, six long, according to rule years. Then the canker of doubt and skepticism began to eat into his heart. It is irksome to be a model young man, irksome even for those of the type of Perkins. He saw advancement come to other men; he did not see it come to him. He grew sarcastic, then cynical. He began to doubt the wisdom of his policy; he questioned the truth of the Book.

One fine day Perkins made a resolve. He had been deceived. He would call the deceiver a liar. After that, well, after that he would cast all rules and order to the four winds and go out on a spree that would be a thing to look back upon to the end of his days.

From a pigeon hole in his desk he drew the dog-eared copy of the Book of Rules. Crushing it in his hand he walked up to the office of Old Man Going—Going was responsible for the Book and the deception; Going was the man to call down.

The Old Man happened to be busy, but that didn't trouble Perkins at all. He threw the Rule Book down on the desk among the papers and pointed to it with an accusing finger.

"See that Book?" he said.

"I do," admitted Going.

"Well, all I want to say before I get out of this dump," said Perkins, "is that whoever is responsible for that Book is more kinds of a liar than can be found in the Bible."

And then he began. It had been saving up for months, that little speech, and the fires of anger had turned it to white heat. It came out of Perkins like water out of a culvert. He fairly spouted indignation. He told Going how he had tried to live up to those rules; he told him how he had worked as the Book said employees should work, and he told him how he had been let sit in a corner and the fellows who broke the rules constantly given preference.

"And that's one reason why the man who got out that Book is a fancy liar."

There were other reasons. Perkins went into them in detail. Going couldn't stop him. He didn't want to. As he listened there came into one corner of his right eye a glint such as came upon his face only when the iron in his hard old soul had been struck hard.

"And that," ended Perkins, "is why I'm through with you, and will always know this house for the big fraud that it is."

Old Going cocked his head on one side and eyed the angry young man quizzically.

"Do you know," said he, "I always thought there was good stuff in you? Yes, sir, I did. And I've often wondered why in the devil you never had sense enough to show it."

"The rules," sneered Perkins. "Your grand, fine rules."

Old Going grinned.

"My boy," said he, "rules are made to measure men by. The man who is big enough to smash them all to pieces is the man I want. And now, when I send you out on the road selling butterine, I want you to remember there's only one rule to remember—sell butterine." While Perkins was getting his breath the Old Man continued: "Perkins, d'you know I was afraid I'd have to fire you pretty soon?"

"Why?" asked Perkins.

"You were so awfully nice," said Going. "Don't do that again. Be yourself, no matter what you are, be it with all the backbone that's in you."

It's only by being himself that a man can be anything worth while."

Allan Wilson.

Going To the Devil.

"Yes," said the merchant who doesn't believe in advertising, "the country's going to the devil."

"I thought as much when I read that placard in your window," answered the traveler.

"Which placard?"

"The one which says, 'We lead, others follow.'"

Naturally enough, the widow doesn't feel her loss so keenly if it is fully covered by insurance.

New ideas begin with an inward desire to do something in a better way.

There Are Two Kinds of Flour FANCHON

"The Flour of Quality"

And the Others

JUDSON GROCER CO., Grand Rapids, Mich.

Distributors



THE SYRUP OF PURITY
AND WHOLESOMENESS

Karo

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

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

Your jobber will tell you all about it.

**CORN
PRODUCTS
REFINING CO.
NEW YORK.**

VOLUNTARILY RESIGNED.

How the Undesirable Young Man Went, Smilingly.

"Put all the managers and employers of men on one side of a line and put all the employees responsible to these managers and employers on the other side of it. Then show me that somewhere on the employees' side of the long line there are unusual dissatisfaction, resignations, and discharging of employees. Then deputize me to go to that point and make report upon the cause of the trouble. Do you know on which side of it I would make all the investigations?"

The proposition and the question were put to me by a man who has made millions as the head of a great business institution. Naturally there was a pause to allow of the millionaire's answering his own query, which he did with warmth and with emphasis.

"I'd seek for all the cause of the disaffection on the managerial side of the line," he said, "and I'd find it on that side of the line—don't you doubt that fact for a minute?"

"Why, then, should there be such a universal condition, generally accepted, that the average employee is 'afraid of his job'?" I asked.

"Just for the reason that he has an incompetent employer," came the answer, crisp and decisive.

I had stumbled in upon a new line of thought as affecting the business world at large. Remember, this authority of mine was not a preacher, not a theorist, not a reformer. He had been the builder of a tremendous business which had earned him a fortune written in multimillions. His employees of all classes, in twenty-five or thirty years of his activity, numbered into the tens of thousands. His organization had fired men; men within it had become dissatisfied and had resigned. But after all these years of experience he was certain that the shortcomings of men in upper ranks in his house had brought about the majority of resignations and discharges among the thousands for whom the heads of departments had stood responsible.

"Let me tell you a story of something which occurred in my own house only a short time ago," said this friend of mine, who for most apparent reasons must be nameless in this article.

"Our general manager was out of town for two weeks," he said. "A supervising assistant with large powers in the manager's absence had a misunderstanding with a department head. They had some hot words in the presence of third parties and the department head put on his hat and coat and went home. He announced that he would return when the general manager was again at his desk."

"He returned promptly the morning the manager got back. He went in and made a straightforward explanation of the trouble, but he was surprised when the manager said to him that he wouldn't have anything to do with the matter. 'It's your fight,' he said; 'go in and have it out.'"

"The department manager went in

as he was told to do. But the result was just a little disappointing to the general manager. The assistant, instead of meeting the department manager half way, went after him again in an abusive manner. I'm not sure that the general manager mightn't have smiled to himself had the two grappled and gone to the floor; instead, the wronged one took it all and went back to his desk again without a word."

The point emphasized by this business man is that there were two men high up in the organization who had come to such a misunderstanding as to make a scene in the organization. The organization had been built up carefully according to the best judgment of men having knowledge of organizing. Each of them was responsible for hundreds of workers in the rank and file of the business. What can be expected of managers of men when as managers, charged with responsibilities and decorum, such friction is developed among themselves?

But as a concrete incident, true in every respect, how does it affect that organization as a piece of working machinery?

I pressed the question home, presuming a little, perhaps, on personal confidences. Well, the incident is closed for the time being. But as soon as possible the department manager who swallowed the offense will be given a position quite as good but a little further removed from contact with the offender. The general manager has expressed himself to the head of the house as impatient of men who, under prosperity, develop heads "too big for their hats."

And from significant looks on the face of my friend I'm inclined to think that if there's an employee in that whole establishment who has reason to ask himself as to the permanency of his job it's that supervising head, who at the present moment probably is congratulating himself upon his marked victory in the controversy!

In this development of the great organization, with its millions of capital and its tens of thousands of employees, the mills of the gods grind a little slowly. The grocer who employs two clerks can take quick action in deciding whether one or both of them shall quit on a Saturday night. The grocer has been in personal touch with both men. He knows them as thoroughly as his own brain capacity allows him to know.

But in the complications of the great organized human machine that must be kept working with the least element of friction it has been discovered that the word discharge is of ugly significance.

"Jones has been discharged," is a bit of news that begins circulating some Monday morning. Those employees most interested knew Jones well. But, likely enough, in the magnitude of the business the power which discharged Jones never has been in close enough personal touch with hundreds of these interested employees for them to understand its point of view. It is something akin

in its effects to the bolt out of the storm cloud which delivers death and destruction. Where may it strike next?

Maybe Jones ought to have been fired. He might have been retained weeks or months beyond the termination of his real usefulness to the organization, merely for policy's sake. But he bolt has struck and the question, "Where may it strike next?" not only is inevitable but it is one of the most disorganizing of all questions asked in the big business house where personal touch between workers and managers necessarily is difficult to establish.

"But," insists my business friend, "every discharge is a knock for the man who does the discharging. The higher the position of the person discharged the greater the knock against his immediate superiors, too. Why? It is as easy as a sum in addition."

"Understand me, however, that in an organization of the kind I don't consider that a man who has been on the pay roll a few weeks only, and has been told to go for cause, can be considered as discharged. No employer of men is a mindreader or prophet. He often has to take the man he can get and he must have a chance to try him out."

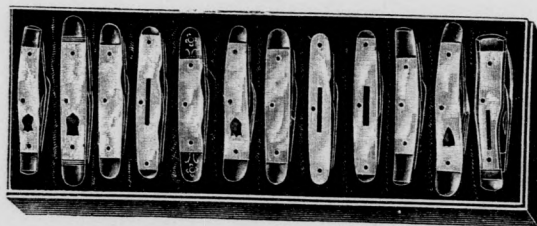
"But here is my point: I say that when a manager has taken a recruit, trained him, advanced him in position and salary, and finally knocks him off the upper step of the organization stairs, that manager virtually is calling out, 'Look what a fool I've been

for so long!' It has cost the organization time and money to raise this employee to this place. In return for this time and money, expended upon a worthy subject, the house would have equipped a man to fill a position profitably to the house in his present place, and promising larger possibilities in the future. But instead of this he has advanced the man through bad judgment and in getting rid of him has proved only his own inefficiency."

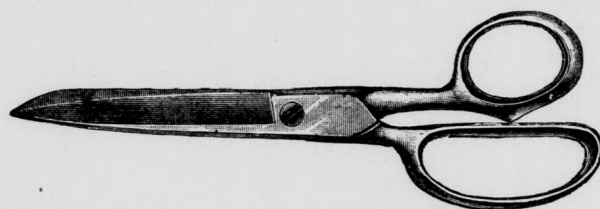
"I hold that any normal man, put to work by an employer of organizing ability, can be made a satisfactory employee. It is a broad statement, but let us look into it a little. In the first place, the wise manager of this man isn't going to give him something which the man can't do; at least he won't give him the task more than once. The first essential duty of this manager is to try out his employee. If he has been wise he has made his plans for getting early returns on the work of the individual, and goodness knows it is easy enough to do. Why, you can put five new recruits together at the same class of work in the same room and before night of the first day's work four of them will be asking questions of the fifth one how they shall work! Isn't that easy enough?"

"That manager of ability must know absolutely that he can't expect good work of the employee unless that individual man is satisfied with his condition and his outlook. He can't sit far back in a barred office, with the 'No Admittance' sign al-

Pocket Knives



Assortment like illustration containing one dozen three and four blade pocket knives with pearl handles, brass lined, German silver bolsters and shields. Blades are hand forged from finest quality steel. All knives are highly polished. Packed in fancy cardboard case. Per dozen, \$8.50.



J. M. S. Company Shears

J. M. S. steel laid shears, full nickel plated throughout. Sizes are, seven inch, \$4.25 and eight inch, \$4.50 per dozen.

Above Are two Items

from our line of knives, scissors and shears which consist of popular priced goods that are of special interest to the dry goods and general store trade. Ask our men about this and other items in fancy and staple notions that we carry.

GRAND RAPIDS DRY GOODS CO.

Wholesale Dry Goods

Grand Rapids, Mich.

ways out, and wear a sphinxlike face at all times, expecting that the employees for whom he is responsible are going to do the best that is in them. It is impossible. If he has 100 or 10,000 men under him he has assumed an enormous responsibility. He has the making of these men in his hands. He is conducting a 'man farm,' and if the crop is poor it shows only that he is a poor farmer.

"Personally, I have handled workers of many types and classes. But I am proud to say that in this experience of men I've had to say to an employee more often, 'Say, Jones, don't you think you'd better let up a little?' than to say, 'Jones, don't you think you'd better get a move on you?'"

"I don't believe in flattery of any kind. It is insincere and it won't go. But the employee needs to have assurance that his work is appreciated. He can't do his best without the knowledge that somebody is contented with the showing he is making. Otherwise he must get into a frame of mind akin to that of the man in a solitary cell, breaking stone. The bigger the organization and the further removed the powers that be, the more essential is this touch of recognition in some form or other.

"How can this be done? Not personally, for instance, on the part of a general manager. But this wise general manager has his subordinates, whom he will require to be in personal touch with those for whom they are responsible. These subordinates, according to their ability, will be quick enough in an emergency call to say that here and there in their departments they have a man who 'is a cracker jack!' They may be scrambling among themselves each to have a needed man chosen from his own particular department. This manager will lose a good man, yes; but he has shown his own chief that he has developed this good man!

"Every little while I run across a remark or piece of print in a newspaper telling the story of Jones' rapid rise somewhere. Often it takes the form of detailing how Jones was for years in a most humble work. Then, only two years ago Jones was doing this, and now he is away up at the top of something else.

"What is the truth of the matter? Jones didn't do all this developing in six or twelve months. The whole trouble was that Jones had been handicapped by a fool for a manager all this time. Or there may have been several of them in all these years. Jones had it in him, but his responsible employer failed to see it. Finally some one else had sense enough to give Jones a chance and Jones came into his own.

"Show me a bunch of employees of an establishment, give me a chance to talk with a few of them, anywhere, and I'll risk my judgment in sizing up the concern for which they work. Employees reflect the employer. The organization is reflected in them indelibly. And when you find a house that continually is disturbed because of discharged employees, resignations, and a general atmosphere of discon-

tent the fault is with the employers—it lies nowhere else."

Isn't there assurance for the decent employee of the large business house in this point of view of a successful man of business? At the same time, isn't it devolving upon the decent employee of such a house to maintain his working standards? Yet men are, and always will be, fired.

"Often it's foolish, however," said Walter L. Moody of the Chicago Association of Commerce. "Men are fired every day, we'll admit, for cause. But what cause? And who will be employed to take the place? Most often the successor is a man who 'for cause' has been fired from some other establishment. In firing the employee the employer creates one 'has been' and turns round and employs another. What might have happened if this employer, instead of discharging the man whom he knew something about, had spent the time necessary to get a new man in 'nursing' along the incapable one? Isn't it a long chance that it would have been better for his organization?"

John G. Shedd is recognized in Chicago as one of the best organizers in the city. I don't believe I'm violating a confidence when I repeat a statement which he made several years ago affecting his appreciation of the obligations of the organizer:

"I have made this request of managers throughout the house of Marshall Field & Co.," said Mr. Shedd. "That is, 'Don't let a good man leave your department until you have asked him to come in and see me.'"

Richard W. Sears says that he worked a year as assistant to a station agent up in a little town in Minnesota, afraid of his job for at least twelve long months. His employer never once looked or spoke appreciation of anything young Sears ever did.

"When I got into a new place I had a long breath of relief," said Mr. Sears, "and I almost fell dead several years after when this agent told a friend of mine that I was the best assistant he ever had or hoped to get."

But that employee sometimes must be let go is shown in a little story told by one of the Swifts' managers at the stockyards. A vacancy came up unexpectedly and a department manager had a man for the place. He admitted that the fellow was young, but insisted that he be given a trial. And they tried him.

It was a hard job in which to try a man, however, involving foreign invoicing which called for most accurate work. In case of errors the mistakes couldn't be discovered until ocean steamers had made round trips, and then if mistakes had been made the steamers had to make other round trips in clearing them up. One day the responsible head of the department called the young man in.

"I'm afraid we've put you at that job just a little too soon," said the manager. "You'll need a little more experience and some coaching in the work before you can handle it."

The young man's face fell a yard.

The manager had been looking for just this expression.

"It will be rather a jolt to have to go back to your desk, of course," suggested the manager, and the young man agreed at once. "Then," continued the manager, "if I were you I'd resign at once. In that event you can say that you were the head of this desk, which will have a good effect in seeking a new place."

And the undesirable young man went, smilingly. Hollis W. Field.

Harmony of Colors Much Heeded Nowadays.

Written for the Tradesman.

Garters and suspenders, of late months when there's so much talk about the matching of accessories, have changed somewhat in the selling tactics employable in their disposition.

Much more now may be made a topic of animated conversation between the clerk and his prospect than was possible a time aback, as color plays such an important part in selection.

When there was little or no consideration given to the matching or harmonizing of colors or shades of the goods used in the manufacture of these masculine necessities about all there was to talk about while the clerk was endeavoring to effect a sale related to the durability of the articles mentioned, the size and the price, also there was something to be said about the clasps or other types of fastening.

But now an expansive vocabulary may be diffused over correspondence of the colors of garters and galluses.

Even men whom one would scarcely suppose capable of nice discrimination in congruity of colors often exercise a most decided interest in the matter and give evidence of a knowledge quite at variance with their age or appearance; clearly a case of "You can't tell by the looks of a toad how far he will jump."

A clerk can do wonders toward the creation of a desire to have these two essential supporters "gibe." The older ones naturally will require more coaxing than the younger element. Tenderer years are entirely amenable to persuasion—if it happens that they have not studied up much on the topic.

H. E. R. S.

A Satisfied Customer.

"I'd like to look at a spring suit, please."

"Certainly, sir; right this way. Now, this is one of the celebrated Smith suits. Slip your coat off, please. Yes, sir; it fits you fine."

"Do you find that this make generally fits pretty well?"

"Oh, yes, sir; invariably. The Smith suits are without doubt the best fitting suits on the market."

"Well, how about the cloth? Is it all wool? Does it hold its color and shape?"

"Yes, sir; the cloth in the Smith brand suits has proven most satisfactory."

"How are the suits made up? Is the tailoring in them good?"

"We have found it most excellent. In all the years that we have handled the line we have never heard of one of the Smith suits ripping, tearing or losing its shape. Their style is always the best mode."

"Then, all in all, you consider the Smith suits the best on the market?"

"I do."

"I am glad to hear you say so. I am the new Smith salesman in this territory. How about your fall order?"

The health of your business depends largely upon the health of your body.

Eyes ever riveted on the clock seldom are riveted on a bank account.

Becker, Mayer & Co. Chicago

LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.



Hosiery

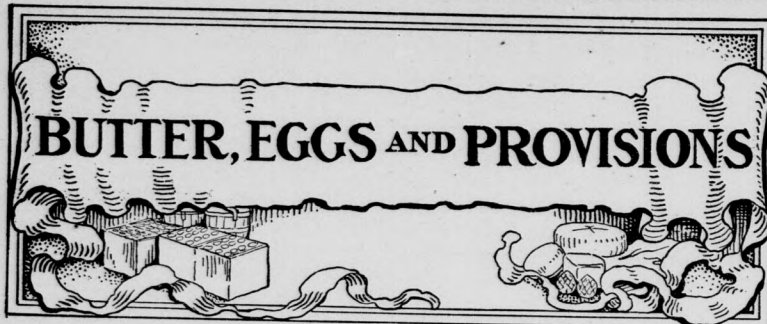
This is the season to show a good assortment of fancy hosiery.

We have a large line ladies' and gents' in all the new popular plain shades as well as fancy checks, stripes and embroidered figures.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Observations of a Gotham Egg Man.

New York now shows a shortage of April receipts as compared with last year and the shortage at Chicago and Boston is still large; but Boston and Chicago made a material gain in receipts last week and the percentage of shortage in the three markets together is now somewhat less than it was a week ago. This gain may be taken as indicating that the earlier heavy shortage was due, at least in part, to a late season in the Northernly producing sections, and it would not be surprising if, within another week or two, the distributing markets would be receiving as many eggs as at the same time last year—if not even more.

There has been a noticeable change in the temper of the market during the past few days. Some rather potent bullish influences have been removed with the closing out of earlier purchases, and while country prices are still reported very high in most sections the buying interest at relatively extreme figures seems to have slackened considerably. A weaker feeling has become apparent and the rank and file of storage egg buyers—who have been holding off at recent prices—have been encouraged to believe that a further decline may be realized later. There is a stronger belief that the shortage in early production as compared with last year may be offset by a later increase, and that a lighter consumption, induced by the high level of prices, is likely to result in an unusually long storage season, with a strong probability that by the first of September the reserve stock will be about equal to that of last year at the same date.

This view of the situation, and the present reactionary condition of the market are well expressed in a circular issued by Lepman & Heggie, of Chicago, which we consider worth quoting in part as follows:

"The egg market finally advanced to a point where everybody wanted to sell and nobody would buy.

"Consequently a reaction occurred and the feeling at the close is weak and unsettled. The Northwest, including Iowa and Nebraska, reports an increase in production, and, while there will probably be a shortage of storage stock, it will not be great and possibly before the summer is over there will be no shortage.

"We do not think conditions justify present prices—40 per cent. higher cost than last year. For eggs to make a moderate profit for everybody next fall the poor consumer must be taxed 32 to 35 cents per dozen. Will he eat them freely at these prices?

We will answer this about December 1, 1909."

While we have no exact reports of storage accumulations here at present it may be safely concluded that our total stock is only slightly below that of last year. Boston is still very much behind, but the shortage there is a little less, in percentage, than it was a week ago. Chicago reports are conflicting; during the recent bull movement information was circulated here to the effect that on April 17 Chicago had only 104,000 cases, against some 495,000 cases at the same time last year; and later reports from the same source state 135,000 cases stored April 24, as against 580,000 cases at the same date last year. But these figures do not at all correspond with the reports of Chicago receipts, and other estimates of Chicago storages holdings are much higher. According to the above figures Chicago's holdings increased only 31,000 cases last week with 146,000 cases receipts, while the same week last year they increased some 85,000 cases, with receipts of 174,000 cases—which appears an absurdity.

J. R. Smith & Co., of this city, have lately been in correspondence with H. Chr. Hansen & Co., of Copenhagen, in regard to a novel process of preserving eggs without cold storage. H. Chr. Hansen has been experimenting for a good many years with a method of preservation which, he claims, is now fully perfected, and which, he asserts, preserves the freshness of an egg for a long time—as long as there is ever any commercial need of holding. The process is not yet made public. Mr. Hansen, however, states that eggs can be treated by his process at a trifling cost—not more than one-half cent for thirty dozen—and that the treatment requires but a couple of minutes.

It is further stated that last year a package of these treated eggs was sent to this country and after lying on dock and in the appraiser's office for several weeks was returned to Copenhagen, where the eggs—then more than a year old—were served at breakfast to a number of men who could not distinguish them from new eggs. Some were also sent to India and back with the same result.

We understand that some eggs preserved by the process mentioned are now on the way from Copenhagen for the purpose of demonstrating the value of the process to dealers here and, also, that Mr. Hansen proposes to have a package of the goods make five round trips from Copenhagen to New York and return during the coming summer. We shall

Michigan, Ohio & Indiana

Creamery and Egg Shippers

We take this means of calling your attention to the PHILADELPHIA MARKET. Twelve months in the year, the best service can be had by shipping to a house that has the Capital, Push and Know how to handle your goods to the best possible advantage. Such a house you will find in

W. R. Brice & Co.

Philadelphia's Leading Commission Merchants

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

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C. D. CRITTENDEN CO.

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Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

WANTED Eggs, Dairy Butter, Veal, Poultry

Send me your orders for Pineapples, Oranges, Bananas, New Cabbage, Etc.

Egg Cases and Fillers at factory price, also second-hand Cases.

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.

await with interest the receipt of the lot mentioned.—N. Y. Produce Review.

Growing the Vanilla Bean in Hawaii.

The growing of the vanilla bean of commerce has attained considerable importance in Hawaii, where a number of successful small plantations have been producing for a number of years. Jared G. Smith, late director of the United States Agricultural Experiment Station in Honolulu, gives in his book, "Agriculture in Hawaii," the following interesting description of the growing of vanilla:

The vanilla bean is the cured and fermented fruit of a climbing orchid. The finished pods are very dark brown or black, glossy, somewhat wrinkled on the surface, from 5 to 8 inches long and about as thick as a lead pencil. The vanilla extract of commerce is simply an alcoholic extract.

The vanilla plant is grown either on a trellis or is planted at the base of a tree, so that it can clamber up the trunk. Any soil is suitable, provided the drainage is good. It grows well in regions of abundant rainfall on the Kona (south or southwest) side of the islands. A mean temperature of from 65 to 75 degrees gives good results. The plants are propagated from cuttings, which are simply lengths of the vine itself, from two to six feet long. The length of the cutting has some relation to flower production, the longer ones yielding flowers in a shorter period. The leaves are cut from the lower end of the cutting and the stripped portion of the stalk is buried horizontally under two or three inches of soil and rotting leaves. The upper end of the cutting is fastened to the trunk of the supporting tree, to which it soon becomes tightly attached by its aerial roots.

The vanilla plant begins to flower during its second or third year and continues flower production until seven or eight years old. Cultivation consists in keeping down the weeds and underbrush in the plantation. The vanilla plant only bears pods when the flowers are hand pollinated. This is a delicate operation not difficult to learn. Anyone who attempts it becomes quickly proficient, so that a good many flowers can be pollinated in the course of a day. The pod matures in from six to eight months, becoming hard, thick and greenish yellow. They are gathered before ripe.

The curing process is a somewhat complicated one. After gathering the green pods are spread out and exposed to the air for twenty-four hours, being roughly assorted into grades according to size. After being graded the pods are sweated between the folds of woolen blankets exposed to the heat of direct sunshine. During the period of fermentation the pods turn dark brown, become soft and leathery and sweat freely. The pods are manipulated for several days until the proper degrees of color and aroma have developed.

After fermentation they are dried in the sun for a few hours and finally in cloth-covered trays in the shade with gentle heat. When fully dried—

that is, when the pods no longer lose weight, but are still moist and pliable to the touch—they are packed tightly in tin boxes and are again manipulated in bulk for one or two months. When completely cured the pods are sorted as to size and color, tied in bundles and these packages packed in tin-lined boxes which are soldered when full.

The yield per acre in Hawaii has been estimated at about 13,000 pods, producing about 120 pounds of finished vanilla beans, fully cured and ready for the market. The industry is a very profitable one for persons having sufficient means who will give this industry their personal supervision. The price of the vanilla bean depends as much upon the outward appearance of the finished product as upon its actual quality, as indicated by aroma and flavor. Care is therefore necessary at every stage in the growth and fermentation of the crop.

Five acres of vanilla in bearing should yield from \$400 to \$500 worth of beans per acre per annum after the third year. There are vanilla plantations in Kona district on the Island of Hawaii and in Kona district of Oahu near Honolulu. Much land is still available which is entirely suitable for the cultivation of this crop.

Affected Them Differently.

Two traveling men were sitting in the big, mahogany chairs that occupy the observation end of the Morton House. They were looking out at the weather. Monroe street was filled with it. First there was a dash of snow, then a spasm of rain and finally a combination of both. The wind was cold and raw. It was a miserable April day.

"Some class to this weather," said one of the occupants of the easy chair section. "It can't get too rotten to suit me."

"It makes me sick," remarked the other, dejectedly. "It's simply rotten."

"No, not that. Not that," chirped back the other. "This is beautiful weather. It is what I call highly artistic."

A silence fell at this time. The drummer who despised the existing meteorological conditions sat studying his cheerful neighbor. Finally he had to have an understanding.

"Say, fellow, will you kindly look out of the window at that conglomeration of rain and snow and tell me what in the thunder you find artistic about it?" he said.

"Sure," came the answer. "Sure, Mike, I'll tell you. I sell rubber boots."

The enquirer fell back with a groan. He was crushed. The happy man then let his curiosity work.

"What are you selling?" he asked. "I'm out with a line of summer clothing," was the funeral reply.

A Ready-Made Verdict.

Fargo, N. Dak., once boasted a composite postmaster and coroner. He was called one day to give his verdict upon the case of a stranger who had been the victim of a fit on the main street. As the man was

known to nobody, he was hurried to the much-prized new "City Hospital." There the case was diagnosed as appendicitis, but when the operation took place the attending surgeon discovered that the patient had been previously relieved of his appendix. The doctor endeavored to retract his steps, but the strange man died from the effects of the operation.

The postmaster-coroner, in rendering his verdict, filled in the space after "Cause of death" with a rubber stamp which read, "Opened by mistake."

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

Post Toasties.

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

Postum Cereal Co., Ltd.
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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
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We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

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Established 1873

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.

We Are Now Receiving

RED SPANISH PINEAPPLES

In Carload Lots. Price Very Low—Quality Excellent.

The Vinkemulder Company

Wholesale Fruits and Produce

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

GOOD ROADS.

Why They Are a Most Profitable Investment.

A complete history of man would consist largely of his efforts to overcome the inherent properties of matter— inertia, gravity, friction, etc. His very existence and his enjoyments for the most part depend upon a successful conflict with these properties, and his mental powers grew with his victories over matter. In short, the struggle for existence and happiness ever presents the effort of mind to dominate matter. Primitive man carrying his fire-wood and his prey on his back, and dragging it along the ground when too heavy to carry, was putting up the best fight he could against gravity and friction. Everything he came in contact with had weight, and the things he most desired were often the heaviest. Things must first be moved before they could be used. The problem of transportation was always before him. It confronted him when he was cold and when he was hungry. While doing the work of moving things to his cave, cold, hungry and weary, if his brain had been sufficiently developed he would have agreed with the Gnostics that matter was essentially evil— only to change his mind when warming and stuffing himself before a blazing fire.

If primitive man had loved work for work's sake, rather than for its fruits, as artists are said to love art, he would have done nothing to decrease the labor of transportation. Also, if, like some misguided laborers of the present day, he objected to innovations and improvements and wished to restrict production and transportation, so as to have more work for himself and others to do, he would still be primitive man carrying his burden on an aching back or wearily dragging it along the ground. Fortunately for us our primitive ancestor was discontented with his miserable surroundings. He wanted more and better things. While he was lazy and hated work for work's sake, his desire for more was even greater than his hatred for work. There was no benevolent employer to give him more for doing less, so he used what ingenuity he had to accomplish more with less effort. His first attempt at solving the problem of transportation was probably to use his wife's back instead of his own for carrying burdens. To a great extent she has continued to carry them ever since, though the nature of the burdens has changed somewhat with advancing civilization. His wife, however, could not carry all he wished, and he pressed animals into his service to carry and drag his burdens.

In time, by the slow process of evolution, the sledge appeared. The sliding friction of the smooth runner of the sledge along the ground was less than the friction caused by dragging directly along the ground the burden on the sledge. The energy required to overcome this was less than that required to overcome the gravity of the burden by lifting it bodily and carrying it. Attaching

animals to the sledge, in place of his wife, or to help his wife, naturally followed. A crude form of sledge but fully embodying its principle was used by the North American Indian. He attached a pole to each side of his pony, with the rear ends of the poles trailing along the ground behind. Across these poles or runners the load was fastened.

In like manner evolution brought the knowledge that a log floating in water could be moved with comparative ease, and that a load could be placed on the log and transported from place to place. Along these lines the boat was evolved. The boat was really in water what the sledge was on land, but much easier to move, as the resistance of the water was less than the friction of ground on the sledge runner. Evolution in transportation by land next gave us the roller—which substituted rolling friction for sliding friction. Friction seems to be the result of the interlocking of the fibers or minute projections of bodies, these projections or fibers on the surface of the upper body sinking under the pressure of gravity into depressions in the surface of the lower body and vice versa. While the fibers or projections of both the surfaces are thus interlocked, to move one surface horizontally over the other requires a tearing or bending of fibers or projections, involving the use of considerable energy. Increase in the weight of the upper body adds to the amount of sliding friction as it makes a more intimate interlocking of the projections and makes it necessary to use greater power to slide one surface over the other. When the bodies to be moved over each other have rough surfaces like logs or blocks of rough hewn stone, the interlocking of the contiguous surfaces is plainly visible, but with smooth surfaces this may only be seen by the aid of a powerful magnifying glass, and in very smooth surfaces can not be seen at all. Broadly speaking it is approximately correct to say that the amount of friction is in proportion to the smoothness of the surfaces in contact and the weight of the upper body. In the case of the roller there is the same interlocking of fibers or projections, proportionate to the weight and to the smoothness of the surfaces of the roller and the bodies above and below with which the roller is in contact, but as the roller revolves there is an easy disengagement of the interlocking fibers and projections with but a trifling amount of the tearing and bending which take place when one body slides over another. The great advantage of the roller is exhibited in the transportation of very heavy bodies, such as the enormous blocks of stone which went into the construction of the Pyramids. Ancient Egyptian pictures show sledges mounted on rollers.

As a means of ordinary transportation, in which the element of time is important, the roller had one very objectionable feature: As the load moved forward over the roller, drawn by man or other power, the roller would be left behind, and it was nec-

essary to constantly place rollers under the front portion of the load or frame work on which the load rested. Anyone who has watched the tedious operation of moving a house on rollers will appreciate the objection to their use where speed is desirable. To overcome this objection rollers were permanently attached to the sledge or frame work which carried the load, in such manner that the rollers could revolve while traveling along with the frame work. This gave us the prototype of the wagon. The reduction of the diameter of the roller except at the ends followed, which gave us the axle with wheels on either end, in principle the same as our axles and wheels on railroad cars. A later development consisted in attaching the axle rigidly to the frame work, and fastening the wheels to the ends of the axle in such manner that they could revolve. The attachment of the roller to the frame work, both in its crude original form and in its more highly developed form of wheels, while of immense convenience, was subject to the serious objection that it involved a return to sliding friction at the point where the roller was fastened to the frame work. The friction of the roller on the ground remained as before, i. e., rolling friction, but in place of the rolling friction against the frame work supporting the load there was a sliding friction of the roller against the closely fitting fastenings or bearings which attached it to the frame work. Thus a journal surrounds and holds in place the axle, where the wheels do not revolve on the axle. Where the wheels revolve on the axle a hub of some sort, usually provided with a sleeve inside of it, surrounds and bears against the axle. In both cases there is inevitable sliding friction, but the environment is such that smooth surfaces can be used, thereby greatly reducing the friction.

How many centuries, or hundreds of centuries, it took to evolve the sledge, the roller, and finally the wagon, it is impossible to say, but it is certain that the most ancient peoples of which we have any knowledge were in possession of the wagon. The ordinary wagon in use today is the same old wagon used by the Greeks and the Romans and the peoples who preceded them. Details of construction have been improved, better materials used, but the underlying principles remain the same. There is the same rolling friction of the wheel on the ground, the same objectionable sliding friction at the axle. The great improvements have been in the direction of reducing the

rolling friction on the ground by providing a smooth surface for the wheel to roll on, by the use of smoother surfaces and better lubricants for the bearings at the axles, and finally and especially in the motive power employed.

The Romans led in the work of reducing rolling friction by the construction of the best roads which the world ever saw. Many of these roads were made of material having a thickness of over three feet. At the bottom there were usually several courses of flat rock, then a layer of coarse concrete, followed by a layer of finer concrete, and on top a layer of smooth paving stones carefully fitted or dove-tailed together. According to Gibbon, these roads connected Rome with the principal cities of all Roman provinces, as well as connecting these cities with each other. One of these roads was nearly four thousand miles long in a practically straight line, interrupted for a short distance by water. The road in question ran from the wall of Antoninus in Scotland directly southeast to Rome, thence continuing in the same direction to Jerusalem. Some of these roads are still in use to-day, while others form the foundation of modern roads. The remnants of these famous roads, and the traditions and knowledge concerning them have had potent influence for the construction of good roads in France and other countries of Europe. It would have been a blessing of immeasurable value to us if the Roman Legions had swept through this country, leaving behind them a great Roman road from the Atlantic to the Pacific—from the Gulf to the Great Lakes. It would have left us sources of knowledge and inspiration incompatible with the roads which have been a disgrace to us as well as a cause of waste and loss so enormous as to be almost inconceivable.

In modern days, while we have shamefully neglected ordinary wagon roads, we have, however, made great advances in the construction of railroads. There is much less rolling friction of the wheels on smooth iron or steel rails than on dirt or paved roads, and this gain through reduction of friction is the same whether the motive power be horses, steam, electricity, or some other power.

As regards the objectionable sliding friction of the wheels around the axle, the ordinary wagon is still a back number, so far back that neither the memory of man nor recorded history runneth to the contrary. The use of better lubricants has the effect of making the bearing surfaces

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smoother by filling up depressions and to some extent preventing the interlocking of the fibers and projections. This improvement is, however, along the line of confirming and persisting in the application of the wrong principle for the work, by causing it to do a little less harm than before. A radical change of principle is needed which will make use of rolling instead of sliding friction at the axle. Then and not until then will mankind obtain fully the benefit of the great principle presented by the roller, and in the use of which there is no sliding friction whatever. This principle has been applied with marked success on the bearings of line shafting, on the axles of automobiles, and some agricultural implements, like harvesters and manure spreaders; but until very recently it has not been applied where it was most needed, on the axles of the wagon used by the farmer in the country and the teamster in the city. Recently its application has been made to wagons. These wagons, however, are not the wagons ordinarily used to-day; they are the birth of to-day, and not the ordinary wagon—as old as history.

The application of rolling friction to the axle is very simple and ridiculously cheap compared with the saving effected. It only requires the placing of rollers, or balls, between the surfaces of the axle bearing and the hub bearing. As the wagon moves forward there is no sliding friction of the axle bearing against the hub bearing, but instead the rolling friction of the rollers against these bearings.

I have called your attention to the great improvement in land transportation due to the use of steel rails. A much greater advance was made when steam and electricity displaced the horse for the motive power of cars drawn over these rails. The great expense of railroad construction limits its use, and for years to come wagons running on roads without rails must continue to be used for transportation. The wonderful growth of transportation by rail has unduly absorbed public attention to the neglect of transportation by wagons over roads. The spectacle of a monster locomotive rushing through the country drawing hundreds of tons of freight is impressive. Interference with rail traffic by washouts, snow storms, freight blockades, or accidents attracts the widest attention. On the other hand, the spectacle of a half-loaded farm wagon slowly crawling to town through muddy roads is not impressive. If the wagon breaks down on account of bad roads, or is stuck in the mud to remain there till the road dries, or if the overworked horses give out, or the harness breaks, there is nothing striking in the matter, and widespread attention is not attracted. It is a common occurrence, and the mishaps of one wagon appear of little importance to the people generally. But, when we stop to consider that there are over three million such wagons in use in the United States which suffer the delays and mishaps of bad roads, the

importance of the matter is apparent.

The subject of good roads has often been discussed and written up from various points of view, but it is a sad fact that very little has been accomplished. From the best figures obtainable it appears that but about 8 per cent. of the public highways of this country are what can be called improved. The agitation for good roads has not been general and has not brought about results in any sense approaching the importance of the matter. Our thoughts have been largely directed to the railroads, freight rates, passenger rates, service rendered, etc., and we have given some attention to our waterways, with movements on foot which undoubtedly mean a great improvement in this direction. The important part that railways and waterways play in the development and commerce of our country deserves attention, but the importance of our wagon roads should not be overlooked.

When we stop to think that all our agricultural products as well as a large part of the product of our forests, mines, and factories are moved over wagon roads, we realize in a general way the magnitude of the matter. The prevailing opinion among residents of cities is that road conditions concern only the farmer or the automobilist. People do not stop to consider that the tremendous necessary cost of transporting materials throughout the country is shared and paid for by everybody, no matter whether he be a farmer or a resident of one of our cities.

To save the vast amount annually lost by reason of bad roads will require the expenditure of great amounts of money for the construction of roads. This can not be done in a day. It will require years. But the money thus expended and the money expended in keeping such roads in repair will be one of the most profitable investments ever made by a civilized people.

Given a good road, then keeping it in good condition becomes the problem. Some vehicles are so designed that they are most destructive to the road. To prevent the injury of good roads it is wise to require that the wagons should be suitable for the roads. Wide tires help to make good roads where the top surface is yielding, while the narrow tires quickly destroy them. When the surface of the road is hard the wider the tire the less the injury, provided the entire surface of the tire rests on the road. Unfortunately the wood wheel, in general use to-day, is necessarily made with a dish, the effect of which is to cause only the outer edge of the tire to bear on the road, if it is unyielding. If the road is soft the outer edge of the tire cuts into the ground until the entire surface of the tire has a bearing. The distance it must cut in before the entire surface has a bearing is slight and broad tires on dished wheels improve soft roads, though not so much as though the wheels were not dished. A wheel without any dish, such as a steel wheel, and with the entire surface of the tire resting evenly on

the ground, is very generally used on agricultural implements. Its use on wagons has commenced and bids fair to soon become general.

The object of the good road is to minimize resistance to moving vehicles, mostly frictional resistance. Frictional resistance can also be minimized by mechanical means in the vehicle itself. Such a mechanical device as roller bearings at the axle will give a great saving additional to that of good roads, a saving of draft power estimated to be all the way from 25 per cent. to 50 per cent. The use of mechanical means, when wheels which are not dished are used, is simple and inexpensive. The saving to be effected by good roads can come only after the expenditure of immense sums of money. A great saving by using mechanical means to reduce friction can be obtained at once at a trifling expense. This saving even with the poor roads we have would amount to millions of dollars annually. If good roads with the ancient sliding friction bearings at the axle will save the people several hundred million dollars annually, roller bearings which will enable the same horses without greater exertion to draw loads from 25 to 50 per cent. heavier will save an additional amount far more than sufficient to pay the interest on the national debt.

J. L. Hecht.

Workers Beset By Many Perils.

Perils of fire, perils of water, and perils of all the other elements beset the workers in industrialism. Frederick L. Hoffman of the bureau of labor, department of commerce, finds that every year between 30,000 and 35,000 workmen lose their lives while engaged in the duties incident to their occupations. Census reports covering the years 1900 to 1906 show

that out of all deaths of males more than 9 per cent. were due to accident. The most exposed class of factory and workshop employes are the workers in steel and iron. Of 8,456 accidents during the years 1901 to 1905, 4.1 per cent. of the accidents to men employed in rolling mills resulted fatally. Industrial insurance experience testifies that the fatal accident rate of electricians and of electric linemen is excessive. Of 645 deaths of electricians 14.7 per cent. and of 245 deaths of linemen 46.7 per cent. were due to accidents.

In the anthracite mines of Pennsylvania, state inspectors have found that during ten years there have averaged annually 3.18 fatal accidents for every 1,000 men employed, and the rate is even higher than this for certain specific occupations in the mines. The death rate from accident in the British coal mines is but 1.29 per 1,000. During ten years 16,363 railway trainmen lost their lives in accidents. This is equivalent to 7.46 deaths per 1,000 employees.

Every man must be his own emancipator. Slavery is a state of mind.

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Persuasive Salesmanship One of the Lost Arts.

Salesmanship as it was studied and defined twenty-five years ago has been overturned, ripped up, whip-sawed right and left and reconstructed until its own son wouldn't know it.

If occasionally you are on railroad trains, running local and stopping at every side-track and water tank in a rural section of the country, you may have missed the old time "drummer" of the loud clothes and louder voice whom you once knew as carrying a key to the seat locks in day coaches and invariably occupying two seats between himself and his grips.

Well, he didn't resign the job voluntarily. He was pried loose from it. The evolution of the business which he once represented has become so effectually out of harmony with such representation that he's had to go into some other line altogether. If he were a marked success in his day he may be working somewhere as a promoter. He may be selling fake mining stock or framing something new in the green goods line. To a certainty he is not selling goods any more for the up to date solid business house which has a prosperous present and is building for a greater future.

The machinery world perhaps is as representative of conditions in salesmanship to-day as is any other business. In those fields where long competition has resulted in standardized machines built to meet a steady demand for goods, year after year, the machinery salesman of the present may be the quietest and most inconspicuous man in the car, and in the best hotel at the end of a railroad trip you won't hear his "holler" on the parlor floor if by any chance he is not assigned to the best room in the house.

Apropos of this the veteran sales manager of one of the greatest machinery houses of the West the other day told me a little story. This house necessarily had not been always a great house in the magnitude of its business. Its vastness became reality twelve or fifteen years ago. But in the opinion of this veteran salesman the house always had been a great house for the reason that from the beginning its designing engineer had been a great man. He was great in knowledge of engineering, greater in his quiet, unassuming simplicity and greatest in his unquestioned honesty.

"He couldn't draw a hen track," said the veteran salesman. "At his best his penciled design of a machinery plant looked as little like the sketch of what he had in his mind

as a bit of Horace Greeley's manuscript looked like an editorial after it was in print. But his face was his introduction anywhere and his knowledge and sincerity were convincing.

"When the New York subway builders were ripe for approach on the matter of a power plant, however, this grand old man—now dead—packed his grip and went to New York to sell the company its power plant. With only a stub of pencil, his honest face, and his convincing knowledge of what he was talking about, the old gentleman came back to Chicago as quietly as he went. But he had sold the company its power plant.

"Yet nobody had ever looked upon him as a salesman. It was a line of work in which he never had had the least experience. He was provided with no 'front elevations,' beautifully drawn to scale. But his good name was reflected in the house in which he had done so much in building up, and his clearcut conception of what this plant should be was inescapable."

In the legitimate business of the big machinery plant virtually all the pyrotechnics of the old style salesman have disappeared. In those lines of standardized competition the modern salesman is working along the line of philosophy accepted by most business houses of repute—that a satisfied customer not only will come back for more but will constitute himself a talking agent for that house whenever the opportunity offers.

The conditions under which he makes a sale are changed completely from those that governed twenty years ago. He needs all the knowledge possible of the thing he sells. He must know all that it will do under normal conditions. He may venture a little into what it might do under conditions that are especially favorable. But he must not make hot atmospheric claims for it that are not acceptable to the manufacturing experts in his establishment.

The salesman charged with finding a customer for the equipment of a steam plant has not made a sale until that customer's specifications of his needs and expectations of such a plant have been drawn up and submitted to the salesman's house. In the manufacturing house experts examine these specifications, consider the machinery which they are turning out for such work, and if this consultation decides upon acceptance of the sale, so far only tentative, the contracts are drawn and the sale thereby is completed.

Rather a check in itself upon the

argumentative boastfulness of a salesman, isn't it? Imagine the old time drummer type going out on a trip, unprepared for this stubborn fact at home, and returning after a six months' tour, to be confronted with the condition! Wouldn't he quit—even if he were not forced to?

Oddly enough, it has come about that the machinery salesman is required to know about as much of the business of a competitor as he knows of the business of his own house. Virtually everything that he can pick up regarding his competitor's business is of use to his own house. In this work he can not be too good a mixer, too overburdened with tact, or carry too much judgment for application everywhere in sane perspectives.

Once upon a time the salesman could dismiss his competitor with a look of contemptuous scorn. He thought he could, at least, and he applied all manner of epithets reflecting upon the character of his rival, the quality of production and methods of doing business. But today the up to date possible customer knows something about the solid, substantial rival. He does not do business on the basis of vituperation and denunciation. The salesman must meet the mention of his competitor's name with indications that he knows what his rival is doing and how he does it.

Not long ago a builder of a motor truck complained to me of the conditions that exist to-day in the sales end of that business. Practically they are the evils that once beset the builders of all machinery prior to the time that standard machinery reached a point where almost any machine was good.

"Everywhere in the trade there is knocking," said this builder of the motor vehicle. "The salesman canvassing for a certain machine uses half his talk in telling how every other machine than his own is 'absolutely unreliable.' He explains that the expense for upkeep of the machine in question makes it impossible; that half the time it is in the shop; that it is defective in design of its engines or steering gear.

"The business is new and it is developing, but there are plenty of machines that are in practical economic use in almost every city in the country. The potential customer to whom the salesman is talking, however, is not up on present attainments of the power wagon. He wants information in general and the salesman is telling him instead that only the salesman's own wagon is dependable. The purchaser discounts this statement naturally just in proportion to his judgment of the salesman's personality and horse sense. Can you wonder that I am complaining that the sales departments in the industry are choking the infant almost to death?"

In the machinery field at large there are several lines that still are in the formative state. The man who invests in the claims of a salesman knows that he is taking some chances. Something may develop, indeed, that inside a year will make his scarcely used machinery wholly out

of date. Something of the kind developed in the great Fish street plant of the Commonwealth Edison Company when a few years ago it established its great turbine engines there.

At the time these individual engines were economical and in the best judgment of company engineers they were adopted. But with these first engines by no means worn out improvements in the type are such that the company gradually is replacing the old ones—not because the old ones were not good, but because the new ones are better.

But it may be said broadly that wherever a salesman is representing any line of goods that has come into wide use enabling the general public to get familiar with the average of expectations as to its uses, durability, cost and like facts shown by experience that air salesmanship has vanished.

It does not pay the established house to have a talkative, meteoric salesman rushing a customer through into a purchase half against the purchaser's will, only that later he shall discover more and more of the unsatisfactory, disappointing features of his investment.

The principle is accepted almost everywhere by the modern department store as applying to the clerk at a counter. Bring a young clerk to Chicago from the average country dry goods store and put him behind a counter in the big department store without coaching and a thousand of him on a first day might do a million dollar damage to the business.

In the average country town the competition between dry goods stores is likely to be especially sharp. These stores do not take farmers'

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produce in exchange as the grocer so often has to do. When a customer comes in, and has taken up five or ten minutes' time of a clerk, passing out without buying, the storekeeper is most likely to make enquiry why the clerk didn't make a sale. In expectation of this the clerk feels the pressure upon him to make a sale if by any means he can talk the person into buying.

In the department stores of the cities, however, the work of the counter salesman has become radically different through evolution and changed conditions. The salesman who does not make a sale is no longer questioned why he failed. An unalterable price mark is attached to every article in his department. More and more the pressure comes upon store managements to make the purchaser of an article satisfied with that purchase. It is not policy to try to talk him into buying something of which he is half doubtful. If he finds he is not satisfied the house invites him to bring it back, get something better, or have his money returned to him.

Persuasive salesmanship everywhere is becoming one of the lost arts. Hollis W. Field.

Fifth Annual Convention of the Michigan Gideons.

Detroit, May 4—At the State convention of Michigan Gideons, held at Bay City, May 1 and 2, the following officers were elected for the ensuing year:

President—Gordon Z. Gage, Detroit.

Vice-President—C. E. Walker, Bay City.

Secretary and Treasurer—Jacob J. Kinsey.

Chaplain and State Field Secretary—Samuel P. Todd.

Saturday evening there were seventy-five present at the banquet at the Wenonah Hotel, Gideons and citizens, and among these many of the pastors of the city. Gordon Z. Gage acted as toastmaster and in his way called the Mayor off the "lid" long enough to make an address. He said, in part, he was a light weight and would hold down the lid if he had to call on some of the heavy weight ministers to sit on it with him.

National Chaplain, L. I. Smith, D. D., was called on for the invocation.

The welcome to the Gideons was by L. R. Russell, of Bay City. The response was by L. Van Derlinder, of Lansing.

Acquit Yourself Like a Man, by Rev. J. A. Dunkel, Saginaw.

Anticipation vs. Participation, Chas. M. Smith.

In the Beginning, by L. I. Smith.

The early Sunday morning service was led by Gordon Z. Gage. At 10:30 a. m. service was held in the various churches as follows:

Westminster Presbyterian—W. S. Colgrove.

First M. E.—Gordon Z. Gage.

West Side Baptist—Chas. M. Smith.

Thoburn M. E.—L. Vandelinder and S. P. Todd.

First Presbyterian—Rev. L. C. Smith, D. D.

First Baptist—F. E. Parmelee and P. C. Kantz.

Memorial Presbyterian—J. J. Kinsey and L. R. Russell.

South Baptist—Aaron B. Gates.

Central M. E.—Mr. Redfern and W. Murch.

Essexville Congregational—H. W. Macker.

W. D. Van Schaack, of Detroit, acted as inspector and visited several of the churches while services were being conducted.

In the afternoon a ladies' mass meeting was held in the First Baptist church, led by Mrs. Aaron B. Gates.

A mass meeting for men was led by W. S. Colgrove and L. I. Smith. Jacob J. Kinsey sang several selections.

At the closing session three large mass meetings were held, as follows:

First Baptist—W. S. Colgrove.

First M. E., West Side—L. I. Smith, D. D.

Fremont Ave. M. E.—C. H. Hubbell, D. D., Adrian.

At the mass meeting in the evening, over \$60 was raised for the Bible fund for Bay City hotels.

The grand success of the eighth annual convention was due largely to the untiring efforts of Samuel P. Todd, of Bay City. Three large conventions were going on at the same time. He had the touch of the Trinity in all the meetings.

Aaron B. Gates.

Michigan Railroads Must Not Practice Extortion.

Michigan wholesalers win a victory amounting to thousands of dollars a year by the refusal of the Supreme Court to interfere with the Railway Commission in giving effect to the excess baggage rates, which were formulated on the complaint of Detroit's leading four wholesale dry goods firms.

The Michigan Central Railway, representing the others in the State, sought a writ of mandamus compelling Judge Murphy of Detroit, temporarily to enjoin the Commission from placing in effect the new excess baggage rates, based on the distance the baggage is carried.

The result is a victory for the wholesalers all along the line. About six months ago a schedule of the rates charged for excess baggage in Michigan, compared with the rates in Indiana, was submitted to the Railway Commission. It was shown that the cost of shipping 1,500 pounds of excess baggage across the State in short hauls was sometimes ten times as great as the passenger fare, because of the high minimum established. The Commission saw the justice of the contention and fixed a rate based upon the amount of fare paid, whether for a long or short haul.

Judge Murphy refused to issue an injunction restraining the Commission from putting the rates into effect, and his decision now has received the approval of the Supreme Court. That body, however, says the lower court should grant additional time to the railways to prepare their schedules to comply with the order.

The opinion was written by Justice Grant, and in his discussion of

the Commission act he refers to the decision, declaring unconstitutional the Missouri two-cent fare law. He points out that the courts, in knocking out that act, referred to the extreme penalties it imposes as an evident attempt to intimidate the railways.

The Michigan act, the court says, provides the machinery for appeals to the courts and further provides for prompt action on the questions at issue as a means of protecting railways from unjust orders and rulings.

Members of the Commission are well satisfied with the decision and especially on the court's comment on the Commission act, in which it is pointed out that sections of the law may be found defective without invalidating the whole act.

Wanderings With Men Who Sell Things.

"I don't like that salesman personally," said the merchant to me, "but I always buy of him. The fact is, he sells goods that I know are the best made and I know that he and his house are absolutely square. I am not selling that salesman. If I did I would probably want him made over. But I am selling the goods his house manufactures and I make good profit on them. He knows his goods, knows how to talk about them, and he tells me how to display and advertise them to the best advantage. You can see that I really have no reason to register any objections to having him sent to me instead of some salesman with a more likable personality."

That little speech shows that merchants have progressed. It is not so many millions years ago that a salesman who was not a "good fellow" could not sell goods. Goods were sold to the accompaniment of that hallowed invitational (good word) phrase, "Well, what'll yours be?" The merchant had to be jollied along. He had to be told that his store was the best in that section, and that he had his rivals on the run when it came to concerning trade.

But all this is now out of fashion. The merchant demands Quality Goods. He wants goods that will enable him to build up a trade. He does not want goods which will enable him to get trade, for he knows that there is, indeed, "more in business building than in business getting."

No longer does the salesman find it necessary to belong to countless lodges, churches, societies for the prevention of protracted intoxication, and the rest. He depends for his hold upon the quality of the goods he sells and for the excellence of his service and the service of his house.

Manufacturers discovered long ago that the entertaining salesman is dangerous. He gets his trade and holds it through his own personal strength. When such a salesman leaves one house for another he is, in many cases, able to carry the trade with him.

But the salesman who goes out representing his house, and who sells his goods simply on their merit, and not on his personal power as a good

fellow, builds up a trade which depends upon no individual salesman for its life.

A good teacher is one that teaches pupils to get along without her. A good salesman is one who always strives to set up such a sales machine in his territory that it will almost run itself.—Edward Buckrum in Business Philosopher.

Pigeons as "Wireless" at Lighthouses.

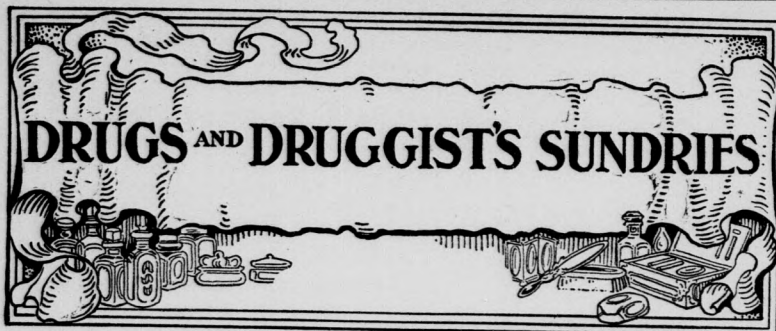
Pretty pigeons of Australia carry packages and messages between Hobart and Maatsuyker Island lighthouse, a distance of about seventy-five miles. Last November they called a physician for a lighthouse attendant and probably saved his life. Three birds are liberated with messages every three weeks, and when accident or illness occurs three additional birds are set free. Twelve birds in all are used for the service. While messages have not always reached their destination, the service has nevertheless been highly satisfactory. The messages are written on a piece of paper tied under the bird's wing. But the marine board has in view some celluloid cases which may be adjusted under the bird's wing and in which a good deal of information might be carried.

The birds are fed on gray peas of good quality, given plenty of grit and fresh water and kept thoroughly clean. They are also allowed at their station plenty of opportunity for needful exercise. That Maatsuyker Island lighthouse, which has a most isolated position, could secure a physician from Hobart sixteen hours after he had been sent for by pigeon post has suggested important possibilities for more general use of homing pigeons for such service. Trophies are to be provided for homing competitions so as to encourage owners to breed the best descriptions of carriers. There are about 20,000 of these birds in Australia.

J. Boyd Pantlind took the management of the Morton House thirty-four years ago Oct. 12, of last year, and if he lives until Oct. 12 of this year, he proposes to celebrate the thirty-fifth anniversary of his accession to the management in an appropriate manner. Three of the present employees of the hotel were with him at the beginning—the chef, the housekeeper and one of the girls in the dining room. Mr. Pantlind is probably as well known as any other hotel-keeper in the world. His name is a household word with the traveling public from ocean to ocean and those who travel much and patronize good hotels insist that they get more for their money in Grand Rapids than in any other city in the United States.

Thomas A. Wilkinson, formerly district agent for the McCaskey Register Co., with an office in Grand Rapids, has engaged in the grocery business at Muskegon, the Lemon & Wheeler Company furnishing the stock.

Lansing—The Lansing Ice Cream Co. has increased its capital stock from \$12,000 to \$15,000.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan State Pharmaceutical Association.
 President—M. A. Jones, Lansing.
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 Third Vice-President—M. M. Miller, Milan.
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 Treasurer—A. E. Way, Sparta.

Desirability of Quick Action.

Indications are that the bill now before the Michigan Legislature prohibiting the sale of liquor by druggists except on a physician's prescription will be enacted. The law would naturally place a premium on physicians embarking in the drug business and, perhaps, carrying in stock little besides an ample supply of liquors, and it has therefore been deemed wise on the part of the drug trade to ask that the measure be amended so as to prohibit physicians from issuing any prescriptions for liquor on stores in which they are financially interested. Several delegations have already visited Lansing in the interest of this amendment and the Tradesman thinks it would be wise for every druggist in Michigan to write his representative immediately, urging him to work and vote for the proposed amendment.

Incompatibilities of the New Synthetics.

Druggists are called upon to dispense compounds containing the new synthetics so frequently that it will be well to review the pharmacy of a few of these chemicals. C. M. Sayer, in a paper read before the Pharmaceutical Alumni Association of the State University of Iowa, endeavored to give his listeners some idea of the compatibility of the more recent synthetic chemicals.

Creosotal, which is creosote carbonate, possesses the incompatibilities of creosote, and is decomposed by alkalies. It is sometimes prescribed with Basham's mixture. It may be dispensed in this case by first emulsifying with glycerin and then adding Basham's mixture. When creosotal or creosote is to be made up in pill masses, first emulsify with glycerin and then mass with powdered glycyrrhiza and glucose.

Stovaine, the new anesthetic which is being quite extensively used instead of cocaine, is incompatible with alkalies and mercuric chloride. For this reason alkalies and bichloride solution should not be used in the cleansing and disinfection of hypodermic syringes used for stovaine unless

first washed with distilled water or physiological salt solution.

Saccharin, or benzosulphide, crystalline or sodium benzosulphide and dulcin or parphenetol-carbamide are intensely sweet principles used to sweeten the foods of diabetic patients, and are incompatible with the digestive ferments and should be administered with caution to persons whose digestion is impaired.

Solutions of the salts of alkaloids are precipitated by ichthyol. Sometimes ichthyol is prescribed in capsules, and should be mixed with some absorbent powder before the capsules are filled as it contains some water and may dissolve the gelatin of the capsules. Powdered licorice or powdered marshmallow may be used.

Heroin is precipitated by alkalies, tannic acid and alkaloidal reagents.

Xaxa is a trade name of acetylsalicylic acid and possesses incompatibilities of salicylic acid, being darkened by alkalies.

Veronal blackens calomel when the two are brought in contact, owing to the fact that a small amount of metallic mercury is liberated.

The Preservation of Sweet Juices.

"Since the pure food law went into effect we have numerous enquiries as to how to prevent fermentation in sweet juices made out of sugar spices and water or out of sugar spices and vinegar. These mixtures are used for sweet pickles and various other canned goods. We should like to know whether recocking the fermented juice would restore the sweetness and stop further fermentation. Or must both juice and fruit be recocked? If the juice be allowed to ferment before being added to the fruit and then be recocked, would the mixture be likely to ferment?"

We are surprised to learn that a mixture of spices and sugar ferments. Both products are said to be preservative agents. Some food houses have been able to put out goods "free from chemical preservatives" by adroitly substituting for the objectionable agents an extract of cloves, allspice, pepper and cinnamon. These products yield an extract which is a stronger antiseptic than a one-tenth per cent. solution of sodium benzoate. In the light of these facts, we can only assume that if the mixture of spices ferments, it is because there is a deficiency of spices. Some condiments actually contain benzoic acid. Hence it follows that the more concentrated the mixture, the greater is its keeping power. Sugar, too, is a preservative agent if present in a concentrated solution.

Recocking fermented juices will not restore the original flavor. If acetic acid fermentation, for instance, be present, boiling for thirty minutes or longer will not drive off the acetic acid, although it will inhibit further fermentation. Of course, boiling a product over, adding more sugar, etc., as is commonly done by the housewife will improve a deteriorated mixture but will not restore the original flavor. This follows from the fact that heat does not entirely drive off the products of fermentation.

Sweet juices must not be allowed to ferment before they are added to fruit. Subsequent boiling may reduce or even eliminate the injury done by such thoughtless action; but what purpose can there be in literally adding a "starter" for the fermentative process? There is only one safe rule to go by in canning: Have everything sterile. The sweet juices and flavoring agents are no exception. Raise them to the boiling point before adding them to the fruit and fill the cans full. Boil the covers, rubbers and containers before bringing them in contact with the hot fruit. Keep everything so hot that germs which lodge in the material will find the heat too intense for their survival. Then screw the covers down tight, or push the corks in solid and thus close the packages as hermetically as possible.—Bulletin of Pharmacy.

The most popular religious delusion of our day is that discussing duties is the same thing as doing them.

Liability of the Doctor's Mistake.

Joseph W. Errant, general counsel of the N. A. R. D., says that the physician is liable for his mistake if the druggist does not detect it, but if the druggist knows that the prescription is wrong and fills it, even after remonstrating or consulting with the physician, then the druggist could not seek relief from liability if the injured person held him for damages. In other words, it is not safe to dispense a prescription which the druggist knows is wrong, even if ordered to do so by the prescriber.

Composition of Wuerzburger Pills.

Wuerzburger Rhubarb pills, or Kneipp's pills, are composed of the following, the amounts given being for each pill:

Rhubarb	1 gr.
Extract of aloes	1 gr.
Extract of rhubarb	1/4 gr.
Soap	1/4 gr.
Juniper berry	3/40 gr.
Fenugreek	3/40 gr.
Dwarf elder	3/40 gr.
Fennel	3/40 gr.

Randolph Reid.

The Drug Market.

Opium—Is unchanged.
 Morphine—Is steady.
 Quinine—Is quiet.
 Pyrogallie Acid—On account of competition has declined.
 Glycerin—Is firm but unchanged.
 Vanilla Beans—Are very firm and advancing.
 Buchu Leaves—Are scarce and tending higher.

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.

Lupulin	@ 40	Rubia Tinctorum 12@	14	Vanilla	9 00@10 00
Lycopodium	70@ 75	Saccharum La's 18@	20	Zinci Sulph	7@ 10
Macis	65@ 70	Salacin	4 50@4 75		Oils
Magnesia, Sulph.	3@ 5	Sanguis Drae's	4@ 50		bbl. gal.
Magnesia, Sulph. bbl	@ 13%	Sapo, G	@ 15	Lard, extra	35@ 90
Mannia S. F.	60@ 70	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Menthol	2 65@2 85	Sapo, W	13 1/2@ 16	Lanced, pure raw	56@
Morphia, SP&W ..	2 90@3 1	Seldittz Mixture	20@ 22	Linsed, boiled ..	57@ 8
Morphia, SNYQ ..	2 90@3 15	Sinapis	@ 18	Neat's-foot, w str	65@ 70
Morphia, Mal.	2 90@3 15	Sinapis, opt.	@ 30	Spts. Turpentine ..	Market
Moschus Canton ..	@ 40	Snuff, Maccaboy,		Whale, winter	70@ 76
Myrica, No. 1	25@	De Voes	@ 51		Paints
Nux Vomica po 15	@ 10	Snuff, S's DeVo's	@ 51	Green, Paris	29 1/2@33 1/2
Os Sepia	35@ 40	Soda, Boras	6@ 10	Green, Peninsular	13@ 16
Pepsin Sacc. H &		Soda, Boras, po ..	6@ 10	Lead, red	7 1/2@ 8
P D Co	@ 100	Soda, e Pot's Tart	25@ 28	Lead, white	7 1/2@ 8
Picis Liq N N 1/2		Soda, Carb	1 1/2@ 2	Ochre, yel Ber.	13@
gal. doz.	@ 200	Soda, Carb	3@ 5	Ochre, yel Mars 13@	2 @4
Picis Liq qts	@ 100	Soda, Ash	3 1/2@ 4	Putty, commel' 2 1/4	2 1/2
Picis Liq pints	@ 60	Soda, Sulphas ..	@ 4	Putty, strict pr 2 1/4	2 1/2
Pil Hydrarg po 80	@	Spts. Cologne ..	@ 2 60	Red Venetian	1 1/4 2 @3
Piper Alba po 35	@ 30	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 1/2 25@ 35
Piper Nigra po 22	@ 13	Spts. Myrcia	@ 2 50	Vermillion, Eng.	75@ 80
Pix Burgum	@ 3	Spts. Vini Rect bbl	@	Vermillion Prime ..	
Plumbi Acet	12@ 15	Spts. Vi'i Rect 1/2 b	@	American	13@ 15
Pulvis Ip'cet Oil P	130@1 50	Spts. Vi'i R't 10 gl	@	Whiting Gilders' ..	@ 95
Pyrrethrum, bxs. H		Spts. Vi'i R't 5 gl ..	@	Whit'g Paris Am'r ..	@ 25
& P D Co doz.	@ 75	Strychnia, Crysl' 1	10@1 30	Whit'g Paris Eng. ..	
Pyrrethrum, pv.	20@ 25	Sulphur Subl	23@ 4	cliff	@ 140
Quassia	8@ 10	Sulphur, Roll	2 1/2@ 3 1/2	Whiting, white S'n	@
Quina, N. Y.	17@ 27	Tamarinds	8@ 10		Varnishes
Quina, S. Ger.	17@ 27	Terebinth Venice	28@ 30	Extra Turp	1 60@1 70
Quina, S P & W ..	17@ 27	Thebromaee	50@ 55	No. 1 Turp Coachi	10@ 12

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Flour		Fresh Fish	
		Canned Tomatoes	

Index to Markets		1		2	
By Columns		ARCTIC AMMONIA		Oysters	
	Col	12 oz. ovals 2 doz. box	75	Cove, 1lb.	85@ 95
		AXLE GREASE		Cove, 2lb.	1 60@ 1 85
		Frazier's		Cove, 1lb. Oval	1 20
	A	1lb. wood boxes, 4 doz.	3 00	Plums	1 00@ 2 50
		1lb. tin boxes, 3 doz.	2 35	Peas	
		3 1/2 lb. tin boxes, 2 doz.	4 25	Marrowfat	90@ 1 25
	B	10lb. pails, per doz.	6 00	Early June	95@ 1 25
		15lb. pails, per doz.	7 20	Early June Sifted 1	15@ 1 80
		25lb. pails, per doz.	12 00	Peaches	90@ 1 25
		BAKED BEANS		No. 10 size can pie	3 00
		1lb. can, per doz.	90	Pineapple	85@ 2 00
		2lb. can, per doz.	1 40	Sliced	95@ 2 40
		3lb. can, per doz.	1 80	Pumpkin	
		BATH BRICK		Fair	85
		American	75	Good	90
		English	85	Fancy	1 00
		BLUING		Gallon	1 50
		Arctic		Raspberries	
		6 oz. ovals 3 doz. box	40	Standard	0
		16 oz. round 2 doz. box	75	Col'a River, talls	1 95@ 2 00
		Sawyer's Pepper Box		Col'a River, flats	2 25@ 2 75
		No. 3, 3 doz. wood bxs	4 00	Red Alaska	1 35@ 1 50
		No. 5, 3 doz. wood bxs	7 00	Pink Alaska	90@ 1 00
		Sawyer Crystal Bag		Sardines	
		Blue	4 00	Domestic, 1/4s	3 1/4@ 4
		BROOMS		Domestic, 1/2s	5
		No. 1 Carpet, 4 sew	2 75	Domestic, 3/4 Mus.	6 1/2@ 9
		No. 2 Carpet, 4 sew	2 40	California, 1/4s	11
		No. 3 Carpet, 3 sew	2 25	California, 1/2s	17
		No. 4 Carpet, 3 sew	2 10	French, 1/4s	7
		Parlor Gem	2 40	French, 1/2s	18
		Common Whisk	80	Shrimps	
		Fancy Whisk	1 25	Standard	90@ 1 40
		Warehouse	3 00	Succotash	
		BRUSHES		Fair	85
		Scrub		Good	1 00
		Solid Back 8 in.	75	Fancy	1 25@ 1 40
		Solid Back, 11 in.	95	Strawberries	
		Pointed Ends	85	Standard	1 25@ 1 40
		Stove		Fancy	
		No. 3	90	Tomatoes	
		No. 2	1 25	Good	95@ 1 10
		No. 1	1 75	Fair	85@ 90
		Shoe		Fancy	91 40
		No. 8	1 00	Gallons	2 50
		No. 7	1 30	CARBON OILS	
		No. 4	1 70	Barrels	
		No. 3	1 90	Perfection	10 1/4
		BUTTER COLOR		Water White	10
		W. & Co.'s 25c size	2 00	D. S. Gasoline	13 1/2
		W. & Co.'s 50c size	4 00	Gas Machine	24
		CANDLES		Deodor'd Nap'a	12 1/2
		Paraffine, 6s	10	Cylinder	29
		Paraffine, 12s	10	Engine	22
		Wicking	20	Black, winter	8 1/4@ 10
		CANNED GOODS		CEREALS	
		Apples		Breakfast Foods	
		3lb. Standards	1 00	Bordeau Flakes, 36 lb.	2 50
		Gallon	2 75@ 3 00	Cream of Wheat 36 lb.	4 50
		Blackberries		Egg-O-Se, 36 pkgs.	2 85
		2lb.	1 25@ 1 75	Excello Flakes, 36 lb.	4 50
		Standards gallons	5 50	Excello, large pkgs.	4 50
		Beans		Force, 36 lb.	4 50
		Baked	85@ 1 30	Grape Nuts, 2 doz.	2 70
		Red Kidney	85@ 95	Malta Ceres, 24 lb.	2 40
		String	70@ 1 15	Malta Vita, 36 lb.	2 85
		Wax	75@ 1 25	Mapl-Flake, 36 lb.	4 05
		Blueberries		Pillsbury's Vitos, 3 dz.	4 25
		Standard	1 35	Ralston Health Food	4 50
		Gallon	6 25	36 lb.	4 50
		Brook Trout		Sunlight Flakes, 36 lb.	2 85
		2lb. cans, spiced	1 90	Sunlight Flakes, 20 lb.	4 00
		Clams		Vigor, 36 pkgs.	2 75
		Little Neck, 1 lb.	1 00@ 1 25	Voigt Cream Flakes	4 50
		Little Neck, 2 lb.	1 50	Zest, 20 lb.	4 10
		Burnham's 1/4 pt.	1 90	Zest, 36 small pkgs.	3 75
		Burnham's pts.	3 60	Rollad Oats	
		Burnham's qts.	7 20	Steel Cut, 100 lb. sks.	3 25
		Cherries		Monarch, 90 lb. sacks	2 90
		Red Standards	1 40	Quaker, 18 Regular	1 50
		White	1 40	Quaker, 20 Family	4 60
		Corn		Bulk	Cracked Wheat
		Fair	75@ 85	24 2 lb. packages	3 50
		Good	1 00@ 1 10	Columbia, 25 pts.	4 15
		Fancy	1 45	Snider's pints	2 25
		French Peas		Snider's 1/2 pints	1 35
		Sur Extra Fine	22	CHEESE	
		Extra Fine	15	Acme	17
		Fine	11	Elsie	12
		Moyen	15	Gem	10
		Gooseberries	1 75	Jersey	16 1/2
		Standard	85	Riverside	16 1/2
		Lobster		Springdale	16
		1/2 lb.	2 25	Warner's	17
		1 lb.	4 25	Brick	18
		Picnic Tails	2 75	Leiden	15
		Mackerel		Limburger	16 1/2
		Mustard, 1lb.	1 80	Pineapple	40
		Mustard, 2lb.	2 80	Sap Sago	20
		Soused, 1 1/2 lb.	1 80	Swiss, domestic	16
		Soused, 2lb.	2 75		
		Tomato, 1lb.	1 50		
		Tomato, 2lb.	2 80		
		Mushrooms			
		Hotels	24		
		Buttons	28		

Ammonia	1
Axle Grease	1
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
Candies	1
Canned Goods	1
Carbon Oils	1
Catsup	1
Cereals	1
Cheese	1
Chewing Gum	1
Chicory	1
Chocolate	1
Clothes Lines	1
Cocoa	1
Cocanut	1
Cocoa Shells	1
Coffee	1
Confections	1
Crackers	1
Cream Tartar	1
Dried Fruits	1
Farinaceous Goods	1
Feed	1
Fish and Oysters	1
Fishing Tackle	1
Flavoring Extracts	1
Flour	1
Fresh Meats	1
Gelatine	1
Grain Bags	1
Grains	1
Herbs	1
Hides and Pelts	1
Jelly	1
Licorice	1
Matches	1
Meat Extracts	1
Mince Meat	1
Molasses	1
Mustard	1
Nuts	1
Olives	1
Pipes	1
Pickles	1
Playing Cards	1
Potash	1
Provisions	1
Rice	1
Salad Dressing	1
Saleratus	1
Salt Soda	1
Salt	1
Salt Fish	1
Seeds	1
Shoe Blacking	1
Snuff	1
Soap	1
Soda	1
Soups	1
Spices	1
Starch	1
Syrups	1
Tea	1
Tobacco	1
Twine	1
Vinegar	1
Wicking	1
Woodenware	1
Wrapping Paper	1
Yeast Cake	1

Fluted Honey Cake	12
Fluted Cocanut Bar	10
Ginger Gems	8
Ginger Gems, Iced	8
Graham Crackers	8
Ginger Nuts	10
Ginger Snaps N. B. C.	7
Ginger Snaps Square	8
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	8
Kream Klips	20
Lem Yem	11
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	16
Lemona	8
Log Cabin Cake	10
Lustania Mixed	11
Mary Ann	8
Marshmallow Walnuts	16
Mariner	11
Masses 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
Pretzeltes, Hand Md.	8
Pretzeltes, 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	Per doz.
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
Cocanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers	1 00
Lemon Snap	50
London Cream Biscuit	1 00
Oatmeal Crackers	1 00
Oysterettes	50
Old Time Sugar Cook.	1 00
Pretzeltes, Hd. Md.	1 00
Royal Toast	1 00
Saltine	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda, N. B. C.	1 00
Soda, Select	1 00
Sultana Fruit Biscuit	1 50
Unedea	50
Unedea Jinjer Waffer	1 00
Unedea Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
In Special Tin Packages.	
Festino	Per doz.
Nabisco	2 50
Nabisco	1 00
Champagne Waffer	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	20
Square cans	32
Fancy caddies	25

Coriscan	Citron
Currants	@ 8
Imp'd 1 lb. pkg.	@ 7 1/2
Imported bulk	@ 7 1/2
Peel	
Lemon American	13
Orange American	13
Raisins	
Cluster, 5 crown	1 75
Loose Muscatels 3 cr.	5 1/2
Loose Muscatels 3 cr.	5 1/2
Loose Muscatels 3 cr.	5 1/2
L. M. Seeded 1b. 6 1/4	7
California Prunes	
100-125 1/2 lb. boxes	4
90-100 25lb. boxes	4 1/2
80-90 25lb. boxes	5
70-80 25lb. boxes	6
60-70 25lb. boxes	6 1/2
50-60 25lb. boxes	7
40-50 25lb. boxes	7 1/2
30-40 25lb. boxes	8 1/2
1/4c less in 50lb. cases	
FARINACEOUS GOODS	
Beans	
Dried Lima	5 1/2
Med. Hand Pk'd	3 50
Brown Holland	
Farina	
24 1 lb. packages	1 50
Bulk, per 100 lbs.	3 50
Holmly	
Flake, 50 lb. sack	1 00
Pearl, 100 lb. sack	2 45
Pearl, 200 lb. sack	4 30
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	50
Pearl Barley	
Common	3 00
Chester	3 00
Empire	3 65
Peas	
Green, Wisconsin, bu.	2 20
Split, Scotch, bu.	2 20
Split, lb.	04
Sago	
East India	5
German, sacks	5
German, broken pkg.	
Tapoca	
Flake, 110 lb. sacks	6
Pearl, 130 lb. sacks	4 1/2
Pearl, 24 lb. pkgs.	7 1/2
FLAVORING EXTRACTS	
Footo & Jenks	
Coleman Brand	
Lemon	
No. 2 Terpeness	75
No. 3 Terpeness	1 75
No. 8 Terpeness	3 00
Vanilla	
No. 2 High Class	1 20
No. 4 High Class	2 00
No. 8 High Class	4 00
Jaxon Brand	
Vanilla	
2 oz. Full Measure	3 10
4 oz. Full Measure	4 00
8 oz. Full Measure	8 00
Lemon	
2 oz. Full Measure	1 25
4 oz. Full Measure	2 40
8 oz. Full Measure	4 50
Jennings D. C. Brand	
Terpeness Ext. Lemon	
No. 2 Panel	75
No. 4 Panel	1 50
No. 6 Panel	2 00
Taper Panel	1 50
2 oz. Full Measure	1 25
4 oz. Full Measure	2 00
Jennings D. C. Brand	
Extract Vanilla	
No. 2 Panel	1 25
No. 4 Panel	3 00
No. 6 Panel	3 50
Taper Panel	2 00
1 oz. Full Measure	90
2 oz. Full Measure	1 80
4 oz. Full Measure	3 50
No. 2 Assorted Flavors	1 00
GRAIN BAGS	
Amoskeag, 100 in bale 19	
Amoskeag, less than 19 1/2	
GRAIN AND FLOUR	
Wheat	
New No. 1 White	1 37
New No. 2 Red	1 37
Local Brands	
Patents	7 20
Seconds Patents	7 00
Straight	6 20
Second Straight	5 80
Clear	5 20
Flour in barrels, 25c per barrel additional.	
Warden Grocer Co.'s Brand	
Quaker, paper	6 50
Quaker, cloth	6 70
Wykes & Co.	
Eclipse	6 00
Kansas Hard Wheat Flour	
Judson Grocer Co.	
Fanchon, 1/3 cloth	7 45
Grand Rapids Grain & Milling Co. Brands	
Wizard, assorted	6 20
Wizard, Graham	6 20
Wizard Buckwheat	6 00
Rye	

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 .. 5
Eagle .. 5
Frank's .. 5
Schener's .. 6

CHOCOLATE

Walter Baker & Co.'s .. 24
German Sweet .. 39
Premium .. 31
Caracas .. 31
Walter M. Lowney Co. .. 32
Premium, 1/4s .. 32
Premium, 1/2s .. 32

COCOA

Baker's .. 39
Cleveland .. 41
Colonial, 1/4s .. 36
Colonial, 1/2s .. 33
Epps .. 42
Huyler .. 45
Lowney, 1/4s .. 36
Lowney, 1/2s .. 36
Lowney, 1s .. 40
Van Houten, 1/4s .. 40
Van Houten, 1/2s .. 40
Van Houten, 1s .. 40
Webb .. 39
Wilbur, 1/4s .. 40
Wilbur, 1/2s .. 40

COCOANUT

Dunham's 1/4s & 1/2s .. 26 1/2
Dunham's 1/4s .. 27
Dunham's 1/2s .. 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

Choice .. 16
Fancy .. 19

GUATEMALA

Choice .. 15
Fancy .. 19

JAVA

African .. 12
Fancy African .. 17
O. G. .. 25
P. G. .. 31

MOCHA

Arabian .. 21
New York Basis .. 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 .. 6
Brand .. 6
Butter .. 6
Seymour, Round .. 6
N. B. C., Square .. 6
Soda .. 6
N. B. C. Soda .. 6
Select Soda .. 6
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
Currant Fruit Biscuit .. 16
Cracknels .. 16

COFFEE CAKE, PL. OR ICED

Coffee Cake, pl. or iced .. 10
Cocanut Taffy Bar .. 12
Cocanut Bar .. 12
Cocanut Bon Bons .. 12
Cocanut Drops .. 12
Cocanut Honey Cake .. 12
Cocanut Hon. Fingers .. 12
Cocanut Hon. Jumbles .. 12
Cocanut Macaroons .. 18
Dandelion .. 10
Dinner Biscuit .. 20
Dinner Fall Cake .. 10
Dixie Sugar Cookie .. 9
Family Snaps .. 8

4

Family Cookie .. 8
Fancy Ginger Wafer .. 12
Fig Cake Assorted .. 12
Fruit Nut Mixed .. 16
Frosted Cream .. 8
Frosted Honey Cake .. 12
Fluted Cocanut 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
Lusitania Mixed .. 11
Mary Ann .. 8
Marshmallow Walnuts .. 16
Mariner .. 11
Molasses Cakes .. 8
Molasses Cakes, Iced .. 9
Mohican .. 11
Nabob Jumble .. 14
Newton .. 12
Oatmeal Crackers .. 8
Orange Gems .. 8
Oval Sugar Cakes .. 8
Oval Sugar Cakes Ast. .. 9
Penny Cakes, Assorted .. 8
Picnic Mixed .. 11 1/2
Pretzels, Hand Md. .. 8
Pretzellettes, Hand Md. .. 8
Pretzellettes, 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
Sultana Jumbles .. 10
Spiced Gingers .. 9
Spiced Gingers Iced .. 10
Sugar Cakes .. 8
Sugar Cakes, Iced .. 8
Sugar Squares, large or small .. 8
Superba .. 8
Sponge Lady Fingers .. 25
Sugar Crimp .. 8
Sylvan Cookie .. 12
Vanilla Wafers .. 12
Victors .. 12
Waverly .. 8
Zanzibar .. 10

100-125 2lb. boxes .. 4
90-100 25lb. boxes .. 4 1/2
80-90 25lb. boxes .. 5
70-80 25lb. boxes .. 6
60-70 25lb. boxes .. 6 1/2
50-60 25lb. boxes .. 7
40-50 25lb. boxes .. 7 1/2
30-40 25lb. boxes .. 8 1/2
1/4c less in 50lb. cases

FARINACEOUS GOODS

Beans .. 5 1/2
Dried Lima .. 5 1/2
Med. Hand Pk'd .. 2 60
Brown Holland .. 2 60

FARINA

24 1 lb. packages .. 1 50
Bulk, per 100 lbs. .. 3 50

HOMINY

Flake, 50 lb. sack .. 1 00
Pearl, 100 lb. sack .. 2 45
Pearl, 200 lb. sack .. 4 80

MACARONI AND VERMICELLI

Domestic, 10 lb. box .. 60
Imported, 25 lb. box .. 2 50
Common Pearl Barley .. 3 00
Chester .. 3 00
Empire .. 3 85

PEAS

Green, Wisconsin, bu. .. 2 20
Green, Scotch, bu. .. 2 20
Split, lb. .. 04

SAGO

East India .. 5
German, sacks .. 5
German, broken pkg. .. 5

TAPIOCA

Flake, 110 lb. sacks .. 4
Pearl, 130 lb. sacks .. 4
Pearl, 24 lb. pkgs. .. 7 1/2

FLAVORING EXTRACTS

Foot & Jenks .. 75
Coleman Brand .. 75
Lemon .. 75
No. 2 Terpeneless .. 1 75
No. 3 Terpeneless .. 1 75
No. 8 Terpeneless .. 3 00

VANILLA

No. 2 High Class .. 1 20
No. 4 High Class .. 2 00
No. 8 High Class .. 4 00
Jaxon Brand .. 4 00

VANILLA

2 oz. Full Measure .. 3 10
4 oz. Full Measure .. 4 00
8 oz. Full Measure .. 8 00

LEMON

2 oz. Full Measure .. 1 25
4 oz. Full Measure .. 2 40
8 oz. Full Measure .. 4 50
Jennings D. C. Brand .. 1 00
Terpeneless Ext. Lemon .. 1 00

DOZ.

No. 2 Panel .. 75
No. 4 Panel .. 1 50
No. 6 Panel .. 2 00
Taper Panel .. 1 50
2 oz. Full Measure .. 1 25
4 oz. Full Measure .. 2 00
Jennings D. C. Brand .. 2 00
Extract Vanilla .. 1 00

GRAIN BAGS

Amoskeag, 100 in bale 15
Amoskeag, less than 15 1/2

GRAIN AND FLOUR

Wheat .. 1 37
New No. 1 White .. 1 37
New No. 2 Red .. 1 37

LOCAL BRANDS

Patents .. 7 20
Seconds Patents .. 7 00
Straight .. 6 20
Second Straight .. 5 80
Clear .. 5 20
Flour in barrels, 25c per barrel additional

WORDEN GROCER CO.'S BRAND

Quaker, paper .. 6 50
Quaker, cloth .. 6 70

WYKES & CO.

Eclipse .. 6 00
Kansas Hard Wheat Flour .. 6 00
Judson Grocer Co. .. 7 45
Fanchon, 1/4s cloth .. 7 45
Grand Rapids Grain & Milling Co. Brands .. 6 20
Wizard, assorted .. 6 20
Wizard, Graham .. 6 20
Wizard Buckwheat .. 6 00
Rye .. 4 00

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, 1/2 s, 7 15 Ceresota, 1/4 s, 7 00 Ceresota, 1/8 s, 6 90 Lemon & Wheeler's Brand Wingold, 1/2 s, 6 90 Wingold, 1/4 s, 6 80 Wingold, 1/8 s, 6 70 Worden Grocer Co.'s Brand Laurel, 1/2 cloth, 6 60 Laurel, 1/4 cloth, 6 60 Laurel, 1/8 cloth, 6 50 Laurel, 1/2 cloth, 6 50 Voigt Milling Co.'s Brand Voigt's Crescent, 7 20 Voigt's Flouring whole wheat flour, 7 20 Voigt's Hygienic Granam, 6 Voigt's Royal, 7 Wykes & Co. Sleepy Eye, 1/2 cloth, 6 80 Sleepy Eye, 1/4 cloth, 6 70 Sleepy Eye, 1/8 cloth, 6 60 Sleepy Eye, 1/2 paper, 6 60 Sleepy Eye, 1/4 paper, 6 60 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, 15 Laurel Leaves, 15 Senna Leaves, 15 HORSE RADISH Per doz., 90 JELLY 5 lb. pails, per doz., 2 25 15 lb. pails, per pail, 55 30 lb. pails, per pail, 98 LICORICE Pure, 25 Calabria, 25 Sicily, 14 Root, 11 MATCHES C. D. Crittenden Co. Noiseless Tip, 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 35 Good, 22 Fair, 20 Half barrels 2c extra MINCE MEAT Per case, 2 90 MUSTARD 1/2 lb., 6 lb. box, 18 OLIVES Bulk, 1 gal. kegs, 1 40 @ 1 50 Bulk, 2 gal. kegs, 1 35 @ 1 45 Bulk, 5 gal. kegs, 1 25 @ 1 40 Manzanilla, 3 oz., 75 Queen, pints, 2 25 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 1 40 Stuffed, 3 oz., 1 45 Stuffed, 10 oz., 2 40 PIPES Clay, No. 216 per box, 1 25 Clay, T. D., full count, 2 00 Cob, 90 PICKLES Medium Barrels, 1,200 count, 6 00 Half bbls., 600 count, 3 50 Small Half bbls., 1,200 count, 4 50 PLAYING CARDS No. 90 Steamboat, 85 No. 15, Rival, assorted, 1 25 No. 20, Royal, enam'd, 1 50 No. 572, Steel, 1 75 No. 98, Golf, satin fin., 2 00 No. 808, Bicycle, 2 00 No. 632, Tourist, 2 25 POTASH Babbitt's PROVISIONS Barreled Pork Mess, new, 19 00 Clear Back, 20 00 Short Cut, 19 50 Short Cut Clear, 19 50 Bean, 16 50 Brisket, Clear, 18 00 Pig, 24 30 Clear Family, 16 50 Dry Salt Meats S. P. Bellies, 12 Bellies Extra Shorts Clear, 11 1/2	Lard Pure in tierces, 12 Compound Lard, 8 1/2 50 lb. tubs, advance, 1/2 50 lb. tubs, advance, 1/2 50 lb. tins, advance, 1/2 20 lb. pails, advance, 1/2 10 lb. pails, advance, 1/2 5 lb. pails, advance, 1/2 8 lb. pails, advance, 1 Smoked Meats Hams, 12 lb. average, 12 1/2 Hams, 14 lb. average, 12 1/2 Hams, 16 lb. average, 12 1/2 Hams, 18 lb. average, 12 1/2 Skinned Hams, 13 1/2 Ham, dried beef sets, 18 California Hams, 9 Picnic Boiled Hams, 14 Boiled Ham, 20 Berlin Ham, pressed, 10 Minced Ham, 10 Bacon, 12 1/2 @ 15 Sausages Bologna, 4 Liver, 7 Frankfurt, 9 Fork, 9 Veal, 7 Tongue, 7 Headcheese, 7 Leaf Boneless, 12 00 Rump, new, 13 00 Pig's Feet 1/2 bbls., 40 lbs., 1 00 1/4 bbls., 40 lbs., 1 00 1/2 bbls., 80 lbs., 3 00 1 bbl., 80 lbs., 3 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, 1/2 s, 50 Potted ham, 1/4 s, 50 Deviled ham, 1/2 s, 50 Deviled ham, 1/4 s, 50 Potted tongue, 1/2 s, 50 Potted tongue, 1/4 s, 50 RICE Fancy, 7 @ 7 1/2 Japan, 5 @ 6 1/2 Broken, 5 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint, 2 25 Columbia, 1 pint, 4 00 Durkee's, large, 1 doz., 4 50 Durkee's, small, 2 doz., 5 25 Snider's, large, 1 doz., 2 35 Snider's, small, 2 doz., 1 35 SALERATUS Packed 60 lbs. in box, 3 10 Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 lbs., 3 00 SAL. SODA Granulated, bbls., 85 Granulated, 100 lbs. cs., 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 SALT Common Grades 100 3 lb. sacks, 2 25 60 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 05 56 lb. sacks, 32 28 lb. sacks, 17 Warsaw 56 lb. dairy in drill bags, 40 28 lb. dairy in drill bags, 20 Solar Rock 56 lb. sacks, 24 Common Granulated, fine, 85 Medium, fine, 80 SALT FISH Large whole, @ 7 Small whole, @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, @ 5 Halibut Strips, 14 Chunks, 15 Holland Herring Pollock, @ 4 White Hp. bbls., 8 50 @ 9 50 White Hp. 1/2 bbls., 4 50 @ 5 25 White Hoop mchs., 60 @ 75 Norwegian Round, 100 lbs., 3 75 Round, 40 lbs., 1 90 Scaled, 13 TROUT No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 Mackerel Mess, 100 lbs., 14 50 Mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 13 00 No. 1, 40 lbs., 5 60 No. 1, 10 lbs., 1 50 No. 1, 8 lbs., 1 25 Whitefish No. 1, No. 2 Fam 100 lbs., 9 75 @ 5 50 50 lbs., 5 25 @ 1 90	SEEDS 10 lbs., 1 12 55 8 lbs., 92 48 Anise, 10 Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 1/2 Mustard, white, 10 Poppy, 10 Rape, 6 SHOE BLACKING Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 SNUFF Scotch, in bladders, 37 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 D'nd, 100 6 oz, 3 80 Jap Rose, 50 bars, 3 60 Savon Imperial, 3 00 White Russian, 3 15 Dome, oval bars, 3 00 Satinette, oval, 2 70 Snowberry, 100 cakes, 4 00 Proctor & Gamble Co. Lenox, 3 00 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 00 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marseilles, 100 cakes, 5 80 Marseilles, 100 cakes 5c, 4 00 Marseilles, 100 ck toilet, 4 00 Marseilles, 1/2 bx toilet, 2 10 A. B. Wrisley Good Cheer, 4 00 Old Country, 3 40 Soap Powders Lautz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 00 Kirkline, 24 4lb., 3 80 Pearlina, 3 75 Soapine, 4 16 Babbitt's 1776, 3 75 Roseine, 3 50 Armour's, 3 70 Wisdom, 3 80 Soap Compounds Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-N-More, 2 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, English, 5 1/2 Kegs, English, 4 1/2 SPICES Whole Spices Cassia, China in mats, 10 Cassia, Canton, 12 Cassia, Batavia, bund, 28 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 55 Cloves, Amboyne, 22 Cloves, Zanzibar, 16 Mace, 39 Nutmegs, 75-80, 35 Nutmegs, 105-10, 25 Nutmegs, 115-20, 25 Pepper, Singapore, blk., 15 Pepper, Singp. white, 15 Pepper, shot, 27 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 28 Cloves, Zanzibar, 24 Cloves, African, 15 Ginger, Cochin, 18 Ginger, Jamaica, 18 Mace, 25 Mustard, 17 Pepper, Singapore, blk., 18 Pepper, Singp. white, 23 Pepper, Cayenne, 20 Sage, 20 STARCH Corn Kingsford, 40 lbs., 7 1/2 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 1/2 Gloss Kingsford Silver Gloss, 40 lbs., 7 1/2 Silver Gloss, 16 3lbs., 6 1/2 Silver Gloss, 12 6lbs., 8 1/2 Muzzy 48 1lb. packages, 5 1/2 16 5lb. packages, 4 1/2 12 6lb. packages, 4 1/2 50lb. boxes, 4 SYRUPS Corn Barrels, 31 Half barrels, 33 20lb. cans 1/2 dz. in cs., 2 10 10lb. cans 1/2 dz. in cs., 1 95 5lb. cans 1/2 dz. in cs., 2 10 1 1/2 lb. cans 1/2 dz. in cs., 2 10	Pure Cane Fair, 16 Good, 20 Choice, 25 TEA Japan Sundried, medium, 24 Sundried, choice, 32 Sundried, fancy, 36 Regular, medium, 24 Regular, choice, 32 Regular, fancy, 36 Basket-fired, medium, 31 Basket-fired, choice, 38 Basket-fired, fancy, 43 Nibs, 22 @ 24 Siftings, 9 @ 11 Fannings, 12 @ 14 Gunpowder Moyune, medium, 30 Moyune, choice, 32 Moyune, fancy, 40 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 Young Hyson Choice, 30 Fancy, 36 Oolong Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 English Breakfast Medium, 20 Choice, 30 Fancy, 40 India Ceylon, choice, 32 Fancy, 42 TOBACCO Fine Cut Cadillac, 54 Sweet Loma, 54 Hiawatha, 5lb. pails, 55 Telegram, 55 Pay Car, 55 Prairie Rose, 55 Protection, 40 Sweet Burley, 41 Tiger, 41 Plug Red Cross, 31 Palo, 35 Hiawatha, 41 Kyo, 35 Battle Ax, 37 American Eagle, 33 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 14 oz., 44 Nobby Twist, 35 Jolly Tar, 35 Old Honesty, 43 Toddy, 43 J. T., 33 Piper Heldsick, 69 Boot Jack, 86 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 34 Nickel Twist, 52 Mill, 32 Great Navy, 36 Smoking Sweet Core, 34 Flat Car, 32 Warpath, 25 Bamboo, 16 oz., 25 I X L 5lb., 25 I X L 16 oz. pails, 31 Honey Dew, 37 Gold Block, 40 Flagman, 40 Chips, 33 Kiln Dried, 21 Duke's Mixture, 40 Duke's Cameo, 43 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum Yum, 1lb. pails, 40 Cream, 38 Corn Cake, 2 1/2 oz., 22 Corn Cake, 1lb., 26 Plow Boy, 1 1/2 oz., 39 Plow Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 35 Air Brake, 36 Cant Hook, 30 Country Club, 32-34 Forex-XXXX, 30 Good Indian, 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam, 24 Sweet Marie, 32 Royal Smoke, 42 TWINE Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 13 Flax, medium N, 14 Wool, 1 lb. balls, 8 VINEGAR State Seal, 12 Oakland apple cider, 14 Barrels free, 12 WICKING No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 WOODENWARE Baskets Bushels, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large 8 25 Willow, Clothes, med'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case, 72 3lb. size, 16 in case, 68 5lb. size, 12 in case, 63 10lb. size, 6 in case, 60 Butter Plates No. 1 Oval, 250 in crate, 35 No. 2 Oval, 250 in crate, 40 No. 3 Oval, 250 in crate, 45 No. 5 Oval, 250 in crate, 60 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round head, 5 gross bx, 55 Round head, cartons, 70 Egg Crates and Fillers Humpty Dumpty, 12 dz, 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 fillers/sets, 1 35 Case, mediums, 12 sets, 1 15 Faucets Cork lined, 8 in., 70 Cork lined, 9 in., 80 Cork lined, 10 in., 90 Mop Sticks Trojan spring, 90 Eclipse patent spring, 85 No. 1 common, 80 No. 2 pat. brush holder, 80 12lb. cotton mop heads, 40 Ideal No. 7, 85 Pails 2-hoop Standard, 2 15 3-hoop Standard, 2 35 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, all red, brass, 1 25 Paper, Eureka, 2 25 Fibre, 2 70 Toothpicks Hardwood, 2 50 Softwood, 2 75 Banquet, 1 50 Ideal, 1 50 Traps Mouse, wood, 2 holes, 22 Mouse, wood, 4 holes, 45 Mouse, wood, 6 holes, 70 Mouse, tin, 5 holes, 65 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 Lewey, 1 75 Double Acme, 2 75 Single Acme, 2 25 Double Peerless, 4 25 Single Peerless, 3 60 Northern Queen, 3 50 Double Duplex, 3 00 Good Luck, 2 75 Universal, 3 65 Window Cleaners 12 in., 1 65 14 in., 1 85 16 in., 2 30 Wood Bowls 13 in. Butter, 1 25 15 in. Butter, 2 25 11 in. Butter, 2 75 19 in. Butter, 5 00 Assorted, 13-15-17, 2 30 Assorted, 15-17-19, 3 25 WRAPPING PAPER Common straw, 1 1/2 Fibre Manila, white, 2 1/2 Fibre Manila, colored, 4 No. 1 Manila, 3 Cream Manila, 3 Butcher's Manila, 2 1/2 Wax Butter, short cut, 13 Wax Butter, full count, 20 Wax Butter, rolls, 19 YEAST CAKE Magic, 3 doz., 1 15 Sunlight, 3 doz., 1 00 Sunlight, 1 1/2 doz., 50 Yeast Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 00 Yeast Foam, 1 1/2 doz., 58 FRESH FISH Per lb. Whitefish, Jumbo, 18 Whitefish, No. 1, 12 1/2 Trout, 10 Halibut, 10 Herring, 7 Bluefish, 14 1/2 Live Lobster, 29 Boiled Lobster, 29 Cod, 11 Haddock, 8 Pickerel, 11 1/2 Pike, 8 1/2 Perch, 5 1/2 Smoked, White, 12 1/2 Chinook Salmon, 17 Mackerel, 17 Finnan Haddie, 17 Roe Shad, 17 Shad Roe, each, 50 Speckled Bass, 9 HIDES AND PELTS Hides Green No. 1, 9 1/2 Green No. 2, 8 1/2 Cured No. 1, 11 Cured No. 2, 11 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., @ 27 Unwashed, fine, @ 22 CONFECTIONS Stick Candy Standard, 7 1/2 Standard H. H., 7 1/2 Standard Twist, 7 1/2 Cases Jumbo, 32 lb., 7 1/2 Extra H. H., 10 Boston Cream, 12 Big stick, 30 lb. case, 8 Mixed Candy Competition, 6 1/2 Special, 7 Conserve, 7 1/2 Royal, 12 Broken, 10 Cut Loaf, 8 1/2 Kindergarten, 8 French Cream, 10 Star, 9 Hand Made Cream, 11 Premio Cream mixed, 16 Paris Cream Bon Bons, 10 Fancy—in Pails Gypsy Hearts, 14 Coco Bon Bons, 14 Fudge Squares, 12 Peanut Squares, 9 Sugared Peanuts, 12 Salted Peanuts, 12 Starlight Kisses, 11 San Blas Goodies, 11 Lozenges, plain, 10 Lozenges, printed, 12 Champion Chocolate, 12 Eclipse Chocolates, 14 Eureka Chocolates, 15 Quinette Chocolates, 14 Champion Gum Drops, 9 Moss Drops, 9 Lemon Sours, 10 Imperials, 1 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 10 Auto Bubbles, 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx, 1 30 Orange Jellies, 50 Lemon Sours, 50 Old Fashioned Horehound drops, 60 Peppermint Drops, 60 Champion Choc. Drops, 65 H. M. Choc. Drops, 1 10 H. M. Choc. Lt. and Dark No. 12, 1 10 Bitter Sweets, as'd, 1 25 Brilliant Gums, Cry, 60 A. A. Licorice Drops, 90 Lozenges, plain, 60 Lozenges, printed, 65 Imperials, 60 Mottos, 65 Cream Bar, 60 G. M. Peanut Bar, 60 Hand Made Crms, 80 @ 90 Cream Wafers, 65 String Rock, 60 Wintergreen Berries, 60 Oat Time Assorted, 2 75 Buster Brown Good, 2 50 Up-to-date Asstmt, 2 75 Ten Strike No. 1, 6 00 Ten Strike No. 2, 6 00 Ten Strike, Summer assortment, 6 75 Scientific Ass't, 18 00 Pop Corn Cracker Jack, 3 35 Giggles, 5c pkg., cs, 3 50 Pop Corn Balls, 200s, 1 35 Azulikit 100s, 3 25 Oh My 100s, 2 50 Cough Drops Putnam Menthol, 1 00 Smith Bros., 1 35 NUTS—Whole Almonds, Tarragona, 16 Almonds, Drake, 15 Almonds, California mt. shell, 12 @ 13 Brazils, 12 @ 13 Filberts, 12 @ 13 Cal. No. 1, 12 Walnuts, soft shell, 15 @ 16 Walnuts, Marbot, 13 @ 13 1/2 Table nuts, fancy, 13 @ 13 1/2 Pecans, Med., 13 Pecans, ex. large, 14 Pecans, Jumbos, 16 Hickory Nuts per bu., 10 Ohio new, 10 Cocoanuts, 10 Chestnuts, New York, 10 State, per bu., 10 Shelled Spanish Peanuts, 7 @ 7 1/2 Pecan Halves, 30 @ 32 Walnut Halves, 30 @ 32 Filbert Meats, 27 Alcantara 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 @ 7

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

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 @ 14
Dressed @ 9
Boston Butts @ 12 1/2
Shoulders @ 10 1/2
Leaf Lard @ 12
Pork Trimmings @ 9

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 80
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
60ft. 1 35
80ft. 1 65

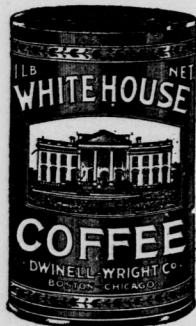
Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

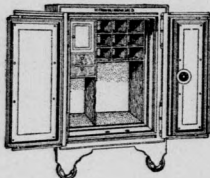
Poles

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 burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 8 85
50 cakes, small size.. 4 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

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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



139-141 Monroe St.
Both Phones
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

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

What Is the Good

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

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—Fre clay and coal. A three foot vein of good quality coal, underlaid with a four foot vein of excellent quality fire clay; two good shafts are down to the coal; located on the C. B. & Q. Ry.; any one interested will please write W. R. Hawkins, 66 N. Prairie St., Galesburg, Ill. 575

For Sale—Two No. 7 Humphreys instantaneous Water heaters for gasoline. Nickel plated, brand new, boxed in good shape with all pipes complete. Will trade for anything or sell. Price for both, \$20. Write if interested in a bargain. Loyd Hardware Co., Pittsfield, Ill. 574

The biggest bargain in Michigan—Two-story brick store, situated in the very best location in city of Allegan, Mich. 22½ foot front, 75 feet deep, with 20 foot alley back. Finest living rooms above, with all modern conveniences. Oldest established jewelry and millinery store in Michigan. Fine trade. Above for sale at a bargain. Reason for selling, have fruit interest at Riverside, Calif. Address Mr. & Mrs. W. W. Vosburgh, Allegan, Mich. Come and see the property. No real estate, or middle men. Cash on time for building and stock. Must be sold in 30 days if at all. 573

\$20 to \$50 earnings daily. Contractors, builders, hustlers. Electric floor finishing outfit, smooths, oils, polishes like a piano. Big outfit—outside generator, inside surfacer, cable connection. Lifelong, profitable county monopolies. J. M. Crook, Dept. S, Austin, Ill. 572

For Sale—Stock of merchandise at Hesperia, H. T. Stanton, Trustee, c-o Judson Grocer Co., Grand Rapids, Mich. 571

Salesmen wanted on commission to sell our line of women's and children's shoes, prices 45c to \$2.10 pair; prefer salesmen commanding trade; apply only with references. Warren Shoe Mfg. Co., 54 Thomas St., New York. 570

For Sale—Stock merchandise, town 1,000. Invoices about \$10,000. Good reason for selling. Address C. W. Firke, Mansfield, Ill. 568

Bankrupt Jewelry Stock For Sale—The undersigned has for sale under a trust mortgage given to secure the creditors, the stock and fixtures of the Star Jewelry and Optical Store in this city. While small, the stock is well selected and up-to-date and it is a rare chance for a Jeweler and optician to secure a good business at a bargain. Only one other jewelry store in city of 3,000 with 10,000 during resort season. Inventories \$1,734, including fixtures and good line of optical goods. If interested, write at once. Will sell optical goods separate if desired. Will E. Hampton, Mortgagee, Charlevoix, Michigan. 581

For Sale—Stock of clothing, furnishings and shoes in a town of 5,000 inhabitants. Only one other store handling same lines in the city. Stock inventories about \$10,000 but can be quickly reduced. Best of reasons for selling. Write at once. Address No. 580, care Tradesman. 580

Dry goods and shoe stock for sale in town 1,000. Stock one year old. Cash business. One competitor. Will discount. Address No. 579, care Tradesman. 579

For Sale—\$5,000 stock new general merchandise in live country town in Western Ohio along railroad. Good business. Money-maker. Address No. 578, care Tradesman. 578

To close an estate, I will sell a new up-to-date double store and office building, rents for \$45 month. Worth \$4,000, with a big paying clothing and furnishing business. Invoicing \$4,500. In growing town. No competition. All for \$5,000. No trades. Address No. 577, care Tradesman. 577

For Sale or Exchange—For stock general merchandise or choice farm lands, three-story solid brick building, worth \$4,000. Box C, Cass City, Mich. 576

Wanted—Party with \$500 take charge branch house in Grand Rapids. One of finest business openings of the day. Monthly salary to start. Address with references, Lock Box 169, Battle Creek, Mich. 584

Wanted—By September, in Michigan, best location for dry goods. Vacant store preferred. Will consider clean stock. Address Merchant, care Michigan Tradesman. 583

For Sale—Fine home, modern conveniences, good business opening for warehouse for potatoes and produce. Best town in Northern Michigan. Address R. F., care Tradesman. 582

For Rent—Store room in good small 1,000 town. Good opening for general dry goods store. Address No. 569, care Tradesman. 569

For Sale or Trade—800 acres; all plow land; soil the best, no sand hills, no alkali. In Western Nebraska. Want merchandise. Price \$20 per acre. G. W. Fliesbach, Imperial, Neb. 567

A few hundred dollars will start you in business. Just now I know of a few splendid openings for retail stores, and I know something about a line that will pay big profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 566

Want merchandise and cash for 1360 acres alfalfa and wheat land, Logan county, Kansas. \$22 per acre, \$10 cash, balance in merchandise. Full particulars on application. B. L. Gaston, Ada, Kan. 586

For Sale—Bakery, confectionery and ice cream parlor. Good business, in the best little town in the State. Address Joseph Hoare, Fremont, Mich. 585

Wanted—To buy small manufacturing business that has prospects for development. Address A. V. K., care Tradesman. 584

For Sale—On easy terms, \$5,000 stock of hardware and implements. Fine location. Clean stock. Doing about \$16,000 yearly. Address No. 552, care Michigan Tradesman. 552

For Sale—Combination peanut roaster and corn popper. Good order. Cost new \$165. Can be bought for \$50. Lewis McKinney, Bangor, Mich. 581

For Sale—Drug and grocery stock, established eight years. Town 600, Central Michigan. Annual business of \$12,000 to \$15,000. County gone local option. Have other interests and don't care to continue under local option. Address T, care Tradesman. 586

For Sale—On account of going into the wholesale business, I desire to sell my tea, coffee and grocery business. Best location. Clean stock. Square deal. Business established 18 years. Cash only. For further particulars write Boyd Cortright, Battle Creek, Mich. 583

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

G. B. JOHNS & CO.

GRAND LEDGE, MICH.

Merchandise Brokers and Leading Salesmen and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock for less than the price agreed upon.

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

Boss place for a woodworking plant—also for a small hotel and boarding house. Mill site donated. Write B. F. Dorr, Antigo, Wis. 548

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—Furniture and undertaking business, established 30 years. Lively town of 3,000. Splendid opportunity. G. G. Goodrich & Son, St. Charles, Mich. 539

Wanted—Hardware to locate in Sherman, Mich. Excellent opportunity. Address Secretary Citizens Improvement Assn. 523

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

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

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

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

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

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

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

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

Let us collect your bad or slow accounts. We are connected with the largest collection agency in the U. S. and know how. We charge no membership fee. Send for rate card. A. C. Helfrick, Belleville, Pa. 557

For Sale—\$135 Butcher Boy refrigerator, 8x10. Good as new. Call or write at once. J. H. Zwiers, 240 River St., Holland, Mich. 563

For Sale—Electric light plan in town of 1,000. Good paying investment for party desiring light business work, \$6,000. Address E. C. Stacy, Tiffin, Ohio. 564

For Sale—Drug stock in Southern Michigan. Invoices \$2,800 to \$3,000. Will sell for \$2,000 down and balance on easy payments or will take \$2,500 spot cash. No dead stock. This store is a money-maker and will bear closest investigation. Best of reasons for selling. Don't write unless you have money. Address No. 560, care Michigan Tradesman. 560

For Sale—General store, also stock and fixtures, located in a thriving farming community. No competition. Good reason for selling. Address No. 561, care Tradesman. 561

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 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—Stock general merchandise, clothing or shoes. Give particulars to size and condition in first letter. W. F. Whipple, Macomb, Ill. 478

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

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

New and second-hand show cases, computing scales, soda fountains from \$25 to \$300. Counters, cash registers, wall cases, ice cream tables, chairs, stools, office desk. All kinds of fixtures. Michigan Store & Office Fixtures Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 404

For Sale—One self-measuring five barrel Bowser oil tank, one Leonard cleanable grocers refrigerator, size 31x54½ 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—A delivery man for a meat market. Must have a fair knowledge of cutting meats. Must be of good character and well recommended. The I. Stephenson Co., Wells, Mich. 549

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want Ads continued on next page

Here Is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

AN ANNUAL WASTE.

"Beginning on the 20th of April and continuing to the 5th of May over a million dollars' worth of water power will have flowed past Grand Rapids without interruption," said a well-known manufacturer as he stood on Pearl street bridge watching the flood tide speed on its way to the Lake.

"How do you make that out?" asked another manufacturer.

"That's easy," was the reply. "If the present flow of Grand River and its tributaries could be controlled, held back for use as needed, Grand Rapids, Lowell, Ionia, Portland, Grand Ledge, Lansing and Maple Rapids would be assured of more than twice as much water power for the development of hydro-electric power than is provided now, and the guarantee would be good for every week in the year."

The questioner admitted that the statement was probably true but added, "How do you reach your million dollar estimate?"

"I just jumped at it," was the response, "and my guess is away below the estimate made by the special Legislative Committee on Michigan Waterways. In the report made by that Committee the statement is made that with the Grand-Saginaw waterway completed the water powers developed by the improvement would yield an annual income to the State approximating six millions of dollars."

"Is that so? I didn't see that in the papers," said the curious one in surprise, and the reply was:

"Well, the statement was published in the papers and there are thousands of good citizens like yourself who 'didn't see it in the papers.' That's what's the matter. About 75 per cent. of those who read the daily papers don't read them—intelligently."

DEVELOPMENT OF AFRICA.

It is scarcely a generation since Africa was in fact, as well as in name, the Dark Continent. The search for Livingstone and the still later search for Enim Pasha are events almost of yesterday, while the reign of the Mahdi in the Egyptian Soudan, which absolutely closed a part of Africa to the outside world, came to a close barely a decade ago. Now Africa can be traversed freely, without danger, from end to end, and the journey can be made in comfort for the greater part of the way in vestibuled railroad trains.

But a few days ago the dispatches chronicled the fact that Ex-President Roosevelt, after leaving Mombasa, which marked the termination of his long sea voyage, traveled inland to the hunting grounds in a special train, and his destination was the handsome villa of a rich Englishman, who resides in British East Africa on a princely estate. The railroad over which the former President traveled is a branch road of the great Cape-to-Cairo Railway, which in a few years will traverse Africa from end to end, permitting the traveler to journey in comfort and perfect safety from Cairo, in Egypt, to Cape-

town, at the extreme southern end of Africa. The line will be 6,000 miles long, somewhat longer than the great Transsiberian Railroad across the northern portion of Asia.

Although it is expected that three years must still elapse before the Cape-to-Cairo Railroad will be finished, the greater part of the line is already built and in operation. South from Cairo the road runs to Khartoum, in the southern part of the Soudan. North from Capetown the road runs nearly 2,000 miles to the north end of Rhodesia. About 2,000 miles of the line remain to be built, but there are no serious engineering difficulties to be overcome and no hostile natives to be reduced to submission. The main problem is financial, as the cost of the remaining portion of the line will reach about \$1,000,000,000. That the road will be completed, however, is certain, and this iron chain is expected to bind together the vast extent of the British Empire in Africa, which now extends practically from the Mediterranean to the Cape of Good Hope.

This immense railroad project was the conception of Cecil Rhodes, who died in 1902, and who did more to extend the British Empire in Africa than any other individual. In Rhodes' day the railroad scheme seemed visionary, but the fact that the most of the line is already built indicates plainly that the next few years will see the stupendous project actually realized in its entirety.

WHAT COURSE OF STUDY?

For the boy whose inclinations are toward business, a commercial course seems at once the most feasible. Yet too often he is hurried on at break-neck speed and is graduated, getting down to the solid work of life before he scarcely knows what a happy time youth may be made. This may be necessitated, in some instances, but where there is financial backing for a liberal education, it will be found a first-class investment.

The more general knowledge a student acquires, the better equipped he becomes for picking up technical points along any line. If a high school or college course can be afforded, the mental power acquired along the various lines will tell in the commercial work. You may smile or scoff at the time wasted on trigonometry or psychology; but sooner or later you will find that it is not time wasted. The mental power which is called forth in the higher mathematics will be easily adapted to the arithmetic of business life. The complicated problem, through the gray matter evolved by the exercise, resolves itself into plain English.

A liberal general education not only quickens the mental faculties, but it renders life in every way more enjoyable. Every insight into a new study is but another path to enjoyment if properly pursued. Language may open a direct avenue between salesman and customer. Science has many practical applications in everyday life. Money-making is not the whole of life, although it is the

"open sesame" to much of commercial success. The real school of life opens when the ordinary school days close. And the more complete the latter, the better developed will be the man for business; the more quickly will he grasp a situation; the more easily will he adapt himself to opportunity. Give the liberal training first; and there is still time enough for the technical.

SCATTERED SHOT.

In the old days of the shot gun, the weapon which "scattered shot" was speedily rejected; and modern use has proved the efficiency of the single bullet, which finds its way to the center of the target. There is altogether too much scattered shot in the commercial world; and the sooner we learn to mould our shot into bullets and to guide each to the mark, the sooner will we succeed in utilizing our resources to the utmost.

The conglomeration of material in the show window, arranged without any regard for the season or the class of people who will see it, is usually so much scattered shot. May be a stray one will cause small game to halt; but there is poor show of landing a really good customer.

Better make a special showing this week along one line, and next along some other. This will not only attract a greater number of individuals but it will show that you cater to all classes. And yet there is evidence that you aim with precision rather than by the chance shot. It gives the impression that your line along the direction desired is in a measure complete. If a bit of granite ware, a pile of oranges, a pound of coffee and a few spices and dried fruits are shown together, one readily sees that yours is a variety store; but you have yet to convince him that your line is complete in any direction, and unless the stray shot just happens to call a halt, he is gone where signs promise a more complete collection. Better show all your granite ware this week; make a specialty of it; advertise it; make the prices alluring. Then next week press some other class of goods. Sales of the week will help to hold your granites before the public, and the push of the next class should give it equal permanence.

The Grand Rapids Retail Grocers' Association.

At the regular meeting of the Grand Rapids Retail Grocers' Association, held at its hall on Canal street last evening, J. Frank Quinn delivered an address on general business topics, which was well received by the large audience present. Mr. De Nise presented a report of the committee on Weights and Measures, which was well received and adopted. A member called attention to the fact that there was likely to be a change in the office of superintendent of the market and considerable discussion followed. It was decided, however, that it would not be wise for the Association to enter into a controversy of that kind because it would lay it open to a charge of getting into politics.

A member called attention to the open condition of the market, which

would make it comparatively easy for any buyer to get to the market before 4 o'clock if he wished to do so.

President Fred Fuller called attention to the half holiday feature and a considerable discussion followed as to whether the half holiday should prevail during July and August or should include June also. It was finally decided, on motion by Frank Merrill, to close the stores every Thursday afternoon during July and August.

The National Biscuit Co. then served the usual luncheon, after which the meeting adjourned.

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

Buffalo, May 5—Creamery, fresh, 23@27½c; dairy, fresh, 18@24c; poor to common, 14@18c.

Eggs—Strictly fresh, 21½@22c. Live Poultry—Fowls, 16½@17c; ducks, 16@18c; geese, 10@11c; old cox, 11@12c; broilers, 35c; turkeys, 15@20c.

Dressed Poultry—Fowls, 15@17c; old cox, 12@12½c.

Beans—New Marrow, hand-picked, \$2.60; medium, hand-picked, \$2.55; pea, hand-picked, \$2.60; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.40@2.60.

Potatoes—90@95c per bu.

Rea & Witzig.

Omer—Andrew Kent has secured a stock of about 4,000,000 feet of logs and his mill will be operated during the summer. He is running a lath mill in connection. Hemlock laths have been moving actively of late and are bringing \$4 for No. 1 in the Bay City market and \$1 off for the second grade.

George VanEvery has sold the VanEvery Grocery Co. stock at 148 and 150 West Fulton street to C. W. Shumway, who was engaged in general trade at Gobleville for six years prior to last February. Mr. VanEvery has been engaged in trade on West Fulton street for eighteen years.

Detroit—The Detroit Chair Manufacturing Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed, \$3,931.78 being paid in in cash and \$25,268.22 in property.

BUSINESS CHANCES.

Real Photo Post Cards—Send us five photographs of views in your town and we will make 1,000 real photo post cards, assorted 200 each view, \$15 cash or \$17.50 net thirty days on approved credit. Toland & Little, Battle Creek, Mich. 587

For Sale—Or trade, for merchandise, 86 acres improved Michigan farm 1½ miles from town, with two railroads. Address H. T. Poppen, Dept. Store, Peoria, Ill. 591

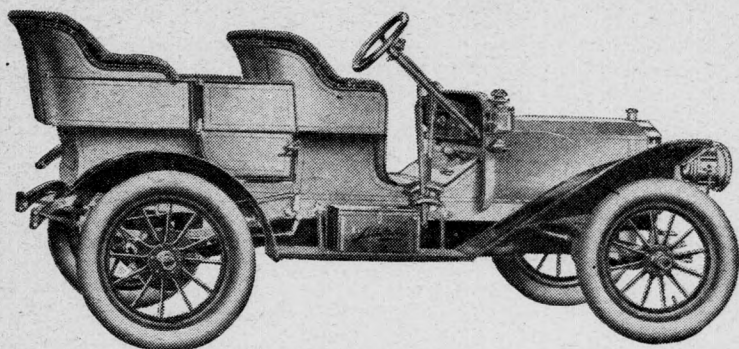
Half sleeves for everybody. Made of good black sateen, guaranteed to give satisfaction; sent to any address for 25 cents in coin, express or postoffice order. Send order to-day. Address M. E. Carter, Mt. Pleasant, Iowa. 590

Good hardware stock for sale. Good country. Cash business. Inventories about \$4,000. Good reason for selling. Box 23, Ortonville, Mich. 589

For Sale—Livery and feed barn with cement floors, electric lights, automatic cutoff in cement water tank, washroom sewer connections, etc. Everything first-class; located in Lowell, one of the best towns in Michigan. Address Post Office Box 657, Lowell, Mich. 588

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.



"GET SOME"

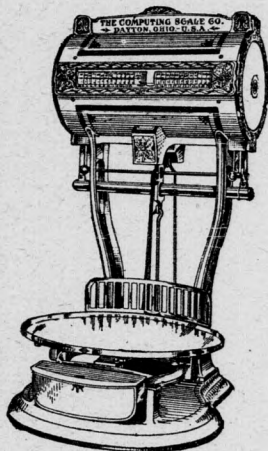
"Sell Her a Dozen Cans"

Since we said to offer a dozen cans of **Van Camp's Beans** to a customer at a small discount lots of grocers have "caught on," and several have written that the "plan is a daisy." Have you tried it?

The Van Camp Packing Co.

Indianapolis, Indiana

Did You Get It All?



The new low platform Dayton Scale

Thousand of Merchants are confronted by the fact that their sales show only **5 or 10 per cent. profit** when the goods are marked for a profit of **25 per cent.**

They know that a bank can loan money at **4 per cent.** and pay handsome dividends on the stock, while 90 per cent. of retail merchants cannot make enough profit at 25 per cent. to keep the sheriff from the door.

Using **old style scales** and an up-to-date **cash register** is like "locking the barn door after the horse has escaped."

The finest **cash system** on earth cannot prevent the losses caused by **slow or inaccurate scales.**

Your **operating expenses** such as light, heat, clerk hire, delivery, etc., run as high as 17 per cent. according to statistics.

Suppose they are only 12½ per cent.; this is **one-half of your profit** on a 25 per cent.

basis, leaving only 12½ per cent. as a **net profit.**

Suppose you give a ½ ounce overweight on a ½ pound package, this represents **6¼ per cent. loss or half of your net profit.**

Suppose you give a ½ ounce overweight on a ¼ pound package; this represents **12½ per cent. or all of your net profit.**

You cannot afford losses of this kind. Your only safety is in the use of a system of weighing which will prevent them.

DAYTON MONEYWEIGHT visible weighing scales have proven themselves the only kind and make which will assure 16 ounces to the pound and protect both merchant and customer. Ask for catalogue.



Moneyweight Scale Co.

58 State Street, Chicago

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

Get Your Competitor's Trade Fairly



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

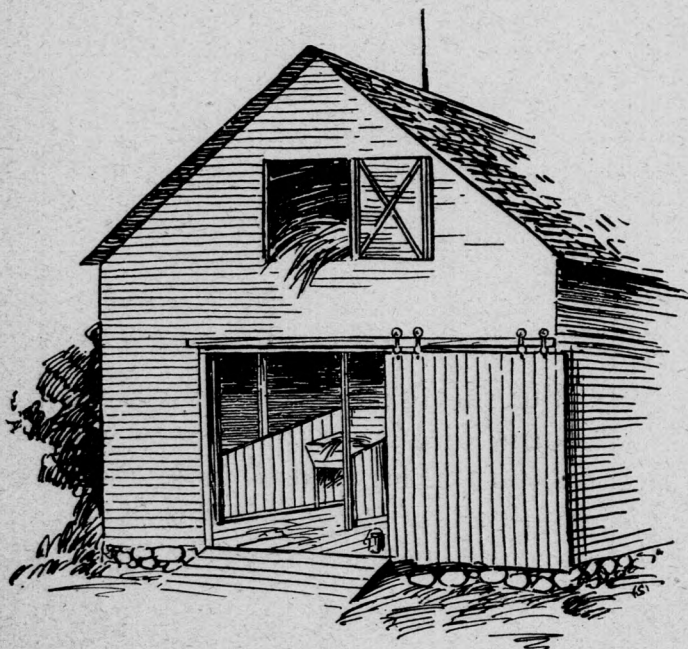
When tomatoes are used for ketchup, no one can tell what they looked like in the basket—when spice are put in ketchup no one can see their quality. **Ketchup** can be made with a poor grade of tomatoes and spices, but a trade like we have been working on **BLUE LABEL KETCHUP** **can't**. Over forty years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

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

CURTICE BROTHERS CO.

ROCHESTER, N. Y.

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.