



THE MAN FOR SANDY



I wouldna gie a copper plack
For ony man that turns his back
 On duty clear;
I wouldna tak his word or note,
I wouldna trust him for a groat,
I wouldna ride in ony boat
 Which he might steer.

When things are just as things should be
And fortune gies a man the plea,
 Where'er he be
It isna hard to understand
How he may walk through house and land
Wi' cheerful face and open hand
 Continually.

But when, i' spite o' work and care,
A man must loss and failure bear
 He merits praise
Wha will not to misfortune bow,
Wha cocks his bonnet on his brow
And fights and fights, he kensna how,
 Through lang, hard days.

I wouldna gie an auld bawbee
For ony man that I could see
 Who didna hold
The sweetness o' his mither's name,
The kindness o' his brither's claim,
The honor o' a woman's fame
 Fair mair than gold.

Nor is it hard for him to do
Wha kens his friends are leal and true,
 Love sweet and strong,
Whose hearth knows not from year to year
The shadow of a doubt or fear
Or feels the falling of a tear
 For ony wrong.

But gie him praise whose love is pain,
Wha, wronged, forgives and loves again,
 And, though he grieves,
Lets not the dear one from his care,
But loves him mair, and mair, and mair,
And bides his time wi' hope and prayer
 And still believes.

Ay, gie him praise wha doesna fear
The up-hill fight from year to year
 And wha grips fast
His ain dear ones through good or ill,
Wha, if they wander, loves them still;
Some day of joy he'll get his fill,
 He'll win at last.

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.

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

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.

Snow Boy keeps moving out - Profits keep coming in



Start your Snow Boy sales a'moving
The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, MAY 12, 1909

Number 1338

SPECIAL FEATURES.

Page.	
2.	Farmer Bankers.
4.	News of the Business World.
5.	Grocery and Produce Markets.
6.	Sold for Cash Only.
7.	Eighteen Per.
8.	Editorial.
10.	History Analyzed.
11.	House to House.
12.	A Dull Finish.
14.	Spring Shoe Season.
16.	What Is Life?
18.	Review of the Shoe Market.
20.	Store Full of Fans.
22.	Semi-Precious Stones.
24.	How Gregory Got a Job.
26.	Spring Neckwear.
27.	The Value of Time.
28.	Trade With Canada.
30.	Imparting Life.
31.	Soda Water.
32.	Fair Treatment.
34.	Woman's World.
35.	New York Market.
36.	Butter, Eggs and Provisions.
38.	The Lazy Man.
39.	Examples of the Home.
40.	Commercial Travelers.
42.	Drugs and Chemicals.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

ANTIQUES SHELVED.

"By a process of evolution the old time drug store has passed out of existence," and to this bit of wisdom, voiced recently by a dearly beloved and venerable citizen, may be added, "just as have passed out the old time general store, the old time hardware store, grocery store and every other kind of mercantile old timer."

Department stores, a novelty two decades ago, have taught a lesson of combination, conservation and co-operation which has been well learned by all departments of merchandising.

It is realized now that a ten story building covering an entire square is not an absolute essential for the development of a department store, and most successful in demonstrating this fact have been the drug stores.

Ginger ale and ice cream soda have been powerful factors in bringing about the present day department drug stores, but even before the advent of these features cigars had started the ball rolling.

Away back in the 50's a young Canadian named McDonald entered the service of J. P. Clapham, a duly graduated English apothecary and chemist who had the largest drug business in Western Michigan, and it was located in Kalamazoo. Mr. Clapham was a dignified, exacting and exact druggist and he brought Mr. McDonald up in strict conformity with English rules and practices in drugs and medicines. Both gentlemen were enthusiastic in their veneration of the dignity of their profession.

The old time prescription case was truly and completely a sanctum sanctorum and Aqua Pura, Sodium Bicarbonate, Ess Menth Pip, and so on, were, as professional treasures, as sacred as the more involved and less common gems of the pharmacopoeia.

In due time Mr. Clapham died, full

of honors and esteemed by all of his fellow citizens, and Mr. McDonald succeeded to his business. Would Mr. McDonald, when his habit came, profane his drug store by introducing a showcase full of cigars?

"Not for worlds"—at the beginning, but he finally yielded to what had become a conventionality.

Next Mr. McDonald was called upon by the spirit of the times to install a soda fountain. "Not for worlds. A drug store should not be turned into a mere 'Pub.' with nauseous syrups and gas charged waters." And he stuck to this decision through thick and thin; he even rebelled for a time against the introduction of glass labels on his shelf bottles, and the last straw was the coming of ice cream soda and ginger ale.

The drug store of forty or even thirty years ago is shut out forever. To-day it is a confectionery store, a cigar store, a delicatessen shop, a book store and news stand, a manicure shop, a liquor store, a tobacco store, and all the rest of it, while the prescription department, far apart and in a dark corner, silent and unobtrusive, passes much of its time making faces at the high long tiers of shelves filled with proprietary concoctions warranted to cure headache, earache, toothache, neuralgia, rheumatism and all the other ills that the doctors have so much trouble over.

And it is a good thing that this is so. It prevents the registered pharmacist from acquiring an over abundance of conceit; it demonstrates the value of co-operative effort and it enables the druggist to make a little money.

WHY THE RETAILERS?

Whenever an effort is put forth in a city or village to inaugurate and carry forward a movement toward improving general business or social conditions, the first citizens who are appealed to for help are the retail merchants.

Just why this is so is not clear.

If it is a set of instruments for the band, new uniforms for the local baseball club, an armory for the military company, an organ for the church or a fund with which to meet the expense of a Fourth of July celebration the retailers are at once solicited to start the subscription list; if a homecoming is contemplated or if a week is to be devoted to the influence of some evangelist again the retailers are the logical first factors appealed to.

A well known traveling salesman declares that the reason for this is that as a rule a retailer is a steady and generous advertiser in the local prints, so that his name is more widely known and his influence, resources and generosity are more often exaggerated than are the similar essentials in relation to lawyers, doctors,

manufacturers, bankers and jobbers. Retailers have a popular local publicity that is continuous and the penalty they have to pay is that they come first on the list as probable contributors to this, that or the other project.

Perhaps the salesman's notion comes near the truth, but there is another fact to be taken into consideration: The business of the retailer comes directly from the people who live in or adjacent to the town where his store is located, and so in an emergency a citizen engaged in promoting a public enterprise intuitively adverts to the fact that he trades with So-and-So and accordingly he ought to reciprocate.

Whatever may be the cause, there is no adequate excuse for "drumming" the retailer first. Try the more wealthy men, those whose business interests are not so precariously surrounded, and as a last resort go to the retailers.

A DESPICABLE OUTRAGE.

If there can be anything worse for a man's temperament than a sixty-two mile drive through the rain and cold winds of last week and covering the bleak and dreary wastes of Roscommon and Crawford counties, the average well-housed, well-fed and comfortable legislator at Lansing is unable to specify the alternative.

On the other hand, it is idle to even suspect that Land Commissioner Huntley Russell and Senators Kline, Foster, Ming and Fairbanks have anything to learn as to the science and value of forestry.

The Land Commissioner is a civil engineer and a farmer who "farms it" by proxy; Senator Kline has been in the hardware business in the village of Addison (population 500) the past twenty-four years, although during four of those years he lived in Adrian and served as County Clerk. Senator Fairbanks worked in the lumber woods and on the railroad in his youth and early manhood, thus earning his way through the medical department of the University of Michigan, and has practiced medicine at Luther for twenty-five years. He also practiced being postmaster, president of the village, chairman of the county committee, president of the school board and delegate to State conventions. Senator Ming has been a resident of Cheboygan since 1879 and when 18 years old he became a school teacher, at which he worked for five years, studying veterinary surgery meanwhile. He was chief of the Cheboygan fire department three years, chief of police three years, sheriff six years and through it all was interested in fruit growing, general farming, livery and sale stable and the selling of agricultural implements.

Of course, a sixty-two mile drive

in the rain against one's own well-settled convictions and an irritated, cursory, superficial inspection of conditions in which the critic has no interest at all is valuable.

It must stand successfully against all records made in other commonwealths and against the thorough, comprehensive, legitimately-developed judgment of such men as Gifford Pinchot, Filibert Roth, Chas. W. Garfield, Carl Schmidt, Robert D. Graham, C. B. Blair and their associates.

It must stand, also, in behalf of politicians who collect taxes; of other politicians who keep the records; of country newspapers whose existence depends on advertising the lands, and finally it should stand in behalf of land sharks and their aiders and abettors.

And to all this the Legislature responds "Amen" shamelessly.

TEMPORARILY CHECKED.

Just now the propaganda in behalf of forestry in Michigan is staggering under the recoil of a body blow bestowed by the members of the Legislature who are politicians first and citizens afterward.

For upward of a quarter of a century the promotion of a doctrine which has been verified as valuable thousands of times during the past six or eight centuries has been going on in Michigan, and it has been carried forward by men of true public spirit who had no ax to grind, who worked without pay and who knew whereof they spoke.

In spite of examples that are almost numberless as to the certain merit of reforestation and as to the unqualified value of handling forests wisely; in spite of the fact that the life of certain industries in Michigan depends upon the carrying out of this doctrine; in spite of the unimpeachable evidence that the handling of State tax lands has been outrageously bad and expensive, the Legislature has declared practically that the conservation of the natural resources of the State is a myth, a dream and foolish.

But the forestry propaganda will outlive the politicians who have thus declared, will outlive fellows like them who may be elected to future legislatures and in the end it will triumph.

Educational campaigns of such a character invariably move slowly because of the opposition that is born of ignorance, perniciousness or self seeking, or all of these. But the time is near at hand when the education of the masses, accomplished by what is being done elsewhere in this country in the direction of reforestation, care of forest reserves, irrigation and the improvement of internal waterways, will impress and convince the people of Michigan that such revolutions are profitable.

FARMER BANKERS.

Financing and Tilling of Soil Congenial Occupations.

Written for the Tradesman.

If the illustrations in the comic weekly are to be believed, or if the characters in the average popular drama are held up as true to life, there are few points in common between the farmer and the banker. The ideal banker is a well dressed man, well fed, well groomed, with dignity to spare, much given to silk hats and with a distinct bulge at the waist. The farmer has billy goat whiskers, store made clothes, heavy boots and a funny way of talking. This is all right in the picture papers and on the stage, but in real life it does not always apply—at least not in Grand Rapids. Farming and banking here are comrade occupations and in several instances it would be difficult to say whether the bank or the farm were the side line. If half the banks in town let the chat drift to crop prospects or the price of spring calves the Presidents will immediately take notice even to the extension of loans and discounts.

Wm. H. Anderson, President of the Clearing House Association and of the Fourth National Bank, is also a farmer and not a telephone farmer either. He owns 300 of the richest and best kept acres in Sparta township, and there is not a detail in the management and cultivation of these acres with which he is not in close personal touch. He has his farm manager and his hired men, of course, but he directs all the operations, and it may be added that he could get out in the field if necessary and show how things should be done. Mr. Anderson was born on a farm in Sparta township, and from the farm he now owns he can see the house in which his father lived and where he was born. From the front porch of his country residence, also, he can look off over the hills and see where his grandfather settled when all around him was a wilderness and he had to chop down the forest before he could plant his corn and potatoes. Mr. Anderson takes much pride in his farm and in everything that grows on it, and is doing much for its improvement and adornment. The roadway in front is bordered with trees, walnut, butternut, elm and maple mostly, and nearly all of these trees were planted under his personal direction. Along one stretch of road he has a row of fine pear trees. Many trees have been planted around the house and along the lanes, and he has planted little groves on the high spots in the fields. He has a thirty-acre wood lot of beech, elm and maple and through this he is building a mile and a half of road, and a trip through the woods will be one of the treats for his visitors. On the farm Mr. Anderson goes to bed with the chickens, gets up at sunrise, eats like a farm hand and enjoys every minute of this visit. And not the least interesting part of it is that as a business proposition the farm yields a handsome annual dividend on the investment.

Robert D. Graham, President of the Commercial Savings Bank, is also a

farmer—a real farmer. His holdings are in Walker township, just over the city line, where he lives, and also farther out. He is one of the best known and most successful fruit growers in this part of the State, and his success is due largely to the science and skill he brings to bear in the growing of fruit. He plants the best varieties, sprays unceasingly and lavishly, cultivates to the highest degree and has fruit for market when everybody else fails. He leaves the heavy details to trusted helpers, but he keeps a close eye on everything; and so profitable is his farming that he could give up banking any time and still be prosperous.

Chas. W. Garfield, President of the Grand Rapids Savings Bank, is a farmer and delights to be known as such. If he had to he could easily make his living as a tiller of the soil. His holdings, just over the city line on Burton avenue, are not extensive, but there are enough acres under cultivation to yield him all the vegetables and fruit his family can use, some to sell and even more to give away. His special fancy is for trees, and even although his acres be limited he has enough for a wood lot and here nearly every kind of tree known to Michigan will be found. His home is one of the show places of town, not because of its grandeur but because of the beauty of its surroundings and its appearance of comfort and happiness, and some of the city's most honored visitors have been entertained there.

James R. Wylie, President of the National City Bank, is a 200-acre farmer, but to tell the truth he does not give much personal attention to his agricultural interests. His farm is near Martin, Allegan county, and it is the farm his father "took up" when he came over from Scotland to make a home for himself in the New World. Originally the farm was covered with a splendid forest of hardwood, and some of the rail fence still in service is of walnut which the father split from the trees he cut in clearing for his grain fields. Mr. Wylie was born and spent his boyhood here, and there is not a landmark, a creek or a swimming hole for miles around which does not bring back pleasant memories. Instead of working the farm himself, as Mr. Anderson, Mr. Graham and Mr. Garfield do, Mr. Wylie rents it. His tenant occupies a comfortable house built for the purpose and the old homestead, a fine old fashioned mansion, is reserved for members of the family when they come back to the old wood tree for a reunion or to take a day off. Mr. Wylie visits the old home in the summer and a day or two there spells more of a vacation than a week at a summer resort.

Dudley E. Waters, President of the Grand Rapids National Bank, is a farmer. He owns eighty acres just north of the toll gate on Robinson road. He crops his acres, some years to hay, some years to grain, and has somebody do the work on shares. But Mr. Waters is also a real farmer. He has one of the largest and finest chicken farms in this section and at several of the chicken shows has tak-

en many of the prizes. He hires a man to look after his chicken interests for him, thus escaping the details, but he bosses the job. Mr. Waters also raises peacocks, guinea hens and ducks. He had ambitions at one time to be a stock breeder. He purchased a very handsome burro when in Mexico and sent it to his farm. The burro cost \$2 in Mexico and the freight to Grand Rapids was \$45. The early death of the animal put an end to the experiment.

Thomas Hefferan, President of the Peoples Savings Bank, used to be a farmer, and there are not many tricks to the trade that he does not know about. He still owns his acres down near Eastmanville, but does not pretend any more to work at farming, not even in a superintending way.

Willard Barnhart, President of the Old National, makes no agricultural pretensions, but he knows a good farm when he sees one and is not by any means a stranger to farm knowledge.

Henry Idema, President of the Kent State Bank, and L. H. Withey, President of the Michigan Trust Company, frankly and freely admit they are not in the granger row. They know the difference between a farm and an improved city lot as security for a loan and it is believed would recognize most of the farm animals at sight, but beyond this they make few, if any, claims.

Eugene D. Conger, Cashier of the Peoples Savings Bank, was brought up on a farm and is said to have a longing to get back to the soil. He has several times gone so far as to look over farm properties with the view to purchasing, and it is very likely before another year he will have a farm among his assets. His fancy runs to fine stock rather than to general farming, with a preference for horses.

Lester J. Rindge, Vice-President of the National City Bank, is a cow farmer, owning and operating one of the best dairy farms near Grand Rapids, and his career as a milkman has had a marked influence on the business in this city. He was the first to deliver milk in bottles, and now all the dealers use bottles. He was among the first, also, to look closely to the standards of cleanliness. Mr. Rindge has ten farmers to look after the details, but he maintains close supervision over the business end.

Samuel M. Lemon is a farmer and is proud of it. He owns 320 acres near Le Roy, Oscoda county, and has brought his three nephews from Ireland to run it for him under a practical farmer he has hired for the purpose. Mr. Lemon has not been a farmer long enough yet to be acquainted with all the details of the business, but he is learning.

Chas. B. Kelsey, of the Commercial Savings Bank, is a farmer. He has a four-acre plantation at Lamont, overlooking Grand River, and he and his family spend much time there in the summer. His largest crop is sweet peas, but he also raises potatoes, some lettuce and other crops. With him, however, farming is distinctly a side issue. He likes farming, but would rather go fishing.

The list of banker farmers is not by any means exhausted, but enough has been said to show that in Grand Rapids financing and the tilling of the soil are congenial occupations. Three of the bank Presidents, Anderson, Graham and Garfield, are real farmers, three others, Wylie, Waters and Hefferan, own farms and one, Mr. Barnhart, has farm interests. This enumeration does not include the South Grand Rapids or the Madison Square banks, both of which are distinctly farmer institutions.

Slogan Does Not Suit.

Written for the Tradesman.

"With Lake Superior back of us nothing can stop us" is the slogan recently adopted at Sault Ste. Marie, and such a storm of disapproval has arisen since its adoption that the contest has been re-opened. The rallying cry did not suit, either at home or abroad, and the editor of the Soo Times, after repeating the slogan, says: "Stop us from what? From going farther in the hole? From being pushed down the St. Mary's into Lake Huron? From being knocked into a cocked hat, or what? Who wants to stop us anyway, and why should anyone want to stop us? A slogan to be of any use at all is one that can be jerked out and used on all occasions, but before this one could be repeated the listener might be halfway to Chicago before it could be explained to him that the Soo can not possibly be stopped anyhow. The town has enough to contend with already."

"In selecting such a slogan," says the editor of the Big Rapids Pioneer, "the judges must have been thinking that the Soo is running away from the lake, and because the lake is so big nothing can get across in time to stop them from tearing loose. But just wait until the air ships get perfected!" Almond Griffen.

The finest private goodness grows out of devotion to public welfare.

Heaven always gets your picture just when you are not posing.

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

Create Opportunities and Share Their Benefits.

Benson, May 8.—If I am not making too great a demand for space in your valuable paper, I should like to state a few of my ideas of life as they appeal to me, for we hear so many calamity howlers nowadays.

We are all, I think, largely responsible for our condition and the position we occupy, as good luck will only help us over the ditch if we jump hard.

So it is up to man not to always wait for those "golden opportunities," but to create opportunities and share their benefits with our fellow man.

We all constitute or represent some part of the great machinery of life. Even if we are but some small bolt or burr, some little wheel or pulley, our existence is, nevertheless, important for the complete and satisfactory adjustment and smooth operation of the entire mechanism. So we find the little bolt or pulley is just as important as the monster drive wheel, as they are both dependent upon each other's existence. So now, fellow man, do not feel discouraged, but brace up, remembering that there is something for us all to do.

We should be cheerful and this life will change from a miserable abode to a paradise. Our hopes will grow strong and by a cheerful word, a hearty handshake or a pleasant smile we may drive from some clouded mind the shadows of darkness and despair and plant therein the ever-blooming flower of hope.

Let also the thought impress upon your mind that the imperfections of man are everywhere evident and that we are no exception, but the sooner we discover our faults and mistakes the better it is for all concerned, for then we have the chance to correct them.

Let us not be selfish and think that we never err, for those who never make any mistakes are dead and gone long, long ago.

To admit or acknowledge a fault is neither a shame nor disgrace, for it simply proves that we are wiser than before. Remember the old adage: "We never get too old to learn."

It is the weak link in the chain, it is the weak place in the hull of the vessel that requires our attention and, likewise, it is our weak points and deficiencies that require our constant watch and control.

So let us endeavor to be our own master, our own boss, and thereby be worthy of our place and respective position in the great machine of life.

Let us not lose sight of the fact that if we wish or desire comfort or pleasure in this world we should be ready and willing to contribute a little of the sunshine of happiness. Let us remember that even in the hour of sorrow or in times of adversity it is never so bad but what it might be just a trifle worse, and we should be glad and thankful that it is not as serious as it might have been. We should not forget that the days we have passed had their trials and troubles, also their pleasures and opportunities, but they have passed in-

to eternity, whence they all came and will positively never return.

So we have accordingly only a certain number of days left to live. How many man knows not; it is a matter of fact, however, that the more days we spend in perhaps only imaginary trouble, worry and horrible misery the less number of days we will have for enjoyment.

So now, good friends, let us not cheat ourselves out of any possible pleasure that is justly due us, and if we do our duty we will be honest and truthful, as that is the only safe foundation to build upon, else we do as the foolish man who built his house on the sand. We all know its fate. Be wise.

Let us assist the very poor and needy. Let us lift up the downfallen and teach them respect and confidence in themselves, to have better aims and firmer resolutions for the future. By such work we shall become more useful in life.

Let us also aid and assist in the promotion of universal brotherhood and in the achievement of the better and nobler qualities of man, do to others as we want them to do unto us, for then we shall have a nobler and higher conception of life and its duties and possibilities.

By looking at the better side of life in its grandeur we find this a most beautiful world if we will but study and see what its mighty and powerful master has provided for us, for our comfort, pleasure and existence.

So let us duly observe our surroundings and better improve our conditions, both socially and financially. By so doing we shall be sensible and our life will be more pleasant and more worthy. And when, at last, we shall have reached our last mile post on the pathway of life and our toil shall be ended, we shall bid our dear and beloved ones goodbye and bequeath them the promise that we are going home to that better land, where we shall never say goodbye, but where we shall meet with our dear and loved ones that have gone on before and bask in the sunshine of joy and happiness through the ceaseless ages of eternity. Then our deeds and words of kindness spoken here during life shall stand as a monument to our memory.

For life is but a seed and death its furrow.

Chas. A. Benson.

Off on the Sex.

The little family group gathered round the font, and the clergyman, about to officiate, felt called upon for remarks.

"No one," he began, "can foretell the future of this little chap. Who knows but that he may grow up to be a great general like Grant himself, or, it may be, a world-famous scientist like the immortal Newton. He may become a soul-saving divine or a wisdom-breathing judge."

Then, turning to the fond mother, he added, "What name is the child to bear?"

"Matilda Mary Florence," was the reply.

Many a church that rails at bibulous indulgence is eager for mental anesthesia.

Dr. Wiley Puts His O. K. on Canned Goods.

In a letter to a Chicago broker Dr. Wiley puts the seal of his approval on canned goods, as follows:

Washington, D. C., May 1.—I have often regretted the inadvertent injury which is done to the canned goods trade by enthusiastic, well-intentioned and yet not fully informed writers, implying that canned goods, as such, are adulterated. I think I can safely say that, taking the whole matter of canned goods together, including fish, canned meats, canned vegetables and canned fruits, only an extremely small percentage of them ever contain any added substances whatever, except food and perhaps a little salt or sugar. I think this fact ought to be well advertised and published.

Of course I do not include in canned goods articles which have not been sterilized, for in such articles preservatives are often employed. I do not think the great canning trade should suffer because such an insignificant few persist in either using artificial color, artificial sweetener or a chemical preservative.

Under the rules of the Department of Agriculture certain substances may be used in foods legally, provided their presence is plainly stated upon the label. Buyers of canned goods therefore have a certain method of protecting themselves in this matter, and that is to look at the label. When we consider the immense benefit of the canning industry to the consuming public, it appears to me that we ought to use every honorable endeavor to set the minds of the community right in regard to the composition of such articles. Of course some canned goods are of better quality than others, that is a natural and necessary consequence; but the impression that some people obtain that all canned goods contain artificial colors, artificial sweeteners and preservatives is a most erroneous one and is harmful to the trade. I am, as you know, a believer in canned goods and in the canning process. I think it is a blessing, and a blessing which is not in disguise. I realize as well as any one that public prejudice is difficult to control and to rectify, but I should like to do as much as I can to help this good trade along by appealing to the public not to condemn the whole

trade because occasionally a sample may be found which is not in that state of purity which the public demands. Let the people give their confidence to the trade and let them eliminate those goods which they do not want to purchase by inspection of the label.

If you think this letter will be of benefit to the trade I shall be very glad to have you publish it.

H. W. Wiley.

The greater the number of newspapers that publish Dr. Wiley's letter the greater will be the benefit to the canned goods business. His statements should be given the widest possible publicity; the housewives of America should be informed of the high estimate placed by Dr. Wiley upon this class of manufactured food; they should be given opportunity to read his words of praise for canned goods and of confidence in the men who pack them; the American people should be given the opportunity to read Dr. Wiley's opinion concerning the purity and wholesomeness of, in every clime under the sun, the very choicest products of the fields and orchards at prices which place them within the reach of all classes; point out how the process of sterilizing foods in hermetically sealed containers has been an inestimable blessing to mankind, and how important it is that confidence should take the place of distrust in the minds of the tens of thousands who foolishly fear to enjoy the safely conserved vegetables and fruits which science and industry have combined to provide them with every day in the year.

Protecting His Right-of-Way.

Albert Stacey, Superintendent of Construction of the Citizens Telephone Co., tells the following story:

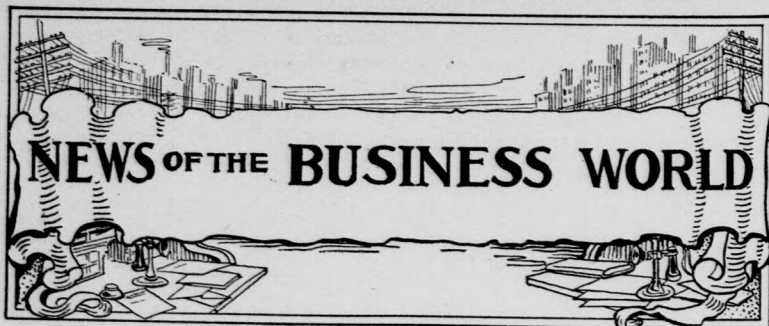
"One morning a farmer found a score of our men putting up telephone poles through his field. He ordered the men out, but they wouldn't go. They showed him a paper which, they said, gave the authority to put up the poles.

"The old man looked at the paper, saw that it was lawful and, walking silently away, went to the barn and turned a savage red bull into the field. As the bull made for the men they fled at the top of their speed and the farmer shouted after them: 'Show him your paper!'"

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



Movements of Merchants.

Whitehall—A tin shop has been opened by George Haverkate.

Butman—Allen Huffman has sold his general stock to Louis V. Soldan.

Ypsilanti—John Lutz is considering the idea of putting in a stock of groceries.

Port Huron—A grocery store will be opened on Pine street by Peter Wictum.

Royal Oak—Daniel Thomas & Co., of Pontiac, are about to open a branch store here.

Standish—Chick & Hopkins, shoe dealers, are succeeded in trade by Wm. R. Gidley.

Flint—Frank E. Doherty and Wm. H. Haight will open a grocery store at 401 Detroit street.

Dowagiac—A bakery has been opened in connection with the grocery store of John Davidson.

Benton Harbor—Wilmot Bros. have sold their grocery stock to Charles H. Slayton, of Muskegon.

Stanton—A bakery and ice cream parlor has been opened by E. W. Rolfe, formerly of Detroit.

Ishpeming—J. Sellwood & Co. general merchants, have been engaged in trade for thirty-two years.

Marion—Alex L. Dryer will continue the dry goods business formerly conducted by Graham & Dryer.

Albion—Simon Vedder, formerly of Owosso, has removed to this place, where he will open a meat market.

Ithaca—F. P. Hoffman, general merchant, has sold his stock to Partee & Allen, formerly of Breckenridge.

Marquette—Robinson & Pierce are succeeded in the meat business by E. A. Beaumont and Conrad Christenson.

Gwinn—A store will be opened about June 1, by J. Horan, who will deal in confectionery, ice cream and baked goods.

Fruitport—Clyde Lilly has sold his drug stock to G. E. McAvoy, who was formerly engaged in general trade at Brunswick.

Cadillac—A. M. Cole is succeeded in the meat business by Montgomery & Smith, who also conduct markets in Reed City and Luther.

Sault Ste. Marie—A. J. Fair is succeeded in the meat business at the corner of Johnstone and Spruce streets by J. H. Roe.

Boyer City—F. M. Gardner, who purchased the A. T. Johnson shoe stock, has sold same to S. E. Edelstein, who will close it out.

Lowell—Ecker & Kellogg have sold their lumber stock to the Lowell Lumber Co. Mr. Ecker will continue the planing mill business.

Flint—Wm. D. Skinner has retired from the wholesale grocery firm of

Moffett & Skinner. The business will be conducted by Moffett & Son.

Boyer City—Stanley Wildern, formerly engaged in the jewelry business for nine years in Middleville, will put in a stock of jewelry here.

Portland—Ernest Clark, of Ionia, will succeed Oscar Derby in the bakery business at this place. It is Mr. Derby's present intention to go to California later.

Fremont—An interest in the furniture and undertaking business of Scott & Son has been purchased by R. A. Crandell, the firm name to be Scott & Crandell.

Hamtramck—The Hamtramck State Bank has been incorporated to conduct a commercial and savings banking business, with an authorized capital stock of \$25,000.

Port Huron—David Robeson, wholesale and retail ship chandler and wholesale dealer in oils and also sailmaker, announces his intention of retiring from business.

Ishpeming—August Lundin, tailor, who removed to Iron River a few weeks ago, has returned to Ishpeming, putting his stock into his old stand at 221 Cleveland avenue.

Chelsea—John Cummings has retired from the Freeman & Cummings Co., general merchant, and the business will now be conducted under the style of the L. T. Freeman Co.

Bellevue—D. E. Lagassee, jeweler, has purchased the shoe stock of O. Morse & Co., who have removed to Belding and engaged in trade. The two stores will be connected by doorways.

Grand Ledge—George H. Van Horn is succeeded in the meat business by Burton Gates, local grocer and meat dealer, who will conduct business at the new as well as the old stand.

Ionia—Ernest Gruler, Frank G. Whitaker and Jas. H. Whitaker, of Fowler, have purchased a building which they will utilize as a depot for poultry, eggs and butter, which they will purchase.

Howard City—William Engelman has sold his clothing stock and leased the store building in which same was located to T. N. Feldt & Co. Albert Engelman will remain in the store with the new firm as salesman.

Vernon—Frank Sergeant, of Owosso, has purchased the interest of A. Garrison in the Exchange Bank, of this place, which has been conducted by Mr. Garrison and N. Sergeant, the latter of whom will continue his work as cashier.

Bannister—The Economy Drug Co. is succeeded in business by the Weeks Drug Co., composed of Otto Kessel,

of Saginaw, traveling salesman for the Saginaw Valley Drug Co., and Lewis E. Weeks, who formerly clerked for Collins & Co., of Owosso.

Detroit—The Larkins & Adams Co. has been incorporated to own and conduct rooms and confectionery and mineral water stands. The company has an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the National Color Co., which will engage in the dyeing, coloring, bleaching, enameling and finishing business, with an authorized capital stock of \$5,000, all of which has been subscribed, \$2,000 being paid in in cash.

Kalamazoo—The report that A. P. Scheid, grocer and meat dealer, had sold his stock at 208 and 210 West Main street was erroneous. He has, however, sold the stock in his suburban store, which he conducted at the corner of Washington avenue and Portage street under the style of Scheid's Supply Store, to R. Bell and Delano Allen. He will continue business at the Main street store.

Detroit—The Parker Bros. Co., Ltd., has purchased the business, property and good will of Joseph H. Schulte, coal and wood dealer at Michigan avenue and the Michigan Central Railroad. The deal comprises all the stock on hand and the yard, which has 144 feet on Michigan and is about 400 feet long. This gives the Parker Bros. three of the largest coal yards in the city. They took possession of the Schulte property last week.

Jackson—The new plan of the Chamber of Commerce to call a halt on illegitimate advertising schemes is ready to be tried. The cards for office display can be secured by application to the Secretary. They read: "Solicitors of advertising must possess a card of commendation in order to obtain an interview for patronage." The Secretary, under the direction of a committee, is to grant the cards—when granted. He is now awaiting the call of a committee from the Society for the Prevention of Cruelty to Animals and another from the "Society for the Prevention of Christian Endeavor," and wishing the Carter block were a fourteen-story skyscraper with the elevator broke down.

Manufacturing Matters.

Saginaw—The LaFrance Manufacturing Co. has changed its name to the Modart Corset Co.

Corunna—A building has been purchased here by Robinson & West, manufacturers of gloves, mittens and overalls.

Lansing—G. W. Sattler, cigar manufacturer of Charlotte, will remove to this city and conduct his factory at 109 Washington avenue, north.

Hillsdale—A grocery store has been opened by Dwight Spencer, formerly employed by the Worthing & Alger Co., manufacturer of fur coats and robes.

Marquette—N. D. Forgostein, dealer in clothing at 109 West Washington street, is installing machines on the second floor of his building to

manufacture canvas gloves and mittens.

Lansing—F. S. Canrike, who manufactures cigars at 226 Franklin avenue, East, has purchased the cigar stock of John Chapman at 215 Washington avenue and will continue the business there.

Detroit—The Brown-Fair Co. has been incorporated to manufacture furniture and woodenware, with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed, \$1,880 being paid in in cash and \$3,200 in property.

Detroit—The Motor Specialty Co. has been incorporated to engage in the manufacture of automobile accessories and supplies with an authorized capital stock of \$5,000, all of which has been subscribed, \$903 being paid in in cash and \$4,097 in property.

Detroit—The Cowhey Improved Horseshoe Co. has been incorporated to manufacture horseshoes, horseshoe tips for rubber pads and tools used in horseshoeing, with an authorized capital stock of \$60,000, of which \$38,000 has been subscribed and paid in in cash.

Battle Creek—A corporation has been formed under the style of the Queen Annex Co. to manufacture candy, ices, chocolate and chewing gum, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$2,000 being paid in in cash and \$3,000 in property.

Detroit—The Lillies Cigar Co., which has absorbed the Independence Cigar Manufacturing Co., will build a big addition to the latter's already extensive plant at Hastings and Forest, and with a force of 800 employees will turn out 40,000,000 cigars a year. The Lillies Co. will discontinue its present factories at 139 Beaubien and 75 Bates. The members of the Lillies Co. are Samuel T. and Isaac Goldberg, who came here from Kalamazoo about a year ago.

"Yust Kept Diggin' Holes."

When Rex E. Beach was in Seattle he was one evening the guest of the Writers' Club, which he was asked to address. He declined any speech-making, but signified his willingness to answer any questions of the Club members.

"Mr. Beach," enquired one lady, "to what one thing do you attribute your success?"

The author looked thoughtful for a moment, when his face lighted up with a smile as he replied: "I can best answer that by telling you a story of a Swede in Alaska: He was the owner of several rich mines, and friends and acquaintances were always wondering how he managed to become so successful. One night they asked him.

"'Ay never told anybody before,' he said, 'but now Ay will tell you: Ay yust kept diggin' holes.'"

Clement C. Ross has opened a hardware store at 541 South Division street, having purchased his stock of the Clark-Weaver Co.

They who have done least to prevent sin always want to do most in punishing it.

GROCERY AND PRODUCE MARKET

The Produce Market.

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

Asparagus—\$2.25 per 2 doz. box for California.

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

Beans—String beans from Tenn. commands \$1.50 per box. Wax beans from Missouri fetch \$1.75@2.25 per box.

Beets—90c per doz.

Cabbage—\$2 per crate for Texas; \$1.75 per crate for South Carolina.

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—Arrivals have shown considerable increase during the past week, which has caused a somewhat weaker tone to the situation. This is probably due to the fact that farmers have not been able to do field work and have marketed more closely. The present demand is of such large volume that a reaction seems more than probable, and it is thought that May prices will average fully as high as the past month. 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. An advance on lemons is looked for, the supply being light, while weather conditions are greatly stimulating the demand.

Lettuce—Leaf, 8c 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 \$1.40 for white.

Oranges—Navels are in fair demand at \$3@3.50 per box. Mediterranean Sweets are moving freely on the basis of \$3@3.25. Oranges show a steady tone, and a more liberal demand is shown with the approach of warmer weather.

Parsley—35c per doz. bunches.

Pieplant—\$1.25 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. Florida pineapples range about 25c per box higher than Cubans.

Plants—65c per box for cabbage or tomato.

Potatoes—95c for old and \$1.75 for new stock from Florida.

Poultry—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—Tennessee stock is now arriving in carlots and moves freely on the basis of \$3 for 24 qt. crate. The quality of arrivals is good.

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

Tomatoes—Florida, \$2.75 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—The refiners reduced their quotations 10 points Saturday, placing granulated on a 4.85 basis. In the meantime Arbuckle is offering the jobbers a discount of 15c per barrel for direct shipments to points where the other refiners carry consignments. McCann is offering a 5 point confidential rebate to jobbers. The market is, therefore, on substantially a 4.80 basis. The demand for refined sugar is light, which probably accounts for the anxiety of refiners to secure orders.

Tea—The New York market has been rather quiet during the past week, the principal demand being mostly in low grade teas at a firm figure, Japans being in light supply. The first reports of the opening market in Japan were on the same basis as last year. Cables just received from Yokohama report the market about 1c higher than last year, with a strong belief that higher prices will rule throughout the season.

Coffee—There is no firm foundation for the market at the present time, and will not be as long as the question of duty is unsettled. The demand for Brazil coffee is fair. Mild coffees are in fair demand and steady. Mocha and Java are unchanged and steady.

Canned Goods—Opening prices on new pack tomatoes made by some packers are 2½@5c per dozen higher than spot figures. Corn is unchanged. Every condition would go to show that corn will be scarce and high this fall. Packers are unable to get acreage because farmers are getting better returns from other crops than they could expect from sweet corn. Fancy grades of peas are getting scarce and very firm, but medium and standard grades are plentiful. Peach-

es and apricots are holding steady and, on account of the liberal stocks still on hand, will probably continue about steady throughout the coming season. A somewhat better feeling is shown in gallon apples, and as soon as the 1907 stock, which has been quite a factor the past few weeks, is out of the way, a higher market is anticipated. The trade is beginning on berries, and such goods, especially medium grade strawberries, will be found to be in short supply before new pack. The market is very firm. Better grades of salmon continue firm. Pinks hold rather easy. Interest in salmon is now centered in the opening prices for sockeye and Columbia River chinook. These prices have not yet been made, but it is expected they will be considerably lower than present figures.

Dried Fruits—Apricots are unchanged and quiet. Some packers have named a future price of about ½c above last year's opening. Currants are quiet at ruling prices. Raisins are still very dull at ruling quotations. Other dried fruits quiet and dull. Prunes are unchanged, dull and weak. From the holders' standpoint, the market is not in very satisfactory condition. Peaches are in light demand at unchanged prices.

Cheese—New cheese is commencing to come in and is selling at 2@3c under the price of old. New cheese shows improved quality every day and will soon relieve the situation considerably. It is still too early to predict the price of fancy new cheese during the storing season.

Syrups and Molasses—Glucose is unchanged. Compound syrup shows no change in price and light demand. Sugar syrup is unchanged and in light demand. Molasses is dull at ruling quotations.

Rice—The active demand and the fact that stocks in all hands are of but moderate proportions leads the trade to believe that an advance of fully 1c per pound will be made before the new crop arrives. Some offerings of foreign rice are coming on the market, but prices are higher than prevailing quotations on domestic goods.

Rolled Oats—The situation is unchanged from last week. Manufacturers say that advances are warranted by the strong position of the grain market.

Provisions—Smoked meats of all kinds are firm. There is a seasonable consumptive demand on everything. Pure lard is firm at ¼c advance, compound being unchanged and firm. Barrel pork is firm at 25c per barrel above a week ago. Dried beef and canned meats are unchanged and in light request.

Fish—Cod, hake and haddock are quiet and unchanged. Domestic sardines are still very dull, and will remain so until holders get rid of the stocks bought at the recent decline. Imported sardines show no change and only a moderate demand. The Norwegian packers are talking higher prices on new goods, of 50@75c a case, but this has had no effect on the market as yet. Salmon is in fair demand at unchanged prices. Mack-

erel is still very dull at unchanged quotations. Some of the large handlers, however, have thought they noticed a better feeling during the week, although it had no effect on prices in any way. The demand for mackerel is much lighter than it should be.

From Grand Rapids to Ludington.

Edward J. Frederick, who has been Mr. O. H. L. Wernicke's private secretary for the past eight years, has resigned that position to take the management of the Cartier-Chapman Co., manufacturer of vehicles at Ludington. Mr. Frederick was born in Cincinnati, June 29, 1882, his antecedents on both sides being of German descent. He was educated in the



parochial schools of Cincinnati and at thirteen years of age, entered a commercial school. A year later he went to work as a stenographer, having been identified for two years with the Globe-Wernicke Co. prior to his removal to Grand Rapids five years ago.

Mr. Frederick is a member of the Knights of Columbus, the Grand Rapids Boat Club and was Assistant Secretary of the Lakeside Club. He is a young man of sterling character and there is every reason to believe that his career in Ludington will be a creditable one. He has had a wide and thorough training under one of the most competent business men of the country and ought now to be able to face and surmount any business problem which confronts him.

L. H. Moss, dealer in drugs, paints and stationery, Middleton: Enclosed please find check for \$1.04 in payment for my advertisement. Your paper is a great medium for advertising. I paid over \$5 to an Indiana farm paper for this same advertisement and had one answer. From your paper I have had a dozen and think I shall be able to dispose of my land. I have not closed the deal yet, but matters look favorable.

J. Gaasbeck has sold his grocery and confectionery stock at the corner of Plainfield avenue and Carrier street to Mrs. B. B. Weaver.

Some are so anxious to be good that they are good for nothing.

SOLD FOR CASH ONLY.**The Nerve of the New Merchant Brought Success.**

Written for the Tradesman.

Paul Hoxey, a friend of mine, established a general store at Centerline which is near enough the true name of an enterprising small town in the northern part of Michigan to serve the purpose of this little story. Hoxey was a young chap scarcely past his teens, but had had much valuable experience in a good store in the southern part of the State. This store where he had worked was run on the customary long credit plan and Paul had become disgusted with the fallacies of the principle. He resolved to run a cash store or none at all when he engaged in business.

He had been in business only about thirty hours in Centerline when one of the sweetest, daintiest bits of femininity he had ever set his eyes upon floated in upon him with an order for a barrel of salt. He took the order and waited for the money in payment therefor to be produced. Cautiously he remarked that he was establishing an innovation in the town, a strictly cash institution. With a merry twinkle in her eye his fair customer said, with a stamp of her little foot:

"What? Isn't my father's credit good in this store? He is Major Stauffer. Perhaps you have not heard of him?"

Hoxey had heard of him. The major operated a string of large, fertile farms in that section and, besides, had some lumbering interests, was the wealthiest man in all the country round, strictly honest and reliable and was a very desirable customer to enroll upon the books of the new institution.

But Hoxey had the nerve—being very young—and never batted an eye. "Yes," he replied, "I have heard of your father and from report he is a very estimable gentleman. I would be pleased to meet him, but kindly tell him when you return that this cash innovation is to be a fixed policy with us and when he sends down the money we will be very happy to fill his order."

With a swish of her silk skirts, Hoxey's visitor left him and he very well knew that there were breakers ahead. Shortly after noon, the Major appeared and stormed! He notified the new merchant that he paid his debts, that he felt very well able to establish a line of credit with every other store in town and that the new business man could not expect to do a dollar's worth of business with him until he changed his ways.

Firmly but tactfully, Hoxey expressed his regret in not being able to change his rules in the Major's case, but he nevertheless stood out upon the principle that the Major's money was worth no more to him than any other customer's and that in giving in to his larger customers and insisting upon cash from the others, he would be establishing a dangerous precedent.

For three long months he waited the result of his experiment. On one or two occasions there were rumors that Major Stauffer was considering

establishing a store across the street in competition.

Still, Hoxey waited.

One day late in autumn an employee of the Major's came to Hoxey's store and ordered a half dozen potato forks. He had the pay with him and the same was promptly rung up in the cash register.

Another month ran along and the Major came in one day and bought some cigars. Waiting until the crowd in the store had vanished, he patted Hoxey on the shoulder and remarked:

"Hoxey, you're the goods! You've got the bottom to deserve to succeed. I was only trying you out. About every year for the last ten years, someone in this town has started the bluff of running an alleged cash store. Certain fellows paid cash, some had stuff charged, and collections were haphazard. The goods were all priced alike, whether you bought for cash or on credit. You have revolutionized all this. You mark stuff down to where you can afford to sell for cash and you get the money. You don't spend two-thirds of your time on your books and hounding people to pay. Instead, you spend your time thinking up new ideas that you can use in increasing trade, I've noticed. I like your style, young fellow, and from now on you can expect the bulk of my trade."

The Major was as good as his word and Hoxey profited handsomely from sticking to his text. The Major and he grew to be close friends as well and a few years later, when Hoxey's Cash Store had outgrown its original cramped quarters, the Major helped him in innumerable ways to obtain the finest location in town and a modern business block. In ten years more Hoxey was operating a system of similar stores in the nearby towns.

Major Stauffer was no visionary philanthropist or philosopher. He stated the case truthfully. Many others saw what the Major meant and turned all their trade Hoxey's way, too.

Perhaps other merchants can see a moral in this little experience, which is a true one, by the way.

James B. Haskins.

Mistakes Some People Make.

The following was sent by a native of Canada to a prominent bicycle firm in the United States:

"dear sir: I recev de bicycle which I by from you alrite, but for why don't no saddel, wat is de use of de bicycle wen she don't have no saddel, i am loose to me mine kustomer sure ting by no haven e saddel and dats not verree pleasure for me. wat is de matter mit you mister jones and company. is not my moneys no good like anoder man's. you loose to me my trade and I am verree anger for dat and now i tells you dat wunce you are a dam fools and no good mister T. J. Jones and companee. i sent to you back at wunce your bicycle to-morrow for sure bekaws you are such dam foolishness people. yours respekfulle J. B. St. Donis.

p s since i rite dis i find de saddel in de box. excuse me.

Lives are to be measured by their outgoings, not by their income.

Persuasive Powers of a Thirsty Man.

The wind whipped his tattered coat as he closed the door, and when he leaned on the bar anybody could have guessed that he was thirsty. The bartender was reading a paper and did not look up.

"Good morning," said the shabby man, cheerfully.

"Morning," said the dispenser of drinks, almost inaudibly.

The shabby man surveyed himself in the mirror and stroked the stubble on his face.

"I need a shave," he remarked.

There was no reply. The bartender was reading the sporting page.

"Been up all night," resumed the shabby one, putting one foot on the bar rail.

No reply was made by the bartender, who turned the page, folded the paper and continued to read.

"Got any good whisky?" asked the man, leaning on the bar.

"Plenty of it," replied the bartender. "Want some?" He moved the paper slightly to one side.

"I want it all right," replied the other, "but—"

"O, I see," said the bartender, putting the paper before his face again.

"Smith was telling me about you," said the stranger.

"What Smith?"

"Don't know his other name, He says you're all right."

"I am."

"Said you wouldn't see a man suffer for a drink."

"I won't. Are you suffering?"

"I am."

"Go outside and suffer. I don't allow it in here."

"He says you are generous."

"He's a liar."

"I've heard others say it."

"All liars."

"Gimme a drink?"

"Not to-day."

"Trust me for one?"

"Couldn't think of it."

"Say, I used to know you in St. Louis."

"Did you?"

"You gave me a drink there."

"All right. Forget it."

"And a meal ticket."

"I must have been drunk."

"You gave me a word of encouragement, too."

"Gee! I was generous."

"I'm grateful to you yet."

"That's all right."

"Gimme a drink now?"

"Not now."

"I repaid you for your generosity before."

"Did you?"

"Remember how I saved your dog from being crushed under the wheels of a truck wagon?"

"My dog?"

"Your dog. Same dog that won the prize at the show."

"Why didn't you tell me before?"

"I'm telling you now. Gimme a drink?"

"Too late. The debt's outlawed."

"I saved your life after that."

"Why didn't you drink the whisky yourself?"

"I mean to say I pulled you out of the river."

"Who—me?"

"Yes, you. Don't you remember the night you fell off the bridge and I swam out and got you?"

"It had slipped my mind."

"Gimme a drink on that?"

"Couldn't do it."

"Remember that time two men were holding you up when I came along and—"

"Here," exclaimed the bartender, throwing aside his paper, "you must be the president of the Ananias club. Welcome to our city. Take this drink and go back to the meeting of the society."

Movements of Working Gideons.

Detroit, May 11—M. G. Wylie, of Detroit Camp, was in Lansing last week in the interest of temperance and on his way home called on some of his customers, and he rubbered and collared and cuffed them.

Chas. M. Smith, National President, attended the Ohio State convention, held in Columbus, where he met W. C. McBrayne, who is now stationed at Columbus representing the Underwood Typewriter Co.

The Griswold House meeting was led by Geo. S. Webb, assisted by State Secretary and Treasurer, Jacob J. Kinsey, Miss Evo, Mr. Jordon, Mrs. Webb, Mrs. Gates and the writer.

A banquet and State rally are now being arranged, to occur June 5 and 6 in Detroit, and at this time the State Executive Committee will meet and arrange active work for the coming year. Each Camp should be represented by its Counselor and the full camp if possible. Detroit will be in full bloom at this time and all should come "Where life is worth living."

Michigan this year is to be represented at the Constitutional and National convention, July 22-25, by Samuel P. Todd, State Chaplain and Field Secretary, who has served the State faithfully three years and will give the same service in convention. Every Camp in the State will be interested in this wise selection and can during the next two months express its desires to him and join in the expense and a call to go higher.

Aaron B. Gates.

Money Talks.

First Husband—What do you hear from your wife on her summer vacation?

Second Husband—The local bank reports that she is well and happy.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

**DON'T FAIL**

To send for catalog showing our line of

PEANUT ROASTERS, CORN POPPERS, &c.

LIBERAL TERMS.

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

EIGHTEEN PER.

How One Couple Live Nicely on That Amount.

Written for the Tradesman.

I was talking with a comparatively young business man whose ability is readily recognized by those who are acquainted with him.

Said he: "Every once in a while there's a good deal of discussion going on as to whether a young fellow who is drawing this, that or the other amount in his weekly wage envelope can get married without seriously jeopardizing his financial interests. Sometimes the amount stated is over \$20 per week, but generally under.

"As to \$18 a week, there's no reason in the world why a couple can not live nicely on that much. I get that myself now. I have received more and I have received less.

"Of course, on \$72 per month my wife and I can not be at all extravagant; we have to count every penny.

"When the craze went the rounds, several years ago, of putting 10 cent pieces in little iron banks—or the proverbial old teapot—my wife and I both got the fever for saving all the dimes we laid our hands on. We carried the fad to such an extent that we would walk a mile rather than give up a 10 cent piece to the Street Car Company. Or we would go without things to eat that we liked and really needed to conduce to our comfort. In this thrifty way we got quite an accumulation.

"It was a fine thing for us that we had this bunch of money in front of us instead of behind us, as sickness came on later and ate it all up. I don't know what on earth we would have done if we hadn't been so forehanded with our resources—our 10 cent resources!

"Acquiring the habit of saving these small pocket pieces, we carried the idea a step farther and got to liking to put away quarters.

"When our first saving was all gone to pay doctors' bills, we redoubled our efforts to be provident and hide away every bit we could possibly spare from barest necessities.

"Naturally, it was pretty hard sometimes to resist living in the way that our chums were in the custom of doing; but whenever we have entertained our friends, we have tried to make up for lack of expense by originality of amusement and palatability and daintiness of the dishes we served them. We have a good piano that my wife purchased before our marriage while she was teaching school, and we both sing, so we are able to make things gay with our music. We are buying a nice home now, on which I put a great deal of work mornings and evenings, and when we get it all paid for we shall have the happiest home in Christendom. My wife and I make garden every year and raise enough truck to keep us going all summer and into the winter.

"As to the theater, we have good eyes and ears and so do not require very expensive seats. We have not gone very often, but whenever we

have gone to a play we have patronized something first-class.

"With cards from the Ryerson Public Library we are never without the best of reading matter, and with so many, many fine free lectures in the Library and under the auspices of various churches, we do not lack for food for our brains.

"In religion my wife and I are Missionites. We get a world of good from the talks of the wonderful Superintendent, Melvin E. Trotter. We get enough help in the Mission on a Sunday night to take us through the week until the next one rolls around. We—my little wife and I—both have a temper, but we are able to completely control our grouchiness by the religion we get through Mr. Trotter, God bless him!" W. W. W.

Possibility of Power Washing Machine as a Seller.

The labor-saving device to obtain recognition must first satisfy certain economic conditions:

It must greatly reduce the physical exertion of the operator.

It must do the work previously done by hand better—more reliably.

It is inevitable that if one or more of the above-stated results are not obtained the machine will not receive even temporary interest.

To take a permanent place the machine must do more. It must be practical—not ideal.

Applying these conditions to the power washer, what do we find?

The power washer certainly reduces the physical exertion. In fact, it really does all the hard work of washday.

It can hardly be said that the power washer does better work than the old method. You can get clothes clean by rubbing if you rub long enough. But the power washer always washes the same way. It never gets tired. It is more reliable than hand work. If a woman washes with it the washing must be done well.

The power washer cuts the time spent in washing in half or better than that.

We see then that the power washer thoroughly deserves the widespread recognition—the unquestionable enthusiasm—with which it has been received by women of all classes.

Moreover, the power washer is intensely practical. It has stood the test. It has been in use now for a number of years and is still doing efficiently the work it was intended to do.

It has earned well its place as a factor in modern household economy. The power washer has come to stay—there is not the slightest doubt of that.

It is not the least surprising that a machine which promised so much should be imitated. How many power washers have come and gone would be hard to say, but the bad machines that are continually breaking down and demanding repairs are not machines strong and durable.

Women are very easily interested in a machine of this kind. All who have heard of them are interested—and the field is comparatively untouched.

There is a great opportunity for the hardware dealers. The power washer has been tested—it has proven itself a success. It is bound eventually to come into as general use as the kitchen range.

Where do you stand on the matter? Are you going to jump in at the start and get the first fruits?

By jumping in we do not mean to go at it blindly. Find out all the makes you can. Sift these down to two or three that look like the best propositions. Then look up these three thoroughly from every point of view.

First as to the machines themselves. Find out the good points and the weak points of each. The most important thing to keep in mind right here is, "Will the machine stand the test?" "Will it bear up under the strain of regular use?"

If it will not do that, you might as well drop it. For machines that are continually breaking down, demanding repairs, will soon eat up your profits. Not only that, but will cause dissatisfaction to the owners and the machines will eventually come back on your hands.

So it is of paramount importance to get a machine that will wear—a machine that will stay sold.

Another vital consideration is the attitude of the manufacturers. See to it that the machine you sell is an advertised one. See to it that the manufacturers will help you sell, will give you the best assistance.

With a power washer that will stay sold and the help of the manufacturer who is really interested—actively interested in what you are doing—there is practically no limit to the amount of business you can do. And your profit is clear and sure—just as clear and sure as your profit on a keg of nails.

Get the right washer and hustle and there is big money waiting for you. R. C. Diserens.

Oxygen New Stimulant for Athletes.

Oxygen is the new stimulant. During the hard exercise of the untrained and the extreme athletic feats of

the trained the oxygen supply often falls behind the demands of the muscles, for the heart can not circulate the blood quickly enough to the muscles. The heart itself is excited to beat so rapidly that it can not get enough oxygen for its own use; for blood can only pass through the pores in the muscular wall of the heart and nourish it during the moments of rest, not during the moments of its contraction. The heart is the weakest link in the chain; and breathlessness means the failure of the heart to maintain the output of carbonic acid and the input of oxygen. We can stand a much greater excess of carbonic acid if we have plenty of oxygen. The man who is given oxygen to breathe for a few minutes before a great exertion has a supply to draw on in time of need; for as air contains only one part oxygen to four of nitrogen, in breathing pure oxygen the man's body takes in more.

Dr. Leonard Hill estimates that in place of one and a half pints of oxygen the man may take up in his body four and one-half pints after breathing pure oxygen, or three pints more than when breathing air, enough to last him without breathing for six or seven minutes if he is resting. Happily excess of oxygen has no effect unless the man exert himself. Oxygen in excess does nothing. Dr. Hill gave oxygen to a horse at the end of his day's work, an old milk cart horse which had never been known to gallop. He set off for a hill at a gallop and went up it in a minute, quicker and with far less distress than he had in a test made just previously without oxygen. College and professional runners made tests with oxygen and found themselves freed from breathlessness and from subsequent weariness. A famous swimmer was similarly sustained and relieved from the weariness which usually follows his long distance efforts.

Some men are sure they are humble because they can think only in diminutives.

Time that Business Trip of yours so that you may arrive in time for the grand opening of

RAMONA
REED'S LAKE

The Resort—with every conceivable amusement diversion, with excellent fishing and rowing facilities, with a perfectly equipped restaurant affording Lake views and Lake breezes, etc.—will be opened on next

SATURDAY, MAY 15

and on the following day the gates of the prettiest Open-Air Theatre in Michigan will be thrown open, welcoming amusement seekers to the first performance of

The finest Vaudeville Bill ever presented locally

DON'T MISS IT!

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.
Five dollars for three years, payable in advance.
Canadian subscriptions, \$3.04 per year, payable in advance.
No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.
Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, May 12, 1909

REAL ENERGY.

There are multitudes of business men who, truly believing that they are energetic, wonder why they do not meet with greater success in business, and this is peculiarly true of the retail merchants.

Thousands of retail merchants who have good locations, good reputations and an adequate field for trade do not acquire their just proportion of business because they devote too much energy toward a variety of conditions having only an indirect bearing upon their own welfare.

Mental energy is a tremendous resource and valuable if it is not overworked, and it is difficult to commit such an error except by misdirection.

It is idle to squander time in criticizing competitors, to apply ingenuity toward the circumvention of competitors and to utilize opportunities for demonstrating that this or that competitor makes a mistake.

"Every tub must stand upon its own bottom," Charles Macklin told us away back in 1740, and the old saw is as good to-day as it was nearly two centuries ago.

Don't be dependent upon what others do or do not do; don't waste time upon trivialities entitled to instantaneous decisions; don't stand in perpetual fear of your own judgment and do not throw a fit each time you make a mistake, for you will make them.

It is in doing things such as these that real energy is abused and outraged.

In justice to real energy every man who thinks he has this quality should keep himself well informed not only as to the markets but as to current affairs; for, to a very large extent, current affairs exercise strong influence upon all lines of trade, and such knowledge enables one to have reliable and well founded opinions.

The truly energetic merchant is always well informed upon local topics; he reads the papers regularly and intelligently and, remembering what he reads, draws his own conclusions. Such a man, instead of spending half a day in deciding whether or not he shall invest 35 cents on a bit of furniture for his show window or a new fixture for his store, decides one way or the other in three seconds and puts

his time to some better service.

The really energetic man is never like the horse who can "trot all day in a peck measure."

The truly energetic man is the chap who can control himself under all circumstances; who can listen to a complaint respectfully and make amends easily; who invariably greets every customer pleasantly and who treats his employees fairly. He knows always just where he is at and just what is needed on his shelves or in his bins, barrels and boxes. Moreover, he is invariably certain as to his bank account, his bills payable and his bills receivable.

He may not know to a cent each evening as to profit for the day's business, but he knows whether or not the day has brought a loss and why, and knowing this he utilizes his energy, mental moral and physical, if need be, to amend the deficiency the next day and correct the fault.

A NEW ENGLAND EXPOSITION.

Although so many of the so-called or actual World Fairs have been financial failures, and some of them failures as well in not coming up to expectations as mere shows, there are always new aspirants to be found for the honor of conducting such an enterprise. World's Fairs have been held in practically every section of this country, except New England, beginning with the Centennial Exposition in Philadelphia over thirty years ago, the success of which started the movements which have led to so many expositions since.

New England now proposes to join the ranks and hold a great exposition at Boston in 1920, to commemorate the three-hundredth anniversary of the landing of the Pilgrim Fathers and the founding of the New England Colony. Certainly the event, considering its influence on American history, is worthy of commemoration, and no section of the country is better situated to make a success of such an enterprise than the New England States. Boston is a large city, fully capable of providing the local patronage which is essential to the success of such a venture, and possessing a culture and individuality that can and will give the affair the special coloring that it must possess.

The Boston Herald, which has taken up the project with enthusiasm, declares that "it will be an exposition unsurpassed in the splendor of its conception, unrivaled in its beauty and its magnitude, unprecedented in its display of what is worthy of the world's acceptance, and unapproachable in its revelation of human endeavors." Brave words these, when considered in the light of the promises with which some other World's Fairs started out and the disappointment in which they ended. Still, Boston and New England are fully capable of living up to any and all promises, and, as the location of the proposed fair is so central as to afford a large clientele within easy reach, without special reliance on visitors from a distance, there is no real reason why the fair should not succeed if well managed.

New England has sons and descend-

ants scattered all over the country who will be glad to revisit their former homes or the homes of their ancestors, and this patronage alone will do much to make an exposition a going venture. The date fixed upon is, moreover, far enough in the future—a whole decade—to permit of the project being well planned and carefully prepared for. No exposition has ever been ready for visitors at the time of opening—a fault which has done much to cause some failures. Boston can avoid this mistake, and, by having its exposition fully ready by the opening day, not merely establish a record, but insure success, as first impressions are always extremely important in such a matter.

A COMMON NUISANCE.

All merchants, whether in large cities or small ones, have a keen appreciation of the insufferable arrogance and stupid stubbornness of the average employe of the average railway company.

From the mere baggage checker and freight handling ticket agent and telegrapher of the tiny way station up to the representatives of the various well-defined and busy departments of the great stations in large cities the temper shown is similar.

Excuses for such behavior take the form of explanations that these men are continually dealing with separate individuals who are each interested in identical matters, so that the enquiries made are perpetually monotonous and ultimately become constant irritants.

Admitted.

What of it? What variety is there to the conventional enquiries which come unceasingly to the general merchant or to the one who carries specialties? Are not the merchants forever dealing with individual temperaments and personalities? Do the merchants or the clerks become impudent and offensive?

"Oh, yes," said a railway man who was discussing the matter, "but the merchant comes to know his patrons personally and is able to adjust his moods to each one."

The answer to this is, that so much more does the process become wearisome. Then, too, there is another answer: The merchant or grouch, whether employer or clerk, who permits himself to become disagreeable hurts his trade, his business declines.

No, the natural, rational aspect of the case of the railroad employe is that he appreciates the fact that he represents an interest tremendously wealthy, magnificently influential and not especially beholden to any given individual, and that as such representative the hoi polloi are not entitled to any especial consideration at his hands. In other words he becomes terribly afflicted with his own importance, for which the officials high in authority are chiefly responsible.

HOUSE CLEANING WINDOW.

Try a comprehensive display of all material which the housekeeper will require in renovating her home, making those which are comparatively lit-

tle known stand out prominently. Advertise in the morning paper, "Special Offer for House Cleaning," and put down a number of the standard goods to specially low prices for a certain day only.

Brooms, brushes and sponges may be arranged artistically in the background, a neat geometrical figure being, perhaps, most simple in construction and most effective. Soaps of various sorts can be used as a border; and these, arranged with a harmonious blending of color, are quite as handsome as choice marble, which some of them strikingly resemble. Ammonia, borax and the standard proprietary articles used in cleaning various surfaces should be completely and effectively displayed. Stove polish, polish for tin, brass and nickel, material for cleaning windows, floor fillers and waxes—these are but a few of the articles especially suitable for pressing right now.

You have some articles which you have found of value for certain purposes, but which the public are scarcely familiar with. Get them out in sight; then when some one comes along to see what are included in your collection take the opportunity to explain to her the right of one of these to a prominent place. She may voluntarily try it; she may not; but never mind if she does not. She will tell her neighbor about it and, more than likely, some one will be curious enough to test the chances of a better or easier way of doing the thing, and the sale will eventually come as a direct result of that little talk. If a housewife finds a good thing she will not only remember it, but will tell some of her neighbors and persuade them to try it, too.

HE SHOULD RESIGN.

Whatever may be the personal difficulties existing between Mayor Ellis and Alderman Kinsey is no affair of the general public and Alderman Smith very happily intercepted the precipitation of bear garden effects into the Council proceedings last Monday evening.

Moreover, if Alderman Kinsey truly desires to "apologize to the lady"—as he surely should do and most humbly—there is a much more sincere and considerate fashion in which he could make such amends than by parading his offense and the lady's misfortune publicly in the city's Council chamber.

Grave as is the indignity he has put upon an upright and highly esteemed lady, it is not a public matter as is the outrage he has perpetrated upon the freeholders who by their votes elected him to the office he has disgraced. These gentlemen deserve an apology and it should come publicly and formally in the shape of a resignation of the office of alderman by Mr. Kinsey.

One of the most popular ways of dodging a duty is to write a book describing it.

Reform is a matter of reinvigoration rather than of uprooting.

All our aspiration has to be measured by our perspiration.

JUST A GOOD TIME.

Sharpened to a point, the aim of young people to-day is to have a good time. That point secured, the rest of existence amounts to nothing. Fun, amusement, a "cinch"—which means receiving big pay for the smallest amount of work—push in- to the background everything that calls for the earnest action of brain and muscle. Wittingly or the reverse the too often over-affection of the home circle is to blame for one of the worst evils that everywhere exist. At three Tommy scatters his playthings and his mother picks them up. At thirteen Tom's belongings are all over the house and the same patient, misguided mother puts them where they belong. At twenty-three Thomas, in a voice not overburdened with filial affection, wants to know what has become of certain missing articles of apparel and what in— something or other—is the reason his buttons are not sewed on.

At six the child is put into the care of the teacher, who is informed that while the boy is rather inclined to be headstrong, there is no use in trying to drive him. "Gentleness that comes from the heart" is here the one thing needed. Love, not force, must be the prevailing motive and if trouble comes—the young and the weak are not always the ones to blame—why, trouble comes. The lessons are too long and too hard. It is the teacher's task and duty to make easy the difficult and so make learning a mere matter of pleasurable absorption, a game, if you please, where there is nothing hard to weary and to discourage the infant mind. "I learned the multiplication table by singing it and unconsciously, even now, I find myself humming 'five times five.' Let him skip division—it's too hard. No matter about fractions; they'll come to him, but above all, you must not put him back. He couldn't stand that and I wouldn't!" So on the education-made-easy plan the grades are climbed and the high school is reached, and the real fun begins.

It would be amusing, if it were not so appalling, to note the manifest anxiety to take a course where "there is lots of fun." After this momentous question is settled and it has been "passed along" what teachers can and can not be "worked," the one subject which at once agitates the educational world is the "Junior Prom." "Making a date" is now the all-important. Coiffures and gowns now come to the front. Dress suits and livery bills command attention; for what hard-hearted parent forgets that "we can be young but once," and who is the fond father that will not make every sacrifice in order that his boy may have the best to go with the best as long as he has the strength to provide the demanded, hard-earned dollar? The "Prom" is followed—but why go on with this? It is simply the story of one good time after another, attended with expense upon expense and extravagance upon extravagance. Lessons, if not lost sight of, are looked upon and shunned as so many necessary evils and by

hook—no joke in that—or crook, the class has its last "good old time" in school and goes out into the world, each with a diploma and each ready and willing to bet from fifty cents to a dollar that he got it honestly.

Admitting that there is exaggeration here, isn't it time that our bright-eyed boys and girls should begin to be taught early that "business before pleasure" means something. Should they not learn by precept and by example that the hard is not necessarily a hardship; that work, even drudgery, can be and often is divine; that the victory wrested from defeat is the grandest and wins from the world its heartiest applause, and that such victories only are worth the winning? Childhood and youth call for no hot-house treatment. They need the rain and the sun, the wind to wrestle with and the storm to brave, if the best that is in them is to be brought out and made a blessing to the world. More than one parent within reach of this gliding pen, remembering his own struggles with poverty without, as a devoted father recently remarked, "one single good time," is apt to go to the other extreme with this boy he loves and unconsciously ruin him by making his life "just one good time." It may be a little tough to have the backache. It may be a little tougher to go to bed night after night tired as a dog. It may be toughest year in and year out in weariness and hopeless discouragement to work upon the task that seemingly has no end, but every success worth counting has had such parentage and that parentage can hardly be called kind that takes from its children that which prevents them from taking their places among the world's greatest and best.

THE OUTLOOK FOR PEACE.

Andrew Carnegie, the great iron-master, trust magnate and philanthropist, is becoming very anxious as to the probability of war between Great Britain and Germany, and he is desirous that President Taft should suggest an agreement to stop the tremendous expenditures on ships and armaments and the adoption of a general arbitration agreement. This is no new fad on the part of Mr. Carnegie, but is in line with his course of conduct for years past. He is one of the advocates of universal peace, as well as a firm believer in world-wide arbitration as an alternative for war.

Mr. Carnegie is clearly wrong in assuming that the feverish navy building which is going on in Germany and England is a threat of war. On the contrary, it is the greatest sort of guarantee of peace. Nations that realize that others are as well prepared for war are anxious to avoid war as much as possible, but where one nation feels that another is inferior in armament, and therefore likely to be unable to effectively resent aggression, it is pretty certain to provoke a conflict at the earliest possible moment, with a view to securing all the advantages possible.

When France went to war with Germany in 1870 with such a light heart she was confident that her army

was greatly superior to that of Germany, and that therefore victory was sure. Germany, on the other hand, entered on the war with confidence, knowing that she was better prepared for the struggle than France. The case has been much the same in all other wars. Had not Russia felt convinced of an easy victory she would never have undertaken the war with Japan.

Mr. Carnegie's ideal of a world's peace league is never likely to be realized as long as human nature remains what it is. Nations are merely aggregations of individuals, swayed by the same passions and hopes. They will resort to war whenever they feel that their honor has been attacked or their vital interests threatened, and war is more likely where there is inequality of armaments than where both sides are fully prepared and reasonably equal in strength.

It can easily be admitted that naval armaments have gone to an unreasonable extreme, but that will be regulated only when one or the other of the principal contestants in the race has reached a condition of national bankruptcy. A great navy swallows up a great amount of money in building as well as in maintenance, and only nations with long purses can enter into the competition. That nation which is able to spend the most with the smallest sacrifice of its credit and resources is apt to win in the race for naval supremacy.

In the contest between Germany and Great Britain, the aim of the latter is not merely to keep abreast of Germany, but actually to maintain a strength equal to the combined navies of Germany and the next most important power—that is, the United States. As long as England is willing to spend the money it can maintain the two-power standard, and it can also be said that as long as the German taxpayers are willing to produce the funds Germany can force her rival to keep on building Dreadnoughts. The end must be reached sometime, but whether it will be England or Germany that first calls halt will depend upon the length of the national purse. When the money gives out navy building will have to stop.

A LESSON IN FINANCE.

Some surprise has been occasioned by a statement emanating from Senator Aldrich recently that the Government has reached the limit of its ability to borrow money at 2 per cent. This statement will seem surprising to those who remember with what enthusiasm Government bond issues bearing only 2 per cent. have been oversubscribed in the past, yet it is actually a fact that Government 2 per cent. bonds are no longer popular, and should it become necessary in the near future to re-enforce the cash in the Treasury by a bond issue it would not be found possible, in all human possibility, to float Government 2 per cent. bonds at par.

As it may become necessary to issue more bonds for Panama Canal purposes, fresh legislation will be required to permit the Government to float bonds at a higher rate of interest than 2 per cent. Existing law pro-

vides for a 2 per cent. bond issue, and further provides that the bonds shall be issued at not less than par. As it is not regarded as probable that par will be subscribed for the issue it will be impossible to realize money from bond issues until a higher rate of interest is authorized.

The main cause of the popularity of the 2 per cent. bond was its availability for use as security for national bank note circulation. As long as the banks desired to take out more notes there was a good demand for the 2 per cent. bonds at par and over, but now that the limit of bank note circulation has been reached and it is possible to secure emergency circulation with bonds other than Government issues there is no longer any special demand for 2 per cent. bonds.

Should the Government offer another bond issue investors will have to be depended upon for purchasers. Two per cent. will not prove attractive to investors, hence Government bonds will find few bidders except at prices below par. Senator Aldrich was therefore perfectly right in declaring that fresh legislation was needed if we are to raise money by a bond issue.

The blind confidence of the masses in the Government to raise money at any time without regard to the rate of interest offered shows how little general knowledge there is of the laws underlying finance. Government bonds do not differ from other securities in the estimation of investors. These latter consider, first, the soundness of the security, and second, the net return on the investment. While Government security is safe enough, even although liable to the fluctuations incidental to war, Government bonds depend for their attractiveness, like other securities, upon the return they make to those who hold them. As already stated, they have hitherto had a fictitious value owing to their availability as security for bank note circulation, but now that they are no longer needed for that purpose, the demand for them will depend upon their value as investments. It takes the very best sort of a 3 per cent. bond to bring par in the markets at the present time, and there is no reason to believe that a Government bond bearing less than that rate of interest will be sought after as long as investors can secure other safe investments that will net them 3 per cent. or better. The Government is on the same general plane as other borrowers, now that its bonds are no longer needed as security for circulation by the banks, and the sooner that the people realize that fact the better.

Some seem to think the best evidence of being the salt of the earth is ability to make folks smart.

Some people have a way of praying for others that makes them prefer cursing.

The meek who inherit the earth do not get their title to it by crawling in the dust.

It often happens that the punishment we think is remitted is only ripening.

HISTORY ANALYZED

As To Location of Our Pioneer Building.

Written for the Tradesman.

One of the unsettled details as to the early history of Grand Rapids is as to the location of the first trading post building erected here by "Uncle" Louis Campau.

In Baxter's History of Grand Rapids (published 1891) is printed a small map made from "a survey in 1838 by John Almy" of the Mission Reserve on the west side of the river. On this map "Campau's houses and shop" are shown—if the drawing is to a scale and correct—about 150 feet north of the center line of Pearl street. In another place in the same history it is stated that the Campau buildings "were by the river bank at or near what is now Huron street, at the foot of the East Side Canal, and were the first buildings erected here on that side of the river and the only ones on the left bank until six years later."

A location just now popularly believed to be more accurate than the foregoing description specifies Huron street in front of the Butterworth foundry as the true pioneer building location.

Still another claim is that the buildings were located near the corner of Monroe and Waterloo (now Commerce street) and the fourth assertion is that the present site of the City National Bank building was where the Campau buildings were erected.

With a desire to solve the controversy the following facts are offered:

According to a map of the city of Grand Rapids, made in 1842 by the late John Almy, civil engineer, and by the late Hon. Wm. A. Richmond, dedicated to the late Rev. J. Penney, the only streets on the east side of the river, at that time, which were 100 feet wide were Canal and Bridge streets. All other streets were 66 feet wide.

The same authority shows that the Louis Campau Plat or Addition had its northern boundary line cross Canal street 175 feet south of the south line of Huron street; also that the lots numbered "1" in sections 1, 2 and 8, respectively, of the Campau plat were located at the southwest, the northwest and the southeast corners, respectively, of Canal, Pearl and Monroe streets.

That the original pioneer building—put up by "Uncle Louis"—were much nearer to Pearl street than they were to Huron street is at least forcibly suggested by the foregoing data.

In 1864 the late Chester G. Stone was chief clerk for the late James Lyman, who was then a merchant doing business in the store at present occupied by J. C. Herkner. Mr. Lyman, who came to Grand Rapids in 1835, brought with him his "Jacob's staff," compass and chain and for a time worked at surveying as an associate of John Almy. Together these men made a survey of Grand River from Lyons to Grand Rapids, taking levels as they progressed.

In 1864 the financial situation in Grand Rapids, as in all cities, was on

a par with politics as fruitful sources of discussion. "Uncle Louis" was, it was commonly reported, "at outs" with some of his kin on the war question and, not speaking accurate English, had been credited with applying the epithet, "poor one-cent," to a kinsman who was opposed to the conduct of the war. This incident, together with the then recent establishment of a new bank by the late Martin L. Sweet on the present site of the Pantlind Hotel, brought together in a friendly chat Mr. Lyman and Mr. Stone, carrying Mr. Lyman back to the early days, and he related a reminiscence practically as follows:

"Poor old 'Uncle Louis.' He's been a soldier, an Indian trader, a fur company factor, a banker and a peaceable citizen, but he is poorer to-day than when I first knew him nearly thirty years ago. I recollect when Judge Almy completed his survey of the Mission Plat across the river he desired to carry his levels across that stream and wished to establish a 'bench' at the roots of a great tree which stood about where Sweet's new bank is located and overshadowed the buildings of 'Uncle Louis,' original trading post. Almy was identified with the Kent Company and while he was on seemingly good terms with the old Frenchman, the thought of permitting anything to be done on his pioneer place of business which would favor his bitterest rival was utterly repugnant to him. At last, purely as a personal favor to the Judge, permission was given and the first city datum was located."

Mr. Stone had to "give up" as to the meaning of "city datum" and when Mr. Lyman explained the matter "Chet" allowed that he knew the tree in question and recollected the old Campau buildings, "but," he added, "I think I've seen that 'datum' you tell about under water many times;" a fact to the truth of which Mr. Lyman could testify:

"Yes, just under water. You see, the rapids ended about 200 feet above Campau's place. He was at the veritable head of navigation, so that while the spring freshets sometimes reached his floors it was an advantage rather than otherwise because at times the Indians could paddle their canoe loads of peltries right into the factory."

As bearing upon Mr. Lyman's recollections, it may be stated that in 1836 Canal street, ten or twelve feet below its present level at Huron, Lyon and Pearl streets, was little less than a slough and practically all of the territory between the present Arcade and Kent street on the east and the river on the west from Pearl street to Crescent avenue was boggy and like a pond much of the time. Indeed, it was because of this fact that the turning basin above the lock—which was never built—was located just west of Canal street and north of Huron street and was 200 feet square. And, further, the map made by Mr. Almy shows that the lower end of the proposed lock was fully 300 feet south of the north line of Huron street, thus projecting at least 160 feet into lot No. 1, section 1, of the Louis Campau Addition. And

as the lock was unquestionably at the foot of the rapids it follows, as Mr. Lyman stated, that the Campau buildings were "at the veritable head of navigation."

Now, as to lot No. 1, section 1, of the Campau Addition: The Almy map shows that the rapids ended at the south line of Lyon street and that the north boundary of the said lot No. 1, section 1, was fully 125 feet farther south.

The southeast corner of this lot was then and is at present the northwest corner of Canal and Pearl streets. It had a frontage of 125 feet on Canal street and about 20 feet on Pearl street. The north boundary extended midway between Pearl and Lyon streets westward from Canal street to the river, a distance of 75 feet.

If the specification, "lot 1, section 1," has any significance at all it indicates the area where Louis Campau located upon his first arrival at The Rapids.

True, twelve years elapsed between the first coming of "Uncle Louis" to Grand Rapids and the Mission survey by Mr. Almy, and it is barely possible that when, in 1827, the first trading post building was erected in Grand Rapids it may have been located upon property which even then practically belonged to the Kent Company, but it is not at all probable. And it is not likely for the following reasons: Canoes and pole boats were the only means for navigating the river and portages were necessary to pass the rapids. "Uncle Louis" owned the land up to the foot of the rapids, the commercially strategic point, and we have the records of Mr. Almy and the recollections of Mr. Lyman (a surveyor) and of Mr. Stone to support the assertion that the present Pantlind Hotel occupies the authentic site of the pioneer trading post in Grand Rapids.

Charles S. Hathaway.

The Power of a Lie.

A Grand Rapids attorney recently remarked that he could take a witness and tell him his client's version of the situation, repeating it again and again until the witness could not discriminate between what he actually knew or saw and what the attorney wanted him to swear to on the stand. In other words, the witness would be so impressed by the repetition of the lawyer's story that he would actually come to make it a part of his story.

The same result frequently ensues in the case of the individual. He conceives a thought or entertains a suspicion or tells a lie and keeps on nourishing the thought or harboring the suspicion or uttering the untruth until he actually believes it to be true. The idea takes such firm hold on him that he is incapable of distinguishing between the true and the false. A remarkable illustration of this singular phase of life is set forth in a recent novel by Johan Bojer, the talented Norwegian writer. The book is a narrative of village life, of the apparently uneventful kind which Norwegian writers find replete with dramatic happenings. There are no hero in the homely tale and no ac-

knowledgeed heroine. The story is concerned with the career of a lie that grew from nothing into a mere breath, from the breath to a flickering flame, and from this to a creeping, evil blaze which in the end destroyed its victim and illumined with mistaken radiance its guilty author.

One Knut Norby, a successful, respected farmer, is the doubtful beneficiary of the easy insinuation called "the lie." Having put his name to the bond of Wanger, the village merchant, from motives of pure benevolence, he is suddenly confronted with news of the man's failure. On the way home from town, in his sledge, through the darkening Norwegian twilight, across the frozen lake, he ponders as to the best way of telling his wife, of whose disapproval he is certain.

Circumstances being inauspicious, he does not tell her at once upon his arrival. That night his daughter, Ingeborg, repeating gossip heard at the postoffice, said: "I heard that Lawyer Basting had been declaring that you, too, would suffer by this failure." Knut Norby "had made up his mind to be left in peace for the evening," so he said: "Poor Basting! He's always got something or other to chatter about." "I was sure it was untrue," said Ingeborg.

It was really nothing, but the breath of the lie stirred faintly in those few words. The next day, when asked if it were true that Wanger had forged somebody's signature, "It would be very like him," said Norby, and looked up at the sky, "to see if it were weather for tree felling."

The wife had not yet been told, and the lie breathed ominously stronger. Wanger, accused of forgery, was in the end imprisoned, his wife and children were reduced to poverty, while the beaming Knut was banqueted by his fellow townsmen as a token of their belief in his integrity.

It is difficult to penetrate to the author's exact moral intention in offering this strange conclusion. So absolute a perversion of justice will not commend the book to the popular intelligence; there is little to be said for the logic that prevails in crushing this particular truth to earth and keeping it there, while the lie sits victoriously enthroned. But there can be no question as to Mr. Bojer's supreme ability in analyzing the emotions of a human mind. Knut Norby lived through the evolution of the lie, terrorized by it at first and afterward in complacent resignation. Through the first gnawing uncertainties and the ensuing belief in his own innocence the unseen processes of his thought are made psychologically visible. His is a triumph of assertion, of self-hypnotism—a stubborn holding to the lie until he believes it and has made other people believe it, including a few who know the truth. So complete is his serenity that, going piously to bed on the night of the banquet, he can say to himself, wonderingly, "But there is one thing I can not understand * * * and that is, how people can stand, like Wanger, with a calm face and lie in court."

Frank Stowell.

HOUSE TO HOUSE.

How To Conduct the Distribution of Samples.

No method advertising has been so abused, often unjustly so, as that of house to house distribution of advertising matter and samples. Many of the failures which are blamed on the character of the matter itself are due to the method of distribution, or, to be exact, to the distributors. Do not send out heedless, unwatched boys, unless your only desire is to enrich the waste-paper man or add numerous floaters to the sewer streams.

In flats and apartment houses it is an utter waste to place matter elsewhere than in the letter boxes, and if those boxes are stuffed with cheap circulars loosely folded, unenclosed booklets which catch in the hinges of the box, or poorly enclosed samples which scatter pills, powders or tablets in the boxes, the so-called advertising matter will have no result except to secure for the advertiser the enmity of the flat dwellers. No matter is fit for distribution to the residents of flats unless it is thin and enclosed in an envelope small enough to go into the box without being bent and yet still large enough to be kept upright in the box. The value of all matter used in flat distribution is increased 50 per cent. through sealing and addressing. The addressing may be done with a fountain pen on the ground, the distributor taking the names for the purpose from the boxes.

When the distribution is among solidly built rows of houses or among those of such character as indicate the employment of a servant, the matter should be left at the front door. There are still some druggists who need to be told not to throw advertising matter in yards or on porches or steps. If there are no weather strips or other obstructions, and the matter should permit, it should be slipped beneath the door. Merely pushing it halfway under does not suffice. To keep children from gathering the advertising paper by armfuls it must be placed out of sight or out of reach. After a piece is pushed almost entirely beneath the door the protruding edge or corner should be hit a quick, short blow or given a twisting snap with the hand, to throw it entirely within the house.

When the matter can not be slipped beneath the door it should have one edge forcibly wedged between the door and the jam, above the knob and high enough to be out of reach of children. Of course, so long as the door remains closed the matter is unseen, but when the door is opened it falls past the eyes to the feet of the person who first attempts to enter or leave the house. In a distribution among detached dwellings, such as are presided over by women who do their own housework, the advertisement should invariably be taken to the back door. In many cases it may then, through already open doors, be placed directly in the hands of the head of the family, the wife, mother and housekeeper.

Samples intended for test through internal administration, however

harmless the remedies may be, should invariably be placed in the hands of adults. This necessitates the ringing of bells, a method whose value is questionable; the obliging of women to answer doorbells at inconvenient moments has resulted in druggists losing many a good customer. House to house distribution of any samples of internal remedies in any manner is of doubtful value, and the practice is forbidden in many localities. It is far better to confine sampling to store distribution and mail.

Much advertising matter is wasted by distributing it in places and among people with whom it is not likely to produce a profitable result, however well the distributing may be done. To advertise cheap soaps on Swell avenue is almost a total waste of effort, while advertising high-grade toilet specialties among the foreign-born laboring class is equally wasteful.

As a general proposition, placing matter in the stores on the main business streets is largely wasteful. When thrown upon the floor or upon show-cases near the door it is only provocative of profanity. Store matter, if used at all, should be placed in the hands of people behind the counters, even although the distributor may have to walk the length of the store to do it.

One-fifth of the number officially given as the population is supposed to represent the number of families in the average town. Experience generally teaches that the figures by such a computation are too high. Aside from that it is rarely good business to cover every part of any town with any single sort of advertising matter. The best results are secured by avoiding those sections which represent social extremes. One piece of printed matter to seven or eight of the estimated or counted population is a safe quantity to calculate upon. First cover the thickly built, middle class sections and then work the more scattered middle class neighborhoods.

With two distributors, start one on each side of the street, running with the length of the section to be covered. Have them distribute for one block on that street. Upon reaching the first cross street the distributor who has been on the right side of the main street should turn to his right and distribute along the first block of the near side of the cross street and then cross over and distribute along the corresponding block of the far side of the same street, returning to the main street at the corner opposite from where he left it. Meanwhile, the other distributor should handle the left block of the cross street in the same manner. They should then go on with the distribution of both sides of the next block of the main street, both sides of one block of the next cross street and so on to the end of the main street. Both distributors should then take the next street parallel with the main street just covered and distribute it without going on the cross streets. When this is finished come up on the third main street, distributing it with the two blocks of the intersecting cross streets, the same as the first was distributed. Thus the greatest

amount of distributing is done in the shortest possible time and with the least possible walking. The watcher may stand at the intersections when the distributors are on the cross streets and thus keep both of them under his eyes.

Five distributors work together to better advantage than four will do. While two pairs are working main streets numbers one and three, with the cross blocks, the fifth distributor can easily work both sides of the second street and by a little skipping around the watcher can keep pretty close tab on all five.

With druggists it is often a problem how far to go with distribution. Wherever his store may be located, the enterprising druggist in a town of five thousand or less should be able to get business from any part of the town and he is therefore justified in extending his distribution to cover all of it; except in those parts with the class distinctions noted above. In larger towns, the druggist's location is a factor to be considered in deciding how far to distribute. If he is in the heart of the business district of the town, distance should be disregarded and the classes of people and nature of advertised goods only be considered. If he is located so far from the main thoroughfare that he is half the distance between it and the extreme solidly built part of the town his distribution should not cross the main street. If located in one of the larger places and the business is what may be called "a neighborhood drug store," the druggist's distribution should pass his nearest competitors on all sides and extend at least halfway between them and the next zone of drug stores. These suggestions apply to general-class matter. If the druggist is advertising a specialty of his own making the range of his distribution depends upon the character of the article, its novelty and his aspirations and capital.

The following tips are given by one who has been very successful with house to house advertising: Advertise for the women and get your matter into the hands of the women. Avoid bulky matter and long-drawn statements. Don't play detective, but openly watch your distributors or have a reliable man do it for you. So far as possible, distribute on days when schools are in session and during school hours. Morning distribution is more effective than that done in the afternoon. Do not distribute in stormy weather. See that distributors take clean matter from clean sacks with clean hands.

Honesty in Salesmanship.

Mention anything about the science of salesmanship to the average man and he will immediately suppose that you are talking about some hypnotic power that one man exerts over another in order to get him to take something that he does not need and pay real money for it.

That isn't it at all. Salesmanship deals with the laws of averages. It does not consist in picking out just one man and hypnotizing him into taking a thing, but scientific salesmanship assumes that within a cer-

tain field or territory there is a use or demand or desire for a thing or a service; that there are a certain number of willing buyers and a certain number of unwilling buyers. The willing ones are sought out by advertising or personal effort in completely covering the ground—if the salesman doesn't find a buyer in one place he goes to another.

In covering the ground for the willing ones, for instance, the unwilling ones are discovered and a campaign of education is kept up upon these by advertising or persistent personal effort.

The salesmanship that endures is an appeal to reason rather than emotion—inducing people to take that which they actually need, performing an economical act to themselves or benefiting themselves in buying.

A real salesman is one who presents these reasons so that a prospective purchaser will see that it is all in his interest.

A real salesman will not sell anything but that which is in the interest of the purchaser; for, otherwise, his work will not endure. There are too many good things to be sold for men to waste their time and effort in unloading that which people do not need or want.

Industry and commerce are simply supplying one another's wants or needs, and it does not consist in getting all you can and in giving as little as possible in return, which is dishonest because it is unscientific, and unscientific because it is dishonest.

Honest salesmen make honest buyers.—Macey Monthly.

The Man Who Can Talk Well.

There is no other one thing which enables us to make so good an impression, especially upon those who do not know us thoroughly, as the ability to converse well. A man who can talk well, who has the art of putting things in an attractive way, who can interest others immediately by his power of speech, has a very great advantage over one who may know more than he, but who can not express himself with ease or eloquence.

You may be a good singer, a fine artist, you may have a great many accomplishments which people occasionally see or enjoy; you may have a very beautiful home and a lot of property which comparatively few people ever know about; but if you are a good converser, everyone you meet recognizes and appreciates your art. Everybody you converse with feels the influence of your skill and charm.

In other words, there is no accomplishment, no attainment, which you can use so constantly and effectively which will give so much pleasure to your friends as fine conversation. There is no doubt that the gift of language was intended to be a much greater accomplishment than the majority of us have ever made of it.

With defaulters it is fly time at any season of the year.

Many a fisherman waits with baited breath.

A DULL FINISH EFFECT.

A Sure Way To Secure It In a Business House.

Written for the Tradesman.

"When I read an article, not long ago, about the dull finish in business houses, my mind turned back at once to Jordan's Bargain Center," said the traveling salesman. "There is a dull finish effect there, all right. That bright and shiny effect which comes from enthusiasm in the work is entirely lacking. You notice its absence as soon as you get into the store, but it takes you a long time to make up your mind as to the reason for this dull finish effect, which is too popular in a good many places of business.

"I know Jordan well. He is a little bit of a man, short and slender, with a back which looks as if some one had stuck a stick up it, it is so straight and uncompromising in its rigidity. Indeed, I think that Jordan bends back a little when he walks. It is a sure thing that his chest is shoved out a good deal. Such men like to boss. You think over a list of your acquaintances, and when you come to one that answers to this description, just stop and think if he doesn't like to boss. I don't mean merely to have his own way—all men, big and little, like to have that—but to boss in little mean ways, to keep asserting himself always and in an offensive manner. There are exceptions, of course, just as there are exceptions to almost everything, but they are mighty rare.

"There you have it. This personality of Jordan is to blame for the dull finish effect in his store. I'll put his loss because of it at five thousand dollars a year. I'm not sure that he is satisfied to lose that sum annually in order to boss, but it appears that way. I have often wished that Jordan would go off alone somewhere by the echoing hills and count himself over a few times. He might learn, then, that there are not quite so many of him as he thinks.

"One method which Jordan uses to produce this dull finish effect is to handle his clerks on impulse and without reason or justice. I have read somewhere that it is the habitual tendency of every human being to reduce his observations to dogmatic conclusions and to begin subsequent thought from that point. This is what Jordan does. He jumps at fool conclusions and takes them as starting points. If anything on earth, or in the waters under the earth, will produce a real dull finish effect that will.

"I was in Jordan's private office, one day, on business and saw him at work putting this dull finish effect onto his sales department. This is about the way it was done:

"Mr. Jordan," said a good-looking clerk, entering after a cautious and timid knock at the door, "aren't you satisfied with my work here?"

"Oh, there are some things you might improve in. Why?"

"Jordan began to look as if he anticipated a touch for more salary.

"I've been here a good while, haven't I?"

"Yes, I've kept you when I let others go."

"Then I must be some good."

"You come as near to earning your money as any of the boys."

"The clerk flushed and turned toward the door.

"I don't think it is of any use to talk to you," he said. "I'm going over to Murden's next Monday."

"Murden was a rival in the same block, and a hot rival at that. Jordan beat on his desk with his pencil.

"What's up?" he asked.

"Well," replied the clerk, "I've been here a long time, and I've never had a kind or encouraging word from you, or any one above me. I've never had much fault found with my work, but I've never heard it praised. I've had new men put over me, men unfit for promotion, now a bum, now a sport crank. I've never had my salary raised, yet others have been boosted right and left. If I had been working in a trench at a dollar a day, I couldn't have received less consideration at your hands. All the clerks feel as if they were working for a snow man, and every good man you've got will quit as soon as he gets another job."

"I suppose," said Jordan, with a snarl, "that you'd like to have me invite my hands out to my house for dinner and introduce them into society?"

"There was an awful mean sound to the word 'hands' when he flung it at the clerk.

"Oh, I don't know," replied the clerk, "I guess some of your clerks get into places from which your cheap manners bar you out. You've got a bright lot of men here, but they are working perfunctorily and without enthusiasm. I've tried to become acquainted with the managers of my department, but they all take their manners from you. Clerks are dirt under their feet. The man who stole a lot of money from you was especially superior in his manners."

"Jordan gritted his teeth while the clerk talked and arose as he finished.

"Get out!" he said.

"That is the last order I'll ever take from you," said the clerk, with a grin. "If I wasn't in your place of business, I'd give you a smash, just for luck!"

"The clerk went out and Jordan dropped back in his chair.

"Did you ever see anything like that?" he asked.

"Tell me about this young man," I said. "Is there any truth in what he says?"

"Why," replied Jordan, "he's been here a long time, and he's been steady and sober, and that's about all I know of him."

"And men have been put over him time and again?" I asked.

"Yes. You see, I form my impressions quickly, and make my promotions according to them. Why, that fellow seemed to want me to hold his hand, or pat him on the back, or something like that, every time he made a sale!"

"It seems to me," I said, "that if he represents the feelings of the force you ought to take a little pains to get acquainted with the boys. It doesn't pay to have this perfunctory game going on."

"Oh, yes," snarled Jordan, "I'll go

out and make a bow and say 'please' whenever I want to give an order to my hands! I'm the boss here, and I want every one about the place to know it!"

"I don't care how great a man is," I said, "there is no one man that can run a big store like this. You've got to have help, and the better help you get the better the store will be run, the more money you will make. Even the manufacturers who make things recognize the absolute importance of having good machines. If your clerks were machines you would try to keep them sharp and bright and in shape to do the best work. You would go about now and then looking them over and seeing that they were kept in good form. When you work with perfunctory clerks you are like a carpenter trying to do a fine job with dull tools."

"I pay them wages," growled Jordan. "They ought to work for my interest without all the cuddling you are recommending."

"You get all you pay for," I said. "If you want the right kind of service you must pay for it in some other way. Do you suppose you would put yourself out, and work over time, and study and scheme, during all your waking hours, to make a first-class clerk of yourself if your boss never let on that he knew that there was any difference between you and the clerk who watched the clock and spent his leisure moments in front of a beer bar or a base ball gambling board? You bet your sweet life you wouldn't. Appreciation passes for coin in the industrial world."

"I don't have time to mix with my clerks," said Jordan.

"There was little use in my talking with the man, anyway. He had reached a conclusion, and everything branched out from that. He figured that he was paying so much money for so much work. As a matter of fact, this was not true. He was paying so much money for so many hours' presence in his store. He was doing his utmost to produce that dull finish effect I have been telling you about. He paid his men and then failed to get the best out of them because he was too vain, too bossy, too little inclined to give them the treatment accorded to the average machine. This dull finish effect may be produced by outbursts of temper, by red tape, by a dozen other means, but I would recommend the way used by Jordan if you want the thing put on right, in a shape to remain until your creditors come in and look through your safe for you.

"A whole lot has been written about loyalty on the part of employees, but you can't raise any kind of fruit in the wrong soil. If you want loyalty, you've got to surround the employees with an atmosphere that will produce it. Then, if the 'hands' do not respond to your efforts, fire them, and fire them quick, before they get the notion that they ought to be getting more money.

"This is one way of producing that dull finish effect. Mark it exhibit one, and see how many more ways you can find. If you think your store

hasn't this effect, just watch your customers' faces when they leave, and you'll find out."

Alfred B. Tozer.

Wind the Producer of Waves.

There are wind waves in water, sand and snow. The great sea waves are produced at that part of a cyclone where the direction of the wind coincides with the direction of advance of the depression. Along this line of advance the waves in their progress are accompanied by a strong wind blowing across their ridges as long as the atmospheric depression is maintained. So the waves are developed until they become considerably steep. The average height is about half the velocity of the wind.

A wind of fifty-two miles an hour gives waves of an average height of twenty-six feet, although individual waves will attain a height of forty feet. The prevailing wind in all longitudes is westerly. So wherever a westerly wind springs up it finds a long westerly swell, the effect of a previous wind still running. And the principal effect of the newly born wind is to increase the steepness of the already running long swell so as to form majestic storm waves, which sometimes attain a length of 1,200 feet from crest to crest. The longest swells due to wind are almost invisible during storms, for they are masked by the shorter and steeper waves. But they emerge into view after or beyond the storm.

The action of the wind to drift dry sand in a procession of waves is seen in the deserts. As the sand waves can not travel by gravitation their movements are entirely controlled by the wind and they are therefore much simpler and more regular in form and movement than ocean waves. In their greatest heights of several hundred feet the former become more complex owing to the partial consolidation of the lower layers of sand by pressure. But they still have the characteristic wave features.

In the Winnipeg prairies of Canada freshly fallen snow is drifted by wind in a procession of regular waves progressing with a visible and ghost-like motion. They are similar to desert sand waves, but less than half as steep, the wave length being fifty times as great as the height. The flatness of the wind formed snow waves affords a valuable indication of the great distance to which hills shelter from the wind.

Wonder How They Look.

Local phrases and expressions sometimes take on peculiar meaning when used before strangers or in distant parts. For instance, in America we speak of wearing apparel which has done service and been laid aside as "cast off" or "second hand." In England they say "put off." A short time since the following advertisement appeared in the London Times: "Mr. and Mrs. J—— have put off clothing of all kinds. They may be seen at No. —, Piccadilly, every afternoon after 3 o'clock."

People who live in glass houses shouldn't throw mud.

Fourth Annual Merchants' Week

Grand Rapids, Mich., June 9, 10, 11

THE Wholesale Dealers' Association of the Grand Rapids Board of Trade cordially invite every merchant doing business in Michigan and Northern Indiana outside of the city of Grand Rapids to a free entertainment, theatre party and banquet, to be held on the afternoon and evening of June 11.

During "Merchants' Week" on June 9, 10 and 11 every wholesale house in Grand Rapids will offer extra inducements to merchants to make their purchases here, and a grand free entertainment has been arranged to take place at Reed's Lake during the afternoon and evening of June 11.

On your arrival in the city you will be furnished with tickets entitling you to free transportation on the street cars to and from Reed's Lake on Friday afternoon, June 11, and to all the entertainment features there, including Ramona Theatre at 3 o'clock, Toboggan or Figure Eight, Palace of Mirth, Ye Olde Mill, Circle Swing, Trip on World's Fair Electric Launches, Steamboat Ride, Miniature Railway, Roller Skating Rink, Panama Canal, etc., ending with an elaborate banquet at the Reed's Lake Auditorium at six o'clock in the evening.

A Grand Civic Pageant

or Floral Parade will take place on the down town streets Thursday afternoon, June 10, at 2:30, conducted by the Grand Rapids Advertisers' Club. Scores of specially designed Floral Floats costing hundreds of dollars, together with Brass Bands, Secret Societies in beautiful costumes, Fire Departments, etc., will form altogether one of the most inspiring spectacles imaginable and never to be forgotten by those fortunate enough to behold it.

It is absolutely necessary that the committee know at the earliest possible moment how many are coming to the banquet, and tickets for that event will be furnished only to those who apply by mail signifying their intention to attend that **particular** function.

Please bear in mind that **no banquet tickets will be issued after the 7th day of June**, and if you do not get in your request for a ticket before that time it will be too late, as the caterer will not permit us to change the number of plates ordered after that date.

All other tickets will be issued to you on your arrival in this city, and you do not need to ask for them in advance, but if you wish to attend the **banquet** you **must** apply for your ticket **before** June 7.

Don't forget or overlook this. We want to treat everybody right and so we ask your help. Make up your mind about the banquet just as soon as you can and write to Clarence A. Cotton, Secretary of the Board of Trade, if you want a ticket.

Merchants' Week Committee of the Wholesale Dealers' Association of the Grand Rapids Board of Trade

A. B. MERRITT,
Chairman
W. F. BLAKE
M. B. HALL
M. D. ELGIN

L. M. HUTCHINS
SAMUEL KRAUSE
F. E. LEONARD
WM. LOGIE
A. T. SLAGHT
A. C. CHAPMAN

W. K. PLUMB
R. J. PRENDERGAST
GUY W. ROUSE
JOHN SEHLER
E. A. STOWE
JOHN DIETRICH

JOHN SNITSELER
D. C. STEKETEE
F. E. WALTHER
F. A. VOIGT
CLAUDE WYKES

SPRING SHOE SEASON.

Demand For Oxfords Will Soon Be General.

The month of May should show the extreme height of the spring shoe season. By this time the weather will have grown so warm that the lace or button boot will be uncomfortable and the demand for oxfords will be quite general. Then is the time when dealers should use liberal space in advertising their low shoes in the papers and also in the windows, and should use all their endeavors to bring their shoe departments into prominence, and to the notice of customers in other departments. Stocks are full and complete at this time. Fashion and custom demand the lines of shoes which you are carrying and conditions are just right for a good, profitable trade, and it is really a fault of the management if the shoe department at this time is not one of the liveliest in the average store.

The motto, "Goods well bought are half sold," does not apply to some lines as pertinently as it does to others. Shoes come in the negative category. Shoes well bought are ready to be sold, but they need salesmen and salesmanship to complete the process. Not every salesman can sell shoes satisfactorily, however able he may have proven himself in disposing of other lines of merchandise; for successful shoe selling requires shoe fitting, and shoe fitting is only acquired by experience.

It is a common saying in the shoe trade that "the salesman has to fit the customer's foot, his head and his pocket." Fitting the foot is difficult enough in some cases, but after that important point is settled, the fittings of the head and the pocket, or in other words, satisfying the customer's ideas of style and price, are even more difficult. However, these last two mentioned points belong not only to the shoe trade but to every other line, and every experienced salesman knows, or should know, how to fit the head and the pocket of the average customer, whether it be shoes, clothing, furnishing goods or any other article of merchandise.

The fitting of the foot can only be learned by actually doing the work, and the way to go about it differs materially with the kind of customer or with the style and tone of the store. The higher the class of trade, naturally the more pains will be taken to give an exact fit, and at the same time there will be more endeavor to impress upon the customers the fact that extra care is being taken in this direction. The salesman in a middle-class or cheap store may be likely to ask his customer what size shoes he wears, and what price he wants to pay. That is getting down to business at once, and if the customer knows the size and tells the truth about it, knows the price he wants to pay, then a good, fair start is given.

But in the high-class store neither of these questions is usually asked. The salesman has learned by experience to judge pretty nearly the size worn by the shoe on the customer's

foot, and if he errs in this he is quite likely to find the size marked on the lining when he comes to take the shoe off to try on another.

The less said about size the better. Unfortunately shoes are not all marked exactly alike, and one man's make may fit a size smaller or narrower than another manufacturer's goods, and besides this, there is such a variety in lasts that a size larger or smaller of the same manufacturer's goods may be fitted because of the swing or the shape of the toe.

The question of price in a high-grade store is one of the last considerations. However, after a shoe is fitted and the customer is satisfied with its looks, the completion of the transaction is a question of salesmanship which must be left to the tact and ability of the seller. But the important question of fitting is one worthy of consideration. In many stores the size stick is used as soon as the customer's shoe is taken off, this being done whether the lining of the old shoe shows the size or not. In measuring the foot on the size-stick from three-quarters to one inch should be allowed for the length. This may seem a large allowance, but it must be remembered that the foot is in a relaxed state when it is measured, and that if a person stands, the foot will stretch out quite a little, and besides this, room must be allowed for the working of the foot forward in the shoe as a step is taken.

Regarding the width, some consideration is necessary, for a fat, soft foot will stand a fair amount of compression and be comfortable in a comparatively tight fit, whereas, a lean, bony foot with hard muscles must be fitted less snugly. Having considered the size which is likely to be the best fit, one shoe of that size may be brought out and tried on, the salesman showing a line which he thinks will suit the customer. If something else is needed, it is a comparatively easy matter to get just the shoe wanted after the size and width are determined.

Great care must be taken not to fit any customer with too tight a shoe. Sometimes a shoe will feel fairly comfortable on the foot, which afterwards proves so tight as to be unwearable. If a customer, however, demands a smaller or tighter shoe than you consider suitable, impress upon his mind two things: one that too tight a shoe is likely to give trouble to the wearer; to raise corns and to so compress the foot as to do permanent injury, and cause great pain; and then again, that the leather in the shoe, having been stretched on the last, will give comparatively little, and in case of too strong a strain it will break out long before an easier fitting shoe would do so. If, after these precautions are given, the customer is satisfied to wear too tight a pair of shoes, explain to him that he is taking them entirely on his own responsibility and that you will not be responsible for any damage or any lack of satisfaction. In some stores this point is emphasized by using a rubber stamp on the lining of the shoe, reading: "Short fitting demanded." Such a mark on the inside of a

shoe insures the store against any unjust demands later from a dissatisfied customer.

On no account let a man try to fit himself or to try on a shoe while you are waiting on another customer. In the first place, he may damage the shoe by endeavoring to pull on one which is too short or too narrow, by using too great strength. Again a customer taking a pair of shoes from stock is likely to find the counter too narrow for comfort and he will pronounce a shoe a poor fit when if the clerk had softened up the counter a little by pressing it with the palm of his hand before fitting it would be quite satisfactory.

The proper way to try on a man's shoe after softening the counter as mentioned above is for the clerk to seat himself beside the customer, drawing the leg over so that the customer's calf rests on the salesman's knee. Then the shoe can be drawn on in a neat and easy manner, and the lacing or buttoning done very quickly. In case of an oxford a shoe horn should be used. In most stores, however, the salesman is seated on a stool in front of the customer. He holds the shoe in both hands, the heel towards the customer, and with his right forefinger in the loop; then the shoe is placed upon the foot by a steady, gradual pressure, the customer helping by pressing down into the shoe. This, however, is not so satisfactory a method as that previously described.

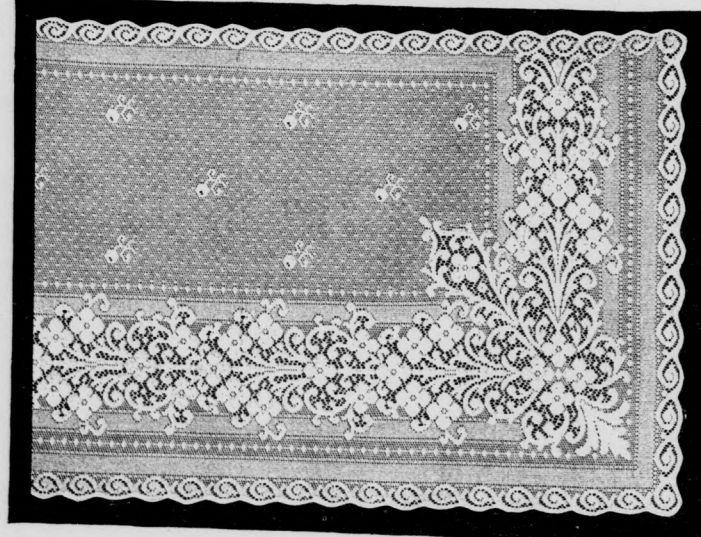
In showing a shoe to a customer hold it at the back in the right hand

and let the sole rest gently in the palm of the left hand, showing the shoe to the customer a straight front view at first, that he may appreciate the shape of the toe, then turn it from side to side so that he may get an idea of the shoe from all other points of view. Two or three shoes of different styles should be enough to show any man, for the larger number shown the longer time it will take the average man to make a decision. After a shoe is on run the hand over the forepart to smooth out any unusual wrinkles, and then lace it or button it. If the shoe wrinkles badly and shows that it is the wrong shape for that particular foot it is far better to tell the customer so at once than to let him go away with a shoe unsuitable to the contour of his foot, for there is no doubt but what he will be dissatisfied later and you will lose him for a customer.

After the shoe is on, feels well and suits the customer, it is, as was said above, a matter of salesmanship to complete the sale by mentioning the price, at the same time explaining the good qualities of the workmanship and the character of the manufacture, and if these are properly set forth the customer is likely to find that not only his feet but his head and his pocket are properly fitted and he will return for another pair later.—Clothier and Furnisher.

Jokes are like nuts—the dryer they are the better they crack.

Flattery is a poor tool with which to make friends.



Lace Curtains

The above is one of fifty-three good patterns we are showing. Range of prices is as follows:

40c, 55c, 60c, 90c, \$1.10, \$1.25, \$1.40, \$1.60, \$1.75, \$2.15, \$2.25, \$2.50, \$3.00 and \$3.25 per pair.

We Also Carry

Brass Extension Rods, Curtain Rods, Enameled Cottage Rods, Window Shades, Shade Pulls, Etc.

Ask our salesmen or write

GRAND RAPIDS DRY GOODS CO.

Wholesale Dry Goods

Grand Rapids, Mich.

Price Concession Is a Poor Business Weapon.

Ease of manner in salesmanship constitutes one of the chief points of difference between the veteran and the novice. It explains the success of the one and the failure of the other in many instances. Respectful freedom in business chat unlocks the armory of argument and suggestion. Ease makes the salesman more persuasive and the buyer more receptive.

Ease comes from practice and a healthy contempt of pedantic formality. It inspires different propositions and enables the main idea to be supported by various minor ones. Immature adhesion to bare, strict, narrow solicitation saves time, but sometimes loses the order. It is unwise to pin the customer or to be pinned down one's self too securely to the goods. A man can be too extremely businesslike to exploit to the full his selling powers. It is necessary to have methods—but not iron ones. Profitable ease in salesmanship is impossible without elasticity of method. The salesman-martinet intent on subjecting customers to his own pet drilling is usually deaf and blind to his own real interests.

It is frequently advisable to shift one's ground; to allow and to take freedom to range somewhat. Remember the main object, but never haul the customer back to your point by the ear. Never completely floor a customer by pressing an argument or suggestion too closely. Present some of your thoughts indirectly.

Use the irrelevant sometimes. Put in some pleasant interpolations. Cultivate the art of making sensible allusions to current topics. There need be no fear of such comments being resented if they are cleverly sandwiched in between your business chat. Address the customer by name occasionally, if possible, during the conversation. Show bright persistence rather than grave earnestness—unless you are taking a funeral order. Avoid long, ingenious explanations likely to worry rather than convince. Too much of that kind of thing creates and stimulates rather than allays opposition.

Magnify advantages rather than minimize defects. Try to keep the talk flowing in a bright, hopeful, trade-bringing direction. When a customer seems pessimistic or unduly economical, he or she can be brightened into a buying mood less by polite opposition than by preliminary agreement followed by a gentle humoring of the customer round to the required point of view. A financial wail is best met with a business groan. Thus the indispensable feeling of sympathy is created or maintained. Immediately afterward the well-planned diversion, gay, buoyant and stimulating, can be slipped in as a soothing preface to your next business suggestion. If possible try to arrange your interpolations, whether of a social or personal nature, so that they will naturally lead back to and support your chief proposition.

This will prevent or dissolve that air of restraint which is often so cramping to business. It will facilitate order-getting, make salesman-

ship more easy and pleasant, and will quite frequently deter the customer from pronouncing the too hasty and fatal negative. To develop deeper cordiality between buyer and seller is the best means the salesman can adopt to increase his sales. A vast amount of daily business still depends absolutely on good will. Customers can be made more ambitious and more enterprising by inspiring them with the desire to do the salesman a good turn.

In conversation it is well to be on the alert to give your cue to, as well as to take it from, the customer. To make a regular habit of anticipating, noticing and reflecting upon the effects of your methods on buyers is the very best possible education in the art of selling.

When dealing with men it is well to beware of the danger of too suddenly lowering one's price for the sake of saving the order. Suiting the price is, of course, half the battle in salesmanship. Sometimes it may be necessary to accept a lessened price rather than let a customer depart unserved. But it is really surprising how often it pays the salesman better to hold out for the regular price than to try to tempt the customer by offering goods at a reduced figure.

When a customer seems likely to decline an offered article, to offer to take less than the proper price for it may only raise suspicions of the honest value of the article. A better plan is to bring forward a still higher priced line, and to dilate upon its superior merits. If this is really beyond the customer's means, the first shown article will be, probably, taken with satisfaction rather than with the dangerous resignation which sometimes forbodes the loss of future orders. Thus you get your full return and the customer carries away a better impression of the shop than if you had deprived yourself of your legitimate profit.

It is almost impossible to voluntarily lower the stated price without at the same time lowering the customer's estimate of the article's real value. The complete satisfaction of the customer and the maintenance of a fair profit are the two main objects in sound salesmanship. Unsolicited price-concession is a poor business weapon—or, rather, it is no weapon at all, but a signal of distress. It often quite fails in its object, and is really the most dangerous and unnecessary recourse of incompetent salesmanship.—Haberdasher.

He Died Unanimous.

"What's the matter, auntie?" a traveler asked an old colored lady who was sighing mournfully.

"Jeems Johnsing is daid, sah," she replied solemnly.

"Was he sick long or did he die as the result of an accident?" was asked, with as much sympathy as could be put into the voice.

"No, sah; he wa'n't sick veah long," she replied. "Another nigger copped him on de haid with a brick and he jest died unanimous like all to onct."

It takes more than Sunday dreams of heaven to make a heavenly week.

Three Notable Dinners Held Last Week.

Three meetings were held last week, following dinners at the Pantlind, which were of more than ordinary interest. These meetings were of the Grand Rapids Advertisers' Club, the Board of Trade Committee of 100 and the Grand Rapids Employing Printers' Association. These meetings were notable in that the topics discussed are of importance to nearly everybody in every day life.

The Advertisers' Club had three speakers, men who have made advertising a study and a profession and who stand high because of the success they have achieved. They discussed advertising from different view points, and to the novice it may seem strange that without apparent concert of action or previous conference each should set forth the very same principles as the fundamental essentials to success. Advertising, they declared, to be successful must be honest, sincere and so simply worded that the least intelligent can understand. The speakers in their addresses covered a wide range, but in each instance the nut was honesty, sincerity and simplicity. The course of the merchant who tries to fool the people by dishonest advertising, the speakers declared, is invariably short.

At the meeting of the Committee of 100 the topic was home trade reciprocity, the duty of the Grand Rapids man to do his trading in Grand Rapids instead of through the mail order and catalogue houses in other cities. It was urged that by trading at home the home city is built up, its business interests are promoted and its industries encouraged. The man who does his buying by catalogue and sends his money to a distant city may think he is saving money, but he is, in fact, robbing himself, as this policy reduces the home demand for labor and the earning and spending capacity of the home town. In the discussion the arguments were all one way, in favor of trading at home, and yet the home merchant and the home manufacturer had their duties and responsibilities held up to them. The merchant should have well selected stocks, attractively displayed, should have well trained clerks and himself be courteous to customers and then must let the people know what he has to offer. He should study the methods of the catalogue

houses and in many respects should copy them, especially as to courtesy and publicity. The manufacturer, if he wants the home trade, should let the people know what he is making and where he can get it. Soap, shoes, underwear and other things manufactured elsewhere are so widely advertised that everybody knows about them. If the local manufacturer wants local trade then he must make the name and merits of his product known to the community in which he is located.

The meeting of the employing printers was largely educational, and while in detail it related only to the printers, in general principles it applied equally to every manufacturer and merchant. It was asserted that very few printers knew what the work they were turning out actually cost them, which fact explains why so few printers own their own automobiles or wear diamonds. The meeting virtually was a school of instructions to show the printers how to estimate the cost, how to systematize their business so that there will be a reasonable profit at the end of the year. Nothing was said at this meeting as to the prices to be charged. It was assumed that if printers knew the cost that prices would take care of themselves. The argument for a systematization of business is equally strong in every other line of activity. It will apply to the furniture manufacturer, the merchant and the farmer, as well as to the printer. Knowing what is the cost of your product, whether it be potatoes, threshing machines or a batch of letter heads, is the first step to fixing the selling price. What is paid for non-productive as well as productive labor must be figured in the cost. Taxes, insurance, light, telephone, office boy, postage and the countless minor details of business must all be included in the cost or the business instead of yielding a profit will net a loss. The purpose of the meeting was to start an educational movement among the printers, that they may know how to do business with a reasonable degree of margin in prospect. Is not a similar educational movement needed in many other lines of trade and industry?

Misery is a disease of the will. Happiness comes by willing to be happy.

IMPORTANT NOTICE

All Dark Prints Reduced
to 4¾ cents
Shirting Prints 4½ cents

SEND YOUR ORDERS AT ONCE

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

WHAT IS LIFE?

What Makes Us Move and Have Our Being?

Evansville, Ind., May 6—Somehow I can not attend to my business thoughts for thoughts that come to my mind in regard to your late friend, Patrick H. Carroll. I am continually thinking about him and the bright life you say he lived and the thought, What Is Life? has been in my mind all the time since I have received the last issue of the Tradesman.

Yes, what is life? What is human life? What is the force that makes us move and have our being? What is the principal force of human creation? Life is blended with air, with earth, with fire, and with water. Life is also blended with visible and invisible substances. Life is blended with ether, and with magnetism, and with electricity, and with thought.

Life is the all-pervading Spirit of God, which is in every created substance.

Human life is the intelligence of mankind.

Our thoughts are our creator. They carry the life energy through our bodies and make them what they really are.

Life is the spirit of life, for it takes life to produce life.

Man is wrong in believing that his consciousness is the only consciousness existent in creation.

If we fail to have God's soul-consciousness we have the wrong creative force working through our bodies.

Jesus of Nazareth said, "God is love." This is strictly and literally true. God is not a person. God is essence, the essence or spirit, love, goodness. God is the creator of all good things.

I believe that God is alive within each and every living person and every other thing. And I fully believe that God is practical.

The God I believe in wastes nothing. If God is practical and His power of creation exists now and within each of us, it surely exists for our use. But please tell me how many of us have been taught how to use this force? Why should we have to die so young in life? Let us think about the following:

Good can only produce good. Evil can only produce evil. Good can triumph over evil, evil can triumph over good.

The evil, wisely met and dealt with, becomes the good, and gives up its existence. In this light, experience is our best teacher.

When our true and tried friends die, there is always a great truth rushing through our minds. And it always tells us, "If you want everlasting life, seek and ye shall find."

There is no hope of immortality for the soul that is in darkness. The light that lighteth every man that cometh into the world is within him and about him. It is everywhere if he will open his eyes. Nothing is forced upon us. Nature is a force that works very gently. If we wish power we must learn to be as little children.

If we really want the Divine essence of our creator we must want it bad enough to develop it.

Most wonderful of all machines is the human body and we know more about other machines than we know about our life.

If God and man are one, which I fully believe we are, what's the use in looking for the coming of the second Christ?

Are we sure that we are not the blind trying to lead the blind? If the God powers are within us and they are without limit, does it not then follow that the only limitations man has are the limitations he sets to himself by virtue of not knowing himself?

The whole of human life is cause and effect. Yet, how many are ready to hold up their hands and willing to follow the truth? If we would seek the truth as Jesus instructed us, and not spend so much of our time in taking things for granted, I think we would soon learn what life is and how to create more life.

We should always remember that if anything is wrong with us there is a cause for it and it is our duty towards ourselves to find the cause and eliminate it.

Too much of our time is taken up in routine and preparation. If we would spend as much time and money in trying to find how to live as we do in preparing ourselves for death, I think we would live longer and die with much more ease.

Our spiritual magnetism, the life energy, is bought and sold on the market of time very cheap.

All that our science lacks is the human side. The figures of the astronomer interest us more than do the teachings of mental science.

We still believe in miracles when we should have faith. We are all victims of the pursuits of other men, when we should learn to live our own lives.

Again, what is life? The world is saturated with it. It is everywhere, yet we are filled full and running over with death.

Death is an awful thing. I wish I could do something to eliminate this thought. I wish our educated men would stop talking about it. I do not fear it myself, but thousands are born, live and die with nothing else on their minds.

What a wonderful thing it would be if life were all we could think of. Suggestion rules us. It makes us what we are. Building graveyards is a mighty strong suggestion of death. Everybody is making himself ready to be buried somewhere and is expecting to arise again. These bones will never arise again.

We can affirm of ourselves that we were born and that we can be born again, and many times. We can have successive experiences, we can learn to forget the old and live in seven or nine heavens.

Let us open the inward eye and try to see the unity of things as they really are.

If no man can set a limit to the influence of human thought why

should we fail to cultivate life instead of death?

If we could believe that there was not a weak or a cracked link in the chain of life, there would not be any death.

I want to be a follower of Jesus. I want life, everlasting life.

If we believe in death, death for everlasting we shall receive.

Edward Miller, Jr.

Get the Confidence of the Public.

No phase of business policy is so important as the one of gaining the confidence of the buyer. To do this every act must be absolutely sincere; every article must parallel its claim; every advertisement must describe without exaggeration. Not alone the executives must be honest, but every clerk must be honest and careful.

What perhaps is the prime principle of his policy, Henry G. Selfridge expresses this way: "Get the confidence of the public and you will have no difficulty in getting their patronage. Inspire your whole force with the right spirit of service; encourage every sign of the true spirit. So display and advertise your wares that customers shall buy with understanding. Treat them as guests when they come and when they go, whether or not they buy. Give them all that can be given fairly on the principle that to him that giveth shall be given. Remember always that the recollection of quality remains long after the price is forgotten. Then your business will prosper by a natural process."

VOIGT'S

Buying and Selling

In looking after the buying end of your business don't neglect the selling end.

In selling flour, for instance, notice which brand it is that seems to please your customers best.

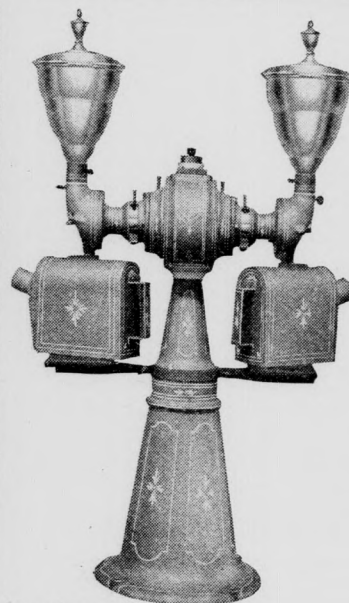
You can tell easily enough, because when a woman finds a brand that really satisfies her she doesn't change but continues using sack after sack.

Just notice how this applies with Crescent flour. Notice that it pleases—that it's really a repeater.

Can you afford to ignore this state of affairs, or will you do this wise thing and PUSH also?

VOIGT MILLING CO.
Grand Rapids, Mich.

CRESCENT



This Firm KNOWS What the "Royal" Electric Mill Can Do

There's an old saying that the proof of the pudding is in the eating. Read what W. Ross Bealor & Bro., of Harrisburg, Pa., say in reply to a letter from another firm inquiring about the "Royal":

"B. & J. SAYLOR,
Reading, Pa.

Harrisburg, Pa.

"Gentlemen:
"Your letter of the 12th inst. received. We are pleased to state that the coffee mill referred to is giving entire satisfaction in every particular. Our coffee trade, we think, is unusually exacting, and since installing this mill we can conscientiously say their demands have been met as to accurate and thorough cutting.
"The mill is also a labor-saving device, and often we can procure other articles for the customer while the coffee is going through, as the mill doesn't need watching.
"We assure you we did not jump in and buy a machine until we had inspected other makes. Every person admires it also for its beauty.
"One fact that illustrates its comparative lack of noise: our mill is located within two feet of our telephone, yet we can use the instrument while the mill is running.
"We do not think you will make a mistake by purchasing a 'ROYAL.'
"Very respectfully,
"(Signed) W. ROSS BEALOR & BRO."

A postal will bring a copy of our latest catalog, telling all about the "ROYAL." Send for it today. It's free.

Our Motto—The Best Mill in the World at the Least Cost to You

The A. J. Deer Company
246 West St. Hornell, N. Y., U. S. A.

How Idleness Saps a Man's Character.

Make a new start in life. Such is the advice which the man who is down and out is generally given. Keep up your self-respect. That is what he is told when he has not a cent in his pocket, a shirt to his back and has not had a decent warm meal for weeks and even months. Brace up. That is what he is told when his head is swimming from weakness and his body is faint from exhaustion.

The dispenser of this advice generally feels that he is doing a noble thing by speaking thus to the unemployed, homeless man. He feels that if he were in that man's place he would act just exactly as he advises the unfortunate one to act. He would make a new start in life; he would keep up his self-respect; he would brace up in spite of the pangs of hunger which would be gnawing away in his heart, in spite of the drowsy headache and the all around physical and mental weakness which would have taken possession of him.

Nothing, however, can be more erroneous than such a view. This man who is now so sure of himself and of his ability to make a new start in life would have been in exactly the same position as the down and out to whom he had just been handing out that sage "wisdom" if he had suffered as much as that man had. He would have been just as indifferent, just as helpless, just as pitiable a creature, devoid of will power, devoid of shame and indignation.

"There is nothing so demoralizing to any man as being out of work for a long time," said James Mullenbach, superintendent of the municipal lodging house. "A man who has been out of employment for six months becomes unemployable for some time at least. His reservoir of mental and moral strength has run down in those months of idleness to such a low ebb that the man becomes unfit for any responsible work. He may need months to regain his will power, his belief in himself and his independence."

The truth of the above statements can be seen easily by watching, talking to and associating with the unemployed. The great majority of them, those who are not out of work because of their own choice, and who do not try to make a living by stealing, picking pockets, begging, or even by holding up some one here and there—all of which things require quick thinking and alertness—are dull, meek looking, nerveless individuals.

Twenty-five per cent. of the men who come to the municipal lodging house are skilled mechanics. Twenty-five per cent. more are farmers. All of them were "independent." Yet these same men now meekly submit to the petty tyrannies of a man who may be far below them in every respect when that man gives them three hours' work which enables them to earn 30 or 35 cents.

Some of the unemployed men lose all sense of regularity and reliability after six months of such a life. Their irresponsible mode of living—no fixed hours and irregular eating—clings to

them for weeks after their period of joblessness is ended. They are so weakened and exhausted that they lose the power to care for whatever may happen.

Others, however, those who have suffered hardest and longest during the period of out of work, are not infrequently thrown out of gear for life. Try as they will they are bound to fall into habits of irregularity and irresponsibility. In some cases the men become more or less weak minded, as if some spring had snapped in their brains.

"A wave of unemployment," said the manager of a large lodging house on the West Side, "always leaves behind a good deal of wreckage and waste of human life. It swells the army of tramps and hobos as it does the ranks of the criminals. Even after work is obtainable many of the people who have been idle for a long time will not make an effort to find steady employment. They are too weak physically and mentally, their nerves are too shattered to persist in one thing long."

"Yet when you come down to it they are not exactly to blame for their condition. You can not break a thing in two and then have it whole again after you have artificially put it together. You can not keep scolding a child for every independent move that he makes, for every prank or trick that he plays, and not rob him of his originality. The same with the man: You can not take a healthy, willing and able man, throw him out of work and for months display to him his own helplessness, his own impotence—show him, as it were, how little he counts in the machinery of civilization, what a puppet he is in the hands of industry, in the hands of his employers—without killing a great deal of his self-faith, self-respect and mental and moral stamina."

"It is easy to say to a man, 'Make a new start,' but it is not easy to make such a start after your faith and your courage, your peace with the world and ease with yourself have been broken on the wheels of industry. Instead of advising the down and out man to make a new start after he had burned a great many bridges behind him I would rather advise a man to keep himself from falling or slipping into the class of the down and outs by keeping his hold on life, by clinging to some occupation, no matter how distasteful the work may be or how little it may pay."

Elias Tobenkin.

Reading Between the Lines.

Every form of communication has its specific use in business. A letter will often do in six lines a work that an hour of personal conference could not do. A telephone conversation will achieve results that could not be accomplished by telegraph, mail or interview. A telegram will do work that no other form of communication will accomplish. Sending a representative is often more productive of results than for principals to meet. And principals can often, in a half-hour's talk, bring about results that could not be achieved by months of

work on the part of two independent organizations. A boy with a letter is often better than a man who knows all of the inside of things, and the man who knows can often do work that all other means combined could not accomplish. A printed circular or a published advertisement will often do what letters and interviews can not. And a salesman who can meet the objections can get results where all else would fail.

Every method for the interchange of thought has its place, and none will ever really displace the other. The man who rides a hobby as to a favorite mode may be making stupendous blunders without realizing it. One of the most vital points of a business education is to know when to use one and when another of the various forms of conveying thoughts—and all big business is largely a matter of changing and exchanging thought. How the matter is put to a man largely determines his answer, and by reading between the lines a man's reputation and standing are established.—Collier's Weekly.

Thoughts on Life.

Our surest prospect in life is death. Man's riches are to be estimated rather by the fewness of his wants than the greatness of his possessions.

When you fret and fume at the petty ills of life, remember that the wheels which go round without creaking last the longest.

Friendship improves happiness and abates misery by the doubling of our joy and the dividing of our grief.

No great characters are formed in this world without suffering and self-denial.

We attract hearts by the qualities that we display; we retain them by the qualities we possess.

Kind words are the brightest flowers of earth's existence; they make a very paradise of the humblest home that the world can show.

He that can not forgive others breaks the bridge over which he himself must pass, for every man has need to be forgiven.

The thought of a possible helpless old age gives all of us moments of anxiety.

The world's marching orders are: "On to the grave," but watch your track and dodge the stumps.

The last day lies hid; therefore watch every day.

Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers

Send for our large catalogue—free

N. SHURE CO.

Wholesale

220-222 Madison St., Chicago



**LAUNCH LIGHTS
STEERING WHEELS
BELLS, WHISTLES**

and a full line of

BOAT SUPPLIES

11 and 9 Pearl St.

Grand Rapids, Michigan

Mention this paper

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

50 Years
the People's
Choice.



For the
Laundry.

**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

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

It goes twice
as far as other
Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

WILLS

Making your will is often delayed.

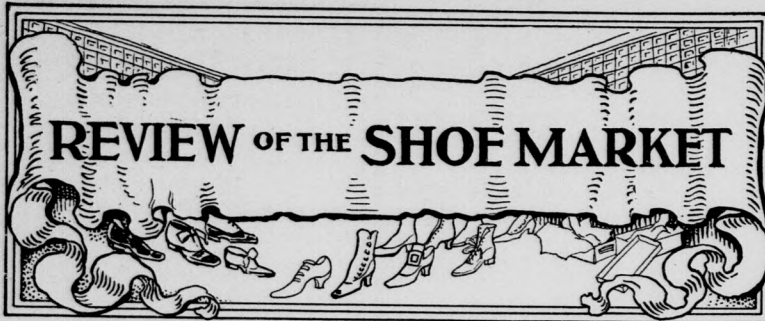
Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian



Doesn't Your Town Need a Slogan?

Of course you know that here in this store we are all more or less daffy on the subject of prize contests which are running under the auspices and for the publicity benefit of the business in a general way.

That's us. The Greatest Good to the Greatest Number, particularly Laster & Fitem.

I am the greatest sort of a believer in patriotic enthusiasm diverted to advertising purposes.

People don't really like to help you advertise, that is, directly, but they will do all sorts of it if only you can make them think that they are doing it from patriotic motives, their own selfish motives, or to gain a little reflected glory.

The most reliable help that a merchant can get in anything which is in the way of a contest is from the children—the school children. They are persistent advertisers, and all the more beneficial and thorough because they are unconscious and absolutely sincere.

That is why this store is constantly the centre of all sorts of contests which will interest the children and, incidentally, their parents and all other people.

I told you awhile ago, I think, of our prize reporting contest, in which we asked children between certain ages to compete for prizes on a report of "A Visit to Laster & Fitem's Shoe Store." That was a huge success, and since I reported it to you, we have tried it twice with slight variations, and it bids fair to be a regular semi-annual matter with us. It is one of the few things of the sort that we do on which we demand trade with each entry in the contest. That is, a store check for goods purchased must accompany each entry to prove that the visit to the store was an actual one—not a bit of imaginary writing, but an actual report of an actual visit.

These, as I say, have been a big success, but the contest in the midst of which we are to-day has stirred Lasterville up more than anything of the sort ever attempted here.

Mr. Laster was over at the meeting of the Business Men's Association the other night—the Board of Trade, or Chamber of Commerce I suppose it ought to be called, but it is really an association of business men who are enthusiastic about Lasterville and anxious to see the town boom and grow, to bring new industries here and to help the village in every way possible.

Well, at this meeting, among other

things, the committee on publicity reported several schemes for advertising the village. An illustrated booklet is to be gotten up with views of the village, list of its industries, its advantages in the way of water, sewerage, shipping facilities, power, light, surrounding country, public institutions and all that sort of thing. Someone suggested that Lasterville ought to have a slogan.

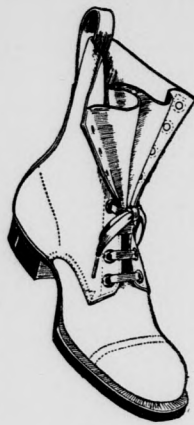
The city of Buffalo, N. Y., had adopted one, "Buffalo Means Business." The city of Rochester, N. Y., had had one for some time, "Rochester Made Means Quality," and had just adopted another, "Stop Over in Rochester," and the movement has been spreading all over the country among the larger cities. The slogan is printed on all Chamber of Commerce advertising matter, business houses print it on their envelopes and letterheads, signs by the railroad carry it and altogether each city is making a good deal of its slogan.

But little attention was paid to the suggestion at the meeting of the business men, beyond referring it to the Committee on Publicity, but the possibilities of it so impressed Mr. Laster that he came away around to my boarding place at 11 o'clock at night, woke me up and before midnight we had a plan outlined which was elaborated the next morning and exploited in the daily paper the next afternoon.

It was simply this, that we offered a cash prize of \$25 for the best slogan submitted for Lasterville. That was a good liberal prize, but it was Laster's idea and he's pretty liberal on general principles. For my part, I think \$10 and the honor of being the winner would have answered just as well.

The committee to whom the suggestions were to be submitted was composed of the city editor of the daily, the editors of each of the other papers, the Mayor, the President of the Board of Trade and the chairman of the Committee on Publicity of that body. This committee was to examine all of the suggestions and pick out the best twelve. These we agreed to display in the window of our store, and every person in town was to be invited to vote for the best one, all things considered, for adoption by the Board of Trade as the slogan of the village, the winner and each of the eleven unsuccessful authors to receive choice of any pair of shoes in the store which would fit.

That we thought liberal and the results are exceeding our expectations. The whole village is wrought up about it. Hardly anything but the



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

Concentrate Your Fire

Napoleon massed his artillery—sometimes as many as a hundred guns in a bunch—and directed their fire on the enemy's lines. Under such a driving rain of iron no troops could stand. Concentration won his battles. It's concentration that wins the business battle, too.

Put your energy into selling fewer strong, favorably known shoe lines like

H. B. HARD PANS

For Men and Boys

"Half price because twice the wear."

You will make large profits.

There are a lot of other reasons why the H. B. Hard Pan line should appeal to you. It's everlasting service, everyday satisfaction are what your trade want.

Some reliable dealer in your town will get this line. A post card will bring it your way. Let us have it.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



RIKALOG



Impress this name on your mind. It's a name worth remembering. It's a name worth following up. It will lead you to the very best wearing and most comfortable line of quick selling and profit bringing men's every day shoes in the world

RI KA LOG
Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

slogan is talked of. The name of our lovely village doesn't lend itself very easily or euphoniously to a slogan and the papers have been full of suggestions as to what the slogan should contain. It must catch and hold the attention, and from its form must stick in the memory. It must tell something true about the town which is favorable, and altogether, the way the papers are putting it, getting up a slogan is no easy thing. If the lawyer who invented the phrase, "STOP - LOOK - LISTEN - RAILROAD-CROSSING!" got \$25,000 as a fee from a great railroad, it stands to reason that it takes a good deal of talent to evolve these simple things.

One contestant was so impressed with this story which was reprinted by one of our papers that he promptly submitted, "Stop-Look-Listen-LASTERVILLE!!!"

There has, as yet been no weeding out process, but "Lovely Lasterville," has been one of the suggestions, together with "Lively Lasterville," "Live in Lasterville," "Lasterville Will Fill the Bill," "Lasterville Shoes the World" (which it really doesn't.) We have but one small shoe factory. I suppose this was intended as a delicate compliment to the originators of the contest.

"Lasterville is Taking More Space on the Map," was one of the long ones submitted along with "Keep Your Eye on Lasterville!" "Watch Lasterville!" "Lasterville Leads," "Check Your Trunk to Lasterville."

The suggestions are coming in, literally, by the hundred. Each contestant is permitted to submit as many as desired, but no names are signed. A separate envelope, sealed, in each offering, contains the name, and the offerings are numbered as received, the envelopes containing names not to be opened until the decision is made.

We are right in the midst of it now and I think this shoe store is getting a lot of lovely advertising. The newspaper comments alone are worth more to our business than the whole thing is costing us.

As soon as the committee finishes its work we shall have the twelve successful slogans, handsomely lettered, but without credit of names displayed in our show window, and then the people will be invited to come in and vote for the one they think the best adapted for the purposes of the town. This will make a lot more advertising. When the successful slogan is finally announced we intend to make quite a feature of it—possibly some sort of a ceremonial, anyway, a lot of splurge—and we rather think that we will publish all of the suggestions submitted in the local papers.

If you want to try the scheme in your town better jump in on it quick before somebody else takes advantage of the idea.

It has done us a lot of good.

We rather expect that the Board of Trade will make a good deal of the slogan and have it printed on stickers, painted on banners, printed on business stationery and village adver-

tising, and in every way keep it before the people so that when anybody hears the name Lasterville they will at once think of the slogan.

And when you come to think of it every store should have a slogan. If we hadn't gone into this contest to decide on a slogan for the village, I'm not sure but that we would have had a contest to decide upon a slogan for this store.

Once upon a time a retailer named Wood had a slogan, although he didn't call it that in those days, which read:

GOOD GOODS AT WOOD'S.

A small cut of a shoe always accompanied the words and he had it plastered on signs all over the country, it was on his wrapping paper, it always appeared somewhere in his advertising matter in the newspapers, and generally went with his name wherever it was printed or spoken.

You couldn't think of Wood without thinking of good goods, and it made a great and lasting advertisement.

But what on earth can a firm do with a name like Laster & Fitem? Won't some one please tell me?—Ike N. Fitem in Boot and Shoe Recorder.

Can Ordinary Business Men Write Good Copy?

Who can better extol the virtues of a given baby than the loving, enthusiastic parent of said baby? He has lived with it day and night, knows its every whim and capacity, its full power and possibility—and this entirely aside from the fact of being its creator, which adds the subtle essence of completest knowledge.

Who, then, should advertise a baby better than the baby's author?

I grant that one father in every so many will dwell unduly on the trivial points—the likeness to his own self, its proneness to gurgle louder or with more harmonious accent than any other baby ever gurgled—but yet, out of a given number of fathers of babes, don't you think there is a fair sprinkling, a good average per cent. who can handle the proposition of boosting the baby, and can be trusted to do it quite as well, say, as an old bachelor who, in "handling the proposition," doesn't even know which end of an infant ought to be held the higher? I so think, and from experience, and I'm past the point where immediate contact makes me liable to be somewhat prejudiced.

An advertiser's product is his baby. He often is its father, though even if he has but adopted it, nevertheless, there is an affectionate regard for the infant, and a determination to push it up to the front line where it will participate in the good things due to good things.

"I once was young, and now am old," and many a time have I seen the father of a crude, strong youngster advertise it and bring it to a place of power and strength and honor and glory in the advertising and business world. I still believe that the right versatility, belonging to the business man as a part of his natural

(mental) business equipment, permits him to write good copy for the sale of his product, whatever it be. Further, I believe that it will pay him to give this direction of effort all the attention necessary to bring it to a fruit bearing state, if he shall start lame. He can the more easily hire superintendents, managers in the factory, foremen of gangs, skilled operators and handlers of the goods, than he can hire a natural advertisement writer better than his own self. He should be able to beat the professional "all 'round" writer of copy in preparation of that which will best advertise his very own. The reason the woods became full of human Smarts a few years ago, who threw out unvarnished hints that they knew it all and would write advertising to beat the band—of competitors—and sell your product, whatever it was, is, or will be, the cause of this influx, I believe, was the modesty of the man who had created a business and whose advertising looked somewhat "raw" in the sight of the "expert" (save the mark!) with technical knowledge of English as she is spoke, or broke. But essential power is not often "pretty" in its forms of manifestation. It is likely to be quite the contrary. Abraham Lincoln, whose memory the whole country recently honored as it does annually, was a raw boned, crude specimen of manhood, six feet four inches high, with features that would never be O. K'd in any academy, should they be presented for approval by an unknown. He was awkward in his angles of construction—as sentences often are which yet hold power to persuade and convince. Such writing is strong and effective because within it, as a spirit of it, exists the self-carrying force to convince readers. Truth is there, and it travels surely; and with all the more certainty does it "arrive" in the mind and heart of a reader because it has no outer vestments of the artificial kind of beauty, the conventional gloss of attractiveness.

But the day of the advertising adventurer in this field is about past. Occasionally we still find him pattering his offer to dash off a dozen of the finest display advertisements you ever (or never) had, at a price that would barely tempt your office boy to give up an hour of his evening time. Mostly, however, they have come and gone. They came, we saw, and as nothing conquered, the big, busy bunch quietly dropped out of sight. Some of them are driving the only horse cars in New York State, through the cross-town streets of Manhattan. Others have entered the mail order field, hoping to gather much juicy fruit from its fresh soil, due to this same genius for stringing words together, albeit the string always shows.—C. S. W. in Fame.

No Lack of Practice.

A widower who was married recently for the third time, and whose bride had been married once before herself, wrote across the bottom of the wedding invitations: "Be sure and come; this is no amateur performance."

When You Lock the Store Door at Night,

Do you know positively that all your accounts are posted up to and including the last transaction, ready for settlement with any customer at any minute?

Are you sure that there were no goods went out of your store during the day without being properly accounted for?

Are you sure there were no C. O. D. sales not properly accounted for, either by cash or a charge, during the day?

Are you sure that you have made a correct record and given the proper credit for all money received on account during the day?

Could you unlock the door, walk back into the store, step to your desk and see at a glance the standing of each of your customers—how much was due you to the minute, etc.?

Could you at the same time you are at the desk ascertain the value of the goods sold for credit or for cash during the day, the week, the month or the year to date?

Could you step back into the store and find in a moment's time the total amount of money outstanding? Or could you by a glance at your records see the amount of cash received, paid out and what for during the day, the week, month or year to date?

When you leave the store at night do you know positively that there has been no mistakes or errors made in the prices charged or the additions in the accounts during the day?

Do you know that your accounts are protected from fire or that in case of fire you could prove your loss to the penny within an hour or two afterward?

Now, Mr. Merchant, the American Register System places you in a position to absolutely know the facts, without any guessing, in any one of the above mentioned instances.

The American System does away with all bookkeeping, handles your credit accounts with only one writing and gives you as much information about your business in five minutes as you could learn from books or other incomplete methods in hours.

Let us explain to you how the American will save you time, labor, worry and money, and at the same time **MAKE MONEY** for you through its advertising feature.

Drop a postal to:

**THE AMERICAN
CASE & REGISTER CO.**

Salem, Ohio

J. A. Plank, General Agent
Cor. Monroe and Ottawa Streets
Grand Rapids, Mich.

Foley & Smith, 134 S. Baum St., Saginaw, Mich.
Bell Phone 1958 J

STORE FULL OF FANS.

Norton Refers His Clerks to the Sport Extra.

Written for the Tradesman.

Norton had noticed little messes in the store which should have been straightened out during the leisure moments of the clerks. Here a table of coats looked all in a heap. There a stack of trousers resembled the Leaning Tower of Pisa. The shelves were all awry. Now and then the merchant noted a trifling inattention to customers. There was usually one of the salesmen at the telephone.

He listened, one afternoon, and heard the one-way talk of the man at the 'phone, thinking some social foolishness the cause of his sticking to the receiver. He was mistaken. This is what he heard:

"Who's at bat?"

"Say, but he ought to do it!"

"Three on bases?"

"Hold on until he gets his swipes."

"Striker out? Rats!"

"Call me up when there's something new."

Norton frowned, then broke into a laugh.

"They've got it!" he muttered.

And they had it, all right. You take a store full of clothing clerks and keep 'em all in on a sunny day in spring, and there're going to be some of them whose thoughts are out on the benches with the fans. Even in a very respectable place of business like Norton's, you can almost smell the fresh grass, and the fine, white dust, and the perfume of the budding trees, when the base ball season opens.

Norton sat a long time thinking it over.

"I've got to find a way," he muttered.

Of course he had to find a way! He had a fine lot of salesmen, and he wasn't going to fire any one of them because they had the ballitis.

While he pondered over the matter, feeling sorry that he couldn't go to the game and take a couple of the boys with him, a customer came in and stood by the tables at the front, where Delton was supposed to stand, ready to talk working suits and take in any money that might be in sight.

But Delton was not there. Instead, he was over at Vincent's counter figuring out how the percentages would stand if Boston won and Chicago lost. This would never do.

Presently one of the other clerks went over to Delton's tables and made a bluff of showing goods which he knew nothing about. This was Snow, who was conscientious when he happened to think about his conscience. The customer did not buy readily, and Snow leaned against a heap of coats and yawned.

"Whew!" he said, presently. "I'd like to see that game to-day."

"I thought I'd go to-morrow," said the customer. "I don't care to see that fake of a Chapin in action. He ought to be driving a dray some where."

Chapin, the Mighty Southpaw, driving a dray! Not while Snow could put in a word of protest, for Chapin

was the idol of the store! Some of the boys knew him well enough to speak to on the street, and once he, the Mighty Chapin, had entered the door and looked at neckties! He had stood right over there by that counter, looking over the ties, and he had joked with the boys, too, just as friendly like. Chapin driving a dray! Not yet!

"To my mind," said Snow, "Chapin is the best of the bunch, and will stand at the top this fall. He surely is a wonder."

"Chapin!" snorted the customer. "He couldn't throw dice! He's a big bluff, and that's all he is. Looks to me like he ought to be in jail!"

"I don't see as any of 'em puts anything over him," said Snow, trying to keep cool for the sake of the sale.

"The only spot where he's any good," said the customer, "is in a wind-jamming jolt in front of a bar! I don't see where he gets his reputation. Guess it is only the dubs who think he's anything worth looking at."

"Who's a dub?" demanded Snow, fighting mad, and not caring whether he made the sale or not. "You'd better be careful what you say in here."

"Oh, I don't think you're such a much," snorted the customer, dashing the coat he was looking at to the floor. "If you see anything about me you don't like you can come out in the alley and knock it out of me, you or Chapin either!"

And Snow was going to, but Norton came forward and spoke kindly to the enraged customer, and made a joke about the fighting interest there always is in base ball, and took the hot-tempered young man out and bought him a cigar, and then brought him back again and sold him a twenty-dollar suit of clothes. Oh, that was nothing for Norton to do! That was nothing at all. He has a way of doing things, and that is why he has the best clothing store in his town. The customer glared at Snow when he was picking out the suit, and Snow laughed and made peace with him.

By this time Delton was through with his dope concerning the percentages and was back at his tables. Norton said not a word to him, but hustled to his desk and sat down. Snow went to the 'phone.

"How's the game?"

"Oh, I see!"

"Who did?"

"Chapin!"

"Whoop! He's all right!"

"Bully for him. Say, there was a dub just in here who was trying to give Chapin the dirty end of it, and I was going to paste him one, only the boss stopped it."

"Slide! Slide! Tell him to slide!"

"All right. I'll buy a couple of Chicago-New York."

Snow hung up the receiver and the boys gathered about him to talk in whispers. Customers stepped in the front door, looked about a second, and went out again. The crew at Norton's certainly had the base ball fever right seriously.

"And Chapin was at bat," some one

Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000

Surplus and Profits . . . 180,000

Deposits

5½ Million Dollars

HENRY IDEMA . . . President

J. A. COVODE . . . Vice President

J. A. S. VERDIER . . . Cashier

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

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids

Majestic Building, Detroit

Mason Block, Muskegon

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING IN BANK AND INDUSTRIAL STOCKS AND BONDS OF WESTERN MICHIGAN.

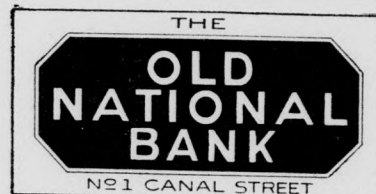
ORDERS EXECUTED FOR LISTED SECURITIES.

CITIZENS 1999

BELL 424

823 MICHIGAN TRUST BUILDING, GRAND RAPIDS

Capital
\$800,000



Surplus
\$500,000

Correspondence is Invited

with those who have the charge of funds in large or small amounts
Out-of-town accounts solicited

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

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres.
CHAS. E. HAZELTINE, V. Pres.
JOHN E. PECK, V. Pres.

F. M. DAVIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
A. T. SLAGHT, Asst. Cashier

DIRECTORS

Chas. H. Bender
Melvin J. Clark
Samuel S. Cori
Claude Hamilton
Chas. S. Hazeltine
Wm. G. Herpolsheimer

Geo. H. Long
John Mowat
J. B. Pantlind
John E. Peck
Chas. A. Phelps

Chas. R. Sligh
Justus S. Stearns
Dudley E. Waters
Wm. Widdicombe
Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

was saying, "and there were two on bases, and it was the last inning. The umpire had it in for Chapin, and called two strikes on him when it was rotten, but the nifty cuss pasted the last one plenty and left it clipping flowers out in the garden while he was making a home run. Say, Chet, you go and see what that rube wants at the shirt counter. I've got a call coming on the 'phone pretty soon."

That was the way everything went all the afternoon. Clerks from the shoe store next door came in and talked ball. The clerks stepped to the door and hailed men who were passing and asked for ball news. When a band came down the street Snow insisted that it was an ovation to Chapin, but it turned out to be a band returning from a funeral.

Norton went to a cigar store on the next corner and found the proprietor taking in hundreds of dollars on pools. While he was there Snow sneaked in and laid down a ten-dollar banknote. Nothing but base ball. And here were a lot of good salesmen going to the everlasting how-ows! Business was being neglected, and old customers were leaving the store in disgust. After a time a yelling newsboy came down the street with a sport extra. Norton grinned and bought a dozen.

Then he went into the store and locked the front door behind him. The clerks looked at him in wonder, a wonder which was half terror. Had Norton gone ball crazy, too? The boss handed the papers out among the boys and sat down on the counter by the cashier.

"In order that no coarse customer may intrude while you are reading the

ball news," he said, gravely, "I have closed the store. I have also brought cigars and cigarettes for you to consume while you are talking the news over and telling each other that you would have bet that way if you could have got away from the store. I have also arranged to take all your bets, paying the same odds as the pool men."

Some of the clerks began to look horrified, for it was well known that Norton hated anything like gambling, and wasn't especially stuck on ball.

"Hereafter," continued Norton, "every morning you will decide between yourselves which two of you is going to the game in the afternoon. I'll bring in the sport extra for those who remain at work, and set up the cigars. I'll also close the store while the boys tell each other what Doody Doodles should have done in the third, and how Cooly Calkins might have made a run in the ninth. I'll pay your bets every night after the games, and if there are any winnings left at the end of the season in my hands I'll give you all a feed with it.

"BUT! BUT! BUT! I want it understood that base ball gives way to business in this store from now on, except at such times as I have referred to. There will be no telephoning after news, no discussing players or games, there will be no hint that there is such a game in the world. I want you to understand this, right now, for the first man that whispers base ball in this store after to-night, except at the stated times, will be fired! Things have been at sixes-and-sevens here ever since the ball season opened, and I've got to

straighten things out or go out of trade. Now, what do you all think of it?"

If they said what they thought, the boss was a brick, especially considering the rule that two should go to the game every afternoon!

And that is the way Norton wiped out the ball fever in his store. The clerks are all there still, and doing better work than ever. Norton knew how, knew what to prescribe, and cure came along naturally. Anyway, Norton has the respect and the confidence of his clerks, and that is a lot. And still, he might have made a mistake right there! Alfred B. Tozer.

Just a Little Every Day.

A marked characteristic of the progressive man is that he is always improving something somewhere. He has a horror of possible deterioration, and he knows the demoralizing, disintegrating power of familiarity with inferiority.

The trouble with most men is that they think they must improve their business as a whole, in some mysterious way, in order to get ahead. They do not know the magic of keeping everlastingly at the little improvements everywhere. It is the effort to improve little things in one's business that counts. It is the gradual betterment, evolution, not the great spasmodic strokes, that, in the long run, counts more.

Start out every morning with the determination to improve upon the day before. Resolve to leave your office, factory or other place of business at night with things in a little better condition than they were the night before. Make some improvement somewhere every day. Move

your pegs a little farther along or a little higher up. You will be surprised to see the transformation in your business within a year.

Besides, this habit of eternally improving things, of jacking them up a little higher, making everything a little better, is contagious. Your employes will catch the spirit and they will try to improve on each day's work.

The man who is a perpetual inspiration to everybody about him has a tremendous advantage over the man who is a constant depressant, a discourager, who kills ambition by his criticism and harsh judgment.

If you can spur people about you to do their best voluntarily, you will have a powerful ally in your work.

Put this motto up in your office and look at it every morning: "Where can I improve my business to-day?"

I know a man who adopted this motto early in life, and it has been a perpetual inspiration to him. You can see the effects of it upon everything he does. He is always trying to improve on his best. The result is that he has developed more of his ability than any other man I know. There are no fag-ends or half finished, slipshod jobs for him. Completeness is the trademark upon everything in and around his premises. Nothing else seems to trouble him more than a poor day's work or a bad job.—Success.

An Insatiate Foe.

Teacher—Now, children, what is the greatest enemy of poultry?

Silence.

Teacher—Who eats the most poultry?

Pupils—The minister!

Tradesman Company

Engravers

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

WOO & PHOT

TELEPHONE NO. 5095

SEMI-PRECIOUS STONES.

Most Extravagant Types Applied To Personal Adornment.

Written for the Tradesman.

Some people are not aware how world-wide has grown the recent infatuation for semi-precious stones, both for men's and women's personal adornment.

While counting into money, they can not compare with the cost of the true gems, and for many uses they are really preferable to the latter.

Men purchase jewelry on this order that harmonizes with suit, cravat, hat, gloves and hosiery, while women match up the dress, hat and accessories. Of course, the selection must in all cases be most judicious, a clash in shadings or a piece too many would be regrettable.

Calling and evening frocks may be nicely matched up with aquamarines, which are declared by one enthusiast to "possess an exquisite illusiveness of color which allows them to blend with the palest blues and greens, and they are particularly attractive with the blues in which there is a faint hint of green."

It must be remembered that the semi-precious stones are not necessarily of the exact shade of the suit or gown, etc., with which they are worn, but they must blend pleasingly.

"Blend: A thorough mixture of one thing with another, as colors, liquors, etc.; a shading or merging of one color, tint, etc., into another so that it can not be known where one ends or another begins."

That is the secret of success in wearing these new favorites of the Fickle Goddess, many of which are conspicuous for their peculiar qualities of depth and luster. When combined with rose, green and some shades of gold, or with French gray or platinum finished silver, they are quaint and charming.

A strikingly-goodlooking blond young fellow with the clear complexion of a girl, and whose eyes are a wonderful yellow, generally wears a topaz in his neckwear, accentuating the remarkable tawny glint of the "windows of the soul."

The topaz is thought by some to have received its name from Topazos, which is a tiny island in the Red Sea. There the Romans obtained a stone to which they gave this name, but which is said to be really the chrysolite of modernity. In addition to being yellow, it has other shades: it is sometimes greenish, sometimes bluish. Yellow and blue topazes fade on exposure to the light and weather—may even become entirely white. Some yellow varieties assume a pink tinge if subjected to heat, and are then given the name of "burnt topaz" or "Brazilian ruby." Besides in Brazil the topaz is found in Japan, Siberia and Mexico. Good topaz crystals have of late been discovered in the lower part of California—in San Diego county. The topaz is frequently taken for the diamond, so transparent and sparkling is it. One writer states that "the largest diamond in the world, among

the crown-jewels of Portugal, is probably a colorless or 'white' topaz." The yellow variety is the commonest one known and goes by the name of "Brazilian topaz," to differentiate it from the "Oriental" topaz (or yellow sapphire) and "false," "Scotch" or "Spanish topaz" (another name for yellow quartz). The yellow topaz with which we are familiar is not the topaz mentioned by Pliny and other writers contemporaneous with him. That was chrysolite.

The peridot is said to be a name for one kind of chrysolite, for olive and for certain yellow varieties of tourmaline and topaz. It is a mineral ranging in color from pale yellow to pistachio. It is one of the semi-precious gems, but is soft, and it does not polish very readily. It is found in considerable quantities in New Mexico and Arizona in tiny pebbles in the sand, which from their shape have been given the name of "Job's tears." The peridot also comes from Egypt and Brazil.

Some of the new green fabrics for spring call for jade, the markings of which are oftentimes strikingly handsome. A girl with just the proper complexion and eyes like green fjords may wear jade very effectively. One with a muddy skin should keep it away from the face, as it is one of the most "trying" of gems. It may, however, be worn with confidence if set in an ornament for the side of the hat or in a comb for the back of the head, in a bracelet or in a belt buckle. Don't forget—keep jade away from the face if your complexion is the least trifle "off."

Jade has not always been used for purposes of personal adornment, prehistoric peoples of Switzerland, Alaska and Mexico employing it for axes and other tools and utensils and in carvings. We get the word in a roundabout way: Piedra de ijada means "stone of the side," ijada meaning flank or side. The stone came to have this name because it was once the superstition that it cured a pain in the side.

This ornamental stone is very hard and compact and will take a very high polish. Orientals are extremely fond of it, particularly the Chinese and New Zealanders.

The jade which comes from New Zealand is very dark, and may be worn nicely with reseda broadcloth. The "Imperial" jade from China shows great beauty in the variety of its shadings.

Some other hard green minerals that can be put to the same uses of jade have been given the same name.

If the reader would like to make a study of jade he may consult the publications of the Smithsonian Institution, there being a fine paper by S. Blondel, entitled "A Historical, Archaeological and Literary study of Jade," in the yearly report for 1876.

The chlorastrolite is found in our own country. It is the color of sage and has a variegated appearance.

Another semi-precious mottled stone is called the epidote.

If with a green business suit or

tailored street gown a contrast and harmony are wished for at "one and the same" time, by all means buy the heliotrope or bloodstone. It is a dark rich green silicious stone flecked with red jasper, as if with blood, likely giving rise to its appellation. Many of the most exquisite of the Greek and Roman heliotrope intaglios and cameos, likewise seal rings carved, were preserved and are to be seen in the most celebrated of the gem collections.

The bloodstone is most abundant in Persia, Tartary and Siberia, also in the Island of Rum, Scotland and numerous other countries.

Some very beautiful jewelry has settings of amazonites, another name for the Amazon stone. It is in color a sort of verdigris green, very odd. It is frequently combined with turquoise matrix with splendid effect.

The turquoise gets its name from the fact that it reaches the European market through Turkey. It gets its color from the copper which it contains. It is a mineral beloved wherever it is found or to what country it is brought, but has always been a great favorite with all Orientals, its brilliant hue and high polish appealing especially to their love for color and luster. The Ancients used it extensively in their jewelry. Its color runs from a dull green to pale blue, robin's-egg blue being the most popular for modern jewelry. Heating or exposure to the air, by slow drying out of the water it holds, sometimes causes it to turn to a strange green. In Persia, whence come the

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.



"Sun-Beam" Brand

When you buy

Horse Collars

See that they
Have the "Sun-Beam" label
"They are made to wear"

M'F'D ONLY BY

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

Baker's Ovens, Dough Mixers

and bake shop appliances of all kinds on easy terms.

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

A HOME INVESTMENT

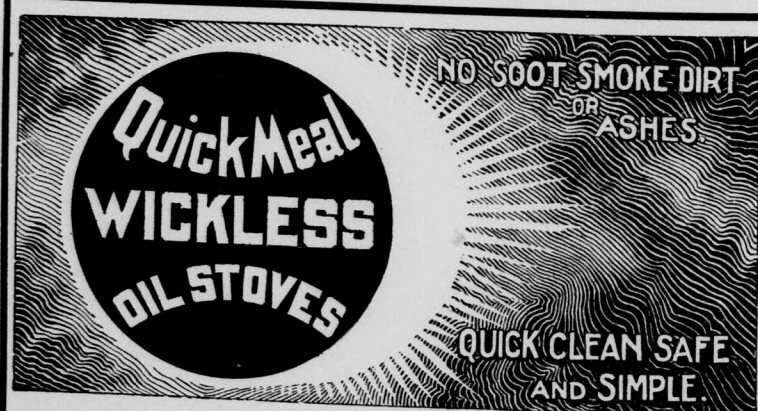
Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

finest specimens of turquoise, are famous mines that have been worked for centuries, and it is also found in the Sinaitic Peninsula, which is regarded as the probable source of supply for the Ancient Egyptians. The mines in America, which now furnish the turquoise to the world at large, were formerly worked by Indians and Aztecs, with only rude stone tools and fire. The stone is still held sacred to Montezuma and his people.

Montezuma, whose surname was Xocoyotzin, sternly ruled over Ancient Mexico. He was born in 1479 and died in 1520. He was constantly at war with the neighboring country; built many public works and numerous temples, but by his arrogance and heavy taxation angered his people. In 1519 he was taken prisoner by Cortez, who kept him as a hostage in the Spanish quarters, and compelled him to make a speech from a certain wall to put an end to hostilities; but a volley of stones silenced him and he died four days after. The Indians deified him and came to call him their chief god, although not actually according his spirit worship.

The Spanish records of the Conquest of Mexico have much to say of the turquoise, which is declared to be the same gem as the highly-prized "chalchihuitl" of the Mexicans, "although in Central and Southern Mexico this stone was not the turquoise but green jade. It is mined at Los Cerillos in New Mexico and in Nevada, Arizona and California.

Odontolite is a fossil tooth called "bone" turquoise, colored a bright blue with phosphate of iron. It is often used by jewelers in place of the true turquoise, but mineralogists distinguish it by its structure and because it "does not yield a blue color with hydrochloric acid and ammonia."

Turquoise in its natural rock is now much used in jewelry, under the name of turquoise matrix, and many people admire it even more than the clear stone, the former being beautifully marked with what look like brown veinings.

Although abounding extensively in the Adirondacks, the type locality of the labradorite, as its name would imply, is Labrador, where it is found along the coast.

It is an essential constituent of certain basic igneous rocks, like gabbro (a name applied by Italians to a particular kind of eruptive rock); diabase (diabases form dikes at several places along the Atlantic coast from Nova Scotia to the State of Georgia, the "traps" of the Connecticut Valley and the Palisades of the Hudson being well-known examples—also diabases occur in the Marquette Iron Range and on Keweenaw Point); basalt (a tough, heavy rock, greenish-black or dull brown, often of a prismatic structure so even as to closely resemble a work of art, as at the Giant's Causeway on the north coast of Ireland, the columns presenting the appearance of having been hewn by human ingenuity); dolerite (found in immense mountain masses, in veins and beds, in the vi-

vinity of the Rhine, also in Guadeloupe, Iceland and other localities); norite, and other volcanic rocks.

The labradorite is feldspathose in character, occurring in cleavable and granular masses of mammoth size. It has a most wonderful range of colors, all the way from dull drab to the most gorgeous blue, occasionally copper-red, purple, bottle green and yellow. It is much employed in inlaid work and for tabletops and other ornamental purposes, coming of recent years into favor with jewelers as a stone appropriate for men's wear with business suits and for women's with tailored costumes.

So much for the labradorite, which, as seen, plays an important part in mineralogy.

Siberia, Persia, China and Chili—all these countries give us the lapis-lazuli or highly-valued sapphire of the Ancients. Before artificial ultramarine was discovered lapis-lazuli was powdered and concentrated into this pigment. The lapis-lazuli is treasured in Russia, where expensive vases, mosaics and other handsome objects of virtu have been made of this beautiful stone.

Then there are green malachite, or malachite proper, and blue malachite or azurite, both of which are seized upon by modern art for decorative purposes. One of the sources to which I am indebted for some information contained in this article says:

"Malachite is a native basic copper carbonate and hydrate, commonly occurring in massive form or as an overlying. It is very brittle, is commonly subtranslucent and has an adamantine luster. It is a beautiful green in color, often banded with other colors; occurs in many parts of the world, usually in connection with other ores of copper. Especially fine pieces are found in the Ural district, and at the Nizhni Tagilsk copper mines a deposit is known which contains at least 500,000 pounds of pure malachite. In the United States the best-known deposits are those of Arizona. Malachite has been much prized as a gem, and is also extensively used for panels, clock cases, table tops and other ornamental work."

Coral and coralline, opal matrix and Braque pearls are also in the class of semi-precious stones.

Most of the metals used as settings for these are joined to them in hand-craft designs; and all this jewelry, generally speaking, is not intended for dressy wear. Jade, coralline and a few others of the semi-precious stones are, however, combined with rhinestones and other brilliants for evening wear, and make handsome combinations.

The modern craze for the minerals mentioned in the foregoing columns has opened up a forgotten industry. Rather, the revival of the industry has created the craze and the devotees thereof.

The elaborate way of wearing the hair, just at present, calls for the use of a large amount of false hair in the way of puffs and fringes, pompadours and braids, and these big coiffures make possible the use of artificial pearls, coral, etc., which may be at-

tached to the hair in strings or be combined with metals.

Jeweled and metal ornaments also now play a very important part in the embellishment of evening slippers, which brings their price up almost to the prohibitive mark.

Earrings, bracelets, dog collars and neckbands also call for the employment of many semi-precious stones, as well as purses, bags and belts. In fact, there is practically no end to the way in which they may be in evidence, even costly laces showing thick incrustations, and as to buttons their use is unlimited.

H.

He Got the Job.

During the Civil War the captain of a certain company of mountaineers was thoroughly disgusted with the laziness of the sixty men under him. He determined to shame them. One morning after roll-call he tried it.

"I have a nice, easy job," he said, "for the laziest man in the company. Will the laziest man step to the front?"

Instantly fifty-nine men stepped forward.

"Why don't you step to the front, too?" demanded the captain, of the sixtieth.

"I'm too lazy," replied the soldier

H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Grate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids Mich. Citizens' Phone 5329.



Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.

42 State St. Chicago, Ill.

We have the price.

We have the sort.

We have the reputation.

SHIP US YOUR FURS

Crohon & Roden Co., Ltd.

37-39 S. Market St. Grand Rapids, Mich.

No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it.

CHAMPION 70 TO 72 GRAVITY

Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



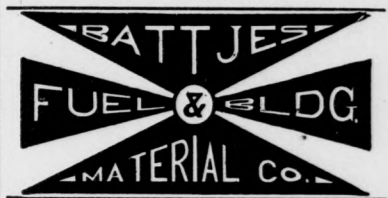
These superfine goods bring the customer back for more and pay a fair profit to the dealer too

The Walter M. Lowney Company
BOSTON

The Celebrated Royal Gem Lighting System with the double cartridge generator and perfected inverted lights. We send the lighting systems on 30 days' trial to responsible parties. Thousands in use. Royal Gem cannot be imitated; the Removable Cartridges patented. Special Street Lighting Devices. Send diagram for low estimate.

ROYAL GAS LIGHT CO.

218 E. Kinzie St., Chicago, Ill.



WHIPS AT A BIG DISCOUNT

Some styles to drop, some change, just a button. Best raw hide grades 6 ft., regular close price at 25% off.

GRAHAM ROYS, Agt., Grand Rapids, Mich.
STEIMER & MOORE WHIP CO., MFGRS.
Westfield, Mass.



FLI-STIKON THE FLY RIBBON

The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBBER

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

HOW GREGORY GOT A JOB.

Singular Experience in the Life of a Kleptomaniac.

William Knickerbocker, Sr., came bouncing into my room at 8 one evening, slamming the door behind him, and locking it to make sure that no one would follow. Then he looked around after the manner of a man who feared that some one might be hiding in the corners, and drew a chair close to mine.

"Baldwin," said he, in a whisper, "I'm afraid that Gregory has gone completely insane."

I laid down my book.

"What's he done now?" I asked.

Knickerbocker took a long breath.

"He's gone to work," said he. "Actually taken a position that keeps him occupied for eight hours a day!"

This was serious. The idea of Gregory working eight hours a day was one that quite justified Knickerbocker's state of alarm. Work and Gregory never had been friends. In my surprise I blurted out that it must be a mistake.

"Not at all," said Knickerbocker. "I saw him with my own eyes. He is a clerk in the offices of the American Remedy company, the big patent medicine house. Here is how I know: I happened to call on Mansfield, the company's president, this afternoon. I had a luncheon appointment with him. Mansfield had a few minutes' work to clean up before he was ready to go, and the door of his private office was open. While waiting, I looked out and at the desk nearest to me I noticed the back of a head that looked familiar to me. I watched until the young man turned his head, and who did it turn out to be but my son and heir, Gregory!"

"I didn't say anything to Mansfield—who, incidentally, doesn't know Gregory—but I managed to find out that the boy had come to the office a few days before, had applied for a position as clerk, calling himself Adolph Johnson, and referring to Mr. Gregory Knickerbocker, assistant secretary of the Metropolitan Trust company for a recommendation. Mr. Gregory Knickerbocker naturally spoke of Mr. Adolph Johnson in the highest of terms, and he was promptly given a place in the office.

"I got out without letting him see me. I don't know what in the world sent him on this latest escapade, but if he isn't ready for an examination as to his sanity I miss my guess. What do you think, Baldwin?"

The news was such a shock that I had no theory to offer, but long ago I had made up my mind on one thing, and that was that Gregory Knickerbocker was not insane. He was a kleptomaniac, sure enough, but his malady in no way indicated a weakening of the mind. Any one who could accomplish the ingenious thefts that he had done, and who displayed his sense of humor in these same thefts, was no more crazy than he was blind. In fact, I was gradually coming to believe that Gregory Knickerbocker's kleptomania was merely evidence of a certain novel sense of humor, and his going to work now, while shock-

ing, did not affect me at all as it did his father.

"Don't worry about his being crazy," I said. "On the other hand, I think we had better begin to look out for another kind of trouble."

"For what?"

"Well, the only thing in the world that I could imagine would make Gregory go to work would be the chance to do something particularly startling in his own peculiar line."

"You mean he's going to steal something?"

"I don't know. But do you fancy he would work eight hours a day for any other reason? Think it over. He doesn't love work unless it's in connection with something kleptomaniacal. Then he's willing to work his head off. Think of some of the cases that we've had to get him out of. I'll admit that he's never done anything so startling as this, but we don't know just what his limit is. I'm afraid Gregory's turning clerk means nothing more than more hard work for me."

Knickerbocker's face cleared a little at the start.

"Well, that's a whole lot better," he admitted. "What do you think ought to be done about it?"

"I think," said I, "that the best thing for me to do is to try to get a position in the office of the American Remedy Company, preferably as a clerk."

"What for?"

"In order to become a fellow worker of Gregory's," I replied. "I might be able to discover what he is going to do before the thing is done. At all events, I will know the lay of the land in case Gregory breaks loose. And you can gamble that that is what's in his mind at present."

It was easy enough to get me a place on the Remedy Company's pay roll, for Knickerbocker's friendship with Mr. Mansfield made it only a matter of writing a note; but it was quite another sort of task for me to effect a disguise beneath which Gregory would fail to recognize his father's private secretary. It took a hard night's work on the part of myself and Carvalho of the agency to make the change, but in the morning I woke up so altered in features and expression that I felt safe even under the scrutiny of Gregory.

To make sure I rode downtown with him and passed one or two remarks about the weather to try my voice. He didn't know me from Adam. Consequently when they made me a clerk at the American Remedy Company's office and put me to work at a desk directly facing Gregory's I bowed to him, reminded him that we had met on the car that morning, and succeeded in establishing friendly feelings with him before my first hour of clerkship had passed.

O, that Gregory! When I think of it now, how he sat almost opposite me for eight hours of the day and how during that time he never once betrayed the fact that he was anything else than a high class clerk, I am convinced that the stage lost something closely akin to a star when Gregory Knickerbocker failed

to adopt it as his profession. It was acting that was art. The rich man's son was gone. The popular college man, clubfellow, and man of society were nowhere in sight. In place of them was a good looking clerk of no particular brilliance, whose manner and speech indicated that he had studied more in the ledger than in the grammar and who looked as if he had no more original object in life than working his way up to a position at \$20 a week.

Actually it was done so well that at the end of three days I had begun to ask myself: Isn't it possible that Gregory is undergoing an ordeal of self-discipline? Hasn't he got tired of being a bored and useless member of society and determined to subject himself for awhile to the experiences of the man who has to earn his living? Isn't he working to break himself into the habit? And I was more than half inclined to answer, Yes.

That was at the end of the third day. On the fourth I changed my mind. On that day Gregory applied for a position in the laboratory. They had work for one clerk in the laboratory. The old one had left the day that Gregory put in his application. He had made no sign of his intentions and the laboratory suddenly found itself without its necessary clerk. Gregory—or Adolph Johnson, as the office knew him—had been recommended highly by the son of Mr. Mansfield's old friend. He had proved himself a good, faithful clerk. The result was to be expected—and Gregory probably had made it certain.

Mr. Johnson was given the position in the laboratory.

Now there was nothing particularly suspicious about such a move. The work in the laboratory was lighter than that in the office proper, the hours were shorter, and the prospects for advancement infinitely brighter. It would have been natural to suppose that Gregory already had tired of the long, monotonous grind at the desk and merely was seeking more pleasant employment. Quite natural—if I hadn't been shadowing Gregory during all of his waking hours.

But as I had, the thing looked different. Early that morning Gregory and the man who resigned had met in the street near the latter's house. They had walked together for a block, apparently chatting commonplace, then the clerk had pulled up with a jerk and looked at Gregory with an expression of surprise and incredulity. I was near enough to see this, though not near enough to hear what was said. Gregory nodded as if to emphasize something, and after a moment's hesitation on the part of his companion the pair turned, walked down a side street to the open entrance of a large apartment building, and stepped inside.

They were out of sight for less than a minute, but after that brief space the clerk went straight to his superior and resigned. He didn't wait at the office to draw his pay. Hurrying like a man who is afraid to lose a minute's time he went straight to the nearest safety deposit vault.

What we are doing for

YOU

Advertising SHREDDED WHEAT

In daily newspapers in 200 cities,

In special preferred positions in eighty-two magazines,

In twenty back covers of illustrated weeklies,

In street cars in sixteen large cities,

Operating four miniature factories showing process of making

Shredded Wheat Biscuit and Triscuit,

Maintaining three lecturers with stereopticon lantern outfits,

Distributing 16,000,000 "sample" Shredded Wheat Biscuits,

Distributing millions of folders, booklets and cook books.

We are doing all this to make business for

YOU

What are you doing to push the sale of the cleanest, purest, most nourishing cereal food in the world?

THE SHREDDED WHEAT CO., NIAGARA FALLS, N. Y.

And from there he hurried back home, looking to right and left as he went, as if he feared that he was observed. Which fear was justified, though he didn't see me.

That was why the fourth day of my experience as clerk convinced me that my original suspicion was right: Gregory was not with the American Remedy Company for any good. If he had gone after the place in the laboratory without first seeing the man who held it, and if that man had not gone to the safety deposit vault so soon after his interview with Gregory, the change might have meant nothing. Now it meant a lot: Gregory, of course, had bribed the clerk to resign in order to step into his shoes—in the laboratory.

If there ever was a place that looked less inviting to a man of Gregory's tendencies than that musty little laboratory I can't imagine what it would be. The chemists worked not in silver, gold, or precious stone; and their bottles, vats, and crucibles were about as valuable to the layman as the prescription equipment of a first class drug store. But there was knowledge there in abundance, and it looked as if this was what Gregory must be after.

"Yes," said Knickerbocker, Sr., when I told him what had happened, "I suppose he's educating himself to make more trouble. Watch him as close as you can. I'll speak to Mansfield about the laboratory."

We met again the next night, and so far as I was concerned there was nothing new to report.

"Same here," said Knickerbocker. "Mansfield wasn't interested enough about his laboratory to talk any. Hadn't a word to say about what was in it, and went on and wasted my time telling about a new brand of dope that they're getting out—something in the tonic line. They surely do make money in that medicine game. Why, Mansfield has contracted for \$300,000 worth of advertising space before his chemists have got the thing made up to suit them. But as I say, he said nothing that had anything to do with Gregory."

"No," said I, wondering how a successful business man could be so blind. "By the way, what would it be worth to a rival of the American Remedy Company to get hold of the new tonic before the big advertising splurge begins?"

"Why?"

"I'm trying to discover something of great value in that laboratory. Whatever it is, that's what Gregory is after. Now that tonic—"

The old man smote the table and swore.

"I never would have thought of it in the world," he roared. "Why, the American people wouldn't have that thing get into other hands now for any amount of money. So that's what the young idiot is after, eh? Well, we'll just steal a march on him. I'll have Mansfield fire him kit and caboodle out of the place."

"That's rough work, but it ought to be effective," I said. And then the telephone rang.

It was Mansfield.

"Knickerbocker," he said, "didn't you once tell me that you had a good private detective on the string? Well, I want him. What's the matter? Oh, nothing much. Only we had a clerk that left us a few days ago and took with him the secret of our new tonic. Now he's holding us up, threatening to sell it to somebody else if we don't come across with a bunch of money. I don't want to make any fuss over it, but I want that detective man of yours to run him down—find where and what he is."

Knickerbocker dropped the receiver and turned to me with a face as blank as a clean sheet of paper.

"Well!" said he.

"Beat!" said I. "He didn't waste any time."

"Well, what now?"

"Work for me. I don't believe it's the clerk who left. It's all Gregory, to my notion. That's his way of making everything safe for himself. He'll keep on working, while his letters are keeping the house up in the air. It's simple now. We know what he's trying to do and how."

I reported to Mr. Mansfield next morning without my disguise. He already had sent somebody out to look up the old laboratory clerk, but the clerk had left his old residence, nobody knew for where.

"Find him; that's the trick," said Mansfield. "He only wrote one letter. Told us to put an advertisement in the personal column of the papers if we agreed to his holdup. He wants \$20,000, or the secret goes to somebody else. There are a dozen firms crooked enough to buy. We've got to get him and get him quick."

"This secret," I said; "you're sure that he's got it?"

"Oh, yes. Sent us a little sample bottle by mail to let us know. He must have stolen it when the chemists weren't looking. It's the stuff that we're banking on to make a fortune. We've got our advertising copy ready. If somebody else comes out with it at the same time we won't pay our printing bills. That's why we've got to do something quick."

We did do something quick. I went back and searched Gregory Knickerbocker's room at home. As usual he had hidden his loot in the clothes closet. There was a pint bottle half filled with the new tonic, wrapped around with a piece of paper on which was scribbled the word "Heartone," the name of the medicine.

Of course it would have been useless to take the bottle away from Gregory. He knew by this time what the stuff was made of, and he only needed the sample to let Mansfield know that he knew. Now that I knew for sure that he was the man who was trying to play the holdup, I knew that he certainly could let a rival know the American Company's secret if he wished to do it. And so long as that secret was of value he had a club with which to threaten the firm in question.

It was a beautiful problem.

We couldn't do anything with Gregory, of course. If it had been any one else it would have been a

simple matter to render him harmless. Gregory was too delicate a proposition. I couldn't even let him know that I knew what he was doing. I had the case solved, yet I was quite helpless. And for a moment I half wished that I had agreed with his father about the boy's insanity.

But only for a moment. Then the spirit of the game came back to me and I sat down to think of a way to beat my charge without letting him know what was happening to him. So long as I could not deprive Gregory of his possession of the tonic secret, one avenue of solution was closed against me. And being unable to stop him from using it shut me off from another. The only way out of it seemed to be to render harmless the secret itself.

I went to see Mansfield. I didn't know anything about the patent medicine business, but I asked to see his advertising copy. He showed me. It consisted mainly of a repetition in large type of the single word: "Heartone."

"What will sell this tonic," I asked, "these advertisements or the contents of the bottles labeled 'Heartone'?"

"The advertisements, of course," he admitted. "But—"

"Then if Heartone was made of something else couldn't you sell it just as well?"

"I don't understand," he said.

"What I mean is this: If you could concoct another and different Heartone from the one that this clerk has got possession of you could laugh at

him, couldn't you? If the present recipe was discarded for another, he couldn't hurt you, could he?"

"No, no."

"Then," said I, "why don't you discard it? Fix up a new Heartone. Then if he gets anybody to buy your secret, well, they'll have paid for something you won't use, that's all. And you'll have saved yourself a lot of worry."

He chewed his mustache for awhile. "Well, I'll see about it," he said.

On the day following he told Knickerbocker that he wouldn't need me any more. He didn't say why, but when Heartone came on the market, and I found it to be something quite different from the stuff in Gregory's room, I chalked up another score to my credit in the game with Gregory. I hadn't prevented him from making his little theft, but I had played a joke on him in the end. One morning I saw him put the little bottle in his pocket and go out. I followed him. He went down to the lake. There he took the bottle and held it for a minute in his hand. Then he swore a little and chucked the thing as far away as he could into the water. And I smiled, for usually the laugh was on me.

Thankfulness.

"What are you crying about?"

"My husband beat me."

"Who is he?"

"A gypsy fiddler. He beat me with the fiddle bow."

"Then you ought to be thankful he doesn't play a bass viol."

If Your Customers Find the Cut of Our "QUAKER"



on their packages of Coffee and Spices they will be certain they bought the RIGHT KINDS.

WORDEN GROCER COMPANY

Grand Rapids

The "Right Kind" Wholesalers

SPRING NECKWEAR.

It Was Never So Handsome as at Present.

Written for the Tradesman.

A girl has to be a very indifferent sort of damsel if her soul is not stirred to its depths by the contemplation of some of the new spring neckwear. Seems as if it never was nobler than it is at this very minute.

The cunning little jabots are a veritable delight to the feminine who likes to be well dressed.

They come in all styles and combinations of styles—and then some. There is the simple affair obtainable at the Ten Cent Store when one does not care to go to great expense, and then again neck fixings run way up into the dollars and dollars at the more pretentious stores. Really the two extremes are astonishing. At the cheaper place one may select a very nice little jabot—and not so very little, either—a bit of muslin trimmed with lace all around the edge that "looks like real Cluny and wears better." It launders well and many people would not detect but what it was the real thing.

My, my! but some of the more elaborate ones can make your pocket-book look thin as a knifeblade. The hand embroidered ones come extremely high in price; but really some of the machine-made ones are just as pretty if glanced at casually. Women who want the real thing or death wouldn't have anything else, but there are others who are easily satisfied with the good imitation. These argue that, seeing the latter is capable of escaping detection, why burden one's self with the expenditure of cold cash that might better be applied to the purchase of something else needed just as much as nice neckwear? Of course, every one to her own choice, and each woman knows the condition of her own finances better than could possibly any other person.

Many of the jabots are "double deckers," as you might say; that is, they are folded at the top so that they lie in two thicknesses. Some prefer these cascaded effects, while others like better the smaller single forms. The one buying should be extremely careful in her selection not to get what is "trying" to the shape of her face and length and size of her neck. What looks just right on one girl may look about like 3 cents on another. If the face is long and thin it were wise to pick out something that lies in a flare at either side and rather out from the dress. But a round full face looks more so if such a jabot is attempted. In this case long slender tabs will be the more becoming.

Most of the jabots come without color, but once in a while one runs across a tailored white linen jabot hand embroidered in the pastel colors to match a turn over collar similarly embellished.

Embroideries are here to stay for the approaching warm season. As a general proposition, all-white is preferred for jabots in place of colors.

These neck accessories for the Gentler Sex come all-embroidery, all-lace, all-linen or all-muslin, or there

may be a combination of any two or more of these materials. Irish lace is very popular, but Venise, Cluny and Val. are just as well fancied.

Dutch collars find extreme favor with those blessed by Mother Nature with an alabaster throat of pretty shape, but the girl who is the unhappy possessor of a neck of unswanlike proportions or dark in tint must content herself with a Gibson collar, which, while hotter and not so graceful in outline, "covers a multitude of sins" in the way of throat imperfections. A virtue can be made of necessity and the severe tailored effect be adopted as if it were a matter of the utmost delight. Extra large sized jabots go with the Dutch collars.

Chiffon, alone or in conjunction with velvet, enters largely into the composition of jabots, and with such often comes a stock made of the same perishable stuff. Chiffon naturally must be used with no sparing hand in the pleating, as skimpiness here is most ill advised.

Thick-meshed linen jabots are often edged with coarse crocheted lace. These are serviceable to a degree, but can be used only with a linen collar of the most pronounced simplicity, while there is more latitude in regard to the wearing of the more delicate fashions in these tasteful units.

H.

Advantage of Having the Farmer's Trade.

Written for the Tradesman.

In the realm of retail merchandising the country retailer with a good farmer's trade is certainly to be envied. His advantages over the small city retailer are numerous and varied.

As a rule the small city retailer spends more time in making "5 and 10 cent sales" than does the country merchant in making sales of twenty times the amount.

With his hundreds of competitors and his heavy expenses the city dealer's profits are cut down to next to nothing.

"Professional shoppers" take up hours of his time and reward him with probably a few "10 cent purchases."

He must maintain an expensive delivery system and his lighting, fuel, rent, clerk hire and advertising expenses are big items. He must necessarily do an enormous business to have a living profit at the year's end.

What wonderful advantage the proprietor of a country general store has. He has no "shoppers" to contend with in the farmer's family—when they come to buy, they buy and in good lots too. No deliveries have to be made and he gets his cash on the spot.

While the annual income of the farmer is probably much below that of the city man, yet a dollar will go farther with the farmer than will five with the average city man.

The far greater part of the farmer's provision and fuel is produced right on the farm, and his other general expenses are only a small item when compared to those of the city resident.

The average farmer has a snug sum "laid away for a rainy day," and

whenever he sees anything that strikes his fancy, whether a necessity or not, he has the money to buy, if he so desire.

Right here is where the mail dealers come in. They realize the value of the farmer's trade and they're getting more of it every day. Their "advertisements" and catalogues are prepared in such an attractive, inviting style that it seems much more convenient to the farmer to "order by mail" than to drive to town.

This is certainly serious competition for the country retailer, but it is competition that he can easily overcome, to a great extent, if he would use more of the invaders' methods—advertising.

The value of advertising is recognized by every 20th century merchant, but not every one of them knows "just how to go at it."

One of the best means of reaching the farmer is through the local weekly newspaper. This is a welcome visitor into nearly every home in the country and your "store news" would be as interesting to the farmer, if presented in readable shape, as anything else in the paper.

If you haven't a weekly paper, you have the choice of a weekly or monthly store paper of your own, or the circular, the booklet or the catalogue.

The country retailer wishing to establish a better farmers' trade, or one with an established trade and who wishes to keep it, will find these various methods worth every cent he can put into them.

W. H. Myers.

Ideal Shirts

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

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

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

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

Write us for samples.

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

Your Clerks Are Largely Responsible for the Success of Your Business

The best clerk is the one on whom you place the most responsibility.

Make them all better by placing more responsibility on them and they will show their appreciation by exercising extra care in looking after your interests.

With the McCASKEY ACCOUNT REGISTER SYSTEM every clerk becomes an account keeper and co-operates in safeguarding your business.

THE McCASKEY REGISTER SYSTEM is the best advertisement the merchant can have in his store.

IT

Makes friends
Draws trade

Eliminates errors and disputes

Positively stops forgetting to charge
And is the greatest collector ever devised

Accounts handled with but one writing

A time saver—A money saver—A money earner

Let us tell you about it. A postal will do.

The McCaskey Register Company
Alliance, Ohio

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

Detroit Office, 1014 Chamber of Commerce Bldg.

Agencies in all Principal Cities

THE VALUE OF TIME.

Why Punctuality Is Usually a Success Winner.

On the clock of time there are three divisions—past, present and future—but only one of these is visible to our eye—the present. The past has faded from view and the future remains outside the range of sight.

Across the dial of the present is written large the magic word NOW!

Nature teaches us a lesson in her promptness to the call of time. Did she lag behind even for a moment would crash, suns would darken and systems turn to chaos.

The universe is timed with a marvelous exactness. Planets, stars and suns sweep around their orbits with never a second's vacation; they perform their revolutions with unerring precision.

Science has scheduled the round trip of the luminary of our system and he is never a moment late at any of the stations on his one hundred and eighty million mile route.

Even those wandering messengers of the heavens who sometimes call on us only about once in a hundred years are never behind their pledged time. The instant they are foretold to arrive they put in an appearance.

Our earth as an integral part of the universe has to be on time in its course round the sun.

Time is our most valuable asset, and we should do our utmost to conserve it.

The man who dailies carelessly along until he is late for his appointment or his work is throwing away the best gift heaven has given him, and, although he may hug to his breast the delusion that he is doing right, the hidden monitor within tells him that he is doing wrong. He can not get away from the whispering voice of conscience.

When you prowl around and heedlessly fritter away your time, not alone are you robbing yourself of a divine inheritance, but you are robbing the people also of what is their due, and instead of making the world richer you are impoverishing it by your presence.

You are destroying that which you can not restore, taking away what you can never return.

Lost wealth may be reacquired by industry and economy, lost health may be brought back by sane living and right thinking, but lost time is gone, irrevocably gone, no wand of necromancer, no art of man can bring it back again.

He who has no regard for other men's time is not likely to have much regard for their money. Time is the equivalent of money, and its measure is the gold standard on all occasions.

A kleptochronic is worse than a kleptomaniac; he is the biggest kind of a thief, for he steals the most valuable of all possessions. Such a man can not be depended upon, and he soon finds himself out of a job.

If you get the name of a time stealer it will stick to you and mar your prospects as much as that of money stealer.

Punctuality is the mainspring of

business—take it away and the mercantile mechanism runs out of gear.

If the merchant is late at his desk the employees will take advantage of his failing and follow his example, patrons will lose confidence and the business will totter and collapse.

Many a promising enterprise has gone down to ruin because the value of time was not appreciated.

Never let time get below par; always make it bull the market, and have it a point higher than any other stock.

Don't keep others waiting; they will get out of temper and you will not be able to do business with them satisfactorily.

The man who is not punctual in keeping appointments becomes a nuisance and the people get so tired of him that they unite to bury him in the oblivion of failure, where he can worry and annoy them no more.

Napoleon invited his marshals to dine with him. At the appointed hour they had not put in an appearance, so he sat down alone and dined by himself. He had just finished as they arrived. He did not admonish them for their lack of punctuality, but merely said: "Gentlemen, it is now past time for dinner; let us proceed to the council chamber."

If you would win, be on time, while you are yet able to be on time. When you are dead the world will not want you, when you are living it can not afford to wait for you. You must be ahead of it every time you get a hand in the game.

A moment too late may wreck the train, a little too late sometimes may mean eternally too late.

Father Time has swift wings and he flies fast. If you would catch him going past you must make a quick grab for the solitary tuft of hair that grows in front; if you let him pass it is useless to attempt to get him, for his head behind is as bare as a billiard ball and as slippery as an eel's skin.

A great many miss him because they don't go about getting him the right way, or are too lazy to make the effort, and then they lay their lack of success on fate or fall back on some shibboleth of their own imagination for an excuse for their failure.

Why are so many men unfortunate? They place no value on their own time or that of others; to them the moments are lead instead of shining sparks of sapphire worth a king's ransom.

They are irregular in their habits, desultory in their methods and careless of their interests.

Their letters are posted just as the mail closes, they get to the depot just in time to see the train pull out.

They are chronically and systematically too late. These men make misses all around and every miss is a mess.

They are everlastingly in hot water of their own temperature and they grumble and growl at others for their situation.

Success is within the reach of all. It is not shortness of arm that fails to snatch the fruit, it is not being in time to get it before it is plucked by the other fellow.

Promptness wins its way everywhere. If you are up to time, in advance of time, then you will be able to utilize it to your advantage.

Nelson said: "I have always been a quarter of an hour before my time and it has made a man of me."

Napoleon said he beat the Austrians because they did not know the value of five minutes.

If Blucher had been on time at Waterloo Napoleon might not have died an exile on St. Helena.

To-morrow is the biggest thief in the world. Don't be gullible to his promises. They are all fakes. 'Tis only to-day that can do you any service. To-morrow may never come at all.

If you want to succeed make use of the present, seize every passing moment, make it your servant, and see that it serves you to the best advantage.

Madison C. Peters.

New Boy Wanted.

"I can't keep the visitors from coming up," said the office boy, dejectedly. "When I say you're out they don't believe me. They say they must see you."

"Well," said the editor, "just tell them that's what they all say. I don't care if you cheek them, but I must have quietness."

That afternoon there called at the office a lady with hard features and an acid expression. She wanted to see the editor, and the boy assured her that it was impossible.

"But I must see him!" she protested. "I'm his wife!"

"That's what they all say," replied the boy.

That is why he found himself on the floor, with the lady sitting on his neck and smacking his head with a ruler, and that is why there is a new boy wanted there.

General Investment Co.

Stocks, Bonds, Real Estate and Loans
Citz. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

CASH CARRIERS

That Will Save You Money
In Cost and Operation

Store Fixtures and Equipment for Merchants
in Every Line. Write Us.

CURTIS-LEGER FIXTURE CO.
265 Jackson Boulevard, Chicago

YOU Should send us your name immediately to be placed on our list for Xmas catalogue of post cards and booklets.

Suhling Company, 100 Lake St., Chicago

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Jennings' Extracts

36 Years on the Market

Jennings' Flavoring Extracts

For years standard in quality, are today made better than ever; with increasing demand the grocer grows more interested.

That's why the Jennings' Extracts are made better.

Jennings Flavoring Extract Co.

Grand Rapids, Mich.

Established 1872



TRADE WITH CANADA.

She Is Self Reliant But Not a Bigot.

Written for the Tradesman.

It happens that there are hundreds of thousands of business men in Michigan (to take the narrow view of the question) who are not lumbermen nor in any way interested in the production and sale of lumber; and there are other hundreds of thousands who are not in the business of buying hides, making leather or manufacturing shoes.

There are almost numberless departments of industry which are vitally affected by the volume of foreign trade that is attracted to and is able to come into the United States, and such industries hail with satisfaction every effort on the part of our Government which will enable American manufacturers to extend their trade into foreign countries.

Statistics show that there are but two foreign countries which are better or more desirable customers of the United States than is Canada; and yet we have commissions, conventions, treaties and diplomatic operations galore in the hope of increasing our trade with almost every other nation under the sun except Canada.

In spite of such facts I notice that a gentleman, evidently a lumberman, recently took the Tradesman to task for quoting some other lumberman who was fair enough and broad minded enough to say that the removal of the tariff on lumber would not materially injure American lumber in-

terests. The gentleman even went so far as to call the Tradesman a "knocker."

The fact of the matter is Canada does not care a whoop what the United States does as to trade restrictions. The shoe is on the other foot and already it is beginning to pinch the wearer. The Dominion is absolutely self reliant but she is not a bigot. With hundreds of thousands of American farmers going into her territory each year, with hundreds of millions of American dollars being invested in her lands and her public improvements annually and with marvelous resources both in variety and quality she knows her power and sees a tremendously prosperous future plainly.

Recently, upon the motion of the Detroit Board of Commerce, there was a conference of business men at Detroit to evolve a plan of procedure looking toward better trade relations with Canada. Delegates were present from Grand Rapids, from all parts of the United States and from Canada. The result of this conference remains to be demonstrated. Mr. McDonald, editor of the Town to Globe, in addressing this conference, said among other good things:

"The resources of the United States are sufficiently abundant and sufficiently varied to make Canadian trade not really necessary to your people. The same is true of Canada. Blot out one country and the other could still do business. But the North needs the South. The East needs the West. The mountains need the

plains. The cotton fields of the Gulf States need the wheat fields of the Saskatchewan and the Peace. In our ignorance and selfishness we may try to meet those needs in artificial ways, or to aggravate them by practical obstructions. Nature laughs at us. When we come to ourselves we will laugh at our own folly."

Permit me to commend the spirit shown by Mr. McDonald to the sincere consideration of the gentleman who applied the term "knocker" to the Tradesman. L. F. Rand.

Why People Should Trade at Home.

1. You see, examine and are satisfied with your purchase before investigating.

2. Your merchant is willing to correct errors or replace defective articles without cost to you.

3. When you need credit you get it. You are obliged to pay cash to the catalogue houses.

4. When you get credit at home be fair and spend your cash there.

5. Your home merchant pays local taxes and invests his profits in his business.

6. The catalogue houses pay no local taxes nor do they increase the value of your property, but rather make your burdens heavier by driving tax-paying firms away.

7. Your home merchant cheerfully contributes to public demands, such as libraries, parks, churches and charity. The catalogue houses do not.

8. If your town is good enough to live in it is good enough to spend your money in.

9. The best citizen patronizes home industry. Be a best citizen; you will enjoy it.

10. Bring your "catalogue house" cash, plus freight, plus cartage, to your home merchant and he will certainly do as well if not better, quality considered.

11. Because you can not buy the reliable brand of plows, cultivators, harrows, etc., from the catalogue houses.

12. You lose your time by sending out of your own town, and you lose your temper when you see what you get. It is a losing game all around.

Origin of the Spoon.

The suggestion is offered that the domestic spoon probably owes its origin to the shell. Shells of the mussel, scollop and oyster, it is believed, were used in the prehistoric times as spoons and ladles, the handle being formed of a piece of wood split at one end to hold the shell firmly. Some savage nations make similar spoons up to the present day, and the old Highland custom of offering whisky in a shell has been probably handed down from generation to generation for untold ages. They clearly show how the shell-shape was retained and their marine origin is also preserved in the name for a spoon—cochleare—derived from cochlea, a shell or cockle.

The young man who is lost in admiration of a girl is seldom able to find himself until after he has faced the parson with her.



They Can't Budge It

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

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

A Square Deal For Every Grocer

The square deal policy under which Kellogg's is 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.

Help Yourself by Helping the House.

Little hotels often feature their clerks. Small tailors proudly put forth their cutters. But a big business is built by many earnest men working together for a common end and aim. It is planned by one man, but is carried forward by many.

A steamship is manned by a crew, and no one particular sailor is necessary. You can replace any man in the engine room of the Furst Bismarck and she will still cross the ocean in less than six days.

In an enterprise that amounts to anything, all transactions should be in the name of the firm, because the firm is more than any person connected with it. Clerks or salesmen who have private letterheads, and ask customers to send letters to them personally are on the wrong track.

To lose your identity in the business is one of the penalties of working for a great institution. Don't protest—it is no new thing—all big concerns are confronted by the same situation—get in line! It is a necessity.

If you want to do business individually, and in your own name, stay in the country or do business for yourself.

Peanut stands are individualistic; when the peanut man goes, the stand also croaks. Successful corporations are something else.

Of course, the excuse is that you send me the order direct. I, knowing you and your needs, can take much better care of your wants than that despised and intangible thing, "the house." Besides, sending it through the Circumlocution Office takes time.

There is something more to say: First, long experience has shown that "the saving of time" is exceedingly problematic. For while in some instances a rush order can be gotten off the same night by sending it to an individual, yet, when your individual has gone fishing, is at the ball game, or is sick, or else given up his job and gone with the opposition house, there are great and vexatious delays, dire confusions and a great strain on vocabularies.

This thing of a salesman carrying his trade with him, and considering the customers of the house his personal property, is the thought of only 2x4 men. A house must have a certain fixed policy—a reputation for square dealing—otherwise it could not exist at all. It could not even give steady work and good pay to the men who think it would be only a hole in the ground without them.

In the main, the policy of the house is right. Don't acquire the habit of butting in with your stub-end of a will in opposition to the general policy of the house. To help yourself get in line with your house, stand by it, take pride in it, respect it and regard its interests as yours. The men who do this become the only ones who are really necessary. They are top-notchers, the hundred-pointers. The worst about the other plan is that it ruins the man who undertakes it. For a little while to do a business of your own in the shadow of the big one is beautiful—presents come, per-

sonal letters, invitations, favors. Is Mr. Johnson in! By and by Johnson gets chesty; he resents it when other salesmen wait on his customers or look after his mail. He begins to plot for personal gain, and the first thing you know he is a plain grafter, at loggerheads with his colleagues, with the interests of the house secondary to his own.

We must grow towards the house, and with it, not away from it. Any policy which lays an employee open to temptation or tends to turn his head, causing him to lose sight of his own best interests, seizing at a small present betterment, and losing the great advantage of a life's business, is bad. The open cash drawer, valuable goods lying around not recorded or inventoried, free and easy responsibility, good enough plans and let 'er go policies all tend to ruin men just as surely as do cigarettes, booze, pasteboards and the races.

The man who thinks he owns "his trade" and threatens to walk out and take other employees and customers with him is slated to have his dream come true. The manager gives in—the individualist then is sure he is right—the enlarged ego grows, and some day the house simply takes his word for it and out he goes. The down-and-outer heads off his mail at the postoffice, and for some weeks embarrasses customers, delays trade and more or less confuses system, but a month or two smooths things out and he is forgotten absolutely. The steamship plows right along.

Our egotist gets a new job, only to do it all over again, if he can. This kind of a man seldom learns. When he gets a job he soon begins to correspond with rival firms for a better one, with intent to take his "good will" along.

The blame should go back to the first firm where he was employed, that allowed him a private letterhead and let him get filled with the fallacy that he was doing business on his own account, thus losing sight of the truth that we win through co-operation and not through segregation or separation. The firm's interests are yours; if you think otherwise you are already on the slide.

The only man who should be given full swing and unlimited power is the one who can neither resign nor run away when the crash comes, but who has to stick and face the deficit and shoulder the disgrace of failure. All who feel free to hike whenever the weather gets thick would do well to get in line with the policy of the house.

The weak point in Marxian Socialism is that it plans to divide benefits, but does not say who shall take care of deficits. It relieves everybody of the responsibility of failure and defeat. And just remember this, unless somebody assumes the responsibility of defeat there will be no benefits to distribute; also this, that the man who is big enough to be a Somebody is also willing to be a NOBODY.—Elbert Hubbard in Gimlet.

To put personal comfort before duty is to miss the victory of self-mastery, without which all else is largely in vain.

Karo

The Syrup of Purity and Wholesomeness.

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



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

Ready sales—good profits. Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.



"State Seal" Brand Vinegar

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

Oakland Vinegar & Pickle Co., Saginaw, Mich.



Dollars in store for the grocer that pushes

Holland Rusk
(Prize Toast of the World)

The public wants it and all the grocer has to do is to sell it—taking a good substantial profit.

Large Package Retailers 10 Cents.

Holland Rusk Co. Holland, Mich.



IMPARTING LIFE.

Life Is the Only Thing That Will Do It.

Evansville, Ind., May 11—Here is a great subject that almost everybody is or has been interested in. Maybe you have thought a great deal about it, too. I know it has worried me, but I think different about such things now. To the men and women who work hard year in and year out for a small wage I am considered a rich man. They think I am rich because I have five stores and a bakery and when they go to church they learn all about the trouble that a rich man is going to have getting into heaven. You know that almost every one has been taught this great story.

The kingdom of heaven is a wonderful place. We have spent millions of dollars teaching how to get there. The poor men and women give up their last pennies for the cause, the rich give freely for reasons best known to themselves, but who is there among us who can tell where heaven is if it is not within our own temple?

In my opinion the reason why Jesus said that a rich man could not enter into the kingdom is because he thought too much about his business and would not listen to the thoughts which make heaven here and now. We must not forget that all of the teachings of Jesus were from an intellectual standpoint and not from the material, and that He did not teach of a heaven other than within our own kingdom.

Let us teach our children that God is within them and not afar off in the heavens somewhere. Let us teach the rich man that he must learn to leave his business at the office and not carry it home.

His home and his nights are for his Creator and not for business. When we work hard in our working hours, that is enough, and when a rich man forgets that Nature must have at least one-half of his time, he can not hope to enter into the Kingdom of God.

I am ashamed of myself when I allow thoughts of business to take up all of my time, when I know that my better nature has something to give me if I am willing to give up a little of the goods which it has given me.

"Give and it shall be given unto you." To me this does not mean money, it means time. If I give up some of the time (which belongs to Nature) it will give me more strength and wisdom to get still more health and happiness, which money can not buy.

Don't go to church and put a few dimes in the basket and go home and begin to work right away. You can not buy your way into heaven. You have to work for it or be still long enough to let your God—your nature—build a beautiful temple for you to live in.

Let us try to teach the women and men who do the world's hardest work that they, too, can have a beautiful temple to live in if they seek the Kingdom of God within. I feel very sorry for the workers of the world,

poor people. They have been taught that they were born sinners and that if they would only have faith in time they would reach the Promised Land. Let us teach them that this is the land of the free and that all they have to do is to listen to their own intelligence and be governed by the truth as they see and understand it. We all make our own conditions and our God within will rebuild our temple if we will but listen to Him.

So many of us fail to listen to the truth concerning the teaching of Christ because we do not consider ourselves rich. We let lying thoughts tell us that we are not rich if we do not possess a million in cold cash, and we still feel that we are going to make peace with our God just as soon as we reach the place where we can sit down and think about it.

Now is the time to act. We can not put this question off one second. Life is the only thing that can impart life. All of the beauty in the world is within man and, if he works with it, he can build beautiful things. These are no secrets to the man who lives with his God. Everywhere we have a right to the highest thoughts and it is foolish to say that God is not with us.

We may try to bury the truth as it is given to us, but like-minded people will receive the same intelligence as we do.

Everything depends upon our own individual organism and not upon the amount of money we have. If our minds are fed by the Power that has spoken worlds into moving things,

then we need not worry about where we are going when we pass out of this body. Edward Miller, Jr.

A Woodland Ananias.

The fond wife was in one of those sentimental moods when she took especial pleasure in reminiscing on the good old time when she and her husband were sweethearts.

"Billie, dear," she said, "do you remember the day when you carved your initials and mine on that big pine tree at Highview?"

"Yes, dear," replied hubby absently from behind his evening newspaper.

"And how you scratched with your knife the words, 'William forever true to Alice?'" continued his wife.

"Yes, dear," came the response again.

"I wonder," pursued the wife, "if that tree still stands."

The husband suddenly realized what the faithful Alice was talking about.

"No, it doesn't," he said. "Last year when I went to Highview I cut it down."

"Oh, why?" asked she of the troublesome memory.

"Because," replied the husband, "I thought it had been lying quite long enough."

Putting in a Provision.

"Is it true, doctor," asked the summer girl, "that eating cucumbers will remove freckles?"

"Of course," replied Dr. Kidder, "under certain circumstances."

"Really! What circumstances?"

"Well, provided the freckles are on the cucumbers."

READ THIS AND THINK!

THEN YOU'LL DECIDE TO SELL

"Williams" Sweet Pickles

We use only FRESH, SOUND Pickles, brought to us the day they are picked. We distill our own grain vinegar, use only the best spices and sweeten with pure granulated sugar. If finer quality could be produced we would be producing it.

YOUR CUSTOMERS WILL APPRECIATE THEM

because their flavor and delicious crispness are so superior to other brands. Notice the

AIR-TIGHT GLASS CAPS ON OUR PICKLE BOTTLES

which insure the pickles against leakage, rust or spoilage.

*All products bearing our label conform with
the FEDERAL PURE FOOD LAW*

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

SODA WATER.

Opportunities for Creating Business Great This Year.

Opportunities for creating a soda business will undoubtedly be greater this year than ever, for, with the prohibition wave sweeping many parts of the country, people will naturally turn their attention to soda water and other soft drinks. Of course, competition will become keener, and I am very much afraid that should the movement become general we would see the soda cafe established as a formidable rival to the drug store fountain. Be that as it may, it behooves every druggist having a soda fountain to be up and doing, or else suffer the consequence; for, once the soda trade gets away from him, it will be as with other side lines in the past—a difficult matter to get it back. Even now, in some quarters, saloon keepers who were legislated out of business have opened up elaborate soft drink palaces with restaurants or confectionery stores in connection; so you want to realize, before it is too late, that the dispensing of soda water is an exceedingly profitable business if conducted along modern business lines, in a business-like manner.

Have a soda opening at the beginning of the season, even though you serve cold soda the year around, as it helps start the season off with a boom and shows that you are progressive and up to date.

Endeavor to make your opening a festive occasion. In fact, it will pay you to make it as much of a social affair as possible, and so pleasant that people will not only want to come again—but will think your store the only store in town; but, in having a soda opening, you must do the thing right or not at all. After you have decided on the date, have invitations printed announcing it; and have these delivered or mailed about three days beforehand, as you will find that this will not be too near nor too far away from the date set. I have conducted a number of openings with great success, both in cities and in small towns, and have always aimed to make them pay for themselves, which they usually will if properly managed. You will find that you will attract the biggest crowd if you have an orchestra of six or seven

pieces, if possible. Arrange to have music from seven o'clock p. m. until closing time. Present each lady attending the opening with some suitable souvenir, preferably one she can always keep. Have a number of new 10 and 15 cent specials for the occasion, and instruct your dispensers to push them hard, as the sale of these will usually pay the expenses of the evening. Also have a printed soda menu that can be used during the entire season, showing variety and prices of drinks served, as it often aids the customer in ordering, and induces him to try different things, instead of sticking to chocolate and vanilla as is frequently the case. Keep up interest in your fountain by also getting out a line of new drinks every week during the season, as it will arouse the curiosity of your customers, and keep them on the lookout for something new.

Good soda water is in itself a good advertisement for any store, and it doesn't require the latest and most expensive apparatus, either, to make it. The various soda fountain manufacturers may tell you that it does—but you must bear in mind that they are in business to make money, just as you are, and that they have to sell fountains in order to make it—that's why they invent some new style every year for you to buy; they would have to go out of business if they didn't. Your old fountain will answer just as well as a new one, providing, of course, it is in good condition. It may require a little more work to keep it in shape, it is true, but what of it? Doesn't anything require work if made a success?

If more druggists would only stop to figure how long it takes at 5 and 10 cents per glass to pay for a new fountain, they wouldn't be quite so anxious to buy every new make that comes out. Anyway, don't you think it would be better to have that money in the bank—especially when you know that it is quality that counts? Good soda water will do more toward attracting and holding trade than the most beautiful and costly fountain you could put in. People don't come to your store to buy your fountain—they come to buy soda, and they soon learn where soda is best. If you have any money to spend, spend it in making your soda better.

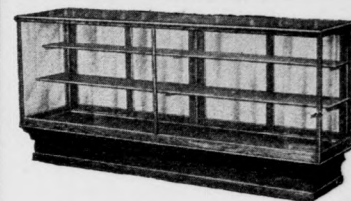
Follow the department store meth-

od of paying equal attention to all branches of your business—pay the same attention to your soda department as you do to your prescription department, and you'll be surprised how your soda fountain will pay. You can't afford to neglect one single branch of your business if you expect to make a success of it, as a whole. This is one reason why so many druggists imagine that a soda fountain doesn't pay—when the fact of the matter is it does if it is given attention and is run right. If you had a \$30,000 fountain, and put a \$3 per week boy in charge of it, would you expect it to pay? Certainly not; consequently, you can not afford to place your errand boy in charge of it. If your circumstances force you to do this—better by far attend to your fountain yourself. Study your soda department thoroughly and aim at all times to improve it.

The basis of good soda is good fruit syrups and highly carbonated water; aim to keep your tanks up to 150, and you will be sure to have the proper kind of carbonated water, the kind that will hold gas and not taste flat. Buy the best fruits and fruit syrups money can buy, as the best are none too good for your fountain. Be noted for being extravagant in putting good things into your soda and you'll find that it will do more toward bringing the crowds to your store than anything else you can do.

Make it your business to see that your fountain and everything pertaining to it are kept scrupulously clean; see that your soda dispensers are attired in spotless white, as there is nothing more offensive to a patron than to be served by a dispenser who looks dirty. Also see that your dispensers are polite and attentive to trade, and that they aim to please at all times, regardless of how busy they may be. Never allow a rush to interfere with the proper treatment of customers, or to seeing that all drinks are properly and daintily served; and above all, try to please the "cranks;" have them learn that all they need do is tell the dispenser what they like and how they like their drinks served, and that he will do the rest. This will do more to popularize your fountain than all the newspaper advertising you can do.

James S. Gleghorn.



Wilmarth
THE CASE WITH A CONSCIENCE

When your cases bear the above mark you have a good case—a dependable one. Would you like to know more about this kind? Write

WILMARTH SHOW CASE CO.

936 Jefferson Ave.
GRAND RAPIDS, MICH.



We ask as an especial favor that you return every sack at our expense that is not exceptionally good.

Judson Grocer Co.
Grand Rapids, Mich.



Making Friends Means Making Trade

You know this—we are just reminding you of it. You can make FRIENDS of your customers by **pleasing** them. You can please them **best** with the **best** goods. If it's SHRED COCOANUT to be the best for your customers it must be BRAZIL in 5c packages on which you make 40% profit. Our price is lower than any one else because we sell about twice as much as others. Our goods are fresher because we only keep them about one-half as long.

Being the freshest, the best and the cheapest are about all the reasons you need for using BAKER'S SHRED COCOANUT to hold trade.

THE FRANKLIN BAKER CO.

Philadelphia, Pa.

FAIR TREATMENT.

Good Will Comes With Courtesy and Square Dealing.

Written for the Tradesman.

Some time ago a Retail Merchants' Association awarded a prize for the best motto on business management. "Your money's worth with every purchase—courtesy thrown in" was the prize winner.

Every retail merchant ought to have that motto hung up in the store where all the sales force can read it very often. This one thing is the basis of creating a valuable good will.

The closest kind of attention may be given to such problems as location, getting and keeping customers and minimizing fixed expense, but unless every customer receives courtesy with every purchase there is no possibility of securing that valuable element known as good will. It is a well known fact that good will is the best asset a retail store can possess.

It is something that must be earned by the cost of years of conscientiously and faithfully serving the public.

Like honesty, courtesy is the best policy. More than that, every retail dealer should remember that courtesy and being obliging are productive of greater profits than any element that can enter into the management of a business.

I know of a retail merchant who makes it a point to instruct all clerks thoroughly in the art of throwing in courtesy with every purchase and he does not overlook reminding the stock selling force of this regularly.

He came to realize its value from an experience which he is not likely to forget:

When he first went into the retail business, in a town of about fifteen thousand, he felt very important and assumed an air to correspond with that exalted feeling.

One of his regular customers was a small tin shop man who was never satisfied with any of his purchases. About once a month the tin shop man bought a few billheads, envelopes and a light supply of office goods and then usually sent about one-half of these purchases back.

This kind of buying made the merchant somewhat disgusted with his fellow townsman, so one day when the tin shop man came in asking the merchant to assist him in circulating a petition to have certain improvements made in the streets the merchant treated him very shabbily, more particularly so because the tin shop man had purchased his last supply of a competitor.

The little tin shop man's feelings were not spared and he was upbraided unmercifully for approaching the all-important merchant.

"I wonder who you think you are," said the merchant, sneering, "to come around here with petty grievances. Can't you see that I'm a busy man? If my business was of no more importance than yours I might waste my time like you are doing."

"Now, I don't want your trade," continued the merchant, "and please

do not come around here and bother me any more."

The tin shop man went away crestfallen and entertaining a very poor opinion of the important merchant.

And as time went on they kept out of each other's paths and while the merchant, who grew as the town developed, soon forgot the little tin shop man, it was not so with the latter.

Then came a queer tangent of the twin pendulums of circumstances and personality.

A large factory located in the town, and as it was the largest industry the city laid claim to the supplies purchased were of such an extent that there was considerable competition for this business.

The merchant went after the business of equipping and supplying the offices. Several thousand dollars was what this business was estimated to be every few months.

The merchant believed that the importance of his position in the town and his own personality would secure the contract to supply the offices of the large factory.

When he approached the officers of the new company he was referred to their new office manager, and you can imagine his surprise when he found the little tin shop man had been one of the promoters of the new industry.

And the little tin shop man, upon whom the important merchant several years before had wreaked the fullness of his dignity and importance, had not forgotten his early treatment.

It was an entirely natural evolution and one that always is possible, even unto the limits of probability in similar, or anything like similar, circumstances.

The little tin shop man in striving to develop his line of work had be-

come such an expert that it was necessary for him to be discovered by some big company to bring him to keep an important position.

The merchant did not get the order and that is why he is a sensible, accommodating and courteous merchant to-day.

The tin shop man was a human being and he could not quite forget the treatment he had received at the hands of his over-important townsman. It must be remembered that the human equation is a factor in business matters in spite of everything.

Good will comes from fair and square treatment. No matter how disagreeable a customer may be the merchant can not afford to be discourteous because he can not tell under what circumstances he may meet that customer again. H. F. Thomas.

Home-Made Pocket Lamp.

A simple and safe pocket lamp that will last for about six months without extra expense can be made at home for a few cents.

Have a druggist take a strong vial of clear glass or a pill bottle with a screw or cork top and put into it a piece of phosphorus about the size of a pea and fill the bottle one-third full of olive oil that has been heated for fifteen minutes—but not boiled. Cork tightly and the result will be a luminous light in the upper portion of the bottle. If the light becomes dim, uncork and recork again. The lamp will retain its brilliancy for about six months. This makes a perfectly safe lamp to carry. These lamps are used by watchmen of powder magazines. Care should be exercised in handling the phosphorus as it is very poisonous.

No one has placed a limit on your possibilities.

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.

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

HIGHEST IN HONORS

Baker's Cocoa
& CHOCOLATE

Registered,
U.S. Pat. Off.

50
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co., Ltd.

Established 1780 DORCHESTER, MASS.

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.**
**You can increase your trade and the
comfort of your customers by stocking**
HAND SAPOLIO
at once. It will sell and satisfy.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

Value of Tact in Business Life.

Some years ago a physician made a stir in medical circles by the discovery of a cure for drunkenness—an extract taken from the blood of the horse. This he compounded with alcohol and called it "equistine." I hope he succeeded.

Truly he would be a benefactor who would discover a means of inoculating the veins of the unthinking multitude with a strong solution of horse sense, to enable them to say and do the right thing at the right time.

Such an injection would purge the system from the bacillus of tactlessness which so often brings failure in its train.

It is a lack of good horse sense which causes so many failures in the world. People leap before they look and the consequence is that they plunge into the mire of disappointment and the slough of failure.

They do not bring tact to bear upon the every day affairs of life and things go wrong at every turn which were a little brain power used would so adjust themselves as to fall into a right groove.

Tact is brains practically applied. All have brains, but some men don't know how to make use of their brains. They let the gray matter lie dormant, when it could be aroused into action to make its possessor successful.

The man who can gain the confidence of his fellows, who can command their attention and so ingratiate himself into their good will that he can get what he wants, is the man who uses his intelligence to the best advantage for his own progress.

A man may have the ability of Newton, but what good is it if he does not know how to use it as a means to an end?

Some of our most talented men have been little better than fools when brought face to face with the practical affairs of every day life.

They were blessed with talents but cursed by the inability to put them to use to solve the problem of getting on in the world.

Talent is power, tact is the skill to use it. An engine can whirl a train with twenty cars over the continent at a mile a minute clip, but it could not do this without the motive power of steam—it would stand on the rails an inert mass of steel and iron. 'Tis the steam that makes the

wheels revolve and causes them to rush through the lengths of space.

Talent is the engine capable of generating power, but there must be something behind before the talent can exert the power.

Talent knows what to do, tact how to do it. Talent sees the way clearly ahead, tact, however, must take it by the hand and lead it to the journey's end.

Talent is short sighted, tact has a long range of vision.

Talent dazzles men and wins their admiration, but it takes tact to win their approval.

Talent gets compliments paid to it from the bench, tact gets the jury and the verdict.

In the pulpit talent has something worth hearing, but it takes tact to get the hearers.

In the house of legislation talent has the ear of the members, but tact gets the bills passed.

Tact is ever waiting for its chance and is always ready when the time comes.

It always keeps a weather eye out and so it can take advantage of every wind that blows.

While talent goes hungry, tact regales itself with plenty. While talent is steeped in poverty, tact is rolling in wealth.

Oliver Goldsmith wrote the most exquisite essays and poems in the English language, no one can deny his talent, yet he was going around often with broken shoes and tattered clothes and sometimes had to lie all day abed because his garments were in pawn.

Indeed, all the brilliant, talented men of the Johnsonian age were poor. Scarcely one of them had tact enough to keep his head above the financial water.

Adam Smith taught the world political economy—he hadn't sense enough to regulate his own affairs. Machiavelli, prince of political strategists, whose cunning brain wove the most intricate webs of diplomacy, had not the qualities to enable him to earn his daily bread.

It was said of Dr. Johnson that he "uplifted the club of Hercules to crush a butterfly or brain a giant." He was a hypochondriac all his life and a maniac half the time.

The greatest geniuses have passed out of the world leaving it little bet-

ter for their presence. Some of them indeed left it worse.

They had not tact enough to look ahead and their talents were but seeds planted on barren soil, hence they gave no returns in fruitage.

The lack of tact is at the bottom of the failures of otherwise brainy men. They know what to say, but they do not know when to say it; they know what to do, but never when or how.

Often when they are endeavoring to crown a friend with laurels they are encircling his brow with thorns.

They never realize when they are trampling on a man's toes, but go right on with their stumbling.

They rub every cat they meet the wrong way and instead of getting purrs they get scratches.

A tactless pastor said: "I guess the mail will be open by this time; it was thirty minutes late, so I just dropped in to see you."

Poor man, he not only lost credit for an intended visit but lost his sensitive souled parishioner as well.

A clerk in a department store had before him a woman no longer young. She was looking over some colors and was undecided. The salesman knew his business and knew human nature, too. Smilingly addressing the wom-

an, he enquired: "Madam, is it for yourself or an old lady?"

He sold the goods and gained the customer's good opinion.

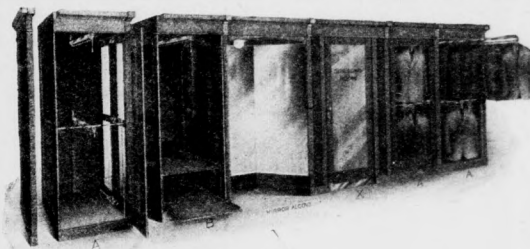
If he had asked: "Is it for yourself or a young lady?" instead of owning the store as he does now he probably would be walking the streets looking for a job.

Get wisdom, get knowledge, get polished manners, but above all get tact.

It will open the door to success for yourself and enable you to do good in the world and be useful to the race.

Madison C. Peters.

A safety razor company claims that 2,000,000 men are now shaving themselves with its razors, and that they are saving over \$2,000,000 a year by being their own barbers. This is more money than the Standard Oil Company pays in dividends, but it is more widely scattered. The company estimates that the cost of shaving the average man is 50 cents per week when he has it done by a barber. His lost time is worth 50 cents per week. So each of the 2,000,000 users saves \$1 per week. This estimate may be slightly exaggerated for advertising purposes, but a large amount of money is paid to barbers and considerable time lost in waiting for "next" in the barber shop.



Clothing Cabinet No. 71.

Clothing Cabinets

Are as essential to the General Store—that handles men's and ladies' ready-to-wear garments—as to the exclusive clothier and ready-to-wear garment houses—

in fact, more so. The 20th Century Cabinet system is endorsed by every merchant who uses it. It lasts a lifetime and the expense to change from the old to the new system is small. Let us tell you about it. Write for Catalog M.T.

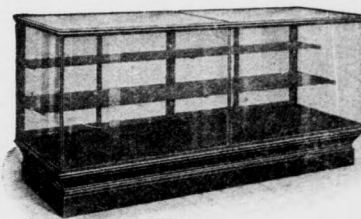
Our New 1909 Cases

Represent years of experience. Every weak point eliminated. That is why we recognize no competition.

Grand Rapids Show Case Co.

Grand Rapids, Mich.

The Largest Manufacturers of Display Cases in the World



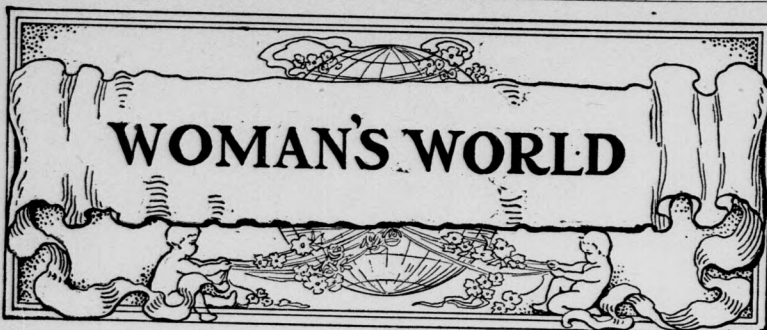
Ceresota Flour

Made in Minneapolis and Sold Everywhere

Judson Grocer Company

Wholesale Distributors

Grand Rapids, Michigan



Mothers-in-Law Most Maligned of All.

Probably no class of persons are so much and so persistently misrepresented and maligned as are mothers-in-law. Why this should be it is not easy to say. There really seems to be no reason, good, bad, or indifferent, why the natural state of a married man should be enmity towards the mother of his wife. On the contrary, quite. No man should, surely no sensible man would, marry the daughter of any woman whom he did not thoroughly respect, with whom he could not associate upon terms of amity. "Like mother, like daughter," says the old proverb, truthfully, too, and with fewer exceptions than most of the wise saws which have come down to us from the experience of our ancestors.

Moreover, when a man and his mother-in-law do not affiliate it almost always will be found that he and not she is to blame. Such cases are standard exceptions to the rule that it takes two to make a quarrel.

As a rule, women are pleased to have their daughters marry well; the matchmaking mother is as common a subject for joke as is the objectionable mother-in-law. If after marriage it turns out that the match is not all that the wife's mother wished for and expected, she usually is anxious that in the eyes of the world it should appear satisfactory, and to this end earnestly and steadfastly she endeavors to show her son-in-law in a most favorable light to outsiders. In addition to this feeling of natural pride, she realizes, as no unmarried woman can, that under the laws of man and of nature a woman's husband, next to God, is the arbiter of her destiny.

Therefore, if the mother-in-law has even ordinary common sense she will, for the love which she bears her daughter, encourage her to do her best to please her husband and to retain his affection.

Where a matrimonial quarrel can be traced to a mother-in-law, it almost always is not the wife's mother, but the other mother-in-law who is to blame.

"Your son is your son till he gets him a wife, But your daughter's your daughter all the days of her life."

The sentiment embodied in these lines is one which deeply is ingrained in the hearts of women. It is queer, but true, that while most women are willing, not to say anxious, to have their daughters marry, there scarcely can be found any who think that any other woman is quite good

enough for her son. The vast majority of mothers feel more or less jealousy of a son's wife. Most of them hide this jealousy as best they can, many of them cordially welcome the woman of their son's choice, but to win the heart of her husband's mother a wife must do her whole duty, nor expect toleration of mistakes, still less of misdeeds. It usually is the case that a son-in-law will be forgiven much, while a daughter-in-law is held strictly to account.

It perhaps is natural that where, on the part of a woman's parents, there has been serious opposition to her marriage the unwelcome son-in-law, having persevered and prevailed, should resent that opposition and feel no love for the unwilling "in-laws." But even then it rarely is the case that the wife's mother, of her own will, keeps up the quarrel. Usually she holds on to her daughter and at least is civil to the unwelcome son-in-law. Then it behooves the man to accept her overtures and to be friendly with her, if no more. It seldom if ever is excusable in a man to treat any decent woman with discourtesy; his wife's mother, never.

It sometimes is pitiful to see a woman's efforts to placate a cantankerous son-in-law, and although when there is an irremediable breach she naturally takes her daughter's side of the difference she is apt to do her best to heal it. Besides, in time of trouble, who is so ready to help and to comfort as the wife's mother?

The prejudice against mothers-in-law is a modern one, for which Thackeray largely is responsible. The mothers-in-law whom he portrays are drawn with lampblack and acid, and it is difficult to see how any man, though endowed with the patience of Job, could dwell in peace and harmony with such women as those whom he inflicted upon Clive, Newcome, and Philip. But Mrs. Mackenzie and Mrs. Baynes are as unusual, let us hope as improbable, as any of the villains of fiction, and it is grossly unfair to accept them as normal types. Just why Thackeray, whose written cynicism in the main was kindly, and who in social intercourse was among the most genial of men, should have shown such rancor towards mothers-in-law is hard to guess. Certainly it was not from personal experience, since his wife had long been an orphan when he married her. Dorothy Dix.

Every man's view of this world is better for his being blind to some of it.

Increase in the Peanut Oil Industry.

That prodigious producer of information, the United States Department of Agriculture, numbers among its latest issues a brochure on "Peanuts"—five a package—known also as "goobers," "pindars" and "ground nuts" in different sections of the country. What may be news to some patrons of the peanut stands is that peanuts are not nuts, nor are they peas. They taste like a nut and the pod looks like a pea pod, hence the name. They grow underground like potatoes.

The thing of real economic interest in the Agricultural Department's treatise on the subject, however, is the fact that peanut culture in the United States, which did not become prominent commercially until 1870, is now a matter of considerable importance in the South. During the last eight or ten years a great increase in the production and use of peanuts has taken place, and in 1908 the value of the commercial crop was estimated at \$12,000,000.

Comparatively new uses for the peanut and its by-products promise to make the cultivation of the toothsome *Arachis hypogaea*—which is a name the Greek at the corner wouldn't understand if you asked for 5 cents' worth—of still greater importance in the near future. By-products already are being employed extensively in the manufacture of feeds for farm stock and dairy cows, and the plant is being largely utilized as forage and as a soil renovator. Aside from the forms in which we commonly know of it as a human food it is more and more coming into use as an ingredient of peanut and vegetable meats, peanut meal and salad oil. Peanut oil, mixed with olive oil, makes a salad oil that can be sold cheaper than the pure olive, while mixed with cotton seed oil it improves the quality for salad purposes. Moreover, with a prospective shortage of cotton seed from which to manufacture oil in this country, the Agricultural Department believes there is a great possibility of building up a peanut oil industry throughout the cotton belt of the Southern States.

Trade-Mark Name Expires With the Patent.

The precedent set in the Singer case as to the right of the public to use as descriptive a name which first came into being for the description of a patented article has since been followed in numerous cases. It is held that where an arbitrary name is given to a patented article, the right to use that name as descriptive becomes a public right on the expiration of the patent. The theory on which these decisions are based is that the patent is issued on the invention. If the article invented is new, a name must be coined for its designation. This name is an addition to the language, and is held to be descriptive of the article to which it is applied. So soon as the right to make this article becomes public by reason of the expiration of the patent, so soon does the name become public property.

When the name used as a trade-

mark is suggestive of the character of the goods either in spelling or in sound, the trade-mark rights will not be supported in the courts. This is made evident in the decision rendered against a plaintiff who sought to establish trade-mark rights on the use of the word "ruberoid." This contention was denied on the ground that the word "ruberoid" was a word in common use as a descriptive word, and that "no one can restrict or destroy the public right by the coinage and monopoly of a word that is a near imitation of one the use of which is open to all for the truthful description of articles of trade and commerce." The words named are so nearly alike that when spoken it is difficult to distinguish between them and when written or printed the difference is easily overlooked. In the same way it has been held that the word "matzoon" could not be appropriated as a trade-mark for a medicinal beverage on account of its similarity to "madzoon," the latter being a transliteration of the ancient name of the Armenian beverage. Druggists who have proprietary preparations or patented articles which bear trade-marked names must bear in mind the principles set forth above, as otherwise they may fail to obtain the protection which they think they will gain by the use of trade-marked names.

The New Style.

"How's the campaign getting on in your section?"

"Very exciting," answered the sarcastic citizen. "Next week we're to have a joint debate between a phonograph and a graphophone."

The man who advertises his doubts often dreads truth most of all.

Post Toasties

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

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

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

It pays to handle
MAYER SHOES

Grand Rapids Supply Co.
Jobbers
Mill, Steam, Well and Plumbing
Supplies
48-50-52-54-56-58-60-62 Ellsworth Ave.



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

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 8—In the expectation that July will start with very light stocks in the hands of dealers the spot coffee market is fairly well sustained, although the volume of business, especially for the last day or so, has been very small. At the close, in an invoice way, Rio No. 7 is quoted at $8\frac{1}{4}@8\frac{3}{4}c$. In store and afloat there are 3,579,000 bags, against 3,516,538 bags at the same time last year. Mild coffees have been in better request than last week and orders by mail and wire have come in quite freely. Prices are practically unchanged. Good Cucuta, $10\frac{1}{4}c$.

Granulated sugar meets with moderate sale. The weather has been cold until within twenty-four hours, and while this may not cut any figure in the trade, it is not altogether unlikely that with some really warm days there will be a change for the better. At the close $4.85c$ is the prevailing quotation, although one refinery names $4.80c$ less 1 per cent. prompt shipment.

There is said to be a little better request for certain low-grade teas than prevailed last week, and it is hoped this may continue. There is certainly room for improvement. Prices are fairly strong, but a buyer might find some offerings on the "bargain table."

Rice is doing well. Maybe the high cost of potatoes has something to do with it. Demand is quite brisk and prices are well maintained. Good to prime domestic, $5\frac{1}{2}@6c$. The outlook favors the seller.

Spices are quiet and as compared with a month ago business seems at a complete standstill. Stocks are not very large, but there are enough to go around and quotations are absolutely without change.

New Cuban molasses shows excellent quality and the arrivals have been quite large. The market for this and for domestic is quiet and quotations remain at $22@30c$ for good to prime centrifugal.

Buyers of canned goods act with a good deal of conservatism and are not inclined to purchase much, if any, ahead of current requirements. For future goods there is the smallest enquiry and, in fact, the immediate market on almost all kinds of "tinned" stock is commonplace enough. Tomatoes are selling at about $65c$. Some say that at $62\frac{1}{2}c$ there could be a good trade worked up. Canners say this is probably true, and at $30c$ a still larger volume might be secured, but—Corn is selling slowly and only low grades are much in evidence, say about $65@70c$. Peas are in most demand at low rates and not over $70c$ is willingly paid. Other goods remain in the same old rut.

Butter is in more ample supply and the market is easier. Creamery specials, $29\frac{1}{2}@30c$; extras, $29c$; firsts, $28@28\frac{1}{2}c$; Western imitation creamery, firsts, $21@22c$; Western factory, $20c$ for firsts and $18\frac{1}{2}@19c$ for seconds. Process, $22\frac{1}{2}@24c$.

Cheese is coming in freely and with

a tendency to accumulate there is some shading in quotations. New York State full cream, $14@14\frac{1}{2}c$.

Eggs are quiet. Supplies seem to be sufficient to meet all demands and the range for Western storage packed is $22\frac{1}{2}@23c$; firsts, $22@22\frac{1}{2}c$.

Retailing Goods Is a Science.

In the days of our grandfathers it required little skill or foresight to carry on a retail store. Business, as a rule, was conducted on simple and primitive lines. It required only ordinary judgment and commonplace ability to succeed fairly well in the retail trade. To become a successful retailer little in the nature of scientific commercial knowledge was demanded.

Retailing now has become a science; not a fixed, but a progressive science. Great progress has been made in the raising of standards in retailing. At one time, competition in retailing was largely confined to the question of price and to price cutting. The merchant has seen, however, that there are other factors in trade that can be made to appeal to the public besides price; so that price has now become only one of the many keys upon which the successful retailer must play in order to win. Assortments, qualities, service, window and interior displays, shopping comforts and conveniences, free delivery, a liberal exchange and refund system, original and ingenious publicity, to say nothing of attractive store entertainments, are all avenues more or less exploited by the modern retailer.

Above all things else, the successful retailer must be a hard and persistent worker. The time may have been when the shiftless, thoughtless, intemperate retailer could show a profit despite wasted hours spent in sitting on counters or on dry goods boxes at the shop door, with jack-knife in hand, whittling; or despite the loss of time wasted in bar rooms or at card playing; but that time is past. No whittling, drinking, card-playing retailer, big or little, can hope to compete in these strenuous days with the army of faithful, industrious, tireless and scientific competitors. The price of success in this age in the retail world is eternal vigilance and concentrated, intelligent effort. He who is not prepared to pay this price should seek some other calling.

No retailer can hope to succeed, unless he is overwhelmed by prosperity, without having his financial affairs under complete control. However large or small his business, he should have a system of accounting which will tell him monthly, weekly, and if need be daily, his assets and liabilities, his bills receivable and his bills payable. Without some such system he is liable to over-trade and to find himself unexpectedly some morning unable to meet his bills, and thus impair, if not cripple, his credit.

W. H. Stepanek.

There is nothing more divine in this world than simple humanity.

When the church acts as an umpire it usually waits until the cup has been stolen.

MEN'S SILK HOSE.

Their Use Has Grown of Recent Years.

Written for the Tradesman.

More and more are men succumbing to the idea that it isn't so awfully extravagant to wear silk hose. Those who are indulging in this formerly-unwonted luxury are, generally speaking, men who have already taken most kindly to very fine lisle thread hosiery. Then from that it was but a short step to the goods that are not silk but so near that quality as to deceive the angel Gabriel himself were he to descend to earth in quest of footwear that was "true blue" as to silken mesh, and were the smiling clerk behind the haberdasher's spotless counter to show him hose that "look like silk and wear better!"

The man who desires not to get fooled if he wants real silk hose will join himself unto a toggerly shop proprietor in whose word he knows he may place implicit confidence; the kind so perfectly honest in every iota that he might even trust his pretty young wife with him in a large strange city and absolutely know that no undue fascination would be exerted to win her away from her lawful spouse!

But I am wandering from the thought with which I started out.

Some quite old men who, as the years roll over their devoted heads, wish to acquire a fine appearance to the smallest detail will most ardently part with their hard-earned filthy lucre—or, mayhap, come-easy tainted greenbacks—for silk hose that shall, immediately upon observation, invest the lucky owner with satisfaction that he is "not like other men"—at least not like some poor devils that have the honor of his acquaintance but not the wherewithal with which to follow his example. Such gentlemen as this are the fellows who take a cold shower bath with a good vigorous rub-down every morning; who always part and comb their hair with just such nicety; whose nails seem never to indicate the need of good grooming; whose shoes shine like a mirror when the leather calls for bright polish or present the smooth, the dull-luster effect that is the accompaniment of soft leather. This well-kept-up sort of gentleman, as I remark, "goes in for" silk hosiery and that with a vengeance. He may have known monetary privation in earlier years and been obliged to put up with the coarsest of socks—socks of even home-knit variety—so that the present ownership of silk ones comes as the realization of a pleasant dream, a dream no longer and he's mightily glad of it.

'Tis no trick at all for the merchant to make silk-hose sales here. Nor is it a difficult matter to interest the younger element in this merchandise. They take to silken footwear like a duck to the water. Naturally the young fellow who is earning his own way in the world does not pass over the counter so much cold cash as does the howling young swell whose pa foots all his bills. The latter knows not the value of money as does the

former. It's "come easy, go easy" with him. He thinks nothing of ordering a dozen or so pairs at a time. The other one considers himself lucky if he can have two or three pairs a year just to wear on state occasions.

Young men who can well afford, out of their own earnings, to purchase silk hose may buy them with impunity, but those whose income is limited, perhaps with others depending on them in whole or in part, would better give silk socks and all like extravagances the go-by and content themselves with lisle threads, which are almost as fine in appearance, and whose lasting qualities are unimpeachable. B. W. N.

Conviction in Advertising.

Put enthusiasm—feeling—into your advertising copy.

Write it as though you meant every word you said.

Rev. Dr. Parkhurst recently told this story about President Roosevelt:

"When the President attends a wedding he thinks he is the bride; when he attends a funeral he thinks he is the corpse."

That is the sort of feeling to put into advertising.

It is not always easy to be convincing, but it is easy to be frank, straightforward, honest.

"To be frank" is the forerunner of "to be convincing."

The man that looks you straight in the eye is usually earnest, frank, truthful—and he wins your attention at once.

The shifting eye denotes the insincere man.

The advertisement that is direct, outspoken, sincere, simple in language—that is the one that pulls.

It makes people look at it straight from the eye.

It is not shifting, not evasive.

It wins because it rings true.

Way back, before sensationalism in newspapers and sensationalism in advertising commenced to run riot, a merchant never thought of sensationalizing his advertising.

Reckless newspapering created reckless advertising.

Those good old times are coming back again!

Sensationalism is dead!

Accuracy has the floor!—New York Evening Mail.

Becker, Mayer & Co.

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

We are manufacturers of

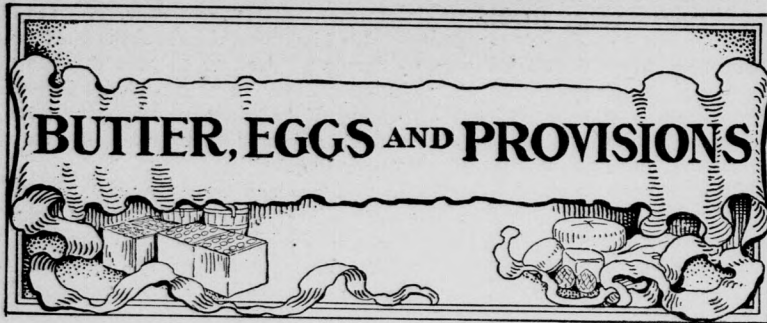
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.



BUTTER, EGGS AND PROVISIONS

IN GOOD HANDS.

Permanent Organization of Michigan Shippers' Association.

The organization of the Michigan Shippers' Association was completed at a meeting held at the Board of Trade rooms Thursday afternoon. The purposes of the organization are to secure more equitable freight ratings for Western, Central and Northern Michigan to the seaboard. This city geographically is entitled to 91 per cent. of the Chicago rate on Eastern traffic, but is made to pay 96 per cent., and other points in this territory are discriminated against to even a greater degree. These ratings were made about twenty-five years ago, at a time when Western Michigan was not awake to its interests. By presenting a united front and by co-operation in pressing the claim it is hoped a readjustment can be secured, if not by the action of the railroad themselves then through the Interstate Commerce Commission. The first meeting to start the campaign was held March 14, when a provisional organization was effected by the election of E. A. Stowe as temporary President and Clarence A. Cotton as Secretary.

Those who attended the meeting Thursday were in most instances representatives of organized business men in their respective towns, as follows:

Cadillac—Henry Knowlton.
Benton Harbor—Geo. S. Avery.
Grand Haven—J. Edgar Lee.
Traverse City—M. S. Sanders, L. F. Purkett.
Kalkaska—Claude Cole, L. A. Beebe.
Big Rapids—E. W. Hudnutt.
Kalamazoo—C. E. Stuart, J. D. Clement.
Lowell—J. B. Nicholson, H. A. Peckham.
Allegan—Benj. F. Foster, T. M. Cook.

Michigan Hardwood Manufacturers—J. C. Knox, Cadillac.

Grand Rapids—Amos S. Musselman, Van A. Wallin, F. E. Jones, W. H. Rowe, E. K. Pritchett, F. S. Nichols, E. A. Stowe.

The meeting was called to order by Mr. Stowe, who presided until the officers were elected. Whether to elect officers first or to adopt a constitution and by-laws was discussed, and it was decided that under the circumstances the election should come first. One member for each city represented was named as a Provisional Advisory Board and this Board elected the officers as follows:

President—Robert W. Irwin, Grand Rapids.

Vice-President—Amos S. Musselman, Grand Rapids.

Executive Committee—J. D. Clement, Kalamazoo; Chas. Cartier, Ludington; L. F. Purkett, Traverse City; Henry Knowlton, Cadillac, and Thos. M. Cook, Allegan.

The Executive Committee will draft the constitution and by-laws, to stand until another general meeting is held, will have them printed and send copies to the different associations. Each association will then elect a representative to serve on the Advisory Board. The Committee will also elect a secretary and prescribe his duties.

In relinquishing the chair to Vice-President Musselman Mr. Stowe said that when President of the Board of Trade he had become impressed with the vast importance of this freight discrimination, and Mr. Musselman as chairman of the Board of Trade Transportation Committee had given it much study. Nothing tangible had yet been gained toward a remedy for the evil, but much valuable information had been obtained which will be very useful in the present campaign. "Mr. Irwin, President of the Association," he said, "is chairman of the Board of Trade Transportation Committee, a faithful, consistent and persistent worker and will take up this matter and push it with vigor as soon as he returns from a trip to Europe, which will be in about ten days."

Amos S. Musselman said this subject of freight was of vital interest to Western, Central and Northern Michigan. This city has long realized how it is discriminated against, but instead of seeking a remedy for itself alone it has associated its interests with the interests of every other town in this territory and invites co-operation that all may share in the benefits of the relief it is hoped to obtain. The question is not what is the rate charged, but what rate the other fellow is getting. It is obvious that the other fellow is getting better rates than are granted to shippers in this territory, and the whole fight is to secure a readjustment which will insure for us a square deal. There is much work to be done. The plan should be to go to the local representatives of the railroads with a demand for a readjustment. Nothing will come of this and the next step must be to appeal to the railroad Presidents and finally, if no concessions are made, to the Interstate Commerce Commission.

E. L. Ewing, of Ewing & Alexander, traffic managers of Peoria who propose opening an office in Grand Rapids to represent shippers in this city and territory in their relations

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.

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

Muskegon, Mich.

C. D. CRITTENDEN CO.

41-43 S. Market St.

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.

with the railroads, was present and was invited to speak. He endorsed Mr. Musselman's plan of going first to the local representatives and then to the railroad Presidents before appealing to the Inter-state Commerce Commission, as one of the rules of the Commission is that all other means of relief must be exhausted before the appeal is taken. When the Commission orders the readjustment of rates, those seeking relief will more than ever need the services of an expert to see that the railroads carry out the order in a spirit of fairness and justice. The territory may be so gerrymandered that injustice may be done some sections. Mr. Ewing described the operations of the bureau his firm is about to establish here. It is his plan to represent on a basis of a monthly salary those shippers who do not have traffic managers of their own in all their relations with the railroads, this service to include auditing freight bills, presenting claims, attending classification meetings and maintaining a bureau of information. It is Mr. Ewing's desire to represent the Michigan Shippers' Association in the present controversy not as attorneys but as traffic experts. The railroads will be represented by the very best talent obtainable and the shrewdest experts, and it is important that the Association have men on its side who have the facts and figures and can present them.

The matter of employing legal advice, retaining Ewing & Alexander as traffic experts and planning the campaign in general will be left to the Executive Committee.

About an Even Thing After All.

Written for the Tradesman.

"Doin' pretty well nowadays?" asked Deacon Bartow of the leading grocer. And that gentleman allowed that not only was business poor, generally speaking, but competition was so keen that a man had to work himself to death to keep his head above water.

"Work?" repeated the deacon. "Shucks! You storekeepers don't know what real work means." Then he told how in the 50s, when he began business, they wasn't any such thing as canned goods, while as for the staples like flour, sugar, tea, coffee, tobacco, soap, starch, spices, and so on, everything came in bulk. We had to open the bulk packages, weigh out everything, do it up and keep the original packages clean and ready for instant use. Those days, too, we bought butter and eggs, vegetables, fruits, and so on, and sold them at prices you wouldn't think of for a minnit," he continued.

"Yes, but you didn't buy for cash," put in the leading grocer.

"You bet we didn't," responded the deacon. "It was most all barter and what wasn't exchange was mostly store orders, which, in turn, were paid in trade. Cash! We didn't see a real dollar often enough hardly to recognize it."

"I don't see how you did business," observed the leading grocer.

"Well, we done it," answered the deacon. "We didn't know anything about baking powders, washing compounds and prepared foods, while as

for slinging market baskets, stone jars, paper pails, plates and boxes around as carelesslike as you do, we didn't have 'em. Old fashioned willow baskets fetched 75 cents and a dollar and any sort of a chip basket cost 25 cents. Then, too, we never thought of delivering goods and trapesing around the country drumming up trade."

"And, of course, you had no 'phone," said the leading grocer.

"Bless you, they warn't dreamed of," was the deacon's answer.

"Well, now, let me tell you some other things you didn't dream of," said the leading grocer: "You never dreamed of being compelled to carry a score or more brands each of prepared foods, soaps, washing compounds, canned soups, meats, vegetables, fruits, syrups and the Lord knows what; you never dreamed of having to pay high rents, water tax, gas, electric light and telephone tolls, and you not only did not have two or three hustling competitors in the same square but you knew no such rivalry as comes to us from so-called drug stores, from department stores, five and ten cent stores and from mail order houses."

"Wall, no, we didn't meet up much with such things," admitted the deacon.

"And so, deacon," added the leading grocer, "I guess the times and their respective conditions about even up with each other. Neither one of 'em could get along without hard work on the part of the merchant."

C. S. H.

Dissolving a Partnership.

A dissatisfied partner may sometimes have his firm dissolved by a court of equity. He can do so if he can show to the satisfaction of the court that the business, as at present conducted, is practically certain to be a failure, or that it can not be made to succeed without such efforts on the part of one member as will endanger his health, or that the dissensions between the partners are so numerous and so serious as to make it impossible for them to work effectively together. If he does not wish to apply to a court of equity, and is willing to pay whatever damages a dissolution may entail, the dissatisfied partner may dissolve the partnership simply by declaring that it is dissolved. Our courts hold that there is no such thing as an indissoluble partnership; that every partner has an indefeasible right to dissolve the partnership as to all future contracts "by publishing his own volition to that effect." Thus it is held that even when partners covenant with each other that the partnership shall continue seven years, either partner may dissolve it the next day by proclaiming his determination for that purpose, the only consequence being that he thereby subjects himself to a claim for damages for a breach of his covenant.

The people who build castles in the air are never sure of their ground.

To swallow the truth, most of us want it sugar-coated.

Use Our BUG COMPOUND

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

Our LAND PLASTER

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

Address GYPSUM PRODUCTS MANUFACTURING COMPANY
Manufacturers and dealers in Eclipse Hard Wall Plaster, Woodfibre Plaster, Calcined Plaster, Land Plaster and Bug Compound.
Works 200 So. Front St. Office 44 Powers Theatre Bldg. Grand Rapids, Mich.

Clover — Timothy

All kinds Field Seeds. Orders filled promptly

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

Established 1873

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

STRAWBERRIES in CARLOTS

Send us your standing orders

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

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

THE LAZY MAN.

He Was an Exception To the General Rule.

Written for the Tradesman.

"Oh, he was a peach and no mistake," declared the schoolmaster as he sat in front of the corner store sunning himself one warm day this spring. "I often wonder what such men are made for anyhow; and yet we are told that no one is born in vain—at least we need not live in vain if we size up to our opportunities."

"That is very likely all true," agreed Don Harrington, the kid drummer from Detroit. "One reads a lot of stuff in the papers that hasn't any application in real life. Now my father knew a storekeeper who was never so roiled as when several customers came down upon him at once. It was this man's delight to lie at full length along his dry goods counter and when a customer came in turn lazily over, eye him languidly and slowly ask if he could do anything for him."

"He must have been a great success as a merchant," laughed old Tom. "I think he must have been a brother to the man I once knew who ran a P. I. store in the days of that flourishing organization."

"What ailed him?"

"Struck with the lazy club as was your man. He advertised to sell to all 'Pink Eyes' at 10 per cent. discount. He was the right sort for that business since he was not overwhelmed with work. You see, the 'Patrons of Idleness' wanted a store of their own and Sam Rollinger snatched at the bait, constituting his store the official emporium of the P. of I. You must remember them?"

"I don't think so."

"Ah, I see, time slips so. You were only a kid in those days," and the schoolmaster sighed thoughtfully.

"How did this Rollinger come out? You have excited my curiosity, Mr. Tanner, and I want the whole story."

"The small end of the horn, of course. Honest farmers would have nothing to do with a store that mulcted them for being outside the P. I. organization. Class stores as well as class legislation don't go down in this country. Sam soon found himself minus his old customers with the few new ones anxious to patronize him chiefly when they were short of cash."

"He deserved the fate of all unscrupulous men," declared the Detroit drummer. "Like my lazybones, he rubbed up against the real thing and got left."

"Of course, that would be the outcome, although I should not care to say that Sam Rollinger was unscrupulous."

"I don't see how you can characterize him in any other way. He made pets of an organization at the expense of the general public."

"Not exactly that either, Mr. Harrington. My man was so blamed lazy he rather do a small and exclusive business, without the hurry and rush inevitably accompanying a large trade. The lazy man never made a success at anything."

"Oh, I don't know," ventured the drummer. "Van Stormer, one of my country friends near Detroit, has made a grand success in one direction, and he is the most indolent fellow I ever knew."

"How is that?" with a sceptical lifting of the brows.

"Van Stormer is a big, good-natured creature, lazy as I tell you, a communicant of a reputable church and by some very much admired. He was up at a little village not a score of miles from the City of the Straits selling Bibles when I ran afoul of him. He came into the store to make a small purchase. As it happened a big rocker stood near the prescription case and into this the man planked himself. The druggist winked at me and looked wise."

"He put up the article called for by Van Stormer, but the big canvasser for family Bibles had no notion of quitting that easy chair right away. He engaged the druggist in conversation and finally tried to sell him a Bible. The druggist said he was well supplied and then the moon-face, smiling chap tackled me."

"No," said I, "I am too far from home to think of taking one." The fellow pleaded poverty, declaring that he was deeply in debt because of a surgical operation performed upon himself a fortnight previous. "I owe the surgeon two hundred, but I don't begrudge the money since he saved my life. It was over at the Sanitarium at Battle Creek. I haven't fully recovered from the operation, which was done with neatness and dispatch." I said to him that I had not heard of his being injured and in need of an operation.

"'Twan't no injury, Don," said he grinning; "simply a case of liver complaint."

"Ah, I see, gall stones."

"Off again, my boy. Liver had been out of whack for a long time; couldn't eat, and was going down hill every day, when I got a circular telling of some wonderful surgical work and decided to take a shy at it myself. I went to the Sanitarium, got in with the big gun surgeon, who agreed to take a look at my liver. Wife followed me to the place, but they wouldn't let her in, so she stood at the door outside and cried all the time the work was being done."

"Well, what did they do?" asked the druggist.

"Laid me on a marble slab, cut into my side, took out the liver, turned it and scraped it good, both sides and the ends, washed it in good shape and put it back, with a written guarantee that I would be as good as ever inside of two weeks."

"Wonderful!" gasped the druggist.

"Not so very," declared Van Stormer. "My liver needed the scraping and bath and acts fine now. I felt sorry for my poor Sally, who kept up her crying until I came to and called to her that I was all right. It was a successful operation, and I can honestly recommend Dr. Star—"

"Hold on," I broke in. "Don't give any names. It's bad enough for you, a church deacon, to lie without bringing in names."

"Lie," he grunted. "See here, Mr. Harrington, I hope you don't doubt my word. If you do I can show you the scar," and he began opening his shirt. I called him off, agreeing to take his word for it."

"His wound healed mighty sudden," chuckled old Tom.

"Yes—especially on a lazy man like Van Stormer."

"Now see here," remarked a man from the country who had come up in time to hear the last of Drummer Don's story, "it don't look likely that a feller es lazy es Van Stormer would hev grit enough to let them doctors cut him up that way."

"And," remarked the schoolmaster, "you said this Van Stormer had made a grand success. I don't see in what particular."

"Why, as a first class liar, of course," and the drummer whirled away with an inward chuckle.

Old Timer.

What To Do When Trade Is Dull.
Written for the Tradesman.

Theoretically the proprietor of a store who is entitled to be designated as a merchant permits no dull seasons in his establishment. His enterprise, far-sightedness, shrewdness and ability to plan for future conditions and control circumstances eliminate those periods of business depression which many others submit to as inevitable.

We say theoretically because we believe there are many successful merchants to whom such a statement, without qualification, should not be applied. It is an ideal set up by those who aim to instruct others in the way to success, or by those who decry all who do not come up to their standards.

All merchants can not be called merchant princes; all are not striving solely to gain a position where they may boast of superiority; all are not bending every energy to accumulate wealth to the exclusion of every other desirable thing.

No one need be discouraged or humiliated by the statement that no merchant worthy the name is ever troubled by dull seasons in trade, because the practical question for every merchant is: Am I serving the best interests of my customers or of the community whose wants I endeavor to supply?

To the rank and file, the dependable

merchants, with whom the world manages to get along, and without whom it would be very difficult to get along, there come dull times in trade. And whenever such seasons occur the most important thing is to find the cause at the earliest possible moment, and then remedy it if it can be remedied.

If it is a regular, periodical event, due to local causes or to seasons, and one simply must wait until trade comes back in its usual volume, then improve the opportunity to clean house, paint, rearrange, make the long-contemplated improvements, put in the new fixtures which have been delayed because of press of business and get everything in readiness for increased business.

And then? If there is opportunity take a needed rest. Take a vacation when you can. A great many merchants do not take any vacations; think they do not need any; keep plodding along, wearing out faster than they ought, getting old sooner than they need, and sometimes break down and have to give up business entirely or die, all because they do not know that they need rest—need a change of scene or occupation; need to let the overtaxed brain and nerves recuperate.

And there are some things the merchant should not do when trade is dull: Don't mope; don't whine; don't kick anything; don't kick anybody; don't even kick yourself unless it will make a needed and lasting impression; don't discharge your clerks; don't lie when asked, "How's trade?"; don't jump into a new proposition with a view of improving trade without careful consideration.

When trade is dull find out "where you are at." If you are out of the way, get into the right track and begin anew in the right way.

E. E. Whitney.

Discovery of Iron.

Teacher, to his pupils—Can any boy tell me where and how iron was first discovered?

Sammy, timidly—I can't tell you just where, sir; but I know how it was first discovered.

"Well, my boy," asked the teacher, encouragingly, "what is your information on the matter?"

"I heard dad say the other day, sir, they smelt it first."

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman company

Grand Rapids, Mich.

EXAMPLE OF THE HOME.

It Is Hard To Eradicate It in the School.

Written for the Tradesman.

Sectionalism is only another form of individualism. If the idea be commendable each claims it; if reverse it is indignantly repudiated. Homer lived and sung and not a town in all Greece but claimed him as a citizen; and here is an incident, taking place in the United States, and every section repeats it and laughs at it as a living instance of what is a daily occurrence everywhere else. It may be interesting to know that the East locates it in the West, while the West affirms with earnestness that it could have happened only along the Atlantic coast. The South declares that the North is running over with examples and the North insists that it is the South all over.

This is the "it."

"Cordelia," ordered the teacher, "throw that gum in the basket."

The pupil's face grew scarlet, but she did not stir.

"If you do not put that gum in the basket immediately I will send you out of the room," said the teacher gravely.

The girl walked reluctantly to the desk. "I can't, teacher," she confessed, "it's ma's gum and she'll lick me if I come home without it."

Letting the gum chewing stand as the central objection in the ever widening world of habit, how are Cordelia and her uncounted sisters ever to learn that the constantly working jaw is an offense not to be tolerated? It is useless for "teacher" to forbid and for society to make fun; the chewing will still go on. In a certain school of more than a hundred pupils, which shall be nameless, the under side of the table and of the seats of the chairs flanking it were found to be beaded with gumcuds, and every pupil, when called to account for it, calmly and determinedly declared that to his best knowledge and belief he knew nothing about the gumballs, one well meaning boy affirming that that "wa'n't no place to carry gum" and that he always had his on the under side of his coat collar!

To assert that New England, in school or out, has no stalactites of gum adorning school bench or dining table would be untrue. The conceded fact is that where there are chewing jaws there will be found the gum, and if the habit is to be stopped in places, public or private, "ma" must not only stop "licking" Cordelia for failing to return the masticated product, but she must herself give up the lifelong habit. The points to be emphasized are that one generation is guilty of the sins of the one it rears and that in no way is the child better instructed than by the example which the older generation sets. There is authority for saying that the sins of the fathers are visited upon the children and the undesirable, that are not sins, are too often traceable to the same unquestioned source. The hardest task of the schoolmaster is to correct the outrageous blunders of the home, and

this same task is by no means lightened when the homemaker and homemaker by precept and by example insist that the teacher is carrying things too far. "What if Tom does say, 'Him and her seen the Jinkses after they had went by?' They ain't no use in keepin' 'im aft' school for no such thing as that." The theology of the toothbrush and the nail-cleaner never amounts to anything unless the home stands ready in season and out of season, priestlike, to drive home its far-reaching truths, and in everything that pertains to wholesome living and wholesome thinking the never ending task must be carried on if the result is to be what earth and heaven are longing after.

It remains to be stated that the crudeness in thought and speech and action that remains unchanged among us is confined to no particular section and is due wholly, there is reason to believe, not to the stupidity of childhood but to the maturity of the generation that is pretending to bring it up. The home where the needs of life are barely provided for, where a limited vocabulary prevails, and that ignorantly pronounced, where attention is given to habits that can not fail to offend and where selfishness is the abiding law, is not, it is submitted, the place—a place—where very much can be expected or much done for furnishing desirable citizenship anywhere, saying nothing of that citizenship which this Republic is constantly calling for. It is the home and the men and women who manage it that need looking after, and that done the children will not be "licked" or otherwise reprov'd for words and actions which have been only too closely copied from the example of the home.

R. M. Streeter.

A Willing Agent.

He was a cherubic youth of four, with a beautiful, blue-eyed countenance and an angelic smile—the kind of boy that honest persons long to kidnap. He sat on the fence, swinging his heels and humming a kindergarten song.

"Oh, you darling!" cried an impulsive young woman, pouncing upon him and giving him a hug. "Has your mother any more like you? Have you any little brothers?"

"Yop," replied the angelic boy, "got three. Me and Jack and Billy and Frank."

"Which do you like best?"

"Jack, I guess," replied the youngster after a moment of deep thought. "Yop, I like Jack best."

"And why," asked the young woman, "do you like Jack best?"

"'Cause he did such a lovely errand for me once."

"What was that lovely errand?"

"He bit Billy on the leg," replied the sweetly serious cherub.

"Why," pursued the young woman, "didn't you do your own biting?"

"'Cause I hate the taste of Billy's legs," was the calm reply.

Keep Everlastingly At It.

Prodigies have never set the world afire. All progress has come through the plodders. The only reason most men don't succeed is that they get tired too easily.

Question of Jealous Employee.

I had a talk the other day with the earnest conscientious head of a department in a big publishing house, who for a long time has been troubled with the affairs of his particular integral part of the business. He has under his direction a staff of a dozen or more illustrators and artists, most of whom are "temperamental." Much of the work of the department is high grade work; much more of it is much less so. In the organization of the department, men have been chosen as far as possible according to their fitness for a particular work and the scale of salaries of the office emphasizes this fact.

But at times my friend is tried sorely by the conditions which persist in his organization in spite of all he can do in mitigation of them.

This head of the department himself is an artist. At one time he, too, probably suffered from "temperamentalism." But for so many years he has been a director of work in his department, responsible for results reported in department expenses to the business department of the house, that he has had to discard temperament in large measure. He is a little intolerant of it, in fact. Yet every day he is confronted with the jealousies, petty questionings and "knockings" on the part of men who he feels are old enough to know better.

"But what can I do about it?" he asks in desperation. "I can 'fire' two or three or four of them, but I'll get just two or three or four others who are of the same disposition. So what is the use?"

This troublesome situation in an art department has been pictured in detail only for the purpose of calling attention to the fact that in more or less measure the same condition holds wherever salaried men work under a manager. Jealousy in its common acceptance applies largely in matters of the heart. It is there that it attracts widest attention of the world when the fruits of it become public. But always this evil of jealousy obtains in the world of the workers and always it has been a problem of the manager how to lay it.

The remedy, however, is easiest applied by the offender himself. Not only may the one former offender—if he will—clear himself of the charge of offending, but he may become—if he will—an active agent, co-operating with his employer in doing away with the evil.

To the young man facing a seeming necessity for revolt at that which appears to him as favoritism on the part of his employer, just one of two questions must be answered to the young man's permanent satisfaction. "Is my employer guilty of this favoritism?" or, "What is the matter with me anyhow?"

In the first case the solution of the problem is easy. No young man looking for the opportunity to progress can afford to tolerate favoritism on the part of his employer; he can not afford it if even he himself is the object of the special privileges which go with favoritism! He can not afford to have his talents buried to

all opportunity; he can not afford to have them exaggerated until he no longer has an accurate sense of proportion in relation to himself.

In the thousand and one instances of every day in which some one of a group of workers must be chosen for a specific accomplishment, only that one man of all others can be chosen. It is only human nature that any one worker, feeling himself capable of acquitting himself successfully in such a task, should feel a sane measure of disappointment if he shall be passed over. If the night before he had reason to think he might be eligible, he can not fail of the feeling of disappointment if he is not chosen.

But it is a different thing if in the heart of this young man he has resort to the bitterness of jealousy against manager and fellow employee alike. Something is radically wrong with the man himself! Something still more farreachingly wrong with himself is inevitable if he shall continue to nurse the evil.

Have you been nursing this evil of jealousy? Drop it if you have. More than this, enlist yourself as an active agent for putting down jealousies among your fellows. Laugh at them—scoff at them—"knock" the whole secret system of cabal against your employer!

For unless you can do so, honestly, you are either knave or fool!

John A. Howland.

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

All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street

Grand Rapids



Ground

Feeds

None Better

WYKES & CO.

GRAND RAPIDS

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products



THE DISSATISFIED MAN.

Great Question With the Young Man of To-day.

Thousands of young men to-day find themselves in positions which they feel they have outgrown, and who, looking ahead in the establishments with which they are connected, fail to see sufficient in the future for them to remain longer in such positions—if they can help it.

But inevitably the question which follows upon the heels of this consciousness is: What am I to do about it?

No man ever will or can frame a practical, general scheme of advice which will even approximate the answer to such a question. Not even a constituted, practical advisory board designed for such a purpose could venture that advice in individual instances if the board were called upon to assume the risk that might be attendant upon it. It devolves upon the questioning young man himself to decide for himself and the conditions affecting no two men can be exactly alike in even material details.

One of the first deterrents which may occur to the conventional young man in such a position is that hoary axiom, "A rolling stone gathers no moss." Then in the next instant he may recall that other trite philosophy, "Nothing ventured, nothing won." He can't reconcile the two as in any way applicable in his case. Such observations seldom ever do fit a fixed condition. They are about as practicable as would be the discovery of the "fourth dimension."

In my experience of men of the world, too much fabled emphasis has been laid upon the accomplishments credited to successful individuals who, through a fixed, unswerving purpose, moved forward under all manner of handicaps to the full attainment of an ambition. So much of this has been talked and written that it is proving a detriment, often, to young men who, without such fabulous history, might have ventured more or less blindly and yet won.

Not one of these successful men in fifty really reached his goal according to his own plans and methods! If he could see it he would realize that he has shifted, modified, changed and backed up on half the plans he ever figured on as certainties.

Moving this way towards his ends, this successful type of man has accumulated either money or influence, or both, with which the force of his own efforts has been increased proportionately. He has been enabled to take larger risks without chance of ruin. In fact, he learns how to take

risks and accept the condition as a matter of good business—something which the young man knows nothing about until he has made a first move out of an unsatisfactory position.

Imagine a young man who has been two or three years in discovering that he is fitted for something better than he finds hope of attaining. He may recall the difficulties and discouragements which he faced in getting that first opportunity for proving himself. Just in proportion to these difficulties, the element of risk in breaking loose from his place will emphasize itself. "Out of a job" is no pleasanter in sound because the idle one resigned from his former place. But to be out of a job may be the one inevitable condition which he must accept in order to better himself. Has he nerve enough to take the risk?

He must satisfy himself as to the sufficiency of his nerve. To do so sanely he must satisfy himself as to his capabilities. Capability, without opportunity to prove it, is useless. But with capability of which he is certain and with nerve of which he has no doubts, this dissatisfied young man holds a long, strong lever with which to open the door of opportunity.

There is an incentive for this young man to take this risk in the fact that no wise employer of men wants a dissatisfied man in his employ. The employer desires that his employees look to higher positions in his establishment. This is desirable ambition. But the employee, dissatisfied with his present place and having no hope of anything better from his employer, sooner or later must degenerate into dead timber. He won't be able to escape the fate and he won't be able to conceal the fact from his employer. The chances are that remaining where he is will be only to put off an inevitable day when he will be asked to quit.

To the dissatisfied young men, then, I may say: Be sure of your fitness for that something better; be sure of your nerve and grit; consider that the element of chance is not to be eliminated. Then move—or decide to stay where you are just as long as you can!

John A. Howland.

"Uncle Joe" Cannon's Boyhood.

Speaker Cannon, when in a reminiscent mood, is an entertaining conversationalist and sometimes tells how he was raised in the pioneer days of the Middle West. His parents, who were Quakers, left North Carolina because of their opposition to slavery. He speaks of how he worked all day with the ax, the plow, or the hoe and at night read by the

firelight the few good books in the family library and Horace Greeley's weekly Tribune. His graphic descriptions of a log-rolling, a spelling-school and the comforts of the homes on the Wabash make interesting reading for people who may fail to realize the advance that has been made in our ways of living over those of sixty years ago.

"Uncle Joe" concludes his talk on "old times" with the following account of lovemaking when he was a young man:

"Courting? Why, bless you, my boy, the young fellows of to-day do not know the meaning of that word! When a young man would walk five or even ten miles through the snow or rain and mud, freeze his ears and fingers and face the danger of wildcats, to see his girl, and that, too, in the general living-room with the family, he was entitled to admit that he was courting. And that was the rule, not the exception. The young fellows would start out Sunday afternoon to see their sweethearts, and no weather was too bad to keep them at home. It might be too cold or too muddy to take out a horse; but in that case he would go on foot, and he would go through as much hardship to see his girl as did the knights of old to rescue fair maids in castles bold. But it was his devotion, his courting; and when he won that girl he stuck to her through thick and through thin, through good report and evil report, obeying the scriptural injunction that what God had joined together no man should put asunder. There were no marriages of convenience and few hasty marriages then. The courtings were long and there were no divorces to follow. The young people might meet often at the singing school, or the dance, or the husking-bee; but these did not take the place of regular courting.

"The courting was on Sunday night, and the young man went religiously to see his girl and remained until midnight with the object of his affection, even although her father and mother and the younger children were present to share in the visit; and when he went home, either through the storm or under the bright starlight, he walked the earth as a conqueror, for he had been in the presence that to him represented the real poem of life. He had been courting. And that is all we need, to bring back safe and sane ideas of marriage—courting—courting in the true sense of the word, the man seeking, if not serving, like Jacob, seven years for the object of his affection. Then he will stick to her and she to him through life. There were some old fashions that have not been improved upon, and one of them is the old way of courting."

Make Use of Complaints.

The best time to remedy a mistake is before it happens. And the next best is as soon after it happens as possible.

A great many concerns seem to be of the opinion that a mistake should be admitted only when the admission is forced from them, and that the making right should be done as grudgingly as possible.

No business house can know too much of what the outside world thinks of it. And no business house can know as much as it ought about its standing outside if, instead of inviting and properly handling complaints, it receives such statements as ungraciously as it dare and leaves the impression that they are unwelcome.

The average man is slow to complain. That is why thousands of clerks and other employees are still holding jobs that they should have been parted from long ago. The average man will let the grievance pass, but next time he takes his business somewhere else.

The correct attitude toward complaints is an important phase of business courtesy. The big department stores in large cities realize the importance of knowing what possible grievances people may have against them. They put the complaint departments in the most accessible places. "Please complain when anything seems wrong" is the constant invitation to the public. "We want to treat you right, but clerks may be tired, or cross, or careless, and we can not be in every place at once. So, if anything is not right tell us and we will make it right."

In other words keep tab on the pulse of your trade. It will increase your business in the long run.—Macey Monthly.

Products of the Grain.

Mrs. Wagg—My dear, why do you constantly refer to money as dough?

Mr. Wagg—Oh, because it is a floury expression, I suppose.

Mrs. Wagg—All the same, I consider it ill-bread, and only fit for loafers.

The Handshake

If you have ever noticed any difference between one handshake and another you'll understand the reason why so many travelers prefer the

Hotel Livingston Grand Rapids

When Bargain Hunting in
Grand Rapids Try

Hotel Cody

And Get
Your Money's Worth

American Plan—Rates \$2, \$2.50,
\$3 and \$3.50

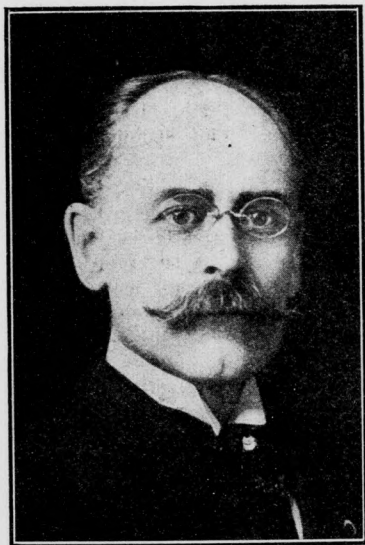
All Meals 50c

W. P. COX, Mgr.

SUCCESSFUL SALESMEN.

George A. Pierce, Representing O. F. Schmid Chemical Co.

George A. Pierce was born in Springville, N. Y. He attended the high school and when he was 17 years of age he finished a preparatory course at the Griffith Institute, after which he studied medicine for two years with Dr. Wm. H. Jackson. He says that most of his time during the vacations and holidays of his boyhood were spent following a horse on a bark grinder at the tannery of his father, who was a leather dealer. Upon leaving the office of Dr. Jackson, Mr. Pierce engaged in the drug business under the style of Allen & Pierce, his father having purchased a half interest for him in a drug stock. After three years he sold out and went on the road for Birmingham & Co., publishers of medical books in New York, and taking charge of the Michigan trade. One year later he was called to Springville by the death of his father. He and his



mother then took up their residence in Hornell, where he obtained a position in a drug store as prescription clerk, where he remained for seven years, at the end of which time he went on the road for the Hart Rheumatic Remedy Co., of Buffalo, being assigned as his territory the States of Ohio and Pennsylvania. This house he represented for twelve years. He then engaged to represent the Burroughs Brothers Manufacturing Co., manufacturer of pharmaceuticals, being assigned Michigan territory. He took up his residence in Grand Rapids, where he and his estimable wife—some of us think she is the smarter of the two, and that is saying a good deal—soon made a wide and constantly widening circle of friends. Two or three years ago Mr. Pierce transferred himself to the O. F. Schmid Chemical Co., of Jackson, with whom he has been on terms of the closest friendship. Personal reasons impelled him to sever his relations with this house this week to take charge of the interdenominational mission recently established at El Paso, Texas, by Melvin E. Trotter, as one of the branches of the City Rescue Mission of Grand Rapids.

Mr. Pierce and wife leave for their new field of labor May 17 and it goes without saying that they take with them the best wishes and hearty blessings of a large number of friends.

On July 3, 1892, Mr. Pierce was married to Miss Ella A. Hollaway, of Hillsdale, who was a graduate of the high school and of the commercial department of Hillsdale College and a teacher in the high school for five years before her marriage. Mr. and Mrs. Pierce have been members of the Wealthy Avenue Baptist church for the past six years, he having been converted at the Mission June 22, 1901.

Mr. Pierce attributes his success as a traveling salesman to hard work, although he says he has been more successful since his conversion. His hobbies are curio collecting, boat racing, fishing and base ball.

Tribute to the Memory of P. H. Carroll.

"De mortuis nil nisi bonum," said the generous Romans, but at the death of our noble associate, Mr. P. H. Carroll, even the voice of malice is hushed. A rare example of highest manhood his life reflected honor upon his race, his firm, his profession. I regarded him as the finest type of salesman I have ever known, the embodiment of the best in his profession, all the more remarkable because his road career began forty years ago when conviviality and dissipation were common among salesmen and merchants.

Mr. Carroll was a gentleman in the best sense of that much-abused word. Dignified, yet without hauteur or condescension, he was affable and pleasant to everybody, loved and respected by high and low, by merchant and clerk, by colleague and competitor. He never spoke ill of anybody. His words were clean and never brought blush to woman. Esteemed by the best, of manly bearing and possessed of natural polish and suavity, he yet was modest and reserved.

He was the soul of honor, being scrupulously conscientious in his dealings with everybody. He had a high sense of duty and was loyal to family, employers, friends and customers. He was a hard, consistent worker, never losing any time, appreciating its value and that it belonged to his employers. Enjoying the confidence and friendship of the firm, he yet conformed strictly to all the rules of the house. On his last day, although somewhat indisposed, he started for the depot to check his baggage so as to avoid storage charges, but he collapsed at the door of the hotel, dying three hours later.

He was considerate and generous, remembering his friends in their affliction, or modestly aiding some poor person. Firm in his religious convictions, he made no parade of them and respected the opinions of those who differed from him.

He had great sorrows and disappointments, but he bore them manfully, silently, not disclosing them even to his dearest friends. He had a kindly nature, diffusing encouragement and cheerfulness, and possessed

a buoyancy of spirit remarkable under the circumstances.

Rare P. H. Carroll. There was none like him, none. His work is done; it was well done. His life was a benediction, for wherever he was there were sunshine, benefactions, virtue and duty well-performed. The world is better, far better, for his presence in it; and among all those who knew him his name will linger like the fragrance of flowers, a sweet memory.

His body, peacefully reposing in his beloved Michigan, may produce the violet and the forget-me-not, but his manifold good deeds are living, and they will multiply and continue his good work forevermore.

J. H. A. Lacher.

Retail Merchants Victimized By Worthless Blanks.

Battle Creek, May 11—That some stranger has been trying to work more or less of a "con game" on local grocers and merchants is the opinion of Judge H. H. Batdorff. The proposition which the stranger has been trying to sell is a sort of a scheme for a debtor to assign away his wages for the benefit of his creditor. The scheme is worked out in blanks which read that the debtor agrees to sign his wages to his creditor and authorizes his employer to pay the latter, waiving all claims to the money and agreeing to pay the attorney fees and court costs, etc. It was the intention of the agent to sell the blanks to the local merchants, giving them the impression they would be more secure with their debtors than they are now, providing the blanks were signed by the debtors.

"The trouble with the scheme," said Judge Batdorff to-day, "is that in my opinion it will not stand law. The law does not give a married man the right to waive his exemptions without the consent of his wife except with one exception. The exception is that a married man may place a chattel mortgage on the tools, etc., with which he earns his livelihood, the presumption of the law being that he is to do this so he may still support his family while in debt. Besides, the law allows a man with a household 80 per cent. of his wages and in no case shall he have less than \$8 or more than \$30 per week.

The local grocers must be wise for it is known that the agent failed to sell any of his blanks in the city. He claimed that Judge Yaple, of Kalamazoo, said the documents would stand law, but when asked if Judge North had given him the same opinion, the agent was forced to admit that the latter had not. When the agent asked if the opinion of Judge Yaple was not acceptable, the former received the reply that he had no proof to show such an opinion had been given.

Civic Improvement at St. Joseph.

St. Joseph, May 11—The several committees of the Civic Improvement Association met at Library hall Thursday evening and discussed work for the year. On account of the inclement weather little has been accomplished along the lines of im-

provements, but now that spring is about ready to put on a new dress each chairman and her assistants will in a few days be busy in their various line of duties—cleaning up the cemetery before Decoration Day, clearing the city lots, especially the one in the Third Ward, of material and junk which have been accumulating there for years. This long promised act will gladden the hearts of not only residents of the south end of town but others.

The question of cutting of shade trees in Lake Front Park was brought up and it was said the United States Lighthouse Board had requested that the elms be "topped" as the light from the hill was being obstructed by the height of the trees, the light being a guide to mariners.

Four or more large shrubs have been removed from the Park by some "unknown" or known persons and the Association has ordered them replaced by the Park keeper, the bill being allowed for the same.

A member of the Sanitation Committee was present and gave his views upon the several causes of tuberculosis and suggested that a milk inspector be appointed. One thought a health officer with an increased salary a proper person to look after this work.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, May 12—Creamery, fresh, 23@26½c; dairy, fresh, 18@23c; poor to common, 14@18c.

Eggs—Strictly fresh, 21@21½c.

Live Poultry—Fowls, 16@17c; ducks, 16@18c; geese, 10@11c; old cox, 11@12c; broilers, 35c; turkeys, 15@20c.

Dressed Poultry—Fowls, 16@17c; old cox, 12@12½c.

Beans—New Marrow, hand-picked, \$2.60@2.65; medium, hand-picked, \$2.60; pea, hand-picked, \$2.65; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.40@2.60.

Potatoes—85@90c per bu.

Rea & Witzig.

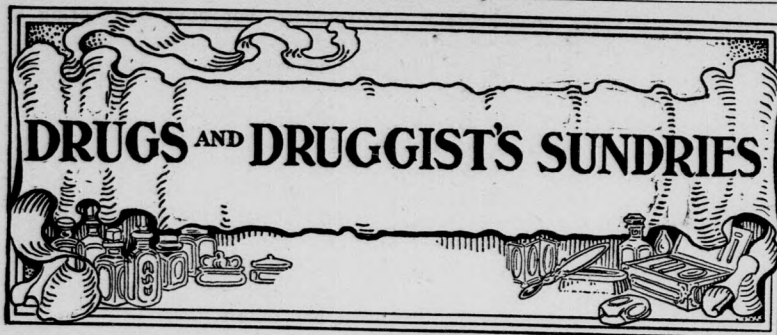
An Allegan correspondent writes as follows: Floyd E. Holland has resigned his position as traveling salesman with the J. E. Bartlett Co., of Detroit, and has accepted a similar position with the South Western States Cement Co., which has offices for this section in Jackson. Mr. Holland will have his headquarters at Dallas, Texas, and left for that place Wednesday morning.

A Boyne City correspondent writes: J. T. Boylan has resigned his position with the Supply Company to accept one with the wholesale hardware firm of Morley Bros., of Saginaw as traveling salesman. Mr. Boylan spent many years on the road before locating in Boyne City. He will still make his home in this city.

Slight Mistake.

Harker—I met Smythe a week after he had faced the parson and he declared that he had married his ideal. Parker—Well?

Harker—A year later he confessed his mistake—said it was his ordeal instead of his ideal he had married.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan State Pharmaceutical Association.

President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

Bill Tending To Curtail Liquor Sales.

House bills Nos. 409 and 465, introduced by Messrs. Crampton and Warner, April 6 and April 16, 1909.

Referred to Committee on Liquor Traffic.

Ordered printed and made special order for Friday, May 7, at 10 a. m.

Considered in committee of the whole May 7.

Amended. Amendments concurred in and bill placed on its immediate passage.

Read third time. Passed.

Title amended.

Ordered reprinted for use in the Senate and given precedence over all other bills being printed.

As noted above, this bill passed the House May 7 by a very large majority and at the present time is before the Senate and will, no doubt, be ordered out within a very few days and brought before the Senate for consideration. The first part of the bill recites what parts of the Public Acts it takes the place of and also in detail gives the system of taxation, both upon the retail liquor dealer and the wholesale liquor dealer, together with all the restrictions under which they operate, and is not, as a whole, very much different from the present law. The part of the law that we note here is that which applies particularly to the retail druggist and in substance is as follows:

Sec. 2. Retail dealers of spirituous liquors or intoxicating liquors or brewed, malt or fermented liquors shall be held and deemed to include all persons who sell any of such liquors by the drink and in quantities of less than three gallons at any one time to any person or persons.

No tax imposed under this act shall be required from any person selling any wine or cider made from fruits grown or gathered in this State, unless such wine or cider be sold by the drink as other beverages are.

Sec. 3. The penal provisions of this act shall not apply to druggists who sell malt extracts or vinous, fermented or spirituous liquors for scientific, medicinal, mechanical or sacramental purposes only and in strict compli-

ance with law. It shall not be lawful for any druggist nor for any person whose business consists in whole or in part of the sale of drugs or medicine, directly or indirectly, by himself, his clerk, agent or servant, at any time to sell, furnish, give or deliver any malt extract or spirituous, fermented or vinous liquor or any mixed liquor, a part of which is malt extract or spirituous, fermented or vinous liquor to a minor except for medicinal or mechanical purposes on the written order of the parent or guardian of such minor, or to any adult person whatever who is at the time intoxicated, or to any person in the habit of getting intoxicated, nor to any person of Indian descent, nor to any person when forbidden in writing so to do by the husband, wife, parent, child, guardian or employer of such person, or by the supervisor of the township or mayor or alderman of the city or president or trustees of any village or superintendent of the poor of the county in which such person shall reside or temporarily remain, nor to any other person to be used as a beverage, nor to any person to be drunk on the premises, nor to be mixed or drunk with any beverage drawn from a soda fountain or other apparatus or device for dispensing aerated or other beverages; but such druggists shall be allowed to sell such liquors for medicinal, scientific, mechanical and sacramental purposes only without the payment of any license fee specified in section 1 and subject to the following restrictions and conditions:

Such druggists shall sell such liquors for medicinal purposes only upon the prescription of a physician registered under the laws of this State and liquor shall be furnished but once under any one prescription. Every such prescription written and delivered to any person by any such physician for any kind of intoxicating liquors or for any compound of which such liquor is the principal ingredient shall be numbered and dated by such physician and recorded in a book to be kept by him for that purpose. Such record shall show the number and date of every such prescription, the name, address and sex of the person for whose relief it was prescribed, the ailment for which it was prescribed and the quantity and kind of liquor so prescribed. Such record shall be subject to the examination of the prosecuting attorney of the county and the prosecuting attorney of any adjoining county at all times. Every such prescription which by any druggist shall be filled only by a registered pharmacist or registered druggist shall be carefully preserved and

filed separate and apart from all other prescriptions or orders; and such prescription or a true copy thereof shall be filed with the prosecuting attorney on or before the Monday following the date such prescription so filled.

Every such dealer in drugs or medicines shall procure and keep a suitable blank book in which shall be recorded by such druggist, his clerk or employe, the name, address and sex of all persons applying for such liquor for any of these lawful purposes, the date of each sale, the kind and amount of liquor sold to each person and the purpose to which the same was to be applied as stated by the purchaser, and, if for a medicinal purpose, the number and date of the prescription, the name, address and sex of the person for whose relief the liquor was prescribed, the ailment for which it was prescribed and the name and address of the physician who wrote the prescription. Such book entries shall in all cases be made before the liquor is delivered to the purchaser or the person securing it. This book shall be kept in the store of said druggist and shall be open to all persons for examination during all business hours; and the failure to keep a record of every such sale in the manner and form aforesaid or the delivery of liquor for any purpose other than the above named or except upon conditions above described shall subject such druggists to the penalties provided in this section.

Following this is the part of the law governing the requirement of a bond from each retail druggist on or before May first of each year. The law also gives the form of the bond. After this the following clauses are attached:

Whenever any druggist shall violate any of the provisions of this section he shall, on conviction thereof, be guilty of a misdemeanor and be punished by a fine of not less than \$100 or more than \$500 costs of prosecution or imprisonment in the county jail not less than ninety days nor more than one year, or both such fine and imprisonment in the discretion of the court; provided that every drug clerk shall be responsible for the violation of the provisions of this act for his personal act or violation and be subject to the same penalties as proprietors or employers.

The substance of the act covers several pages, but applies in detail to license fees, the duties of officers and the general conduct of saloons, restaurants, bars in taverns and elsewhere and is of no particular importance to the retail drug trade. This bill is now before the Senate at Lansing for passage and will be reported to the Senate in a very short time from the committee in whose charge it is at present. The accepted belief is that it will pass the Senate if not interfered with by as large a majority as it passed the House. It is almost too early to express any opinion as to the validity of this act, but it certainly contains two or three provisions that will undoubtedly be tested in the higher courts of the State. If these weak spots are not pointed out before passage in the Senate, it will be necessary to resort

to the higher courts to establish the validity of the act. It is too early, however, to discuss such matters in detail and it would almost seem to be out of order until the Senate has given its vote.

Better Ways of Making Official Syrups.

Wm. Mittelbach, of Boonville, Mo., read a paper before the Missouri Pharmaceutical Association in which he contended that the processes of making the official syrups could be improved in some instances. Instead of straining syrups near the end of the work, as is directed in the Pharmacopoeia, and then adding enough water through the strainer to make the required amount, Mr. Mittelbach reversed the order by first adding sufficient water and then straining. He believed that the syrups made from fluid extracts could be finished more rapidly by this method and that they would be more stable because they are free from any of the inert matter remaining on the strainer.

The Pharmacopoeial Committee doubtless aims to have the syrups as nearly saturated as possible, because such solutions keep best. Straining the syrup as the last act in the process leaves only a very small quantity of the sugar and all the inert matter on the strainer. This sediment can be thrown away.

The final act of adding the washings from the strainer may be responsible for the early decomposition of some of the official syrups. Compound syrup of squill may be cited as an example. It is almost impossible to dissolve all the sugar completely before straining in accordance with the official directions. To add at once all the water necessary for the entire yield hastens the solution and results in a better syrup.

Importation of Smoking Opium Prohibited.

Congress has passed a bill to prohibit the importation of smoking opium. If its provisions are rigidly enforced, the mere possession of opium, a preparation of, or derivative therefrom, will be deemed sufficient evidence to convict the holder of a violation of the law, and subject him to a fine of from fifty to five thousand dollars and imprisonment for two years. Opium for medicinal use will be allowed entry only under regulations prescribed by the Secretary of the Treasury.

Formula For Silver Plating Paste.

For giving a silver coat to metallic objects rub them with a paste made of:

Silver nitrate 36 grs.
 Potassium cyanide 1 dr.
 Precipitated chalk 100 grs.
 Potassium bicarbonate 5 grs.
 Water, enough.

Dissolve the silver and potassium salts separately in a minimum of water; mix them and add to the chalk and cream of tartar and make into a paste with water. Martin Neuss.

The religion that can not live in business has no business to live.

Measure the appreciation you bestow by that which you desire.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copalba	1 75@1 85	Scillae	50	Magnesia, Sulph.	3@ 5	Salacin	18@ 20	Oils	
Aceticum	60	Cubebae	2 15@2 25	Scillae Co.	50	Magnesia, Sulph. bbl	13 1/2@ 14	Sanguis Drae's	40@ 50	Lard, extra	bbl. gal.
Benzoicum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	50	Mannia S. F.	60@ 70	Sapo, G	15	Lard, No. 1	35@ 40
Boracie	12	Evechthitos	1 00@1 10	Prunus virg	50	Menthhol	2 65@2 80	Sapo, M	10@ 12	Linseed, pure raw	56@ 60
Carbolicum	16@ 22	Gaultheria	2 50@4 00	Zingiber	50	Morphia, SP&W	2 90@3 1	Sapo, W	13 1/2@ 16	Linseed, boiled	57@ 60
Citricum	48@ 55	Geranium	2 50@4 00			Morphia, SNYQ	2 90@3 15	Seidlitz Mixture	20@ 22	Neat's-foot, w str	65@ 70
Hydrochlor	3@ 5	Gossypil Sem gal	70@ 75	Tinctures		Morphia, Mal.	2 90@3 15	Sinapis, opt.	30	Spts. Turpentine	Market
Nitrosum	8@ 10	Hedoma	2 50@2 75	Aloes	50	Moschus Canton	40	Snuff, Maccaboy,	30	Whale, winter	70@ 76
Oxalium	14@ 15	Junipera	40@ 41	Aloes & Myrrh.	50	Myristica, No. 1	25@	De Voes	51	Paints	bbl. L
Phosphorium, dil.	15	Lavendula	90@ 93	Anconitum Nap's F	50	Nux Vomica po 15	10	Snuff, S'h DeVos	51	Green, Paris	29 1/2@ 33 1/2
Salicylicum	44@ 47	Limons	2 00@2 25	Anconitum Nap's R	50	Os Sepia	35@ 40	Soda, Boras	6@ 10	Green, Peninsular	13@ 16
Sulphuricum	1 1/4@ 5	Mentha Piper	1 75@1 90	Arnica	50	Pepsin Saac, H &	10	Soda, Boras, po.	6@ 10	Lead, red	7 1/2@ 8
Tannicum	75@ 85	Mentha Verid	3 00@3 50	Asafoetida	50	P D Co	1 00	Soda et Pot's Tart	25@ 28	Lead, white	7 1/2@ 8
Tartaricum	38@ 40	Morruhae, gal.	1 60@1 85	Atrope Belladonna	50	Picis Liq N N 1/2	2@ 2 00	Soda, Carb	1 1/2@ 2	Ochre, yel Ber	13 1/2@ 14
Ammonia		Myrica	3 00@3 50	Aurant Cortex.	50	Picis Liq qts	1 00	Soda, Bi-Carb	3@ 5	Ochre, yel Mars	13 1/2@ 14
Aqua, 18 deg.	4@ 6	Olive	1 00@1 20	Barosma	50	Picis Liq pints	2@ 2 00	Soda, Ash	3 1/2@ 4	Putty, commer'l	2 1/2@ 3
Aqua, 20 deg.	6@ 8	Picls Liquida	10@ 12	Benzoin	50	Piper Nigra po 22	13@ 15	Spts. Cologne	2@ 2	Putty, strict pr	2 1/2@ 3
Carbonas	13@ 15	Picls Liquida gal.	4@ 40	Benzoin Co.	50	Pix Burgum	3@ 3	Spts. Myrcia	50@ 55	Red Venetian	13 1/2@ 14
Chloridum	12@ 14	Ricina	94@ 100	Cantharides	50	Plumbi Acet	12@ 15	Spts. Vini Rect bbl	1 10@1 30	Shaker Prep'd	1 25@ 1 35
Aniline		Rosae oz.	50@ 70	Capsicum	50	Pulvis Ip'cet Opil 1 30	15	Spts. Vi'i Rect 1/2 b	4	Vermillion, Eng.	75@ 80
Black	2 00@2 25	Rosmarini	2@ 10	Cardamon	50	Pyrethrum, bxs. H	50	Spts. Vi'i R't 10 gl	10	Vermillion Prime	75@ 80
Brown	80@1 00	Sabina	90@ 100	Cardamon Co.	50	& P D Co doz.	75	Strychnia, Crys'l	1 10@1 30	American	13@
Red	45@ 50	Santal	2@ 40	Cassia Acutifol	50	Pyrethrum, pv.	20@ 25	Sulphur Subl	2 1/2@ 3	Whiting 'Gilders'	95
Yellow	2 50@3 00	Sassafras	85@ 90	Cassia Acutifol Co	50	Quassiae	8@ 10	Sulphur, Roll	2 1/2@ 3 1/2	Whit'g Paris Am'r	21 1/2@ 25
Bacca		Sinapls, ess. oz.	60	Castor	1 00	Quina, N. Y.	17@ 27	Terebenth Venice	28@ 30	Whit'g Paris Eng.	21 1/2@ 25
Cubebae	30@ 35	Succini	40@ 45	Catechu	50	Quina, S. Ger.	17@ 27	Thebromae	50@ 55	Whiting, white S'n	40
Juniperus	10@ 12	Thyme	40@ 50	Cinchona	50	Quina, S P & W	17@ 27			Varnishes	
Xanthoxylum	30@ 35	Thyme, opt.	2@ 10	Cinchona Co.	50					Extra Turp	1 60@1 70
Balsamum		Theobromas	15@ 20	Columba	50					No. 1 Turp Coach	10@ 120
Copaiba	65@ 75	Tigll	1 00@1 20	Cubebae	50						
Peru	2 75@2 85	Potassium		Digitalis	50						
Terabin, Canada	85@ 90	Bi-Carb	15@ 18	Ergot	50						
Tolutan	40@ 45	Bichromate	13@ 15	Ferri Chloridum	35						
Cortex		Bromide	25@ 30	Gentian	50						
Abies, Canadian.	18	Carb	12@ 15	Gentian Co.	50						
Cassiae	20	Chlorate	12@ 14	Gulaca	50						
Cinchona Flava	18	Cyanide	30@ 40	Gulaca ammon.	50						
Buonymus atro.	60	Iodide	2 50@2 60	Hyoscymus	50						
Myrica Cerifera	20	Potassa, Bifart pr	30@ 32	Iodine	75						
Prunus Virginal.	15	Potass Nitras opt	7@ 10	Iodine, colorless	75						
Quillaja, gr'd.	15	Potass Nitras	6@ 8	Kino	50						
Sassafras, po 25	24	Prussiate	23@ 26	Lobelia	50						
Ulmus	20	Sulphate po	15@ 18	Myrrh	50						
Extractum		Radix		Nux Vomica	50						
Glycyrrhiza, Gla.	24@ 30	Aconitum	20@ 25	Opil	1 25						
Glycyrrhiza, po.	28@ 30	Althae	30@ 35	Opil, camphorated	1 00						
Haematox	11@ 12	Anchusa	10@ 12	Opil, deodorized	2 00						
Haematox, 1s	13@ 14	Arum po	20@ 25	Quassia	50						
Haematox, 1/2s	14@ 15	Calamus	20@ 40	Rhatany	50						
Haematox, 1/4s	16@ 17	Gentiana po 15	12@ 15	Rhel	50						
Ferru		Glycyrrhiza pv 15	14@ 18	Sanguinaria	50						
Carbonate Precip.	15	Hellebore, Alba	12@ 15	Serpentaria	50						
Citrate and Quina	2 00	Hydrastis, Canada	2@ 50	Stromonium	60						
Citrate Soluble.	55	Hydrastis, Can. po	2@ 50	Tolutan	60						
Ferrocyanidum S	40	Inula, po	18@ 22	Valerian	50						
Solut. Chloride	15	Inecac, po	2 00@2 10	Veratrum Veride	50						
Sulphate, com'l.	2	Iris plox	35@ 40	Zingiber	50						
Sulphate, com'l, by	70	Jalapra, pr	25@ 30	Miscellaneous							
bbl. per cwt.	7	Maranta, 1/4s	25@ 30	Aether, Spts Nit	31 30@ 35						
Sulphate, pure	7	Podophyllum po	15@ 18	Aether, Spts Nit 4f	34@ 38						
Flora		Rhel	75@ 100	Alumen, grd po 7	3@ 4						
Arnica	20@ 25	Rhel, cut	1 00@1 25	Annato	40@ 50						
Anthemis	50@ 60	Rhel, pv	75@ 100	Antimoni, po	4@ 5						
Matricaria	30@ 35	Sanguinari, po	18@ 25	Antimoni et po T	40@ 50						
Folia		Scilla, po 45	20@ 25	Antifebrin	20						
Barosma	40@ 50	Senega	55@ 60	Antipyria	25						
Cassia Acutifol.	15@ 20	Serpentaria	60@ 65	Argenti Nitras oz	63						
Tinnevely	25@ 30	Smilax, M	2@ 25	Arsenicum	10@ 12						
Cassia, Acutifol.	15@ 20	Smilax, off's H.	4@ 45	Balm Gilead buds	60@ 65						
Salvia officinalis	18@ 20	Spigella	45@ 50	Bismuth S N	1 65@1 85						
1/2s and 1/4s	8@ 10	Symplocarpus	2@ 25	Calcium Chlor, 1s	9						
Uva Ursi	8@ 10	Valeriana Eng.	15@ 20	Calcium Chlor, 1/2s	10						
Gummi		Valeriana, Ger.	15@ 20	Calcium Chlor, 1/4s	12						
Acacia, 1st pkd.	45	Zingiber a	12@ 16	Cantharides, Rus.	90						
Acacia, 2nd pkd.	45	Zingiber j	25@ 28	Capsici Fruc's af	20						
Acacia, 3rd pkd.	45	Semen		Capsici Fruc's po	22						
Acacia, sifted sts.	45	Anisum po 20	13@ 15	Cap'i Fruc's B po	15						
Acacia, po	45	Apium (gravel's)	4@ 6	Carminie, No. 40	25						
Aloe, Barb	22@ 25	Bird, 1s	7@ 8	Carphylus	20@ 22						
Aloe, Cape	25	Cannabis Sativa	70@ 80	Cassia fructus	35						
Aloe, Socotri	45	Cardamon	15@ 18	Cateacum	35						
Ammoniac	55@ 60	Carul po 15	25@ 30	Centraria	10						
Asafoetida	35@ 40	Chenopodium	12@ 14	Cera Alba	50@ 55						
Benzoinum	50@ 55	Coriandrum	75@ 100	Cera Flava	40@ 42						
Catechu, 1s	13	Cydonium	2 50@2 75	Crocus	30@ 35						
Catechu, 1/2s	14	Dipterix Odorate	2 50@2 75	Chloroform	34@ 36						
Catechu, 1/4s	16	Foeniculum	7@ 9	Chloral Hyd Crys 1	35@ 40						
Comphorae	60@ 65	Foenugreek, po.	4@ 6	Chloro'm Squibbs	90						
Euphorbium	40	Lini	3@ 6	Chondrus	20@ 25						
Galbanum	40	Lini, gr'd. bbl. 2 1/2	75@ 80	Cinchonid'e Germ	38@ 48						
Gamboge, po. 1	25@ 35	Lobelia	9@ 10	Cinchonidine P-W	38@ 48						
Gauclacum po 35	45	Pharlaris Cana'n	5@ 6	Cocaine	2 80@3 00						
Kino, po 45c	45	Rapa	8@ 10	Corks list, less 75%	45						
Mastic	45	Sinapis Alba	8@ 10	Croosotum	45						
Myrrh, po 50	45	Sinapis Nigra	9@ 10	Creta, prep.	2						
Opium	70@ 80	Spiritus		Creta, precip	11						
Shellac	45@ 55	Frument' W. D. 2	00@2 50	Creta, Rubra	4						
Shellac, bleached	60@ 65	Frument' Co.	1 25@1 50	Cudbear	24						
Tragacanth	70@ 100	Juniperis Co.	1 75@2 50	Cupri Sulph	8@ 10						
Herba		Juniperis Co O T	1 65@2 00	Dextrine	7						

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
A		12 oz. ovals 2 doz. box. 75	Cove, 1lb. 85@ 95
Ammonia		AXLE GREASE	Cove, 2lb. 1 60@ 1 85
Axle Grease		Frazer's	Cove, 1lb. Oval 1 20
B		1lb. wood boxes, 4 doz. 3 00	Plums 1 00@ 2 50
Baked Beans		1lb. tin boxes, 3 doz. 2 35	Peas 90@ 1 25
Bath Brick		3 1/2 lb. tin boxes, 2 doz. 4 25	Early June 95@ 1 25
Bluing		10lb. pails, per doz. 6 00	Early June Sifted 1 15@ 1 80
Brooms		15lb. pails, per doz. 7 20	Peaches 90@ 1 25
Brushes		25lb. pails, per doz. 12 00	No. 10 size can pie 3 00
Butter Color		BAKED BEANS	Pineapple 1 85@ 2 50
C		1lb. can, per doz. 90	Sliced 95@ 2 40
Candles		2lb. can, per doz. 1 40	Fair Pumpkin 85
Canned Goods		3lb. can, per doz. 1 80	Good 90
Carbon Oils		BATH BRICK	Fancy 1 00
Catsup		American 75	Gallon 2 50
Cereals		English 85	Raspberries
Cheese		BLUING	Standard 90@ 1 40
Chewing Gum		Arctic	Col'a River, falls 1 95@ 2 00
Chocolate		6 oz. ovals 3 doz. box 40	Col'a River, flats 2 25@ 2 75
Clothes Lines		16 oz. round 2 doz. box 75	Red Alaska 1 35@ 1 50
Cocoa		Sawyer's Pepper Box	Pink Alaska 90@ 1 00
Cocoa Shell		Blue 4 00	Sardines
Coffees		BROOMS	Domestic, 1/4s 3 1/2@ 4
Confections		No. 1 Carpet, 4 sew 2 75	Domestic, 1/2s 5
Crackers		No. 2 Carpet, 4 sew 2 40	Domestic, 3/4 Mus. 6 1/2@ 9
Cream Tartar		No. 3 Carpet, 3 sew 2 25	California, 1/4s 11@ 14
D		No. 4 Carpet, 3 sew 2 10	California, 1/2s 17@ 24
Dried Fruits		Parlor Gem 2 40	French, 1/4s 7@ 14
E		Common Whisk 90	French, 1/2s 18@ 28
Farinaceous Goods		Fancy Whisk 1 25	Shrimps
Feed		Warehouse 3 00	Standard 90@ 1 40
Fish and Oysters		BRUSHES	Fair Succotash 85
Fishing Tackle		Scrub	Good 1 00
Flavoring Extracts		Solid Back 8 in. 75	Fancy 1 25@ 1 40
Flour		Solid Back, 11 in. 95	Standard Strawberries
Fresh Meats		Pointed Ends 85	Fancy Tomatoes
G		Stove	Good 95@ 1 10
Gelatin		No. 3 90	Fair 85@ 90
Grain Bags		No. 2 1 25	Fancy 1 40
Grains		No. 1 1 75	Gallons 2 50
H		Shoe	PERFECTION
Herbs		No. 8 1 00	Water White 10 1/2
Hides and Pelts		No. 7 1 30	D. S. Gasoline 13 1/2
I		No. 4 1 70	Gas Machine 24
Jelly		No. 3 1 90	Deodor'd Nap'a 12 1/2
L		W. & Co.'s 25c size 2 00	Cylinder 29
Licorice		W. & Co.'s 50c size 4 00	Engine 16
M		CANDLES	Black, winter 8 1/2@ 10
Matches		Paraffine, 6s 10	CEREALS
Meat Extracts		Paraffine, 12s 10	Bordeau Flakes, 36 1lb. 2 50
Mince Meat		Wicking 20	Cream of Wheat 36 2lb. 4 50
Molasses		CANNED GOODS	Egg-O-See, 36 pkgs. 2 85
Mustard		Apples	Excellor Flakes, 36 lb. 4 50
N		3lb. Standards 1 00	Excellor, large pkgs. 4 50
Nuts		Gallon 2 75@ 3 00	Force, 36 2lb. 4 50
O		Blackberries	Grape Nuts, 2 doz. 2 70
Olives		1 25@ 1 75	Malta Ceres, 24 1lb. 3 40
P		Standards gallons 5 50	Malta Vita, 36 1lb. 2 85
Pickles		Baked 85@ 1 30	Mapl-Flake, 36 1lb. 4 05
Playing Cards		Red Kidney 85@ 95	Pillsbury's Vitos, 3 dz. 4 25
Potash		String 70@ 1 15	Ralston Health Food
Provisions		Wax 75@ 1 25	36 2lb. 4 50
R		Blueberries	Sunlight Flakes, 36 1lb. 2 85
Rice		Standard 1 35	Sunlight Flakes, 20 1lb. 4 00
S		Gallon 6 25	Vigor, 36 pkgs. 2 75
Salad Dressing		Brook Trout	Voigt Cream Flakes 4 50
Saleratus		2lb. cans, spiced 1 90	Zest, 20 2lb. 4 10
Salt		Clams	Zest, 36 small pkgs. 2 75
Salt Fish		Little Neck, 1lb. 1 00@ 1 25	Rolls Oats
Seeds		Little Neck, 2lb. 1 50	Steel Cut, 100 lb. sks. 3 25
Shoe Blacking		Clam Bouillon	Monarch, bbl. 6 10
Snuff		Burnham's 1/2 pt. 1 90	Monarch, 90 lb. sacks 2 90
Soap		Burnham's pts. 3 60	Quaker, 18 Regular 1 50
Soda		Burnham's qts. 7 20	Quaker, 20 Family 4 60
Soups		Cherries	Cracked Wheat
Spices		Red Standards 1 40	24 2 lb. packages 3 50
Starch		White 1 40	CATSUP
Syrups		Corn 75@ 85	Columbia, 25 pts. 4 15
T		Good 1 00@ 1 10	Snider's pints 2 25
Tea		Fancy 1 45	Snider's 1/2 pints 1 35
Tobacco		Sur Extra Fine 22	CHEESE
Twine		Extra Fine 19	Acme 17
V		Fine 15	Elsie 12
Vinegar		Moyen 11	Gem 16 1/2
W		Gooseberries	Jersey 16 1/2
Wickings		Standard 1 75	Riverside 16
Woodware		Hominy 85	Springdale 16
Wrapping Paper		Lobster	Warner's 17
Y		1/2 lb. 2 25	Brick 18
Yeast Cake		1 lb. 4 25	Leiden 15
		Picnic Tails 2 75	Limburger 15
		Mackerel	Pineapple 40
		Mustard, 1lb. 1 80	Sap Sago 20
		Mustard, 2lb. 2 80	Swiss domestic 16
		Soused, 1 1/2 lb. 2 80	
		Soused, 2lb. 2 75	
		Tomato, 1lb. 1 50	
		Tomato, 2lb. 2 80	
		Mushrooms 24	
		Buttons 25	

3	4
CHEWING GUM American Flag Spruce 55 Beaman's Pepsin 55 Adams Pepsin 55 Best Pepsin 45 Best Pepsin, 5 boxes 2 00 Black Jack 55 Largest Gum Made 55 Sen Sen 55 Sen Sen Breath Perf 1 00 Long Tom 55 Yucatan 55 Hop to it 55 Spearmint 55 CHICORY Bulk 5 Red 7 Eagle 7 Frank's 7 Scherer's 6 CHOCOLATE Walter Baker & Co.'s German Sweet 24 Premium 33 Caracas 31 Walter M. Lowney Co. Premium, 1/4s 32 Premium, 1/2s 32 COCOA Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Huyler 45 Lowney, 1/4s 36 Lowney, 1/2s 36 Lowney, 1s 40 Van Houten, 1/4s 12 Van Houten, 1/2s 20 Van Houten, 1s 72 Webb 30 Wilbur, 1/4s 39 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 Rio 10@ 13 1/2 Fair 14 1/2 Choice 16 1/2 Fancy 20 Santos 12@ 13 1/2 Fair 14 1/2 Choice 16 1/2 Fancy 19 Peaberry 19 Fair Maracaibo 16 Choice 19 Mexican 16 1/2 Fancy 19 Guatemala 15 Java 12 African 17 O. G. 25 P. G. 31 Arabian Mocha 21 Package New York Basis Arbuckle 17 50 Blawie 14 75 Jersey 15 00 Lion 14 50 McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extract Holland, 1/2 gro boxes 95 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43 CRACKERS National Biscuit Company Brand Butter Seymour, Round 6 N. B. C., Square 6 Soda N. B. C. Soda 6 Select Soda 8 Saratoga Flakes 13 Zephyrette 18 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 8 Cavalier Cake 9 Currant Fruit Biscuit 10 Cracknels 16 Coffee Cake, pl. or iced 10 Coconut Taffy Bar 12 Coconut Bar 10 Coconut Bon Bons 16 Coconut Drops 12 Coconut Honey Cake 12 Coconut Hon. Fingers 12 Coconut Hon. Jumbles 12 Coconut Macaroons 18 Dandelion 10 Dinner Biscuit 20 Dinner Pall Cake 10 Dixie Sugar Cookie 9 Family Snaps 8	Family Cookie 8 Fancy Ginger Wafer 12 Fig Cake Assorted 12 Fruit Nut Mixed 16 Frosted Cream 8 Frosted Honey Cake 12 Fluted Coconut Bar 10 Ginger Gems 8 Ginger Gems, Iced 9 Graham Crackers 8 Ginger Nuts 10 Ginger Snaps N. B. C. 7 Ginger Snaps Square 8 Hippodrome Bar 10 Honey Cake N. B. C. 12 Honey Fingers, As. Ice 12 Honey Jumbles 12 Honey Jumbles, Iced 12 Honey Flake 12 1/2 Household Cookies 12 Household Cookies Iced 8 Iced Honey Crumpets 10 Imperial 8 Jersey Lunch 8 Cream 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 Pretzettes, Hand Md. 8 Pretzettes, 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 Vectors 12 Waverly 8 Zanzibar 10 In-er Seal Goods Albert Biscuit 1 00 Animals 1 00 Baronet Butter Th Bts 1 00 Butter Thin Biscuit 1 00 Butter Wafers 1 00 Cheese Sandwich 1 00 Chocolate Wafers 1 00 Coconut Dainties 1 00 Faust Oyster 1 00 Fig Newton 1 00 Five O'clock Tea 1 00 Frotna 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 Pretzettes, Hd. Md. 1 00 Royal Toast 1 00 Saltine 1 00 Saratoga Flakes 1 00 Social Tea Biscuit 1 00 Soda, N. B. C. 1 00 Soda, Select 1 00 Sultana Fruit Biscuit 1 50 Unedda Biscuit 50 Unedda Jinjer Wayfer 1 00 Unedda Lunch Biscuit 50 Vanilla Wafers 1 00 Water Thin 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00 In Special Tin Packages. Festino 2 50 Nabisco 2 50 Nabisco 1 00 Champagne Wafer 2 50 Per tin in bulk. Sorbetto 1 00 Nabisco 1 75 Festino 1 50 Bent's Water Crackers 1 40 Holland Rusk 36 packages 2 90 40 packages 3 20 50 packages 4 75 CREAM TARTAR Barrels or drums 29 Boxes 30 Square cans 32 Fancy caddies 35

DRIED FRUITS
Sundried Apples @ 7 Evaporated @ 7 1/2 California Apricots 10@ 12 Corsican Citron @ 17 Currants @ 8 Imported bulk @ 7 1/2 Peel Lemon American 13 Orange American 13 Raisins Cluster, 5 crown 1 75 Loose Muscatels 2 cr. Loose Muscatels 3 cr. 5 1/2 Loose Muscatels, 4 cr. 6 1/2 L. M. Seeded 1 lb. 6 1/2 @ 7 California Prunes 100-125 2 1/2 lb. boxes @ 4 90-100 2 1/2 lb. boxes @ 4 1/2 80-90 2 1/2 lb. boxes @ 5 70-80 2 1/2 lb. boxes @ 6 60-70 2 1/2 lb. boxes @ 6 1/2 50-60 2 1/2 lb. boxes @ 7 40-50 2 1/2 lb. boxes @ 7 1/2 30-40 2 1/2 lb. boxes @ 8 1/2 1/4c less in 50lb. cases FARINACEOUS GOODS Beans Dried Lima 5 1/2 Med. Hand Pk'd 2 50 Brown Holland Farina 24 1 lb. packages 1 50 Bulk, per 100 lbs. 3 50 Hominy Flake, 50 lb. sack 1 00 Pearl, 100 lb. sack 2 45 Pearl, 200 lb. sack 4 80 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley Common 3 00 Chester 2 00 Empire 3 65 Peas Green, Wisconsin, bu. 5 Green, Scotch, bu. 2 20 Split, lb. 04 Sago East India 5 German, sacks 5 German, broken pkg. 5 Tapioca Flake, 110 lb. sacks 6 Pearl, 130 lb. sacks 4 1/2 Pearl, 24 lb. pkgs. 7 1/2 FLAVORING EXTRACTS Foote & Jenks Coleman Brand Lemon No. 2 Terpeneless 75 No. 3 Terpeneless 1 75 No. 8 Terpeneless 3 00 Vanilla No. 2 High Class 1 20 No. 4 High Class 2 00 No. 8 High Class 4 00 Jaxon Brand Vanilla 2 oz. Full Measure 2 10 4 oz. Full Measure 4 00 8 oz. Full Measure 8 00 Lemon 2 oz. Full Measure 1 25 4 oz. Full Measure 2 40 8 oz. Full Measure 4 50 Jennings D. C. Brand Terpeneless Ext. Lemon No. 2 Panel 75 No. 4 Panel 1 50 No. 6 Panel 2 00 Taper Panel 1 50 1 oz. Full Measure 90 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 2 00 No. 6 Panel 3 50 Taper Panel 2 00 1 oz. Full Measure 90 2 oz. Full Measure 1 25 4 oz. Full Measure 2 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 Winter Wheat Flour Local Brands Patents 7 20 Seconds Patents 7 00 Straight 6 20 Second Straight 6 50 Clear 5 20 Flour in barrels, 15c 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 Judson Grocer Co. Fanchon, 1/2 cloth 7 45 Grand Rapids Grain & Milling Co. Brands Wizard, assorted 6 20 Wizard, Graham 6 20 Wizard Buckwheat 6 00 Rye 4 60

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family. 6 60 Golden Horn, bakers. 6 60 Duluth Imperial. 6 60 Wisconsin Rye. 5 00 Judson Grocer Co.'s Brand Ceresota, 1/2 S. 7 10 Ceresota, 1/2 S. 7 10 Ceresota, 1/2 S. 7 10 Lemon & Wheeler's Brand Wingold, 1/2 S. 6 90 Wingold, 1/2 S. 6 90 Wingold, 1/2 S. 6 90 Worden Grocer Co.'s Brand Laurel, 1/2 S. cloth. 6 60 Laurel, 1/2 S. cloth. 6 60 Laurel, 1/2 S. cloth. 6 60 Laurel, 1/2 S. cloth. 6 60 Voigt Milling Co.'s Brand Voigt's Crescent. 7 20 Voigt's Flour. 7 20 whole wheat flour. 7 20 Voigt's Hygienic Graham. 6 60 Voigt's Royal. 7 10 Wykes & Co. Sleepy Eye, 1/2 S. cloth. 6 80 Sleepy Eye, 1/2 S. cloth. 6 70 Sleepy Eye, 1/2 S. cloth. 6 60 Sleepy Eye, 1/2 S. paper. 6 60 Sleepy Eye, 1/2 S. paper. 6 60 Meal Boiled. 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 Middings. 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 Maat Sprouts. 25 00 Brewers Grains. 28 00 Hammond Dairy Feed. 30 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. 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per pail. 55 30 lb. pails, per pail. 55 LICORICE Pure. 30 Calabria. 25 Sicily. 25 Root. 11 MATCHES C. D. Crittenden Co. Noiseless Tip. 4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle. 40 Choice. 35 Good. 32 Fair. 20 Half barrels 2c extra MINCE MEAT Per case. 2 90 MUSTARD 1/2 lb., 6 lb. box. 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 45 Bulk, 5 gal. kegs 1 25 @ 1 40 Manzanilla, 3 oz. 75 Queen, pints. 2 50 Queen, 10 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box. 1 25 Clay, T. D., full count. 60 Cob. 90 PICKLES Medium Barrels, 1,200 count. 6 00 Half bbls., 600 count. 3 50 Small Half bbls., 1,200 count. 4 50 PLAYING CARDS No. 90 Steamboat. 85 No. 15, Rival, assorted. 1 25 No. 20 Rover, enam'd. 1 50 No. 572, Special. 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle. 2 00 No. 682 Tourist. 2 25 POTASH Babbitt's. 4 00 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 00 Clear Family. 16 50 Dry Salt Meats S. P. Bellies. 12 Bellies. 12 Extra Shorts Clear. 11 1/2	Lard Pure in tierces. 12 Compound Lard. 8 1/2 80 lb. tubs. advance. 1/2 50 lb. tubs. advance. 1/2 20 lb. pails. advance. 1/2 10 lb. pails. advance. 1/2 5 lb. pails. advance. 1 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. 12 1/2 Ham, dried beef sets. 13 California Hams. 13 Picnic Boiled Hams. 14 Boiled Ham. 14 Berlin Ham, pressed. 10 Minced Ham. 10 Bacon. 12 1/2 @ 13 Sausages Bologna. 4 Liver. 7 Frankfort. 9 Pork. 9 Veal. 7 Tongue. 7 Headcheese. 7 Beef Boneless. 12 00 Rump, new. 13 00 Pig's Feet 1/2 bbls., 40 lbs. 1 00 1/2 bbls., 40 lbs. 1 80 1/2 bbls., 40 lbs. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set. 25 Beef, middles, set. 70 Sheep, per bundle. 90 Uncolored Butterine Solid dairy. 10 @ 12 Country Rolls. 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 50 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 50 Potted ham, 1/2 S. 50 Potted ham, 1/2 S. 85 Deviled ham, 1/2 S. 50 Deviled ham, 1/2 S. 85 Potted tongue, 1/2 S. 50 Potted tongue, 1/2 S. 85 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 1/2 S. 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs. 95 SALT Common Grades 100 3 lb. sacks. 2 25 60 5 lb. sacks. 2 15 28 10 1/2 lb. sacks. 2 05 56 lb. sacks. 32 28 lb. sacks. 17 Warsaw 56 lb. dairy in drin bags. 40 28 lb. dairy in drin bags. 20 Solar Rock 56 lb. sacks. 24 Common Granulated, fine. 80 Medium, fine. 85 SALT FISH Cod Large whole. 7 Small whole. 6 1/2 Strips or bricks. 7 1/2 @ 10 1/2 Pollock. 5 Halibut Strips. 14 Chunks. 15 Holland Herring Pollock. 40 White Hp. bbls. 8 50 @ 9 50 White Hp. bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled. 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 14 50 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 13 00 No. 1, 40 lbs. 5 60 No. 1, 10 lbs. 1 50 No. 1, 8 lbs. 1 25 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 @ 5 50 50 lbs. 5 25 @ 1 90	SEEDS Anise. 10 Canary, Smyrna. 4 1/2 Caraway. 10 Cardamom, Malabar. 1 00 Celery. 15 Hemp, Russian. 4 1/2 Mixed Bird. 4 Mustard, white. 10 Poppy. 9 Rape. 6 SHOE BLACKING Handy Box, large 3 dz. 2 50 Handy Box, small. 1 25 Bixby's Royal Polish. 85 Miller's Crown Polish. 85 SNUFF Scotch, in bladders. 37 Maccaboy, in jars. 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family. 4 00 Dusky Diamond. 50 80z. 2 80 Dusky Dnd. 100 6oz. 3 80 Jap Rose, 50 bars. 3 60 Savon Imperial. 3 00 White Russian. 3 00 Dome, oval bars. 3 15 Satinet, oval. 2 70 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox. 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star. 3 00 Lautz Bros. & Co. Acme, 70 bars. 4 00 Acme, 30 bars. 4 00 Acme, 25 bars. 4 00 Acme, 100 cakes. 3 25 Big Master, 70 bars. 2 80 Marseilles, 100 cakes. 5 80 Marseilles, 100 ck toll. 4 00 Marseilles, 1/2 bx toll. 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 Pearline. 3 75 Soapine. 3 75 Babbitt's 1776. 4 16 Roseine. 3 75 Armour's. 3 70 Wisdom. 3 80 Soap Compounds Johnson's Fine. 5 10 Johnson's XXX. 4 25 Nine O'clock. 3 35 Rub-No-More. 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots. 9 00 Sapolio, half gro. lots. 4 50 Sapolio, single boxes. 2 25 Sapolio, hand. 2 25 Scourine Manufacturing Co. Scourine, 50 cakes. 1 80 Scourine, 100 cakes. 3 50 SODA Boxes. 5 1/2 Kegs, English. 4 1/2 SPICES Whole Spices Allspice. 10 Cassia, China in mats. 12 Cassia, Canton. 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina. 22 Cloves, Zanzibar. 16 Mace. 55 Nutmegs, 75-80. 85 Nutmegs, 105-10. 25 Nutmegs, 115-20. 20 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot. 17 Pure Ground in Bulk Allspice. 14 Cassia, Batavia. 28 Cassia, Saigon. 28 Cloves, Zanzibar. 24 Ginger, African. 15 Ginger, Cochlin. 18 Ginger, Jamaica. 25 Mace. 65 Mustard. 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne. 20 Sage. 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lbs. 5 1/2 Muzzy, 40 lbs. 5 1/2 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy 48 lb. packages. 5 16 lb. packages. 4 1/2 12 lb. packages. 4 50 lb. boxes. 4 SYRUPS Corn Barrels. 31 Half barrels. 33 20 lb. cans 1/2 dz. in cs. 2 10 10 lb. cans 1/2 dz. in cs. 1 95 5 lb. cans 1/2 dz. in cs. 1 10 1 1/2 lb. cans 1/2 dz. in cs. 1 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. 30 Pay Car. 33 Prairie Rose. 49 Protection. 40 Sweet Burley. 41 Tiger. 41 Plug Red Cross. 31 Palo. 35 Hiawatha. 35 Kyio. 35 Battle Ax. 35 American Eagle. 37 Standard Navy. 33 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist. 55 Jolly Tar. 39 Old Honesty. 43 Toddy. 34 J. T. 33 Piper Heidsick. 69 Root Jack. 86 Honey Dip Twist. 40 Black Standard. 40 Cadillac. 40 Forge. 34 Nickel Twist. 52 Mill. 32 Great Navy. 36 Smoking Sweet Core. 34 Flat Car. 32 Warpath. 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 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. 26 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 36 Air Brake. 39 Cant Hook. 30 Country Club. 32-34 Forex-XXXX. 30 Good Indian. 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam. 24 Sweet Marie. 32 Royal Smoke. 42 TWINE Cotton, 3 ply. 20 Cotton, 4 ply. 20 Jute, 2 ply. 14 Hemp, 6 ply. 13 Flax, medium N. 24 Wool, 1 lb. balls. 8 VINEGAR State Seal. 8 1/2 Oakland apple cider. 12 Barrels free. WICKING No. 0 per gross. 30 No. 1 per gross. 40 No. 2 per gross. 50 No. 3 per gross. 75 WOODENWARE Baskets Bushels, wide band. 1 10 Market. 40 Splint, large. 3 50 Splint, medium. 3 00 Splint, small. 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 5lb. size, 12 in case. 63 10lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate. 35 No. 2 Oval, 250 in crate. 40 No. 3 Oval, 250 in crate. 40 No. 5 Oval, 250 in crate. 60 Churns Barrel, 5 gal., each. 2 40 Barrel, 10 gal., each. 2 55 Clothes Pins Round head, 5 gross bx. 55 Round head, cartons. 70 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete. 40 No. 2 complete. 28 Case No. 2 fillers/bsets. 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. 30 No. 2 pat. brush holder. 30 12lb. cotton mop heads. 1 40 Ideal No. 7. 55 Pails 2-hoop Standard. 2 15 3-hoop Standard. 2 35 2-wire, Cable. 2 40 3-wire, Cable. 2 40 Cedar, all red, brass. 1 25 Paper, Eureka. 2 25 Flare. 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. 75 Rat, spring. 75 Tubs 20-in. Standard, No. 1. 8 75 18-in. Standard, No. 2. 7 75 16-in. Standard, No. 3. 6 75 20-in. Cable, No. 1. 9 25 18-in. Cable, No. 2. 8 25 16-in. Cable, No. 3. 7 25 No. 1 Fibre. 10 25 No. 2 Fibre. 9 25 No. 3 Fibre. 8 25 Washboards Bronze Globe. 2 50 Dewey. 1 75 Double Acme. 2 75 Single Acme. 2 25 Double Peerless. 4 25 Single Peerless. 3 60 Northern Queen. 3 50 Double Duplex. 3 00 Good Luck. 2 75 Universal. 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 20 Wood Bowls 13 in. Butter. 1 25 15 in. Butter. 2 25 17 in. Butter. 3 75 19 in. Butter. 5 00 Assorted, 13-15-17. 2 30 Assorted, 15-17-19. 3 25 WRAPPING PAPER Common straw. 1 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila. 4 Cream Manila. 3 Butcher's Manila. 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls. 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least 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. 12 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. 10 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 Lamb. 15 @ 25 Shearings. 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. 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H. 10 Boston Cream. 12 Big stick, 30 lb. case. 8 Mixed Candy Grocers. 6 1/2 Competition. 7 Special. 8 Conservative. 7 1/2 Royal. 12 Ribbon. 10 Broken. 10 Cut Leaf. 8 1/2 Leader. 8 1/2 Kindergarten. 10 French Cream. 9 Star. 11 Hand Made Cream. 16 Premio Cream mixed. 14 Paris Cream Bon Bons. 10 Fancy-in Pails Gypsy Hearts. 14 Coco Bon Bons. 14 Fudge Squares. 12 Peanut Squares. 9 Sugared Peanuts. 12 Salted Peanuts. 12 Starlight Kisses. 11 San Blas Goodies. 13 Lozenges, plain. 10 Lozenges, printed. 12 Champion Chocolate. 12 Eclipse Chocolates. 14 Eureka Chocolates. 15 Quintette Chocolates. 14 Champion Gum Drops. 9 Moss Drops. 10 Lemon Sours. 10 Imperial. 10 Ital. Cream Opera. 12 Ital. Cream Bon Bons. 12 Golden Waffles. 13 Red Rose Gum Drops. 10 Auto Bubbles. 13 Fancy-in 5lb. Boxes Old Fashioned Monas-es Kisses, 10lb. bx. 1 30 Orange Jellies. 50 Lemon Sours. 50 Old Fashioned Hore-pound drops. 60 Peppermint Drops. 60 Champion Choc. Drps. 65 H. M. Choc. Drops. 10 H. M. Choc. Lt. and Dark No. 12. 1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Crya. 60 A. A. Licorice Drops. 90 Lozenges, plain. 60 Lozenges, printed. 65 Imperial. 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 On Time Assorted. 2 75 Buster Brown Good. 50 Up-to-date Assmt. 2 75 Ten Strike No. 1. 6 50 Ten Strike No. 2. 6 00 Ten Strike, Summer assortment. 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack. 2 25 Giggles, 5c pkg. cs. 3 50 Pop Corn Balls 200s. 1 35 Azulikit 100s. 2 25 Oh My 100s. 3 50 Cough Drops Putnam Menthol. 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona. 16 Almonds, Drake. 15 Almonds, California. 14 shell. 12 @ 13 Brazil. 12 @ 13 Filberts. 12 @ 13 Cal. No. 1. 12 Walnuts, soft shell. 15 @ 16 Walnuts, Marbot. 13 Table nuts, fancy. 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large. 14 Pecans, Jumbos. 16 Hickory Nuts per bu. Ohio new. 10 Cocoanuts. 10 Chestnuts, New York State, per bu. 10 Shelled Spanish Peanuts. 7 @ 7 1/2 Peanut Halves. 30 @ 32 Walnut Halves. 30 @ 32 Filbert Meats. 42 Alicante Almonds. 42 Jordan Almonds. 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted. 6 1/2 @ 7 Choice, H. P. Jumbos. 6 1/2 @ 7	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .70

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 .6 @ 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 @ 15
Spring Lambs @ 15

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 29

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
60ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fiebach 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

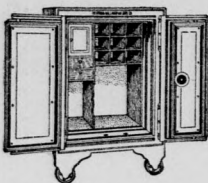
Poles

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 burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 85
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Michigan, Ohio And Indiana Merchants

have money to pay for
what they want. They
have customers with as
great a purchasing power
per capita as any other
state. Are you getting
all the business you want?
The Tradesman can "put
you next" to more pos-
sible buyers than any
other medium published.
The dealers of Michigan,
Ohio and Indiana

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

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

Wanted—To hear of a clothing man who would like to better himself by moving his stock in a fine up-to-date store, along with a shoe stock which I own, but the store is too large for me alone. 2,000 population. No clothing. Address Box 90, Oxford, Mich. 604

For Sale—A \$12,000 clean stock of dry goods, clothing, furnishing goods, in one of the best country towns in Western Michigan. Building can be bought or leased. Address L. E. Bahle, Suttons Bay, Mich. 603

\$7,000 stock of bazaar goods for sale at Ludington, Mich. Best location in city and fine opportunity. Present owner wishes to sell on account of poor health. Address D. W. Tanner. 602

For Sale—A nice clean stock of general merchandise in a thriving Holland community of industrious farmers. Loose invoice, \$4,500. Good reason for selling. Address No. 601, care Michigan Tradesman. 601

For Sale—A strictly clean and first-class dry goods stock in the city of Napoleon, Ohio. This is a grand opportunity for one wanting to go into business in the best town in the state of Ohio. Stock can be bought cheap for cash, a \$13,000 stock. Address No. 599, care Michigan Tradesman. 599

Wanted—Any kind of shoes, dry goods or clothing; will exchange clear land for same. Address Geo. W. Allen, Boscobel, Wis. 598

Drug store for sale. Elegant new stock. Fine soda fountain, fine fixtures. Will inventory about \$3,000. Not being a druggist and having other business, I wish to sell. Will make purchaser a good deal. B. T. Curtis, Reed City, Mich. 597

For Sale—Hardware in small town, best of farming country. Inventories about \$2,000. Poor health. Address W. O. Phillips, Owosso, Mich. 596

For Sale—Drug store, invoices \$3,500; will sell for \$2,000 if taken soon; good reason for selling. Address A. C. Mills, Nauvoo, Ill. 595

For Sale—Retail lumber yard, planing mill; growing city of 8,000 population. Old established and prosperous company, sells because owners wish to retire from active business; coal and ice business can be secured to consolidate; make good money. Box 727, Monroe, Mich. 594

Are you looking for a business opening? I know of a few splendid locations for new retail stores and I know something about a retail line that will pay large profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 593

For Sale—Large jewelers safe, also jewelers fixtures. All good as new, 75c on the dollar. A good location if you wish a good paying jewelry store. Can give lease on room or will sell fixtures singly. Must get out on account of health. Address Chas. P. Eisenmann, Three Rivers, Mich. 592

For Sale—On account of ill health, an old established business, such as new and second-hand tools, furniture and stoves. Stove repairs of all description. Address No. 605, care Tradesman or enquire 314 Highland Ave., Grand Rapids, Mich. 605

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

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

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—Stock merchandise, town 1,000. Invoices about \$10,000. Good reason for selling. Address C. W. Firke, Mansfield, Ill. 568

Good hardware stock for sale. Good country. Cash business. Inventories about \$4,000. Good reason for selling. Box 23, Ortonville, Mich. 589

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 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

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

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

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—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. 556

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

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

Here Is the Story of a Man Who Thought He Knew

There was once a merchant who thought he was beating the market.

He was so sure of it that he wouldn't even take the trouble to investigate.

He had been told by the chummy roadman that he was getting the inside of the inside—and this had been confirmed by the house.

But, one day, after inventory, he suddenly discovered that he had several thousand dollars tied up in overstocks, which, even at a reasonable reduction, wouldn't move.

In desperation, he went to a fellow-merchant in a nearby-town and, after three hours of heart-to-heart talk, he made a few important discoveries, which led him to make these four firm resolves:

—to spend more time and trouble in impartial investigation and careful comparison before buying.

—to cut out personalities and friendships in his buying.

—to buy in small quantities and often.

—to keep his stock clean by getting rid of the stickers at any sacrifice.

And there came a day, not many months after, when the overstocks were gone, profits were on the boom, and he was buying the great bulk of his goods from our catalogue.

A copy of the May issue of this catalogue will go to any regular merchant who asks for number FF718.

Butler Brothers

Exclusive Wholesalers of General Merchandise. New York, Chicago, St Louis, Minneapolis.

Sample Houses—Baltimore Omaha, Dallas, San Francisco, Seattle.

MOTHERS' DAY.

This new addition to the calendar of notable days, the third Sunday in May, set apart to pay homage to the mothers of to-day and to offer a tribute of love to those of yesterday, is one which should not be passed in silence by the tradesman. While this is not designed to speak in disparagement of any portion of the regular exercises of a day which should be forgotten by no one, it is lamentable that mothers are too often forgotten while in a position to enjoy this world's goods; and if you can jog the memory of their thoughtless children there will be many lighter, more joyous hearts, as well as better sales.

Besides calling attention in the Saturday morning paper to the day and some of your goods specially adapted, just place in the center of your show window a picture of the Madonna. Cover the base of the window with white, cream or some other slightly tinted crepe paper, and label with the suggestive words, "For Mother." The lettering may be of pasteboard covered with a deeper shade of crepe paper or a contrasting color may be used, providing it is in harmony with the ground scheme.

Let your display be neat, suggestive and representative. Avoid a crowded effect. If it is of shoes, bear in mind that there is the stylish mother, who wants the latest, the most dainty footwear; and any extra touch that will increase the beauty of finish will be fully appreciated. The mother of a generation of adults will look more to comfort than style. Make a specialty of your stock made on comfort lasts. Some of the daintiest slippers may also prove attractive. Get your shoe trees and findings case in a prominent place. Some who will hesitate about buying shoes for another lest they prove a misfit will be glad to give a shoe tree or some of your best silk laces.

A few white waists may be the subject chosen for your window. Again remember to show them in variety to suit the various ages and purses. Some of the choice pieces of neckwear, a dainty handkerchief, or fancy stationery might be the subjects of other equally attractive window trims. Or a display of dress gingham in fast colors, varying from the five-cent light weight with side stripe for trimming to the finest and most elegant of the class. A new dress is always acceptable, and it is something which can be easily selected for another, especially one whose personal tastes are, or should be, thoroughly understood.

If you handle silver, spoons will make a fine subject for presenting. Show them in variety, each being carefully labelled with price. Make a specialty of the engraving, for this, on such an occasion, will have a marked attraction.

It may be this day has never received any attention in your town. So much the more need of your making it an important one. Lead the people to observe it by making your window tell a story which they will

listen to. Enthuse the readers of your advertisement with the spirit which the founder of the day felt in its institution. Get them to realize that, scarcely less than Christmas to the children, this day has a deep and holy significance; yet a space which can be partly filled with material things. Take a mental inventory of your own stock, select the most appropriate and timely goods, and look to it that the arrangement is simple and effective.

Doings in Other States.

Written for the Tradesman.

Peoria is making strenuous efforts to secure the Illinois State Fair this year and Springfield is likewise doing her best to retain the big show. It is up to the State legislators to decide the matter.

The Texas House of Representatives has passed a bill appropriating over a million dollars of the Waters-Pierce fine to pay State bonds which fall due in July.

The following legislative bills have been signed by Governor Hughes and have become law in New York: Defining adulterated cream as that containing less than 18 per cent. of fat or to which a foreign substance has been added; establishing a standard for cider vinegar; providing for more effective measures against the brown tail moth and appropriating \$25,000 for the same; appropriating \$40,000 for buildings, etc., for the School of Agriculture at Alfred University; appropriating \$278,000 for buildings on the State fair grounds at Syracuse; appropriating \$10,000 for an investigation by the State Experiment Station of grape production in Chautauqua county.

Merchants of Fargo are planning to put in a chain of bill board advertising along the line of the Great Northern Railroad between Fargo and Grand Forks. The Fargo papers speak of this as an enterprise worthy of commendation, following metropolitan customs in the East and affording entertainment to travelers. What would Horace J. MacFarland and the other prominent fighters for freedom from the bill board nuisance say on this point?

On Sunday, May 2, 12,000 persons visited the art galleries at Carnegie Institute, Pittsburgh, while the opening game of the baseball season played in Pittsburgh that day drew only 9,000 people.

Almond Griffen.

The Boys Behind the Counter.

Hillsdale—A. J. Dill, of Three Rivers, has been secured by Perry Brothers to conduct their tailoring department. Mr. Dill conducted a tailor shop in Three Rivers for a number of years.

Port Huron—Charles C. Casler has assumed the management of the Central Drug Store, and hereafter he will personally direct the business policies of the well known pharmacy. Before entering the employment of H. C. Knill Mr. Casler was a clerk in the drug store of Ed. Rodgers, and he has always shown himself to be a thoroughly reliable and painstaking young man.

Allegan—Mrs. Maude Kibby has resigned her position at the Grange

store and will join her husband at Hopkins. Mr. Kibby is salesman for O. P. Gordon, of that place.

Kalamazoo—Martin Solomon, formerly connected with the firm of Solomon & Son, has gone to Chicago, where he has taken a floor position with the Wedeles Brothers, wholesale tobacco house.

Sherman—Clark Hoose is now one of the clerks at the Glengarry Mercantile Co. store.

Allegan—Clyde Huff, of Mendon, has secured a position in the grocery department of the Grange store.

Lake Ann—Miss Olive Bryan is now employed in the store of S. S. Burnett.

Boyer City—Ed. McCrea, who was salesman for J. T. Bovlan for some time, has taken charge of the wholesale department of the Boyer City Supply Co.

Well Informed.

The Stranger—Do the people who live across the road from you, Rastus, keep chickens?

Rastus—Dey keeps some of 'em, sah.

BUSINESS CHANCES.

For Rent—Furnished room in modern home. A very desirable location for traveler or office man. F. B. Kreps, 63 Sheldon street.

\$5 reward in trade. Tell me the name of a good live town in Southern Michigan with good opening for jeweler. If accepted will give \$5 in trade. Box 53, Vermontville, Mich. 606

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L. care Tradesman. 609

For Sale—Confectionery, ice cream parlor, cigar, tobacco and fruit store in town 2,000 population. Best location, next to waiting room, brick building, rent \$10 month. Excellent trade. Will invoice \$1,500. For \$950 cash if taken at once. If you mean business investigate. Box 314, Plymouth, Mich. 608

British Columbia Timber Investment. Willow River Timber Company, Limited. St. Catharines, Ont.; authorized capital, \$250,000; shares \$100 each; holding fifty-two square miles, containing eight hundred million feet selected British Columbia timber; twenty-five square miles paid for, balance under option, all at less than twenty-six cents per thousand feet. Prospectus and maps free on application. 607

For Sale—Or exchange for stock of any kind of merchandise, hardware preferred, seventy acres of good land only three miles from Kalamazoo. The best and prettiest city of 30,000 inhabitants in Michigan. This land is only half a mile from suburban village and interurban cars. Just the place for a beautiful country home. Reasons for selling, owner engaged in mercantile business and not in position to handle. Address Bargain, care Tradesman. 610

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 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

For Sale—Stock of merchandise at Hesperia. H. T. Stanton, Trustee, c/o Judson Grocer Co., Grand Rapids, Mich. 571

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—Bakery, confectionery and ice cream parlor. Good business, in the best little town in the State. Address Joseph Hoare, Fremont, Mich. 585

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—Drugs and groceries in manufacturing city of 4,000 inhabitants. Invoices from \$5,000 to \$6,000. Sales last year over \$34,000. No trade. Will stand the most thorough investigation. Don't wait if you are looking for a good business. Reason for selling, poor health. Address No. 559, care Michigan Tradesman. 559

For Sale—First-class stock of drugs and fixtures, doing good business. Located on good street in Grand Rapids. Inventories about \$4,000. Address Prosperity, care Michigan Tradesman. 546

For Sale—An excellent hardware and agricultural implement stock and business, in a thriving village of 1,000 population in North Central Michigan. A growing farming community around. This is a clean, up-to-date stock and the owner is doing a fine business but conditions are such that he must sell. Call on or address Geo. W. Wood, Lake City, Mich. 545

For Sale—Furniture and undertaking business, established 30 years. Lively town of 3,000. Splendid opportunity. G. G. Goodrich & Son, St. Charles, Mich. 539

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

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

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—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

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

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 31x54 1/2 x73 inches. One set Standard computing grocers scale. All nearly good as new. Address Nelson Abbott, Moors-town, Mich. 482

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 young man, in clothing or shoe store in town of 3,000 or 4,000. Ten years' experience. Can manage store. References. Address No. 600, care Tradesman. 600

Wanted—Position by man aged 40, as manager for general store. References furnished. Address No. 542, care Michigan Tradesman. 542

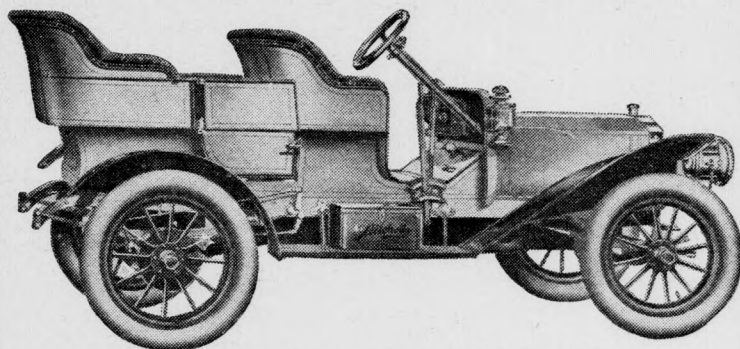
HELP WANTED.

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. 343

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 upholstering or Mitchell blue with black upholstering.

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

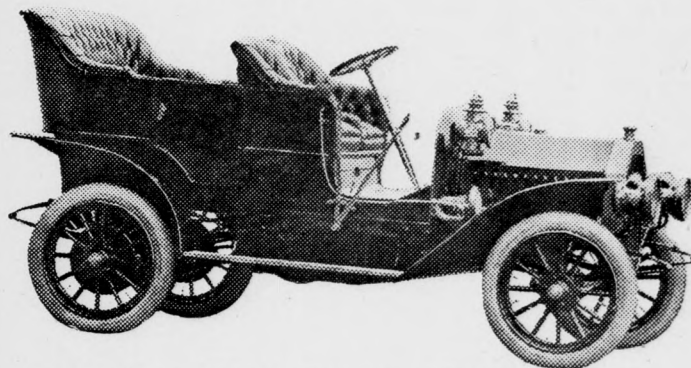
At the Adams & Hart Garage

47-49 No. Division St.

THE BUICK RECORD

We have made many strong claims for the Buick cars, but none that we have not made good. We have said that Buicks are dependable—we have proved it through five years of satisfactory service.

We have said that they would stand all kinds of road conditions—we have not only proved it by winning endurance contests and hill climbs, times without number, but any Buick owner will tell you that he proves it every day that he drives his car.



Buick Model F, \$1,000, 22-Horsepower, 5-Passenger Touring Car

is the car on which the Buick reputation has been made and the fact that its sale shows a big increase each year is ample proof that it is what the public wants. Profit by the experience of others—buy a car that has earned a high reputation for reliability and all around merit. Ask for particulars.

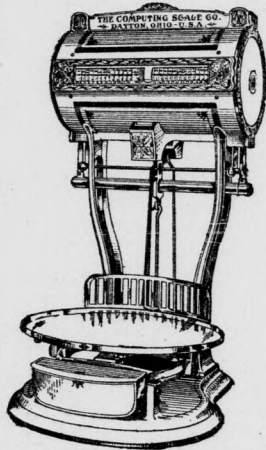
BUICK MOTOR COMPANY

G. P. DOWLING, Branch Manager

Louis and Ottawa Sts.

GRAND RAPIDS

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

You Wouldn't Go Out With One Shoe And Stocking On, Would You?



Your costume wouldn't be complete if you did, would it? Do you know your store stock isn't complete if you don't have BLUE LABEL KETCHUP?

It is all right to keep other kinds for those who don't mind—but have BLUE LABEL ready for the particular people. Those are the people it pays to please—and who pay when pleased. We don't mean by this that the price of BLUE LABEL is high—it isn't, it is low. If we sold only a few cases, allowing you the generous profit we do, we would lose money—but selling it by the trainloads enables us to make some money.

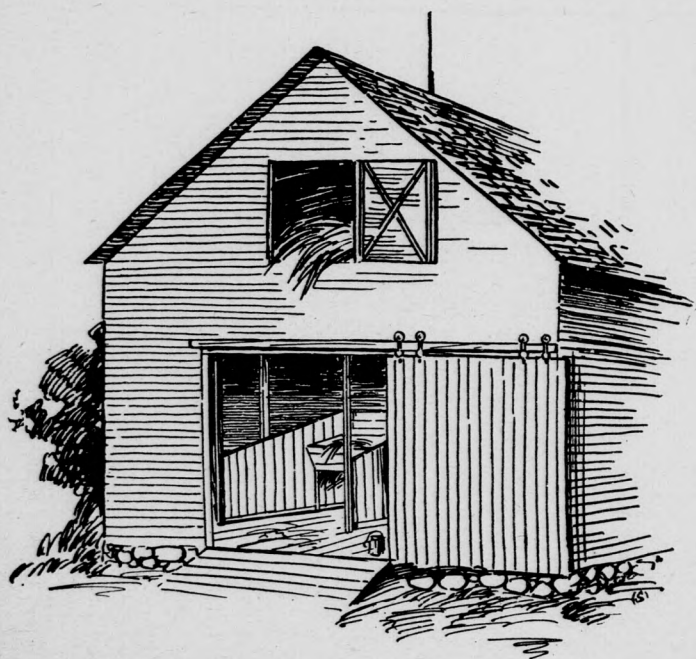
Nothing but the finest tomatoes and spices that money can buy go into BLUE LABEL KETCHUP—and that peculiar flavor which delights every one who tastes it is a secret that belongs only to

CURTICE BROTHERS CO.

ROCHESTER, N. Y.

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

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.