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GRAND RAPIDS, WEDNESDAY, MAY 19, 1909

Number 1339



THE SEXTON'S INN

ONLY a little longer and the journey is done, my friend! Only a little farther and the road will have an end! The shadows begin to lengthen, the evening soon will close, and it's ho for the inn of the sexton, the inn where we'll all repose. The inn has no bridal chamber, no suites for the famed or great; the guests, when they go to slumber, are all of the same estate; the chambers are small and narrow, the couches are hard and cold, and the grinning, fleshless landlord is not to be bribed with gold. A sheet for the proud and haughty, a sheet for the beggar guest; a sheet for the blooming maiden—a sheet for us all, and rest! No bells at the dawn of morning, no rap at the chamber door, but silence is there, and slumber, forever and evermore. Then ho for the inn of the sexton, the inn where we all must sleep when our hands are done with their toiling and our eyes have ceased to weep.

Walt Mason.

Klingman's

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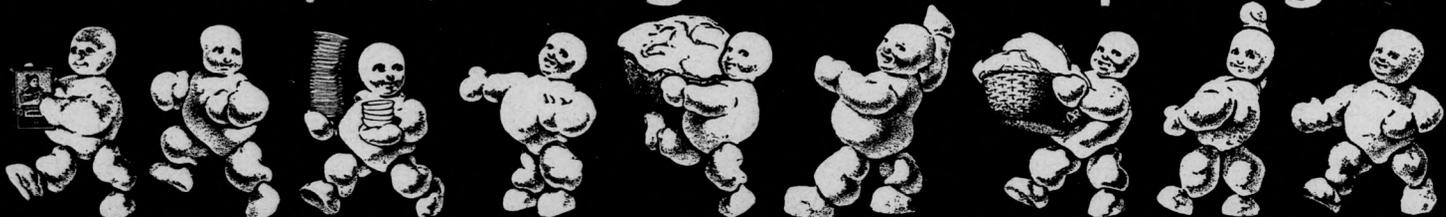
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BOARD OF TRADE MATTERS.

Previous to the coming in of the present administration the Grand Rapids Board of Trade never had an annual income in excess of \$15,000, although some years ago a special guarantee fund of \$10,000 for promotion purposes was raised and in the course of three or four years had been disbursed. About two years ago the Executive Committee recommended the raising of another promotion fund of \$25,000 and the Board of Directors approved the recommendation. For business reasons this fund was not raised.

This review is offered as possessing interest in view of the record for the first three months of the present administration of the Board of Trade. The present membership is 1,000, which means an income of \$10,000 from dues; the Municipal Affairs Committee has raised among the members of that Committee the sum of \$3,000, with which to meet all the expenses of that Committee; the Industrial Committee has guaranteed to raise \$3,000 to meet the cost of a special industrial campaign the present year, and the Wholesale Dealers' Committee will raise—as it has done annually the past three years—the sum of \$6,000 to meet the expense of its Perpetual Half Fare Trade Excursion and its Merchants' Week functions.

Thus this year the Board of Trade and its auxiliary bodies will have a total of \$22,000 with which to conduct its efforts along public welfare lines—\$7,000 in excess of any annual resource available to the Board during previous years.

This is a good sign, as later results must show.

Beyond any question the public spirit and civic enthusiasm of the members of the Municipal Affairs Committee, who pay their own expenses, luncheons, and all, are valuable, and there is not a loyal citizen of Grand Rapids who does not wish

a maximum of success for the Committee in all that it undertakes.

The Committee of One Hundred also gives good promise, so that everybody who has the welfare of the city at heart most sincerely hopes that the \$3,000 fund for industrial promotions will be quickly raised and willingly bestowed.

With it all there must come something distinct and tangible in the way of results. The creation of the Michigan Shippers' Association is a sequel to years of work on the part of the Transportation Committee of the Board before the present administration came into effect; the Merchants' Week is an institution four years old; the recent convention in Detroit to consider the development of better trade relations with Canada is the child of a Detroit organization and the "Home Coming" proposed—which should certainly be successfully accomplished—has been proposed and considered and "turned down" repeatedly.

Among the many new propositions thus far visible are decided progress as to lodging house inspection; an effort toward municipal advertising; the milk contest and the creation of the Committee of One Hundred. This Committee has its work cut out for itself and realizes that much more money than the \$3,000 for industrial promotions will be needed and must be raised by the members of that Committee if Grand Rapids is to shine as a convention city; if our city is to be advertised judiciously and liberally as a desirable place of residence and as an enterprising, wide-awake city that does things.

It is extremely difficult these days to do some worthy thing that is unusual, original, unique and at the same time effective, as the Committee of One Hundred will learn if it succeeds in carrying the "Trade in Grand Rapids" campaign to an issue so perfect that it will be readily recognized by the business men of our city.

Virtue is simply firmly established good habits. Vice is confirmed wicked habits. The domination of habit often steals over men unnoticed. No one intends to become a liar, a thief, or a drunkard; but one act leads to another, until the evil is fastened on the man. "We weave day by day a thread into the cable of habit, until it becomes so strong we can not break it." The only way to avoid bad habits is by careful cultivation of good ones. This is particularly necessary in the formation of habits of cleanliness, self-control, good temper, punctuality, etc.

Putting the divine names in caps and men in nonpareil does not make the world any better.

TEDIOUS LIBELS.

Just why it is that newspapers do not seem to comprehend that country merchants are not necessarily illiterate; do not invariably lumber the atmosphere with nasal tones and are not habitually slovenly in attire, manner and conversation, it is difficult to decide.

"Farmer Hayseed," as a farmer, is not a typical farmer any more than is it true that the average country merchant is in the habit of being addressed as "Jim," or "Bill," or "Pete."

Those relics of the by-gone days, before telephones, interurban railways and daily papers everywhere, are mere traditions. To-day the average country merchant wears white shirts, collars and cuffs, sports a tie and polished shoes, uses good English and is about as well equipped in his knowledge of current affairs as is the average city man.

To-day, instead of making three or possibly four trips a year to the jobber and the city he lives in, the country merchant "happens in" every week or two, and when he does not come gives his order to the traveling salesman or talks it into a telephone.

When it comes to poor taste and vulgar "breaks," neither the farmer nor the country merchant of to-day can hope to compete with the average funny(?) man of the newspaper, who when hard pressed for copy gets busy with the distorted rhetoric, the clumsy diction, awkward spelling and the "gol-darn-ye" chestnuts, and charges them all up to a mythical party who is supposed to live somewhere outside of and beyond the certified, contracted and hackneyed horizon of the humorist.

As a matter of fact, a majority of the retail merchants in the small cities, villages and hamlets are men who, having served from four to ten years of apprenticeship in Grand Rapids, Chicago, Detroit, Buffalo, St. Louis, New York or some other city, have gone into business on their own account, glad to get away from the pretense, the conceit and the many other things that are worse by which they were continually confronted while apprentices in the city.

A SQUARE EMPLOYER.

When one stops to consider that the city of Spokane, Washington, barely thirty years old and only a trifle larger than Grand Rapids, possesses one of the largest and best managed restaurants in the world, the fact seems impossible.

Various enquiries come at once to the mind of the uninitiated as to the reasons for such a distinction, and chief among them is, Did the founder of the enterprise have the shrewd and comprehensive judgment to fore-

see so great a development or was it merely a case of luck?

That it was not mere good fortune is evidenced by one feature of the conduct of this restaurant:

It is an absolute impossibility for a patron of the place to successfully bestow a "tip" upon any of the employees. Approximately 3,000 persons get their meals at this place each day and every one is promptly and well served with genuine care and courtesy. There are no sycophantic fawning, no obstreperous resentment, no insinuating pretence on the part of waiters. They know their business thoroughly and attend to it in a businesslike, self-respecting manner.

The reason?

It is because these waiters receive adequate wages and know that any direct or indirect violation of the rule prohibiting the acceptance of "tips" will be punished by immediate dismissal.

In other words, it is no place for the toadying, lickspittle freaks who, developed elsewhere and struggling against starvation wages and an all-absorbing appreciation of the wretched condition of servitude and universal contempt to which they have subjected themselves, are unable to get out of the rut.

The long headed, self confident and original restaurateur who has taken this initiative and who backs it by paying his head waiters \$25 per week and his table waiters \$15 a week deserves immortality. He made his bet on a sure thing, of course, but he did even better. He has demonstrated beyond question that the practice of "tipping" can be abolished by the payment of deserved and adequate wages.

Gimbel Brothers, proprietors of a big department store in Philadelphia, have arranged to open a branch in New York City. They signed a lease last week for the property on Broadway between Thirty-second and Thirty-third streets, on which they will erect their building. The terms of the lease indicate that it is to be an extensive and permanent institution. For the first twenty-one years of the lease the total rentals will amount to more than \$12,000,000 net. This and four subsequent twenty-one year terms, making the lease extend over a period of 105 years, will obligate the lessees to make a total payment of \$60,000,000 to \$70,000,000 in rentals alone, exclusive of taxes and other charges. The property covers 80,000 square feet, or thirty-two city lots.

Our thinking and feeling are also subject to this law of habit. By concentration, association and classification the memory is strengthened.

NO DISCRIMINATION.**Liberal Policy of the Employers' Association.**

The annual meeting of the Employers' Association of Grand Rapids will be held at the Pantlind next Tuesday evening. It will be preceded by the Association's annual dinner and at the subsequent proceedings O. H. L. Wernicke will preside. The speakers will be representatives of different interests in the Association's activities.

The Association is in effect an industrial clearing house. Its office, at 21 Fountain street, is the common meeting place of the man hunting for a job and the job that wants a man. For the year ending May 1, according to the annual report, 11,105 men out of work applied for jobs and 5,337, or about 48 per cent., were placed. The year before there were 15,626 applications and 4,415 men were placed. The Association has about 130 members, representing the Builders and Contractors' Association, the Employing Printers' Association, the Furniture Manufacturers' Association, the Team Owners' Association and the Metal Trades' Association, beside a number of labor employing trades not affiliated. The Association is conducted on such broad gauge principles, however, that practically every employer of labor is on the list and receives all the benefits of the organization whether a member or not, and every worker, common and skilled alike, can go to the central office for a job with the assurance of receiving the best that is available.

The Employers' Association was organized five years ago and for two years was conducted along orthodox lines, as other similar associations are conducted to-day. Its benefits were confined to members only. Elaborate records were kept of every working man who applied for a job. This record included name, address, age, social condition, trade, experience, rate of production, wages received, when and why he left his last place and "remarks." The applicant could hope for little encouragement unless he could bring a reference from his last employer. The record was virtually a black and white list, and few openings were left, at least in the Association shops, for those who were unable to bring a card from the Association containing all the information desired. These old records are still preserved in the office, not for reference but as curiosities.

When Francis D. Campau became manager of the Association he brought in a recommendation to broaden the scope of the Association's work, to let everybody in for the benefits to be gained. After some hesitation his plan was approved. The old record book was closed never to be opened again for the purposes it was designed. Employers of labor whether members of the Association or not receive the same courtesies as the members. The Campau plan was to make the Association a complete clearing house for labor, and it has been conducted up to these high ideals.

Every morning Miss Lillian Wil-

liamson, who is in charge of the office, calls up the 130 members of the Association to ask if help is desired in any line. The unemployed to the number of thirty to sixty are assembled in the office, and as soon as news of a job waiting for a man comes in the man, if he is on the spot, whether a carpenter, a laborer, a furniture worker or a machine hand is given a card of introduction and sent forth to make his personal application. When the list of Association members is completed then the non-member employers, about 200 of them, are called. This list includes the freight depots, the hotels, street contractors, fruit and other farms—in fact, every concern where there is a chance to place a man who wants work. The telephoning takes two hours every morning, and if there are any men left still unemployed they may wait in the hope that a later call will come in or they can leave their applications, to be notified by postal should something turn up. Of the 5,337 men sent to work last year more than half were sent to non-members.

The Association keeps no records other than statistical. The applications for work are kept on file two weeks and if no place is found for the man his card is destroyed, but he can renew it as often as he wishes. The orders from employers for men are kept three days and then if not renewed they are destroyed.

The Association has been an important factor in the industrial development of the city. The working classes have confidence in it and employers would not willingly do without it, and under no circumstances would they return to the old black list system. The Association saves working men the weary tramp from one factory to the next, with many a heart breaking rebuff, by providing a central intelligence office, and the employers are served by having a place to which they can look for an extra man when needed.

The Association serves another important purpose in keeping tab on industrial conditions. If there is a shortage in any class of labor steps can be taken to bring in such men as may be needed—not by sending for them necessarily, but by advertising for them. The Association does all the advertising for help, thereby saving the members the trouble of looking after the matter of detail.

The Association is not antagonistic to unions, but its stand is for the open shop first, last and all the time. Its principle is that every man is entitled to a chance to work for his living and to support his family and union or non-union lines are not recognized in employing men.

Dan W. Tower is President of the Association, completing his second term, and his annual address will be one of the features of the meeting.

What She Earns.

"What!" exclaimed Mrs. Flatleigh. "You don't mean to tell me you pay a girl \$10 a week for cooking?"

"Oh, no," replied Mrs. Urbanville, "We only pay her \$2 a week for cooking. The other \$8 is for staying."

Fit Into Your Work or Get Out Of It.

Most young men entering business should prepare for an almost inevitable depression which follows the elation natural upon securing a first entry into a chosen work. In proportion as this untried work is the ambition of the young man, the novice has reason to anticipate this mental reaction. In this way often the first few weeks of the young man's apprenticeship may be the most trying and yet the most influential period of his life.

"Yes, I made a mistake in not sticking there when I had the chance," is a typical expression of regret that many a man has had to make when, later in life, he has been able to look back upon an opportunity which he let slip him because of its undervaluation.

When it is considered that thousands of young men, too, take up their life work with no great attraction to it, this problem of preparation for the discouragements of the undertaking becomes especially momentous. In the life of most young men prior to entry into business, most of their actions have been prompted wholly by the sense of enjoyment and pleasure to be found in them. They have cultivated intolerance for the disagreeable facts of life. In the case of such a young man, drawn to an especial work through rosy anticipations of its duties, the chance for a smashing of his idealism is serious.

Work in the abstract is a serious thing. It requires the serious attention and best efforts of the worker. Expenditure of these forces entails the physical and mental weariness which so easily leaves the worker open to the intrusion of depression. The condition is absolutely normal, yet often it invites the abnormal nursing of such a feeling until the victim has lost all sense of proportion with reference to himself.

It is accepted everywhere that no organizer worthy of the name cares to carry the dissatisfied man upon his pay rolls. He is a poor worker to that extent, but even more he is the figurative wet blanket, acting as a deterrent upon others susceptible to his influences. Personally, he is in the position of the bored guest at the feast. That the grouchy employe appreciates this position is shown in the fact that he conceals it if he can from his superiors. But in the presence of those fellow workers in whom he feels he can confide he may become an active sower of disaffection.

What is the trouble with this dissatisfied young man?

Believe me, there is no question set for solution over which the young man himself may ponder more seriously and sanely. This typical young man always is quick to invite the judgment of his friends in pointing the way to a business opportunity. So long as the quest for a place is before him he is likely to be most susceptible to advice of friends and acquaintances. But, once in a position in which he has soured, he is most likely to seek a friend only that he may confide just how impossible the

position has become. He is willing to explain in detail why he can not stay where he is while he may be ready to accept his friend's most abstract suggestion as to where else he shall go to improve his chances.

Somewhere between this dissatisfied young man and his employer something is wrong. To determine just what that trouble is and to correct it as soon as possible is essential. If the young man is at fault he can not discover the truth too soon. If the employer is at fault the change can not be made too speedily.

The serious trouble with the young and inexperienced man, however, is that nursing his intolerances he may have an exaggerated view of his own hard position which his lack of experience elsewhere can not serve to restore to an equilibrium. What is the true basis of the disaffection? Should the young man set himself the task of making concessions here and there? Or should he break with the whole situation and leave it? For this is the practical solution of his difficulty.

How easily this inexperienced young man may make a mistake in the diagnosis of his case may be illustrated in the lives of thousands of men in all walks of life. These men, gray and seamed with years, so easily look backward feeling that if they were to live life over again they would choose an entirely different occupation to that in which often they have made worldly success. As fathers most of them have other choice for their sons. These men have gone through the troubles and trials of the apprenticeship period only to discover late in life that they are dissatisfied. They have friends who wonder at the disaffection. Their positions are not understood. And yet it is the stand that presumably has been taken by a ripened judgment.

Disaffection in the young employe is not wholly undesirable. Probably one of the blackest marks that might be set against the young worker could come of an absolute sense of satisfaction in his present work. To be supremely content in his present work, nursing no ambition even in secret to better his work in the world, must be indicative of decay. Here and there the necessities of business may make such a man desirable, but more often it is something upon which the organizer frowns.

In the building up of modern business the business man seeks to invest in the future of his employes. In late years there has been a cry against the disposition of the employer to re-



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fuse the services of the elderly man, competent for to-day, simply because because he does not promise enough of growing competency for to-morrow.

In the same light the attitude of the satisfied young man settling down into a minor rut in an establishment is undesirable. Men lose places which they have and value simply for the reason that under friendly pressure of the employer they refuse to advance to place where in the judgment of the employer they would prove mutually more valuable.

Manifestly somewhere between disaffection and the calm of absolute content the young man must find the golden mean. He can not escape the obligation which rests upon him to decide. "Looking for a job" too long has been exaggerated out of proportion to its importance; to reconcile one's self to a life work is of infinitely more importance. Fit into it—or get out. You can not escape the exaction.

John A. Howland.

Anticipated the Final Summons.

"Your husband will be all right now," said an English doctor to a woman whose husband was dangerously ill.

"What do you mean?" demanded the wife. "You told me he couldn't live a fortnight."

"Well, I'm going to cure him, after all," said the doctor. "Surely you are glad?"

The woman wrinkled her brows. "Puts me in a bit of an 'ole," she said. "I've bin an' sold all his clothes to pay for his funeral!"

Man's Mind Part of Universal Mind.

We are gradually and inevitably drawn to the conclusion that mind is everything and matter but an expression of the universal mind. A table, a house or a machine is the embodiment of some human mind. A stone is the embodiment of some mind at present inaccessible to us, of some will at present inscrutable.

Matter signifies existence, life independent of ourselves, but subject to our will, under certain conditions, just as men are to some extent. Motion means change or experience. Inertia means habit. The other means, perhaps, the all-embracing, all-connecting Oversoul of the universe. Radiation means perchance the intercommunication of smaller minds.

Here we enter upon that virgin field where, I believe, the science of the future will blossom forth. In entering upon it a new perspective opens out, a perspective infinitely more glorious than the starry host visible to our human eyes. We breathe a higher and purer air, an air of freedom, of infinite life and power and greatness, unfettered by the shackles of our earthly existence. Many of the sons of men, in all ages, have caught glimpses of such a higher existence. It is open to all of us, and, I believe, destined for all. But its possibility and prospect need not draw us away from the present phase prematurely. Like devotees of chess or football, we descend into the arena and consent to be bound for a time by more or less absurd restrictions. We play the game. And that game has always

been played and will always be played. It is a necessary discipline and liberal education.

Of one thing we may be certain—no universe exists which is entirely unconnected with this of ours. We know that the fruit of our slightest act goes thundering down the ages, that nothing is ever effaced, that everything is of infinite and eternal consequence. And if it leaves a permanent mark on the material universe it will affect also all invisible universes. This reflection may give a new zest to our present form of existence. To pierce into the innermost recesses of Nature, to mold natural forces to our will, to make life happy and glorious for ourselves and our kind, to assert our supremacy over disease and death, to conquer and rule this universe in virtue of the infinite power within us, such is our task here and now.

It is being more and more consciously taken in hand by the human race, a race which, since its earliest origin, has numbered about a billion individuals. The aggregate lives of these individuals cover a vast variety of experiences and circumstances and the record of those experiences is embodied in our own physical organisms and other records more or less permanent. The human race has hurled itself against the fastnesses of Nature and captured them one by one. The war has been a record of blood and tears.

But in the new generation the wounds are healed and the tears are dried, and the battle is renewed.

Man emerges from each successive conflict stronger, saner and better, more assured of ultimate victory, fitter to reap the fruits of it. The individual suffers and dies a million deaths, but his misery is but a drop in the ocean of his happiness. His pain is never infinite. Like all bodily sensations, it has its maximum, beyond which no power can intensify it. Death itself is peaceful, painless, free from all fear. The fear passes away when it is no longer useful as a stimulus to activity. The barriers of the human world fall away. The "game" is played to the last.

Once more the individual is withdrawn towards that center of sentient life where all souls are one with the great Oversoul. What this future fate may be we need not now enquire. Should it ever become necessary to enter upon and pursue such enquiry we may be sure that a full acquaintance with the laws of our present visible universe will form the best preparation for it. And these laws we shall apply with the greater confidence when we know that they suffice to interpret not only our own universe but the other worlds just discernible on the horizon of our present faculties.

E. E. Fournier d'Albe.

His Logic.

Knicker—Women will get the ballot when the majority of them ask for it.

Mrs. Knicker—Do men get their buttons sewed on when the majority of them ask for it?

A DOUBLE PROFIT

Royal Baking Powder Pays a Greater Profit to the Grocer Than Any Other Baking Powder He Sells

Profit means real money in the bank. It does not mean "percentage," which may represent very little actual money. A grocer often has the chance to sell either:

1. A baking powder for 45c a pound and make a profit of 5c or 6c or,
2. A baking powder for 10c a pound and make "20 per cent. profit," which means only 2c actual money. Which choice should you take?

Royal Baking Powder makes the customer satisfied and pleased not only with the baking powder, but also with the flour, butter, eggs, etc., which the grocer sells.

This satisfaction of the customer is the foundation of the best and surest profit in the business—it is permanent. Do not take the risk of selling a cheap alum baking powder; some day the customer may find out about the alum, and then your best profit—viz., the customer's confidence—is gone.

Royal Baking Powder pays greater profits to the grocer than any other baking powder he sells.



Movements of Merchants.

Owosso—B. M. Salisbury, of Ovid, will soon open a shoe store here.

Moseley—Charles Gleason succeeds Guy H. Troube in general trade.

Wayne—A grocery store will be opened by Wm. Hoops, Sr., in the Wilson block.

Laingsburg—J. V. D. Wyckoff is succeeded in the hardware business by Thomas Burt.

Marquette—A tobacco store will soon be opened by E. J. Pelissier on South Front street.

Grand Ledge—F. H. Cole announces his intention of engaging in the drug business.

Clarksville—F. D. Voss, of Grand Rapids, has purchased the general stock of H. D. Johnson.

Sheridan—Arthur Thayer succeeds Mrs. W. C. Starks in the restaurant and confectionery business.

Bently—S. E. Walker will remove his general stock from Estey to this place, where he will engage in trade.

Belding—H. P. Hilton, who formerly conducted a bakery in Ionia, has engaged in the same line of business here.

Charlesworth—J. S. Bramble is succeeded in general trade by Clifford Stringham, formerly of Eaton Rapids.

Port Huron—R. Simmons has engaged in the grocery business at the corner of Griswold and Seventeenth streets.

Lansing—E. C. Potter has been succeeded in the grocery business at 521 Franklin avenue east by F. S. Fuller.

Boyer City—M. J. Bolen will open a crockery, glassware and variety store in the center store of the Capelin & Bolen block.

Dowagiac—F. J. Young will remove his shoe and men's furnishing stock from its present location to 508 South Front street.

Saginaw—Carl Bartlett has purchased the interest of Albert C. Schroeder in the grocery firm of Schulz & Schroeder.

Lowell—M. C. DeCou has sold his grocery stock to Guy H. Troube, who was formerly engaged in general trade at Moseley.

Manistee—Frank Adamski, formerly in the employ of W. R. Hall, druggist, is making preparations to open a drug store here.

Menominee—V. A. Lundgren has purchased the drug stock of R. J. Sawyer at 521 Main street, and will remove his stock at 713 Main street to the Sawyer store. Mr. Lundgren also owns a stock at Marinette, Wis.

Adrian—E. W. Darling has sold his grocery stock at 8 North Main street to E. J. Fox, of Lapeer, who will continue the business.

Houghton—Norman Dennett has sold his grocery stock to Wm. Moir, for several years employed in the store of W. B. Hoar, grocer.

Traverse City—George A. Carns has sold his hardware stock at 322 East Front street to E. B. Stanley. Mr. Carns will engage in farming.

Rochester—G. W. Nichols has opened a store, having purchased a general stock at Ypsilanti of Trim & McGregor, which he will remove to this place.

Owosso—John Telfer has purchased the general stock of W. H. Keiley, of Henderson, at chattel mortgage sale and will sell same at auction sale.

Rugg—Woolpert & Cole Bros. have purchased the general stock of J. W. Tanner, the business to be conducted under the management of Ross Woolpert.

Mancelona—The grocery firm of Froman & Hoppins has been dissolved, B. F. Hoppins having purchased the interest of his partner, Chas. Froman. Mr. Hoppins will continue the business.

Kalamazoo—A cigar store will be opened by Roy Hicks and Wm. Knox at 509 East Main street. They will conduct business under the style of the Crescent Cigar Store.

Mulliken—Noble & Potter, hardware and implement dealers, are utilizing the building formerly occupied as a cold storage building by A. E. Lawrence, for a warehouse.

St. Joseph—The grocery stock of the H. Merville Co. has been taken possession of by Chas. H. Whitcomb on a chattel mortgage and will be sold at mortgage sale by him.

Morenci—E. C. Whitney succeeds L. S. Brenner in the harness business here. Mr. Whitney was a member of the firm of Maier & Whitney, of Grand Ledge, whose successors are Soper & Boot.

Lake Odessa—F. J. Bretz, grocer, has moved out of the Lowrey building into a new store building a few doors east of the old stand. Thos. Lowrey has installed a grocery stock in the store thus made vacant.

Battle Creek—J. Hagelshaw will open a grocery store at 60 Upton avenue, having purchased a new stock of the Lemon & Wheeler Grocer Co., of Kalamazoo, through its representative, F. E. McGee.

Jonesville—B. E. Poor has purchased the stock of the Jonesville Cigar Co., which he will consolidate with his own. Seward J. W. Cook,

who formerly owned the stock, will continue in the retail business.

Crystal Falls—The grocery and meat business conducted by John Tufts has been merged into a stock company, which will conduct a general mercantile business, under the style of the John Tufts Co., with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed. \$5,000 being paid in in cash and \$15,000 in property.

Adrian—L. B. Knowles, who has owned and operated the general store at Wolf Creek for the past twenty-five years, and around whom the "burg" has revolved is to retire. He will be succeeded by Simon Stuky, of Wauseon, who will take possession within thirty days. Mr. Stuky has been in the employ of his brother who is a storekeeper and has recently been married. The store and residence are in the same building. This change necessitates also a change of residence for Mr. Knowles. Probably no storekeeper in any of the little places in Lenawee county is so well known here as is Mr. Knowles.

Detroit—Henry Binswanger has retired from the firm of Heyn, Binswanger & Co., after having been in active management of the business for the past twenty-nine years. A new corporation has been formed under the style of Heyn's Bazaar Co., which will continue the business, having an authorized capital stock of \$100,000, of which \$75,000 has been subscribed and paid in in cash. It is the intention of the company to erect a nine-story building on the Woodward avenue site where the building recently destroyed by fire stood. The stockholders in the new company are Emil Heyn, Joseph Goodman and Henry M. Fechheimer.

Marshall—Thomas L. Cronin, for forty years a merchant here and proprietor of one of the largest grocery stores of the city, was taken with a fainting spell while waiting upon a customer Saturday evening and passed away twenty minutes later. Physicians worked over him, but he lost consciousness soon after fainting, his death being due to hardening of the veins and arteries. Six weeks ago Mr. Cronin suffered a similar attack, but seemed to have regained his usual good health and was feeling especially well Saturday. He was 66 years old, but took an active interest in the store and personally did much of the work. He is survived by his wife, who did not reach the side of her husband until after he had lost consciousness, and two sons, one of whom is identified with the business.

Manufacturing Matters.

Lapeer—The Security Gate Co. has changed its principal office to Cass City.

Durand—H. A. Brown, formerly of Perry, will engage in the manufacture of cigars here.

Homer—The Homer Auto Truck Co. has changed its name to the Homer Gas Engine Co.

Traverse City—The Traverse City Chair Co. has increased its capital stock from \$25,000 to \$45,000.

Benton Harbor—The principal office of the Knisel Lumber Co. has been moved from Eau Claire to this place.

Muskegon—The capital stock of the Western Telephone Manufacturing Co. has been decreased from \$50,000 to \$25,000.

Bay City—The Bay City Creamery Co. is now the owner of the Kochville Creamery Co., formerly owned by Edward C. Meisel.

Ionia—Louis P. Schmolz has purchased an interest in the Marvel Manufacturing Co., which makes washing machines, and will become its manager.

Traverse City—A sausage factory will be conducted by Albert Petertyl and Joseph Urban, operations to be carried on in the building formerly occupied by the Gifford Electrical Co.

Kalamazoo—A new factory building is to be erected by the Gibson Mandolin-Guitar Co. The structure will be two stories high, 55x125 feet in dimensions and will be of brick or cement.

Caro—James H. Hudson, late superintendent of the Dow Chemical Works, at Midland, has purchased the stock of the Caro Bazaar Co. of R. I. Clark & Co. and will continue the business.

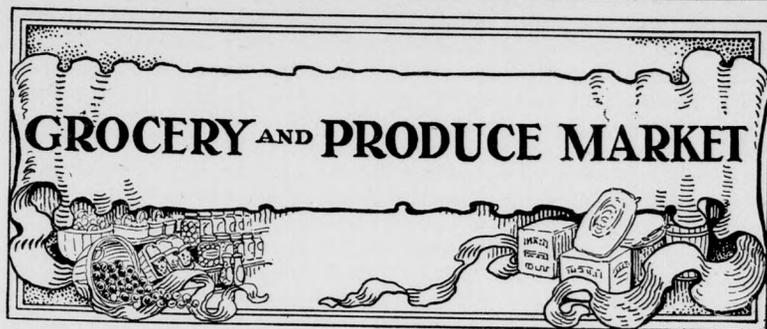
Muskegon—The Michigan Crank Shaft Co. has been incorporated to conduct a manufacturing business, making crank shafts and automobile parts, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$3,000 being paid in in cash.

St. Joseph—A company has been formed under the name of the St. Joseph Creamery Co., which will conduct business at 319 Main street. The company has purchased the plant of the Twin City Creamery Co. and will be managed by H. E. Price, formerly of Ithaca.

Detroit—A corporation has been formed under the style of the Nelson-Peterson Manufacturing Co., which will make machinery and machinery parts constructed of wood and metal. The company has an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,666.67 paid in in cash.

Lowell—The Lowell Specialty Co., which manufactures sprayers and hardware specialties, made a net profit of 20 per cent. on the past eight and one-half months' business and a dividend of 12½ per cent. was declared on all outstanding stock, payable on or before Aug. 1. The remaining 7½ per cent. was passed to surplus.

Kalamazoo—Sam. T. Goldberg, of Detroit, has concluded negotiations whereby the Verdon Cigar Co., of this place has been placed under the ownership of the Lilies Cigar Co., of Detroit, of which Mr. Goldberg and his brother, Isaac Goldberg, are managers. Lawrence Verdon, late manager here will remove to Detroit with his old company, where he will take the position of sales manager. Operations will be conducted in Detroit at the corner of Forest and Hastings streets.



The Produce Market.

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

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

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

Beans—String beans and wax beans—both from Tennessee—command \$2.25 per bu.

Beets—\$1.25 per box for Illinois.

Butter—Every indication points to a season of high prices for creamery. Several causes contribute to this result: There has been no material increase in the number of cows. There has been no material increase in the area of pasture lands. The men who speculated in creamery butter last season made money. The men who lost money in eggs last season are going into butter this season. A coterie of New York men who do not handle much butter themselves are determined that those who handle the bulk of the country's output shall pay full prices this season. Local dealers hold factory creamery at 24c for tubs and 25c for prints. Dairy ranges from 15c for packing stock to 21c for No. 1.

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

Carrots—\$2.50 per bbl.

Celery—California, 75c per bunch; Florida, \$3 per crate.

Cocoanuts—\$3.50 per bag of 100.

Cucumbers—\$1.10 per doz. for hot house stock from Illinois.

Eggs—There is a very good consumptive and speculative demand, and the receipts are absorbed each day. The market is at present in a healthy condition, and the future depends on the consumptive as well as the speculative demand. The quality of the current receipts is very good. Local dealers pay 19c f. o. b., holding case count at 20c and selected candled at 21c.

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

Green Onions—15c per dozen bunches.

Green Peppers—\$3 per 6 basket crate.

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

Lemons—\$3 for either Messinas or Californias.

Lettuce—Leaf, 9c per lb.; Florida head, \$1.50 per large hamper.

Onions—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. Mediter-

ranean Sweets are moving freely on the basis of \$3@3.25.

Parsley—35c per doz. bunches.

Pieplant—90c per 40 lb. box of hot house stock.

Pineapples—Cuban stock commands \$2 per box for 42s, \$2.25 for 36s and \$2.40 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 arriving in carlots and moves freely on the basis of \$2.75 for 24 qt. crate. The quality of arrivals is good.

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

Tomatoes—Florida, \$3.75 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.

Reorganization of the Burns Creamery Co.

The interest of Wilbur S. Burns in the Burns Creamery Co. has been purchased by W. H. Fowle, Ed. M. Smith, M. L. Pray, Dr. Annis, Edward Knapp, H. A. Washburn, R. C. Blackburn and Frank C. Coleman, and the business has been reorganized by the election of the first named five gentlemen as directors. The officers of the company are as follows:

President—W. H. Fowle.

Vice-President—Ed. M. Smith.

Secretary and Treasurer—M. L. Pray.

Business will be continued under the personal management of Mr. Pray, who has had a long and somewhat varied experience as a manufacturer of creamery butter. In addition to the creamery in this city the company owns creameries at Cedar Springs and Conklin, as well as a skimming station at Jenison.

A corporation has been formed under the style of the Grand Rapids Fireless Cook Stove Co., which will manufacture fireless and electric stoves and heaters. The company has an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$1,000 being paid in in property.

F. A. Taylor & Co., who are opening a general store at Kent City, have purchased a stock of groceries of the Lemon & Wheeler Company.

The Grocery Market.

Sugar—Raws are a little stronger. The refined market is also stronger. Arbuckle, Warner and McCann have withdrawn all concessions, leaving the market for all refiners at 4.85.

Tea—A fairly good trade continues. Japans still hold firm with some difficulty in filling all lines on limited supply. Some of the leading importing houses are still holding their goods until the tariff bill actually goes through and a stronger effort is being made to reinstate in the bill a duty on tea. It is thought generally that a tariff of 5c or more a pound will be imposed on all package teas. The reports of the first pickings of the new crop of Japans are very favorable, with prospects that both quality and quantity will show improvement over last year. Prices are ranging from 1@2c higher. Ceylon teas of good cup quality bring good prices. The scarcity of green tea on the Colombo market causes keen competition, with firm prices. Mediums and low grades have declined slightly, the offerings being of poor quality.

Coffee—The consumptive demand is only fair. Mild coffees are steady to firm and in fair demand. Java and Mocha unchanged and in moderate request.

Canned Goods—The tomato market shows no prospect of any improvement for some time or at least until the prospects of the new pack are known. Corn shows no change. The market is inclined to be weak, in spite of the fact that present conditions warrant a higher market. It is said that some packers will not pack corn this year, as they are unable to get the required acreage. Peaches and apricots continue steady. A gradual increase in the consuming demand is noticeable, but as stocks of all kinds of California canned fruits are comparatively large, no higher prices are looked for. A better movement is noted on gallon apples and, as this article is quite scarce, it is generally expected that considerably higher prices will rule before fall. All small fruits are scarce and firm. There are no changes in the prices of any grade of salmon, which hold firm, and interest is centered entirely in the coming pack. A large pack is expected this year and, unless packers are in position to carry goods over another year, prices will, perhaps, be lower this season than last. Packers are offering old sardines this week at 15c per case under last week's figures.

Dried Fruits—Raisins are in some demand, though prices show no improvement. Currants are in seasonably light demand at ruling prices. Aprcots are steady at ruling prices. Citron, dates and figs are unchanged and slow. Prunes seem to be growing a little firmer on the Coast, though the demand is only moderate. Some Coast holders are endeavoring to get more money for their prunes, but have not been especially successful as yet. Peaches are about unchanged. Prices are on a low level, but steadily maintained.

Syrups and Molasses—Glucose is

unchanged. Compound syrup is unchanged and in light demand. Sugar syrup is in moderate demand at ruling prices. There is an active demand for fine molasses, which is scarce. Prices show a hardening tendency.

Cheese—New cheese are running very good for the season and the receipts are readily absorbed at about 2c less than old cheese closed out. The make of cheese is a little larger than a year ago and the quality also shows better. The make should continue to increase from now on, accompanied perhaps with a further decline.

Rice—Better grades show slight advances. The demand also seems to be increasing and what stocks of rice are left are rapidly cleaning up. Fancy heads are almost impossible to get. Southern reports indicate a very strong feeling there.

Provisions—There is a good seasonable demand for all cuts of hams and bacon. Sugar pickled meats are firm and pure lard is also firm at an advance of ¼c. Compound lard also shows a general advance of about the same fraction. Dried beef is unchanged. Barrel pork shows a 25c per barrel advance. Canned meats are unchanged and show a seasonable demand.

Fish—Cod, hake and haddock are unchanged and dull. Salmon is in fair demand at unchanged prices. Domestic sardines are much unsettled. The price on the new pack is fairly held, but 1908 goods are generally offered at \$2.55 f. o. b. That is on the level with the very low price named by the combine when it was in control of the situation several months ago. Imported sardines show no change and only a moderate demand. Mackerel is trying to do a little better, but the improvement is light up to the present time. On the other side Norway mackerel are 25@50c higher. On this side the general market is about unchanged, though anything fancy commands a slight premium. The consumptive demand for mackerel is fair. The shore catch so far has been a total failure.

Millard Palmer, who holds an option on the Porter block, for which he has agreed to pay \$285,000, is undertaking to finance the proposition by selling a \$200,000 issue of 5 per cent. bonds, \$100,000 6 per cent. preferred stock and \$200,000 common stock. It is understood that the bonds are all placed. The preferred stock is being offered at par, with a bonus of 66⅔ per cent. of common stock. The excess of the proceeds of bonds and preferred stock over the cost of the building will be devoted to the making of repairs.

A grocery store has been opened at Watervliet by Curtis & Easton, the stock being furnished by the Musselman Grocer Co.

John L. Dows and H. E. Rason, of Detroit, will succeed J. Miner in the fur business at 122 Monroe street.

Men who give up nothing give up everything.

MUNICIPAL AFFAIRS.

Monthly Report of Board of Trade Committee.

Grand Rapids, May 17—On the initiative of the Healthier City Committee of the Municipal Affairs Committee, but with the hearty co-operation of the Milk Commission and the Board of Health, there was held in this city last week a milk contest, which it is hoped will become an annual affair. The Secretary of the Municipal Affairs Committee, when in Cleveland last fall, was told that a similar contest inaugurated by the Cleveland Chamber of Commerce two or three years before had proved to be one of the best and most profitable undertakings of that organization. At first the idea did not seem to find great favor here, but when the Healthier City Committee—Dr. Collins H. Johnston, Chairman—formally proposed to the Milk Commission and the Board of Health that they unite with it in holding such a contest here, doubts as to its success diminished. A committee of seven, representing the three organizations, was appointed to carry out this contest. Of this Committee Dr. Johnston was made Chairman and your Secretary was made Secretary.

The Committee entered into correspondence with the Dairy Division of the Department of Agriculture and secured its promise of assistance. The City Health Department furnished a list of milk dealers who supply the Grand Rapids market, and the Secretary then prepared the literature, letters, entry blanks, tags, etc., and sent them out. The City Health Department loaned to the Federal officials who made the examinations its laboratory, which is thoroughly equipped for the purpose. A member of the Municipal Affairs Committee furnished an automobile to enable the Washington men to complete the dairy farm inspection in short time. A final programme, for which a committee, headed by Dr. Thomas C. Irwin, of the Milk Commission, had secured additional speakers from the Michigan Agricultural College, was held in the Board of Trade auditorium Friday morning and afternoon, May 14.

The number of entries in this contest was surprisingly large, exceeding the entries in the Cincinnati contest and falling only two short of that at Cleveland. The quality of the milk exhibited was also unusually high, and several samples of the milk and cream submitted were far better than are necessary to meet the certified milk requirements. Grand Rapids has reason to congratulate itself on the showing made.

The one disappointment was that the women who represent the consuming public did not take a greater interest in the contest. If we are to have a constantly rising standard for our milk supply it is necessary that the consuming public should know what good milk is and demand it. This contest showed that the milk dealers and producers of Grand Rapids are apparently considerably ahead of their customers' demands.

Next year it is hoped the public will have awakened to the importance of this matter, which means a lower death rate, especially among the young children and babies. With that end in view it is probable that next year there will be an evening session arranged particularly to interest the general public.

We wish to repeat once more our appreciation of the keen interest and the loyal co-operation of the City Health Department in this contest, evidenced by its offer to bear half of the expense and by the assistance which its members and employees gave to the experts from Washington.

C. B. Lane, of the Dairy Division, emphasized the advertising value to the milk producers and dealers who had won prizes or honorable mention. He urged them to make the utmost use of this, as high standing in such a contest is, and should be, of considerable interest to all the patrons of any milk dealer. For that reason we give the names and score of all who were awarded 90 or over:

Producers—Market Milk.	
Judges' Score	
Wm. Warrens, first prize.....	97¼
L. J. Rindge, second prize.....	95¾
Honorable Mention.	
Leavenworth Bros.	95¼
F. H. Cornelissens	95
Ed. Watson	93½
C. B. Rathbun	93¼
M. F. McNamara	93¼
Wm. S. Lamoreaux	93
H. D. Perkins	92¾
H. A. Washburn	92½
L. T. Peck	92½
C. S. Briggs	92¼
J. F. Lamoreaux	91¾
H. H. Haines	91½
A. P. O'Brien	90¾
A. F. Richardson	90¾
F. J. Baker	90¼
Shoemaker Bros.	90
Producers—Market Cream.	
L. J. Rindge, first prize	97¼
Leavenworth Bros., second prize.	96
Honorable Mention.	
F. H. Cornelissens	94½
J. F. Lamoreaux	94½
M. T. McNamara	92½
J. F. Baker	91
Dealers—Market Milk.	
Vern E. Reed, first prize	97
J. W. Bouwman, second prize.....	95½
Honorable Mention.	
J. S. Oppenneer	94
Theo. Groothoff	94
M. D. Buth	93¾
Cherry Farm Dairy	92½
James Heyman	91¾
Peter Wagemaker	90½
Chas. Butterfield	90
Dealers—Market Cream.	
Sanitary Milk Co., first prize ..	98
Cherry Farm Dairy, second prize	93½

Another task completed by the Municipal Affairs Committee during the past month was the distribution of 20,000 spiraea to factory employes and children in the public and the Catholic and Protestant parochial schools, to the schools in the good roads district and to charitable institutions. With our inexperience and lack of helpers we found this a big job, but the experience gained this year will help us next if we decide to repeat the experiment. Owing to the unfortu-

nate fact that the plants varied in size, a fact which we will seek to guard against next year, there was some dissatisfaction on the part of those who were given the smaller plants. This dissatisfaction was unnecessary as the size of the plant is no criterion of the value, since the smaller ones, if they have good roots, may soon outstrip those which are larger at the time of planting. That such dissatisfaction was not widespread, however, is evident from the fact that requests for supplementary orders have continued up to the present time, so that we could have sold at least five thousand more plants if we had had them. As the shipment from France was about a thousand under our order, the work was further complicated by the necessity for buying a thousand additional plants. Most of these were secured from the Grand Rapids Nursery Company, which came to our aid in the most public-spirited manner. Their supply, however, was not equal to our demand upon it, and we have had to send out of the State for 200 plants. In order that there might be no trouble arising from the importation of these spiraea, such as has occurred in other localities, we had Professor Taft, of the Michigan Agricultural College, come over and treat them all with a solution which destroyed any pests which might have been among the bushes.

The Social Welfare Committee—Rev. A. W. Wishart, chairman—which brought up the possibility of using the old Kent fair grounds as a detention farm for boys, held a conference with J. E. McGilvrey last week. Mr. McGilvrey is at the head of the Boys' Home which is located on a farm similar to the one proposed here that lies about twenty miles from Cleveland. It has been most successful in its operation and Mr. McGilvrey, after having been taken to the old fair grounds by members of the Committee, expressed himself as satisfied that these grounds would form an almost ideal location for such a farm as the one which he is

conducting. The great lack is that of a brook, but as there is plenty of water just beneath the surface and a large spring only a short distance away it should be easily possible to make a pond which will serve many of the purposes of a brook. Judge Jewell, who has taken a great interest in this project from its inception, introduced the speaker and expressed his desire that the scheme might be carried out. The Secretary of the Committee induced Mr. Sebring, Secretary of the Kent Agricultural Society, which holds the grounds in trust, to call a meeting of his Executive Committee to consider the question. The meeting was held on May 11 in the Court House and resulted in a unanimous vote to turn the grounds over to the Juvenile Court. There are still, however, some legal questions to settle.

On last Saturday the Social Welfare Committee, at the call of its special Committee on Lodging and Tenement Houses, called an important meeting, at which the question of housing conditions in Grand Rapids was thoroughly discussed. Miss Clara Kummer, of the C. O. S., Mrs. Flora Nieman, head of the District Nurses' Association, and Dr. Ralph Apter, City Physician, told of bad conditions which they knew of from personal experience existing in Grand Rapids. Gerald Fitzgerald, of the West Side Building and Loan Association, told of the work which organizations similar to his are doing to better the housing of the working class. Mr. Bliss, President of the Real Estate Board, was present to represent the real estate men. The principal speaker was V. P. Randall, of Detroit, who has been interested in housing reform for many years and has had experience in many cities.

Mr. Randall said that the chief difficulty in securing better conditions lies in the apathy of the public, which is only too ready to admit that other cities have bad conditions, but which denies that such conditions exist in its own community. He suggested that a thorough study of conditions

When you come to Grand Rapids on that business trip, don't forget that

RAMONA

IS OPEN




Two performances daily
of the best that

Vaudeville

affords

All the usual
Resort Diversions

in Grand Rapids be made during the coming summer and that a report and exhibit, dealing not only with local conditions but also with what is being done elsewhere, be prepared for next fall. This suggestion was approved by the Committee and referred to the special Committee on Lodging Houses and Tenements for it to work out. This means a long and hard summer's work, but if it is well done and followed up it will make Grand Rapids an ideal town for the working man and will prevent our ever having the tremendous housing problem which is puzzling not only New York and Chicago but such cities as Cleveland and Detroit.

There has been much to cause encouragement during the past winter to those who are working for better living conditions in Grand Rapids, but chief among them should be mentioned the statesmanlike note which has been sounded in the annual reports of several of our city officials. There may be disagreement as to specific recommendations made by them, but the mere fact that they are thinking in a broad way of what will benefit the city is something that calls for self congratulation on our part. In sharp contrast to this we must mention the attitude of the Supervisors toward the Juvenile Court. This institution is admitted to be still in an experimental stage so far as some of its methods are concerned, but the principle underlying its work has already been so well established that those who condemn it as a whole simply fail to understand one of the greatest advances we have recently made.

The offer by Miss Richmond and Mr. Peck to give a part of the hillside along North Ionia street to the city has been referred to the Park Board. Closely following its announcement came the announcement that the Railway Company contemplates making a playground at Reed's Lake. The movement for playgrounds has begun in Grand Rapids and begun in time for us to secure all that we need without having to go to the great expense that is necessary in larger cities.

There is one other matter which we would like to call to your attention, and that is the wisdom of having Clean-up Day made more effective. At present Clean-up Day is virtually an individual matter. The individual may clean his own premises, but unless he is well enough to do to pay a dollar a load for hauling his rubbish away he has his work and little else for his pains. At one of the schools this past Arbor Day the children had been persuaded to take part in a general cleaning up of the district, but when they asked what they were to do with the rubbish they were told that the only thing possible was for them to secure the permission of lot owners in their neighborhood to dump it on those lots. And yet one of the desired reforms in Grand Rapids is to secure the clearing out of these vacant lot dump heaps. Would it not be good policy, then, for the street department to announce before next

Arbor Day that on that day or on the two or three succeeding days it will remove free of charge all rubbish deposited in the gutters? In this way, and in this way only, does it seem possible for us to really have a thorough civic housecleaning.

John Ihlder, Sec'y.

Original and Only School For Saleswomen.

Preparing girls for a saleswoman's career, Boston's unique school has reached a stage of development that commands at present the attention of business men of many large cities.

With the co-operation of several large stores the Union School for Saleswomen, originated and carried on by the Women's Educational and Industrial Union of Boston, is rapidly taking rank with other educational institutions of the city, and it is declared that in the near future the possessor of one of its diplomas will not only have no hardship in finding a position, but will command a higher wage than that received by non-graduates of this school.

To Mrs. Lucinda W. Prince, who is one of the prime movers in the affairs of the Union, belongs the credit for having started the school, and it is pointed out that the success is still more remarkable in view of difficulties which had to be overcome. Mrs. Prince says:

"Four years ago I came to the conclusion that saleswomen as a whole were lamentably ignorant of responsibility and right thinking toward their work as a profession, of a regard for system and attention toward detail and of a knowledge of the goods which they sold. I also realized that if I could secure the co-operation of the large and progressive stores in Boston I would be able to develop the idea into an educational institution.

"In looking ahead for the school, two things, each depending on the other, are much desired—more efficient candidates for training and higher wages. It is encouraging that some of the stores already admit that three well-trained saleswomen can manage a counter better than six indifferent ones, and the well-trained three with good salaries cost the store no more than the inefficient six. Already places are guaranteed to our graduates by the big stores. Moreover, the stores are making more and more concessions. Instead of having to come back to the classroom in the afternoon, the young women now attend class from 8:30 until 11:30 a. m., have from 11:30 until 12:30 in which to eat luncheon and spend the remainder of the day at the stores.

"Some of our girls, even while they are attending school, earn from \$15 to \$18 per week. These girls, of course, get a commission in addition to their salary. But it is not at all unusual for some of our girls to earn \$8 per week, and that only on half time."

Some merchants treat traveling men as if they were all thieves. Those same merchants get mad if their customers treat them that way. Is retailing then more honest than wholesaling?—Printer's Ink.

SNAP SHOTS.

Short Sayings Applicable To Nearly Every Merchant.

Written for the Tradesman.

When you let a clerk slight his work you do that clerk an injury. If you won't make your employes thorough for your own sake do it on their account as a duty you owe them.

Nobody wants to buy a pig in a poke, and that's about what it amounts to when you try to do business in one of these stores that is lighted about like a church.

What good is system to you if you don't use it? System is practical in all departments of your business. Put it into effect at once and see how much more easily the machine will run.

The good salesman is not he who sells a customer the most goods, but he who sells him the best goods. Good goods are what make repeat sales.

Away back in that dark corner you have some money invested that will not turn itself over in a thousand years. Get that lot of back number goods out and put a price on them that will make people ashamed not to buy.

The merchant who thinks he has no room in which to display goods can take a lesson from the newsdealer on the corner. That energetic individual realizes better than most larger merchants the value of showing the goods.

You positively can not run an up-to-date store without taking and reading carefully two or three or more trade journals. Money spent on such literature is your most profitable investment.

Don't overcharge a customer just because you have a chance. Be sure your customer will find you out.

Energy plus good health is the greatest asset a business man can have. Energy minus good health, or any other qualification minus health, is handicapped out of the race.

The store that never can change a "five" soon loses the trade of the people who have "fives" and "tens" that they want changed. Always have plenty of change, not only for buyers but also for accommodation.

Recommending goods higher than they will stand is like betting all you have on a pair of deuces. You may get out of it all right, but the chances are against you.

Don't let a special price beguile you into buying "the quantity" of something that is a slow seller. Add interest on investment and depreciation in stock to that special price before you accept it.

People like fresh goods. Stock with the newness worn off does not suit them, even if they are goods that are not affected by age. Think of that, too, when offered a "quantity price."

There is no advertising that creates demand for good goods quite as well as sampling. Sample all the kinds of goods you can. The manufacturers will generally help you.

When a man wants to pay his bill never keep him waiting. Have every customer's account complete right up to date. If possible have every bill made out as you go along. This will save you some delinquent debtors.

Don't load up too heavily with a line just because the salesman happens to strike you on a day when you have more customers in the store than can be waited on. There will be other days before the bill comes due.

The man who will never venture until all conditions are favorable will never venture at all, and he who never ventures never gains. Some chances must be taken in the most conservative business.

Most of your customers are women. Are conditions such that they always find your store a pleasant place to visit? Ask your wife to come in and look things over.

Never compel a diffident customer to state her wants while others are standing about listening to what she says. Give every customer as much privacy in connection with a purchase as the facilities of the store allow. Frank Farrington.

They Cooked Fish on Friday.

Senator Clay, of Georgia, had occasion recently to visit San Antonio, Texas, where there is a considerable Chinese colony.

In one of the poorer sections of the city he was witness to an incident which has impressed him with the belief that Celestials have a fully developed sense of humor.

A tramp wandered up to a weather-beaten shop and knocked gently.

Immaculate in white sack blouse and clean apron, the Chinese cook opened the portal and gazed with disfavor upon the soiled specimen of humanity before him.

"Wha's mattah?"

"Say, Chink, give us a bite of food."

"You hungry?"

"Yes, I sure am, Chink."

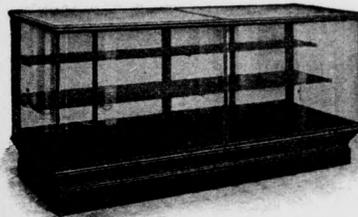
"You likee fish?"

"You bet—anything."

"You likum boiled—fried—baked?"

"Yes, yes, any way; no matter."

"All light; you come back Fliday."



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E. A. STOWE, Editor.

Wednesday, May 19, 1909

ARBITRATION FOOLISHNESS.

At one time the cities of Kalamazoo and Coldwater were important as cigar manufacturing centers in Michigan because certain men saw opportunities in those towns to engage in that business with a certainty that there they would be permitted to control and manage their own business without unjustifiable interference or interruption. These manufacturers accepted these openings and for a time they prospered and were valuable factors in the general business conditions of each city.

Indeed, the Lilies Cigar Co. and the Verdon Cigar Co. became very important industrial features, which contributed close to a thousand population to the city of Kalamazoo and at least a million dollars' worth of trade to the various mercantile and industrial establishments in that city each year.

The two institutions named have left Kalamazoo and moved to Detroit because of labor troubles, and the Kalamazoo Telegraph in bewailing the fact advises, as a wise suggestion, that when home rule becomes a fact in Kalamazoo the city create a permanent Board of Arbitration, which shall successfully handle labor troubles. The Telegraph says the city should "take a leaf from the experience book of states and nations and should endeavor to provide for arbitration of labor troubles."

The trouble with the Telegraph is that it got hold of a leaf from that book which does not exist. There is no tangible, authentic record where enforced arbitration of labor troubles has proven of value to any state or nation. Contrary, such a policy has worked injury.

All over Ohio, New York, Illinois and the New England States are cities of from 10,000 to 50,000 population which, once thrifty and prosperous centers of industry, are at present on the decline in that regard because of labor troubles and the practical impossibility of settling such matters by enforced arbitration.

The city of Detroit, now one of the largest centers for the manufacture of cigars, holds that position because, having gained it, her manufacturers

realize that union labor, as represented by cigarmakers, constitutes the most blatant, bigoted and unscrupulous factor in the history of trade unionism, and so have maintained these establishments on an open shop basis. In doing this they are upheld by public opinion, so that when the cigar manufacturers moved their industries from Kalamazoo to Detroit they knew they were going to a place where high grade workmen would not be forced to the same low level with the careless, indifferent and drunken workmen by the rules and regulations of unionism; where the streets of the city would not be filled Saturday afternoons with idling, ogling, impudent cigarmakers off for their half holiday, and where, paying good wages and treating their workmen fairly, they could successfully conduct business without living in constant fear of being hauled up short, causelessly, unfairly and with an assumption of labor union authority that is no whit less than tyrannical, having neither good sense, good citizenship nor ordinary justice in its composition.

ARTFUL AITKIN.

There's a smooth, smiling chap over in Flint who for four years had the distinction of representing that Congressional district at Washington and who failed to hang on to the honor. That was twelve and sixteen years ago and since that time "Dede" Aitkin has been keeping rather quiet.

Awhile ago he conceived that there was a good opportunity to get back more prominently into the game of politics and his guess was a good one. He was sent to Lansing as a member of the Legislature and he is there at present.

Now "Dede" is an awfully proper party; doesn't chew, smoke, swear, drink, play cards or anything else, except politics. In that pastime he's as frolicsome as a kitten and every bit as cunning, provided one makes the proper application of the word, which may mean crafty or cute as one may see fit. Everybody admits on sight of the man that "Dede" is cute and there are others, even although they have never seen him and only know of him by his public record, who most cordially admit that he is crafty.

Indeed, there's a suspicion that some such estimate was in the minds of Chas. W. Garfield and Chas. Blair, of the State Forestry Commission, when, in letters written by them to members of the House at Lansing, they advised: "This Aitkin bill ought to be killed, as its sole intent is to increase the opportunity for public plunder."

The Aitkin bill thus referred to is the offspring of "Dede" Aitkin's political acumen and is the last remaining measure now before the House which applies to the matter of forestry. All the work of the Forestry Commission of Enquiry, all the campaigning of public spirited, upright men in behalf of reforestation and reform in the system of handling State tax lands, and all the legislative investigations, reports and discussions on the subject have been simmered

down to a measure framed in behalf of "Dede's" ambition to become Lieutenant-Governor of Michigan.

That is to say, "Dede" has caused it to be understood that his desire is in that direction, but the Congressional District in which he lives cuts a mighty figure in the forestry and State tax lands problem. There are thousands of descriptions which under the old laws must needs be advertised regularly and scores of weekly newspapers which get their living thereby, and then, too, there are many good campaigners up "Dede's" way who are sore on the tax lands and forestry propaganda that is being conducted, so that it is quite possible that David T. Aitkin desires once more to see his name and biography in the Congressional Directory as a member from Michigan.

A CLEAR CONSCIENCE.

It is impossible to prescribe a method for securing relaxation from the stress of business which will fit every case.

It is also out of the question to specify accurately what in any case should be classed as business stress.

The stress which comes upon every manufacturer embodies cost of raw material operating expenses, wages, insurance, value of finished product, state of trade, freight classifications and rates, and so on, and so on, not forgetting credits and collections.

Practically the same pressing strains come to the merchant, be he jobber or retail dealer.

Then there are the banker and his directors—who are also manufacturers or merchants or lawyers, doctors, real estate dealers or insurance representatives or something else. Think of the multitude of factors which enter into the pressure these gentlemen face at \$5 per.

Men receive and stand up under urgencies differently and by the same token they take their relaxations variously.

Many men find greater relaxation in the exciting presence of a well played hotly contested game of base ball, while others secure complete recreation through reading the works of some Greek philosopher in the original text.

The late James F. Joy, the eminent railway attorney, invariably worked at his office standing upon his feet and in the evening as a diversion read his Latin and Greek.

Col. Roosevelt is relaxing at present in Africa, and before he left the presidential chair it will be remembered he prescribed a system of relaxation in the saddle for officers of the army.

Perhaps the most popular form of relaxation is the theater. Yet it is a form practiced, as a rule, by the people who do not stand seriously in need of relief from business stress.

An old Methodist exhorter once declared, "I don't care how hard a man may work or how tired out he may become he will find no rest, no abatement of his fatigue, no recovery from the stress, whatever it may be, unless his conscience is clear; unless

he can look Death in the face and say: 'I am ready!'"

There is much of truth in this. If a man has done a mean thing toward his neighbor; if by shrewdness bordering upon chicanery he has won an unfair advantage; if he has neglected to perform a high and plain duty—in a word, if he truly is a conscientious, upright man—his conscience must first of all be settled with before relaxation can be of any considerable value to his case.

A SIMPLE PROBLEM.

It seems to be a fashion just at present to advocate with more or less of brass band preliminaries the justice of patronizing home industries and enterprises.

There is no fair minded, normal man anywhere in any community who will for an instant combat the idea of the patronizing of home institutions.

People do not send their money and a list of what they desire to mail order houses because of any dislike or grouch toward the men doing business in their home towns.

There are various reasons why, in many instances, home establishments lose home trade, but the chief reason is that home institutions do not advertise in home newspapers.

It is not the fault of a citizen who, not knowing that brass gilt buttons are manufactured in his town, sends off to some other town for them. It is the fault of the button manufacturer. If the man sends away for the buttons because he knows he can get them—counting postage in the cost—at less expense than he can buy them at home, that is a fault attributable to the home merchant. He should be able to meet any competition on brass gilt buttons or cease to carry them in stock.

It is all right to exploit the trade-at-home theory, perhaps, but the first testimony which should be offered in evidence to support the plea should show accurately and with authority what class or classes of people are going away from home for their supplies.

It will be safe to eliminate at the outset more than 50 per cent. of your town's population from such consideration because they are not able financially to patronize outside manufacturers and dealers. More than that, the idea never occurs to them.

Thus in a city like Grand Rapids there may be 50,000 people who now and then and for some reason best known to themselves patronize an outside dealer to the extent of, perhaps, 10 per cent. of their total annual cost of living. If the investigation is carried far enough and with sufficient thoroughness this going away from home will be found to hinge upon one of three reasons:

First, it is because the article can be bought cheaper than at home.

Second, it is because the purchaser is unaware that the desired article could be obtained at home.

Third, it was to satisfy some snobbish vanity born of a lack of loyalty and in the hope of becoming conspicuous.

THE FOREIGN INUNDATION.

The wonderful mingling of races that is being brought into operation in this country by the vast influx of foreign immigration is becoming a subject for anxiety and uneasiness on the part of many who have the good of the American people at heart.

The colonies which secured their independence and founded this great Republic were peopled chiefly by emigrants from England, Ireland and Scotland, with subsequent additions from Germany and France. This mixture made a population whose chief distinction is that its extremely diverse elements became welded into a race that created the greatest free nation the world ever knew, and framed for its guidance and government a charter of constitutional law that is the wonder of the ages.

More lately there was a large infusion of Swedish, Danish and Norwegian blood from vigorous and virile races, and so far from any damage having been done by it to the American people, they were benefited and strengthened. But now are coming hordes of peoples from Southern Europe, such as Italians, Hungarians, Greeks and Slavs of various sorts, and from the Far North are coming many Russians. As these peoples have lived under despotic rule and are ignorant of any practical experience in free, popular representative government, and they are arriving in large numbers, it is becoming a serious question as to what may be their influence on the general character of the American people.

It is known that not a few of these late comers are members of the lowest classes of their respective populations, and of these there is a considerable portion who are criminals fleeing from justice, or, having been released from prison after having served their terms, they are seeking such fortunes as they may in a new country. What will be the effect of the admixture of such an undesirable element with our established American type is a problem yet to be solved. Prof. William Z. Ripley, one of the best known of American ethnologists and students of race characteristics, in a recent address before the Academy of Political Science at Philadelphia, said:

"The horde now descending upon our shores is densely ignorant and dull and superstitious withal; lawless, with a disposition to criminality; servile for generations, without conception of political rights. It seems a hopeless task to cope with them, to assimilate them with our present native-born population. Yet there are distinctly encouraging features about it all. These people in the main have excellent physical qualities in spite of unfavorable environments and political oppression for generations. No finer physical types than the peasantry of Austria-Hungary are to be found in Europe. The Italians, with an out-of-door life and proper food, are not weaklings. Nor are even the stunted and sedentary Jews—the third great element in our present immigration horde—quite unfavorable vital specimens. Their care-

ful religious regulations have produced in them a longevity, even under poor environments, exceeding that of any other large group of the people of Europe. Even to-day, under normal conditions, a rough process of selection is at work to bring the better types to our shores. We receive in the main the best, the most progressive and alert of the peasantry and lower classes which these new lands recently tapped are able to offer. This is a feature of no mean importance to begin with."

It is not likely that our institutions will have much effect in reforming those who are really criminal or in teaching the adults our principles of government, in which liberty is regulated by law. Those who are industrious and thrifty will accumulate means and achieve a sort of prosperity without regard to the political and social institutions of the country, but the children will become Americanized at school. They will not only learn much that they ought to know from books, but their association with their American school-fellows will give them more or less insight into American social affairs. It may be that some of them are the children of criminals, but that need not prevent their growing up honest and useful citizens.

It should be noted that Australia was first a penal colony held by Great Britain, to which convicted criminals were banished. In the period of one hundred years it has become an important part of the British Empire, with near five millions of population, with many important industries and much general prosperity, and the fact that it was once a country inhabited chiefly by convicts cuts no political or social figure, but is a mere memory to which little or no attention is paid.

The labor of these new immigrants will aid in developing the resources of our great country. Their children will become fully Americanized and will grow up to be Americans in every sense of the word. Prof. Ripley advocates the amalgamation of the various peoples of the white race. He says: "There must be a gradual amalgamation, in time even comprehending all the various peoples of Europe within our borders. That the lines should best remain sharply drawn between the white and the yellow and black races is, however, equally clear."

There is, then, little to be feared from this immigration of foreign hordes, provided they do not come in such numbers and settle down together in localities where they will dominate the population. What is needed is that they shall be so dispersed among the general population that the American type will predominate and hold control.

"Sowing wild oats" is the devil's snare. What a man sows he reaps. The only thing to do with wild oats is to put them carefully into the fire and burn every seed of them. If you sow them, as sure as there is a sun in heaven they will come up.

A YOUNG ORATOR'S VIEW.

"Who are the creators of public opinion?" ostentatiously enquired a young and active politician of a retail merchant in one of the lively Michigan cities, and when the merchant quietly replied: "I take it that the daily papers have much to do with it," the youngster thereupon pronounced with eloquent confidence: "No, sir. The papers furnish the conditions upon which a man may base his own estimates and reach his own conclusions, but it is the clergyman, the lawyers, the men trained to analyze closely, disciplined in the science of argument and practiced in the art of public speaking, who develop public opinion."

And the merchant very properly exclaimed: "Oh, fudge!" and left the conceited jackanapes to his own musings.

If there is any one fact in human intercourse that is established beyond cavil, it is that the people of the United States read the daily and periodical publications which meet their desires. And, according to their respective bents, they read intelligently or indifferently.

The day of the spell-binder is a myth, especially if he is a manipulator of political facts, claims and traditions. He must get right down to brass tacks in every word he utters or the people, the masses, who are generously informed will at once size him up at his true value and the influence he hopes to exercise will not materialize.

As a matter of fact very potent influence toward the creation of public opinion comes from the neighborly chats in the general stores of the rural districts; from the companionable tete-a-tetes in the private office of the city retailers or of the metropolitan jobbers. Merchants as a rule are men of clear, accurate perception and hard headed in the handling of actual facts. When a merchant reads his daily or weekly paper his analytical apparatus is at work co-ordinately so that when he has finished reading he has estimates and conclusions and does not require the attorney, the clergyman or the orator to tell him what to believe.

TAKE YOUR MOON IN.

A small boy who was walking along the street with his mother one day suddenly stopped short and laughed heartily. On being questioned as to the cause of this sudden burst of hilarity, he exclaimed:

"What a joke God has played on himself. He has hung his sun out and forgotten to take his moon in!" as he pointed to the faint crescent shimmering in the sky.

A good many tradesmen play a similar joke upon themselves, resulting in a waste of time and space, even if the situation does not strike the humorous vein of the public, as the sight of the moon in daylight appealed to the small boy.

The writer recalls seeing the sign "Commencement presents" in a window of a leading dealer in books and stationery in a city of no mean pretensions during the summer months following the last commencement of

the season. How much better to have replaced it by "Books for Summer Reading," "Vacation Offerings" or something that the public wanted at the time.

While no one would go to the extreme of offering artics and wool underwear in midsummer, yet there is too much of a tendency to neglect to keep the store window and the advertisement in the morning paper fresh. They reflect your real work as no other mediums do. The best that you have, the freshest, brightest, and most available, now should be uppermost in your mind and in that of the public. If you would maintain the impression that you are alive, progressive, and not a moss-back, be sure not to forget to take your moon in when the sun is shining.

LOOK AROUND.

"Look up and not down" is a very good motto in business life; but this one should be used as an adjunct, "Look Around." It is not enough that you are ever pressing upward. You need to watch the crowd in order to avoid disagreeable mix-ups or complete isolation. It pays always to stick to business, but it is a part of your legitimate business to see what others are doing and how they are doing it.

An idea is a simple thing. You have lots of them—good ones, too—but don't think for a minute that you have them all. Some of yours are better than those of your neighbor. Some of his are better than yours. A mutual exchange means mutual help; it may be mutual friendship and enthusiasm.

When you hear of some enterprising store in a neighboring city, make it a point to visit it, inspect the goods and methods. This may be made a side trip in connection with other business. It may be a special trip; but even if it is the latter, it will pay. A single idea well worked out is worth this much to you. Besides the relaxation will enable you to work better on your return.

You may be assured that your patrons look around not a little; and if you are not prepared to hold your own with your competitors there will be a gradual falling behind. A decade ago this motto was not so necessary as now; and it is growing more and more forceful every day of our lives. It is bound to rule; for competition is becoming stronger all the time. The sooner you make up your mind to keep well posted on what others are doing, the more firmly will your business relations be laid. Grasp the situation in the field. Don't imagine you are IT, though you strive continually for preferred place.

In the conduct of life habits count for more than precepts because habits are living precepts. To reform one's preaching is nothing; it is no more than changing the title of a book. To learn new habits is the vital thing, for this is to reach the substance of life. Life is but a tissue of habits.

The wisdom of the world has always come from the people who did not fear being called fools.

SELF RELIANT WOMEN.

How Two Women Took Care of Themselves.

Written for the Tradesman.

Old Hank Fry was not really old, not above 45 years, but he had won the prefix to his name because of his methods ever since he had inherited, by the death of his father, the forty acres of land just outside the city limits.

He was somewhat pretentiously careless about his personal appearance; rarely had his hair and whiskers in trim condition; wore a wool cap the age of which no one dared guess; never had his shoes blackened, while his clothing was cheap and ill kept. Moreover, he had never been known to work beyond doing a few chores about his house, and had steadfastly failed to employ anybody in any capacity.

These facts coupled with his lazy, unsociable and penurious habits and, whenever he did talk, his unflinching reference to the terrible taxes did not fit in comfortably with the widespread knowledge that he had plenty of money in bank. Hence it was "Old" Hank Fry, even although he did pay bills always on the first day of each month.

Old Hank was a bachelor from choice, because it was public gossip that at various times within the past twenty years aspiring spinsters and widows had deliberately set their cap for the thrifty owner of forty acres, and he had as regularly avoided making a surrender. Therefore it was not strange that he had come to be known as a woman hater.

And so when Katharine McColl, well known as a milliner and dressmaker, made no effort to conceal the fact that she wanted to do business with Fry, the gossips got busy. No one was more surprised than was Fry when the lady called at his house and in a businesslike way told him she wanted to buy a piece of land having a front of 314 feet on the town line road and extending north 418 feet. "That is practically three acres on the west side of your forty, the side farther from town," she added, "and I want you to put a price on it."

"What do you want of it?" asked Hank.

"That's really none of your business, Mr. Fry," replied Katharine, "but I want to put up a house there and with my mother and little brother make a home for ourselves."

"Uh-huh-h-h! Goin' to live there, eh?" responded the bachelor.

"Yes, and work there," sharply responded the girl as she arose to her feet impatiently. "Do you care to talk business?"

"Yes, sit down again. I can't decide in a jiffy. Do you want to pay cash?" Hank asked.

"I can pay cash if your price is reasonable," said Miss McColl.

"Well, I'd like a payment down and you can have the property for \$300, one-third down and the rest on two years' time at 7 per cent," said Fry as with his elbows on his knees and resting his chin in one hand he be-

stowed an expectant, half admiring gaze upon his visitor.

"I'll give you \$200 cash," said Miss McColl as she took her seat.

"Make it \$250. Split the difference," said Fry, still showing signs of admiration, "and I'll think about it."

"I'll do it and give you two minutes to make up your mind," was the girl's reply as she again arose to her feet and picked up the wrap and parasol she had laid upon a chair.

Fry agreed instantly and Miss McColl continued, "All right, you furnish an abstract and I'll—"

"I'll furnish the abstract, but it'll cost you \$10," observed the landholder.

"Not me. Good day, Mr. Fry," said the visitor as she stepped briskly toward the door and in spite of Hank's hurried and badly mixed pleadings and protestations she opened the door, passed out and down toward the gate, leaving the landlord speechless.

Next day, with his thoughts well arranged and his mind made up, Fry went down to the bank and telephoned to Miss McColl to come to the bank; he would provide the abstract and abide by her terms.

Three months later there was a well built store building with convenient and admirably fitted living rooms upstairs, located on the southwest corner of Miss McColl's purchase, and in the store was a general stock of goods with Mrs. McColl in charge. The mercantile proposition was a winner from the outset, while the daughter, carrying on a little dressmaking and millinery for a select few, devoted most of her time to putting her acreage into garden shape—flowers, shrubbery and a chicken park.

The interesting feature of the revolution was a distinct improvement in Fry's personal appearance. His hair and beard were kept trimmed, his old cap had been replaced by a new derby, while his best suit was worn more frequently. Then, too, he had found out where he stood with the McColls, for one day while the new building was going up and while, as had grown to be his daily habit, he was sauntering about noticing the work as it progressed he had observed somewhat pointedly to Miss McColl: "You know, Miss McColl, seein' this home goin' up makes me kinder wish I was goin' to live here 'stead of all alone."

Miss McColl faced him frankly and responded, "Now, Henry, don't get mushy. You're not used to it and it won't help matters any."

Old Hank did not pay another visit to the McColl property for nearly a year.

Meanwhile Miss McColl, having entirely abandoned her millinery and dressmaking, had her little farm considerably more than paying taxes, interest and operating expenses, that is to say, the wages of a man-of-all-work, who took care of the cow, kept the premises in a growing condition and did all of the heavy work about the store. Meanwhile, also, the widowed mother conceived the idea of carrying on a little business on her

own account and succeeded at last in prevailing upon Fry to plat a dozen lots on the extreme eastern portion of his forty and put them on the market. In this way, by judicious advertising and by carrying on her real estate business at the store, she succeeded in adding a considerable sum to the family income.

By this time there were no more gossip about Katharine and the charge that she was "after" Hank Fry. She was known to all the farmers over the countryside as a shrewd, careful buyer of all kinds of produce, and her store became the popular trading place for them. And, besides, she had acquired about thirty-five regular patrons who lived in the city and to whom she supplied butter, eggs, vegetables, fruits, and the like, to say nothing of poultry, which she "raised on her place." She had a public telephone station in her store, received and delivered laundry, acted as express agent and delivered upward of a hundred magazines and papers to customers who called for them regularly, this latter enterprise representing solicitations made by her brother, 12 years of age.

A second year was drawing to a close, the russets, reds and browns of autumn giving a glory to the landscape that was delightful, when Mrs. McColl, returning from the city, entered the store with the remark: "Well, I've sold the last lot on Fry's plat, Katharine, and now I'm wondering what I'll do next." At this the daughter suggested that a good rest would be a good thing for her and intimated that if she would like to spend a winter on the Pacific coast she might use a portion of her profit on the real estate venture in that way.

"That would be fine, wouldn't it?" exclaimed the widow, and just then

there came a call over the 'phone.

"It's Old Hank," whispered Katharine as her mother came to the 'phone.

While Mrs. McColl was talking with Fry the daughter sauntered toward the front door and stood looking into the street and presently, when she was joined by her mother, she was informed by that lady that Mr. Fry was coming over to talk about another real estate deal.

"Now, Mother," interrupted Katharine, "you've worked hard enough for awhile. Take a rest. You are entitled to it and you need it."

The mother insisted that she was well, strong, hearty, not a bit worn out and liked the business of selling lots. "It's out of doors work largely, gives me a chance to meet and study men and women and there's good money in it," she concluded.

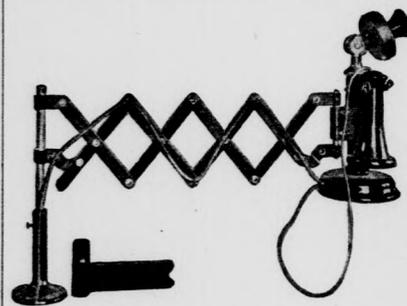
At which Katharine responded: "Well, I'll give you notice right now if you take hold of another land deal for Old Hank you'll find your beloved daughter a rival in the business. And, besides, I really need your help here in the store, don't I, Dave?" This last enquiry was addressed to David Corey, a rosy faced, muscular, good looking young man of perhaps 30 years of age, who for nearly two years had been the laboring man about the McColl store and farm.

"Well, we're pretty all fired busy in this store most of the time, and I guess your mother could help some all right," responded Dave.

As he spoke Mrs. McColl walked to the back stairway and reaching the upper floor called: "Katharine, will you come upstairs, please?"

Katharine started, at which Dave enquired: "Are you going to tell her now?" and the girl's response was: "Not unless I have to."

Reaching her mother's presence and



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all ready to explain how Dave and she had prepared a plat of the three acres excepting the lots occupied by the store, the kitchen garden and the chicken park, thus developing eleven large lots and a north and south street 80 feet wide, Katharine was dumbfounded when her mother observed: "Katharine, I want to tell you that I have promised to marry Henry Fry."

"You have!" fairly shrieked the daughter.

"I have," quietly answered the mother.

"My! it's a relief to know that," said the girl as she seized her mother's shoulders in both hands and kissed her.

"Relief?" repeated the mother. "Then you want to get rid of me?"

"No, indeed," said Katharine, "but now I feel free to tell you that it is nearly a year ago that I promised to marry Dave and I've been trying to tell you about it for a month or more." Charles S. Hathaway.

Observations of a Gotham Egg Man.

Since our last issue we have learned the statement of egg holdings on April 30 as reported by the associated warehouses. According to this statement the houses reporting (some thirty-odd) had 693,336 cases on April 30 this year against 996,472 cases at the same date last year and 1,266,382 cases at the same date in 1907.

It is interesting to compare the percentage of reduction as indicated by this report with that indicated by our estimates of the stock in Chicago, New York, Boston and Philadelphia as given last week.

Our figures for the four leading distributing markets show a reduction of about 39 per cent. compared with last year, and about 46 per cent. compared with 1907. The reductions indicated by the associated warehouse reports are 30½ and 45 per cent., respectively.

It is natural that the comparison with last year, in the two reports, should show this difference; for the associated warehouse report does not include the larger Chicago houses, where shortage is believed greatest, while it does include the New York houses, where the shortage is light, the Buffalo house, where there is understood to be an excess, and the Albany houses, where there is probably no material shortage, if any.

So the average shortage, as indicated by the two separate and independent reports, may be considered somewhere between the two—perhaps about 35 per cent. as compared with last year at the close of April, not considering the Pacific Coast.

Since our last issue we have received some reports from the Pacific Coast which indicate an excess of egg storage there of some 10 to 15 per cent. as compared with last year.

Since the first of May there has been a considerable increase in the volume of egg movement to the larger cities. The early May movement this year has not only been greater than last year, but greater than in 1907—the year of maximum egg production and accumulations. While the period

covered is short it is sufficient to indicate that the heavy April shortage in egg supplies may have been more largely due to delayed production in the North than was believed by the buyers at extreme prices. Already this larger movement of stock from shipping points has led to a considerable gain on last year's storage accumulations and to general decline in prices. So far the decline has been more marked in seaboard markets than in country prices, but there is now every indication that if the current week shows a continued increase in egg movement as compared with last year the interior markets can not be sustained.

In this market there is every indication that, as the season advances, the effect of high prices upon consumptive demand is more and more unfavorable, and if the May movement of eggs continues upon the scale indicated by the first eight days, it may confidently be expected that the general shortage in accumulations will be much reduced by the first of June. In this market it is already practically wiped out.—N. Y. Produce Review.

Too Much Loquacity.

Have you got one or more of those clerks in your store? They do entirely too much talking consistent with their salesbook. They are not very hard to find and they use up a lot of valuable time and lose a lot of valuable trade by continually voicing their sentiments, their opinions and their views on everything and anything to the chance customer. If they spend a little more time in getting after the stock, diagnosing a customer's need and filling that need by the use of actual head work and muscular activity, they will certainly gain a more permanent position in your firm, and enjoy a more thoroughly good reputation than is possible for them to do under their present habits. Customers do not want to be continually advised, especially when such advice is not asked for. It is decidedly distasteful to many and repulsive to still more. Not only does that clerk air his views among trade, but he has a bunch of friends who are continually dropping in for a quiet chat. These friends do not prove their friendship when it comes to buying footwear, but they buy somewhere else where talk costs more than it does at your store. This proves the fact that your talkative clerk does not hold any great amount of trade through the practice of his vocal powers. Talk with him consistently, show him his faults, and insist that he discontinue them or else discontinue him. There is no alternative in this matter.

A Ready-to-Use Glue.

If you want a good ready-to-use glue, handy for use in warm weather, melt some glue quite thin, and add about a halfounce of nitric acid to the pound of glue used. Or you may use strong cider vinegar. This will keep it from spoiling, but it should be kept air tight, and in an iron vessel. You can, of course, make it thick or thin, as preferred.

Large Industrial Companies Report Business Improvement.

The improvement in steel, copper, electrical and other industries over the last two months has been borne out by recent statements by the heads of industrial corporations. All seem to agree that the improvement will continue and in the event of good crops, normal conditions will prevail before many months.

President Corey says the Steel Corporation is operating about 70 per cent. of normal capacity, and indications are for a continued improvement in prices as well as production.

A representative of the Standard Oil Co. says business of the company is normal.

A representative of General Electric Co. says the corporation, since February, has been receiving orders at the rate of between \$51,000,000 and \$53,000,000 a year, and orders in the current fiscal year are likely to reach \$60,000,000, or equal to the boom year.

Chairman Topping, of the Republic Iron & Steel Co., says all its blast furnace capacity is operating, also 75 per cent. of the finishing capacity.

Representatives of Amalgamated Copper Co. report large sales of copper at advancing prices and a heavy shrinkage in stocks.

Equipment companies report an improvement in business, although orders are not coming in as rapidly as in many other industries.

Representatives of Pennsylvania Steel Co. and Cambria Steel Co. report a satisfactory increase in business.

The Lackawanna Steel Co. reports operations close to 80 per cent. of capacity.

President Bedford of Corn Products Refining Co. says business is improving rapidly.

Westinghouse representatives report more men at work than since the panic.

American Smelting & Refining interests report a big improvement in lead as well as in copper, silver and other metals.

Rogers, Brown & Co. state that orders are coming in rapidly for pig iron and that prices are improving.

The Allis-Chalmers Co. reports improving business.

The American Steel & Wire Co.

states that record-breaking orders have been received over the last two weeks. At times they have run as high as 20,000 tons in a single day.

The United States Rubber Co. reports sufficient business on the books to assure steady operations for the rest of the year.

Representatives of the American Cotton Oil Co. and the chemical and fertilizer companies report prosperous conditions.

Western Electric Co. shows a large gain in business.

International Harvester Co. is doing a normal business.

Leather companies show satisfactory gains.

United States Cast Iron Pipe & Foundry Co. is operating close to 85 per cent. of capacity.

It is evident that the turning point for the better so far as industrial conditions are concerned has been reached and passed and that the stock market has been discounting a great deal of the improvement in evidence over the last two or three months.

Five Brothers Engaged in General Trade.

W. A. DeHart engaged in general trade in Vickeryville about fifty years ago. He was engaged in business there about thirty years, retiring twenty years ago. Mr. DeHart is the father of six sons, five of whom conduct general stores, as follows:

C. W. DeHart at Sidney.

M. A. DeHart at Butternut.

F. G. DeHart at Vickeryville.

I. C. DeHart at Vickeryville.

R. C. DeHart at Amsden.

The sixth son is a farmer near Mt. Pleasant.

This is probably the only instance on record where five sons are engaged in the same line of business separately from each other.

Fluffy's Finish.

The following advertisement recently appeared in a Louisville (Kan.) paper: "Lost—One dollar reward will be paid for the return of my Maltese kitten; white cross on throat, blue ribbon about neck; answers to name of Fluffy.—Mrs. X. Y. Brown." And immediately under it appeared the following: "Reward—I will pay \$3 reward for the hide of said cat.—X. Y. Brown."

Make More Money

Buy good flour—flour you can depend on—uniform—something your trade will demand after the first trial order—not ask for, but demand.

Fanchon

"The Flour of Quality"

is demanded by thousands of housewives who are willing to pay more for it than ordinary flour.

JUDSON GROCER CO., Grand Rapids, Mich.
Distributors

HOME MARKET DAY.**Sensible Method of Keeping Trade at Home.**

Written for the Tradesman.

A home market day plan is a merchandising event on which the merchants and business men of a town combine their efforts for meeting the mail order competition and keeping trade at home.

The purposes of home market day are for broader and more liberal ideas on merchandising, for closer relationship between the merchants of the community, for bringing the farmer and merchant in closer touch for the benefit and protection of both, for the purpose of keeping money in circulation at home instead of letting the farmer send it away and for the entertainment and enjoyment of the farmers.

Organization.

The very first thing to do is to call a meeting of the merchants and business men of the town. This brings better results when it is called by some one other than a merchant.

When the merchants of a town are promiscuous promoters a few petty jealousies may creep in and weaken the whole plan. If there is one thing needed in a public movement of this kind, it is perfect harmony between all the town interests.

The promoters of the plan must start out with the intention of making it co-operation day. It is well to remember that the first essential for its success is that "get-together" spirit.

The man or men at the head of the plan should be in a position to work up a broad and wholesome sentiment for home trade.

The editor of the local newspaper is usually the man selected to make the public announcement and call the meeting, but he can not be expected to do it all.

Naturally, the merchant is most directly benefited. Yet at the same time the lawyer, doctor, real estate man and all the business men of the town should be enlisted in the service because if the plan is worked out properly it will be profitable to all.

Previous to the meeting a committee should visit all the business men, explain the home market day plan thoroughly and get their promise to co-operate. Of course, it will be almost impossible to get every business man interested, but the few who won't come in will not make any difference.

Care should be taken in selecting the times for the market day because the seasons and the weather have a great deal to do with the success of such a plan.

In most any community with diversified farming and natural market seasons there are twelve cash seasons. This is especially true where grain and hay growing are the main pursuits.

This puts the merchant's business for a market day plan on a strictly cash basis and largely increases his business.

The Financing.

The money for making home market day a regular and thriving insti-

tution should be raised by circulating a subscription paper.

If it is the intention to hold the market day once a month or twice a month every subscriber should be asked to sign an agreement to pay once a month or twice a month, as the plan may provide.

This plan saves considerable labor, as the subscription paper is sent around but once and the collection of funds is made easy. The cost of market day ranges anywhere from twenty-five to seventy-five dollars. It depends entirely on how large an affair the merchants desire to make it.

The Financing Committee should use judgment in making subscriptions as equal as possible. Naturally, the large merchant can afford to subscribe more than the small merchant, because the chances are he will get more out of it. The business houses should be divided into classes according to their rating or volume of business and each assessed accordingly.

Bargain Auctions.

The main idea of the home market day is that something be offered the farmer that it is worth his while to buy.

A few genuine bargains in each store are absolutely necessary in order to make the town an added drawing attraction. The farmer soon learns that he can buy reasonably, as well as sell his products at a good price, and thus hundreds of dollars' worth of goods are exchanged and carried away on these days when the chances are there would be little activity in the town.

But the most important feature is that the merchant's arrange prize contests and make attractive inducements to get the people into town.

A feature of almost equal importance is that of providing an auctioneer for the farmer free of cost. This feature should be thoroughly and widely advertised in order to get the farmers to bring their live stock and their chattels to the market for sale.

Advertising.

Every merchant should make an extra effort toward advertising the day as something special. The local newspaper should be used liberally.

This will make it worth while for the editor to write articles which will create a spirit of enthusiasm, co-operation and friendly feeling.

Besides the individual advertising of the merchants there should be a series of special home market day advertisements to be paid for out of the general fund.

These advertisements should explain the broad policy of the plan and give the farmer an idea of what there is in it for him.

Besides the newspapers, advertising circulars should be mailed to farmers and fruit and stock growers throughout the country.

Plan To Win Trade.

The Committee on Inducement Plans should arrange to have each merchant give special low prices on different articles, so that there will be no conflicting between the leaders of the various stores.

The rivalry which usually exists between the different stores in the matter of offering inducements to shoppers must be entirely eliminated on home market day.

It can be done away with to a large extent by every merchant advertising a different leader, plan or contest.

The idea of market day is not at all for present immense profits. The merchants of a town gain considerable more in securing future business by getting in closer touch with the farmer than they do in actual business on that day.

These are a few of the many inducements merchants may offer to win trade. The feed store or local mill can cut the price a few cents on ground feed or pay a few cents more a bushel for wheat. The grocery store can pay a few cents in excess of the market price for potatoes and offer bargains in canned goods, coffee and candies. The jeweler can sell alarm clocks and table silverware at a big reduction. The clothier, the hatter and the furnisher can give away hats or neckties as premiums with certain purchases. The furniture dealer can sell chairs and rockers at reduction prices. The harnessmaker can make special prices on whips, robes and blankets. The druggist has a good chance to slay prices and move his over-stocks. The hardware man can make special runs in enameled-ware, tinware and all kinds of hardware novelties.

Prizes To Offer.

Prizes chosen for the various athletic contests, store contests, games and other entertaining features of the day should be of a wide and varied nature.

Merchandise of the Arrangement Committee's selection may be offered for various things, such as the best bushel of potatoes, the best ten dozen or more of eggs, the best six bunches of celery, the best dressed pig, the largest pumpkin, the largest ear of corn, the best half bushel of beans, the best crock of dairy butter, the nicest looking collection of vegetables, the largest load of corn, the largest load of barley, the best ten ears of white dent corn, the best six dressed chickens and all manner of things which it is easy for the farmers to gather together and bring in on market day.

These prize contests, which are planned to get the people into the stores, should be divided up among the merchants and an arrangement should be made to purchase the products which have been brought in for these contests.

The farmers should be given every inducement to bring in vegetables, grains, live stock and farm produce of all kinds to sell or exchange.

Programme.

A programme should be arranged to keep the visitors busy and interested all day. In the morning there should be a band concert to get the people out on the streets.

One of the first things in the morning should be the free auction for the farmers. This should be open for anyone who may have stock, furniture, etc., to dispose of.

A committee should furnish the auctioneer and clerk free of charge. The terms should be the same as given at all farmers' auction sales.

Parties should be requested to list their property, so that a record may be kept of all goods, that no mistakes may occur. The business features and buying and selling should take place in the morning, so that the afternoon may be given up to fun and pleasure.

It might be arranged to have the women of the various churches serve luncheon in some large public building. Ham and cheese sandwiches and coffee should be served free of charge. If the merchants desire to go to the expense they may make the noonday meal more elaborate, but it is not necessary.

Prizes For Athletic Sports.

In the afternoon there should be foot races, games of base ball and other outdoor contests, another contest such as a pony race, foot race, sack race, wheelbarrow race, girls' pony race, foot race for young ladies, egg race for young ladies, little girls' race, married women's race, fat men's race, young men's race and all sorts of other contests that will be easy for the people to enter.

Entertainment.

The farmer and his family should be made royal guests of the day. There should be a rest room for the women and children, plenty of space and opportunity for the men to "swap yarns."

All the races, games, guessing contests, athletic features and other attractions should be arranged so that it will not interfere with the session of shopping, but so that the farmer will have a good time and be kept busy.

Merchants will probably have to invest a little money to give the home market day a rousing start and to make it a thriving institution, but it is the surest and quickest way of spiking the guns of the retail mail order retailers.

The better the merchants treat the farmer and his family the surer are they of his trade, and the home market day is the most direct method of treating all farmers well and as they desire to be treated. A home market day can be made a profitable success if it is conducted along lines to get the crowds into the town and then please and satisfy them after they are there.

Plan For Home Market Day**Advertisement.**

As this advertisement is designed to exploit all the general features and advantages of home market day it will be paid for out of the general funds.

In the first place the advertisement will explain just what market day is for and feature prominently the prizes which are to be offered by various merchants.

Since market day has been found to be the most effective weapon for fighting mail order competition the merchant should take advantage of this opportunity to advertise thoroughly all the reasons why the farmers in their community should do their trading at home.

The programme as outlined here is offered as a suggestion. In making arrangements the Committee will have to plan their programme to suit the conditions in their town and to satisfy the people to whom they appeal.

In any event, the progress should be made as complete as possible, so there will be plenty of activity and entertainment throughout the day.

Under the heading of "A Few of Market Day's Best Bargains" each merchant should mention as briefly as possible the biggest bargain he has to offer for that day. In fact, as many of the merchants should be named in this space as possible, rather than too much about the different bargains offered.

In the first place the merchants must realize that the strongest pulling qualities of an advertisement are in the prize inducements and contests which will bring the farmers to town on this special day.

The champion ladies' man idea is an old one, but it has always proven a crowd-winning scheme. The offer for the largest load of women and girls should be made a cash prize and there should be as many prizes as possible—at least four or five cash prizes and also merchandise prizes.

A wide range of prizes will induce more farmers to enter the contest and the results will be that a great many more people will be brought into town.

At the end of the day a ceremony should be arranged for placing a gilt crown upon the head of the champion ladies' man and awarding the other prizes.

What Market Day Is For.

It will give the farmer the best possible chance to market his produce and stock at a good price.

It will enable him to secure excellent bargains in good merchandise.

It brings the farmer and the merchant in closer touch for the benefit and protection of both.

It will keep money in circulation at home and promote the growth of the community.

Why You Should Trade at Home.

You examine your purchase and are assured of satisfaction before investing your money.

Your home merchant is always ready and willing to make right any error or defective article purchased of him. When you are sick, or for any reason it is necessary for you to ask for credit, you can go to the local merchant. Could you ask it of a mail order house?

If the merchant is willing to extend to you credit you should give him the benefit of your cash trade.

Your home merchant pays local taxes, exerts every effort to build up and better your market, thus increasing both the value of city and country.

The mail order merchant does nothing for the benefit of markets or real estate values.

The best citizen in your community patronizes home industry.

If you give your home merchant an opportunity to compete by bring-

ing your orders to him in the quantities you buy out of town he will demonstrate that, quality considered, he will save you money.

Programme.

8:30—Band concert and street parade.

9:00—Public auction.

10:00, 11:00 and 12:00—Special bargain hours.

12:00—Free lunch served.

2:00-3:00—Special shopping hours.

3:00—Athletic sports.

Fat Men's Race—First prize, \$2; second prize, \$1.

Men's Foot Race—First prize, \$2; second prize, \$1.

Girls' Foot Race—First prize, \$2; second prize, \$1.

Wheelbarrow Race—First prize, \$2; second prize, \$1.

Sack Race—First prize, \$2; second prize, \$1.

Potato Race—First prize, \$2; second prize, \$1.

Other races and contests will be announced while these races are in progress.

Decorating For Market Day.

The Committee in charge of arrangements should offer money prizes for the best decorated business houses and show windows.

It should be the desire of the merchants to impress upon the visiting country people that the town is alive and wide-awake in every way.

Nothing can advertise a store or a town more contagiously and make a more favorable impression with the visitors than to have the stores on the principal streets appear in gala attire.

All kinds of window and store front decorations help to make a place look prosperous, and it is the kind of advertising that brings good results.

In these days of strenuous competition everything depends upon appearances. Just as clothes put a good front on a man, they make a town look as if there is something to it. This showing must first be made from the store fronts and through the window displays.

The town or city that gets the business is the one that appears to have plenty of business. It should be remembered that attractive store fronts and carefully trimmed windows have a higher and more important mission than just attracting the town folks. They are the points by which a town is judged by an outsider. He forms his opinions by the things that come to his eye first, and those things are always the stores and business houses on the public streets.

Individual Market Day Advertisements.

The most important thing to consider in a market day plan is the individual advertising of the various retail merchants.

Every advertisement should be a distinct invitation for all the people to come to the town and take advantage of the good bargains offered by the stores.

Every merchant must use plenty of advertising space, either in newspapers or through circulars, to ex-

plot the part he is to take in the home market day.

His advertisements will naturally be constructed for his own special benefit, but he should so plan the copy that he will be doing a great deal for his own town.

Only the best bargains and quickest selling leaders should be advertised, and the special prices on these should be made to stand out boldly.

Every extra inducement, whether it be a premium, souvenir or prize contest, should be important enough to attract large crowds.

It should be the aim to receive good prices for all goods outside of the special advertised bargains and the merchandise to be unloaded at any cost, but all bargains must be of such a nature that the people will feel that they have been treated square.

People are attracted only to the sales that are something out of the ordinary and where something is offered that makes it worth their while to spend their money.

It is an excellent plan to issue a general market day advertisement and the advertisements of the various merchants on one large circular, which can be mailed out at much less expense than were each merchant to send his advertising separate.

If this plan is followed out there should be several circulars mailed. One is seldom enough to attract the proper attention.

In any case the aim should be to make the advertising of special home market day as complete and thorough as possible. H. F. Thomas.

Why the Muscles Grow Tired.

Nearly half the weight of the human body consists of muscles which connect the bones and, by contraction, move them into various positions. In the best steam engines only one-tenth of the potential energy of the fuel is converted into mechanical work, but the muscles utilize in work from 34 to 55 per cent. of the energy of the food and probably much more, as the experiments which furnished these figures were performed with muscles removed from the body, not with living muscles richly supplied with blood. The less the contraction of a muscle the greater is its efficiency. A steam engine

which is maintained in good condition works hour after hour and day after day, always consuming the same quantity of coal in performing the same amount of work.

With the muscles, however, it is different. For their waste products from combustion accumulate and cause fatigue. The poison of fatigue gradually is washed away by the blood, and in light and slow work it is carried off as rapidly as it is formed by the activity of the muscle, while in heavy, violent, or greatly prolonged labor it accumulates in the muscles and makes them less efficient as machines, so that they consume more fuel in performing a given amount of work. It is the sensation of fatigue that causes us unconsciously to select the easiest way of doing things—for example, to ascend a mountain by a winding rather than by a straight path, although we thus increase the total quantity of work.

The Church of the Brethren is the name of a religious organization in Pennsylvania that makes the simple life a leading feature of its creed. At the annual conference recently held at Lancaster, a communication was received from the Germantown congregation protesting against the exclusion of their delegates last year for wearing gold glasses and the non-committal attitude of the conference toward persons who have gold-filled teeth. The matter was discussed at considerable length, but it was finally ordered that the paper be returned to the Germantown congregation, which is regarded a notice that gold spectacles are a display of vanity that can not be tolerated in the church.

Only the doctrines that make deeds are worth working over.

**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



**"State Seal"
Brand Vinegar**

is made from Pure Michigan Sugar; excellent for preserving, unqualified for table use, correct in every way. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

THE BEST OF REASONS

Why His Salary Was Not Voluntarily Raised.

Written for the Tradesman.

Angry? No; he was mad clear through. When he took his envelope with his weekly—he called it his weakly—wages and found on running over the bills that it was the same old sum that had greeted him for a good many wearisome weeks and months, he put the amount into his pocket and, crushing the innocent envelope in his hand, threw it to the floor with a force that would have made a dent in it if the missile had been of denser material. Finding little comfort in that, he took the quietest street home and entertained himself with that sort of conversation one indulges in when the world goes wrong and the future looks black and the indwelling spirit is ready to fight both, be they fair or foul.

He managed not to make a fool of himself before folks and, reaching his rooms as soon as possible after supper, he slammed the door, sprung the nightlock, lighted a cigar—it wasn't that, though, that made the room blue!—got into his slippers and jacket in the shortest possible time and began some vigorous talking.

"It's getting to be pretty evident that I've got to get out o' this. I'm not going to stand it. Three years of good faithful work with never a grumble or a growl; always on hand in season and out of season; not a time-server and no desire to be one; no stickler over work out of office hours and leaving only when the work is done; not a look nor a word of encouragement through it all for over three good years. D—n such folks!"

That last seemed to furnish the needed immediate relief and after jabbing the fire—a mean, measly, unaccommodating, "dog-gone" sort of a fire with no respect for itself or anybody else—until he forced out of it the promise of a coming blaze he took up the evening paper and tried to read.

No go. The wrongs he was suffering were too acute for that; and, throwing the paper aside, he watched the flickering flame, whose actions plainly indicated that it was going to burn when it got good and ready and not a minute before. Its sullen impudence amused him and, recognizing the cussedness that inanimate nature can at times assume, he was acknowledging its personality and was saying in act as well as in speech that, if that was the programme to be carried out, it couldn't begin it a minute too soon. With a "Now, then!" he sprawled out in his easy chair, determined to have it out and done with, when a well known rap put an end to that kind of foolishness.

"Come in, old man," was the hearty greeting as the door opened. "There's your chair and there's the box. Help yourself and keep still. I'm mad and scolding and don't want to be interrupted and if you undertake to cram any advice down my throat you'll get fired downstairs!"

"I've been wanting and expecting a lift in my salary and for some unexplainable reason I thought I was go-

ing to get it to-night and didn't. D—n!"

McWayne, the visitor, didn't say anything. It wasn't his way. He had come to spend the evening and he wasn't going to be in any hurry about it. The cigar was a good one; it was a brand he liked and he deliberately clipped the end, looked at it as if he was satisfied with the soon coming enjoyment, lighted it and proceeded to take in his surroundings as if they were new to him.

He saw a room not large but comfortable and very comfortably furnished. There were pictures enough on the walls to indicate the taste and the culture of a young man who had been properly brought up. The rug on the floor, the few ornaments on the mantel, the tasteful arrangement of the rather expensive furniture, all told a pleasant story, and the view into the sleeping room, furnished by the open door, only added to the sense of comfort that was prevalent everywhere.

The survey of the apartments having been completed McWayne's glance took in, as a fitting center of the picture, the easy chair in front of the now bright blazing fire, the table with its handsome electric light and its pleasing litter of books and papers, with Mr. Walter Williamson looking calmly, contentedly and expectantly, it must be added, through the veil of fragrant blue that enveloped him, at his friend, who was unquestionably getting ready to say something.

"What do you?"—the you was emphasized—"want of a raise in salary?"

The response was instantaneous and forceful, with not even a suggestion of that careful bringing up already mentioned. It took some time for its full expression when McWayne remarked, "That's all very well; I'm not finding any fault with matter or manner; but I notice that you haven't answered my question: Suppose your salary should be doubled, what would you do with it? Honest Injun, what would you do with it? Leave out the 'blooming idiot' business and come down to plain fact: What?"

"All right. I'd get into decent quarters so quickly nobody would know how I got there. I'd give Tom Chase an order for some new clothes that would turn you green with envy. I'd—I'd—sit there and laugh if you want to; but I'd begin to live, if you want to know. That's exactly what I'd do—this is the proper place for the sermon. Go ahead."

There was no immediate reply. McWayne removed his cigar from his lips, watched the curls of delicious blue as they floated gracefully skyward, and then, knocking the ashes into the tray with his little finger, made answer:

"M-hm. I thought as much. You'd spend all your money as you're doing now; and according to my way of thinking you'd be a little worse off than you are now."

"Good for a beginning. Go on, Solomon."

"After a fellow gets to be something like a quarter of a century old it's about time for him to begin to

think of something better than getting money for the sake of making a splurge with it. 'Spendthrift' isn't a very pretty pet name for a social favorite. If the 'pet' is looking forward to a business career he's got to have something besides a new suit from a fashionable tailor and a suite of rooms that he can't afford to pay for. At the end of the season the suit is second-hand and the rooms—Oh, well, it's the same as mortgaging a house and lot for an automobile; and business firms don't look with favor on that sort of collateral.

"Now I know, old man, that at heart you're not a spendthrift; I know that like all ambitious young fellows you expect to be doing something handsome 'in the sweet by and by;' but in the meantime luck and a kind Providence have the floor and they are going to take you up bodily some fine morning and land you plumb down into a prosperous firm, where your clothes and your fine apartments, as long as you are in them, are all that the house will ask for! You need not be told how silly such an idea is. Cash is the first requirement and 'How much?' is the important question at such times. Oh, I know all about the business ability and the character. Count? Of course they count and they ought to; but it takes money to run a peanut stand, and the business that you have in mind is going to call for a lot of it, which just now you don't happen to have. Cut it all out, Tom, cut it all out. Stop thinking of and wanting these non-essentials. Have your

shoes re-soled for \$1.50 instead of buying a new pair for \$7 and put the difference into the bank for a nest-egg. Walk oftener and ride less. Think less of your stomach and more of your pocketbook. Don't be ashamed to take the odd cents of change, due you when the thing bought is less than a dime or a nickel; and, just for the sake of knowing always where you stand financially, don't consider it beneath your dignity to put down in black and white where the cent or the cents went and what for. Finally, my brother, remember that an empty tank never runs a machine, and that a brain smart enough to own an automobile ought to be bright enough to watch the tank and, what is more, to watch the bank account that supplies the oil."

"Might I venture to enquire the amount of my indebtedness?" asked the host, with an expression on his face suggestive of both impatience and amusement. "Such condensed wisdom is considerably above the market price and, if you don't mind my saying so, I think I've got all I can pay for. As Brutus remarked to Cassius on a certain memorable occasion:

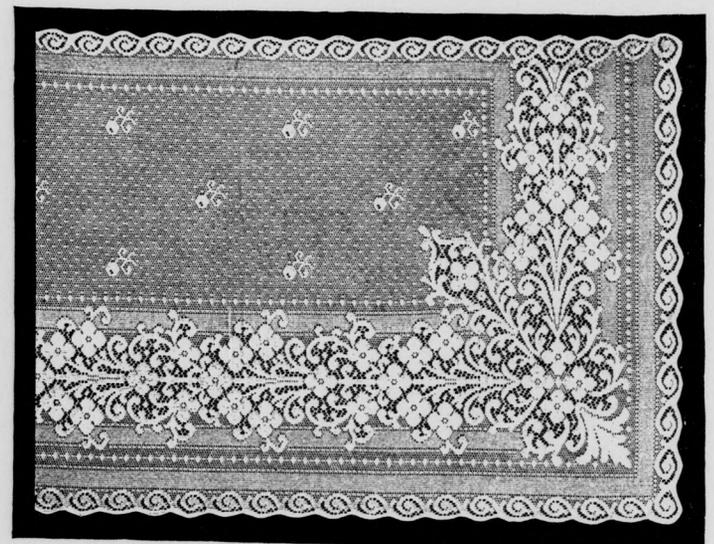
"That you do love me, I am nothing jealous;

* * * * for this present,

I would not, so with love I might entreat you,

Be any further moved. What you have said

I will consider; what you have to say



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.

I will with patience hear and find time

Both to meet to hear and answer such high things.'

"In other words, throw away that stub and try this brand, used only on special occasions. You've been smoking like a young Vesuvius for the last ten minutes. Preaching is not your specialty; it makes you nervous. I think, too, I can find further refreshment. Here you are," and some cake and wine soon found a prominent place in the evening's entertainment.

After his friend had gone the young fellow threw himself into his easy chair, looked into the fading fire and for the next three-quarters of an hour did some very active thinking. Of course McWayne's talk was the subject of his cogitations and there was a great deal to go over. He resented intensely his friend's presumption; but remembering that "Mac" was the best friend he had ever had he soon began to see how things looked over that friend's shoulder and to wonder if—

Here the firelight—what there was of it—began in a bungling fashion to suggest things in the dimmest outline. "Move these eyes?—Seem they in motion?—Here are several lips, parted with sugar breath.—Here in her hairs the painter plays the spider;—But her eyes!—how could he see to do them?" and so he sat there long after it was time to go to bed, wondering and dreaming dreams that outlived the last flicker of the firelight and, it may be guessed, gladdened the whole of that night's blissful sleep.

It may be safely concluded that McWayne kept his distance and just as safely that he kept his eyes open; he was gratified. There was no longer any talk or any grumbling over wages; and although there was no apparent lack in his friend's grooming there was a growing line of figures in a little black-covered account book that seemed to furnish the owner thereof an increasing amount of comfort. It was noticed, too, that his right-hand upper vest-pocket was not crammed with cigars; he gave up going in regularly for a glass of beer; he didn't shake hands any more over ten, or five—or any—dollar bets; he stopped paying for the very choicest theater tickets unless—well, just unless!—and to make a long story short, he became so familiar with Bassanio's lines in "The Merchant of Venice" that you couldn't stick him anywhere.

Finally, after things had been going on a long time according to this programme, Walter Williamson screwed his "courage to the sticking point," followed the head of the firm into the library after a certain Sunday dinner and asked him a very short and very pointed question in regard to that gentleman's daughter.

This is what that gentleman said after he had given the young fellow a cigar—a regular corker:

"Walter, if you had asked me that question three years ago—and you had an idea of asking it—you would have had a very decided no. Now I say

yes just as decidedly. Do you remember along about that time McWayne's coming over to spend the evening and giving you a curtain lecture about spending your money? You were scolding a good deal then about not having salary enough. Well, we fellows in the office had been watching you—we always do—and we thought you had the right stuff, if you only took care of it. So I loaded up McWayne and sent him over. You asked why we didn't put up your salary where it belonged. He did not know and could not tell, but I can: It was because we weren't going to send you to the devil—you were headed that way!—and because we wanted you in the firm, where you are going to be pretty soon after the wedding.—Helen, stop listening at the door there and come in here. You heard what this fellow asked me and what I said. Kiss him and give me one and get outside where you two can talk it over."

They did; and that's all there is to it. Richard Malcolm Strong.

The Broom Man's Troubles.

The manufacture of brooms is one of the industries that has grown from a very small industry to one of such magnitude that it covers all sections of this and many other countries. The broom is one of the necessities that every business man and family are compelled to have, and for this reason it must always remain an article of popular and general use among the civilized and other peoples who set any value on cleanliness.

It is hard to say just when the first broom was made; but no doubt it was a bunglesome affair made of twigs, reeds or some other like material, and tied to a rough stick with some of the same stuff of which it was a part. But it served the purpose, and that was something, at least, for decency's sake, and the inventor deserves credit for this much.

The growth and cultivation of the broomcorn industry has made possible the manufacture of brooms on a large scale at a comparatively low price, furnishing a very desirable material, and at the same time giving employment to many thousands of hands annually. Machinery has done a considerable part in the development of the business as well, and has, at the same time, made it possible to keep prices moderate.

But of late there have arisen several matters that have a rather threatening aspect as regards the price of this commodity, and something should be done to counteract these evils if such they can be termed. In the first place, the cost of the broomcorn has increased so that the profits of the manufacturer, particularly the small one, have felt it keenly; then the price of handles has increased, due, in great part, to the scarcity of timber suitable for such purposes, and last, but not least, is the increased cost of labor itself.

Regarding the handle question, the only possible relief seems to be in the adoption of some substitute that will give the same satisfaction as the present handle. What this will or

can be must be studied out; perhaps aluminum or something similar.

The broom corn question seems about as difficult as the other two, and it is one of the all-important considerations and must be met.

These are some of the considerations that must soon confront the broom manufacturer; in fact, they already have to an extent, and they can not be met too soon, if we are to have a good broom on the market that can be sold at a reasonable price and at the same time net the manufacturer a fair profit on his capital invested. Brooms the people must have, and brooms they will buy, but there are considerations to be taken into mind that can not be overlooked indefinitely.—Brooms, Brushes and Handles.

The Postponed Baptizing.

The old colored brother prefaced his sermon with the following remarks:

"I well knows dat some er you has traveled fur ter see de baptizin' today, but I has ter announce dat dar won't be no baptizin'. Five big alligators has been seen sunnin' derselfs on five logs in de millpon', havin' des crawled out fum der long winter sleep; an' hit stand's ter reason dat w'en a alligator sleeps all winter he's mighty hongry w'en he wakes up. Hit may be dat Providence will protect de canderdates fer de baptizin', but hit's my opinion dat ter wade into a millpon' wid five hongry alligators playin' 'possum on five logs would be flyin' in de face er Providence!"

Underwear

The largest and most complete stock in Western Michigan. Ladies', Gents', Misses', Youths' and Infants', all sizes and qualities. Prices from 45c per dozen upwards.

We have a splendid assortment of Ladies' Union Suits from \$2.25 up to \$8.50 per dozen.

Mail orders given prompt attention.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

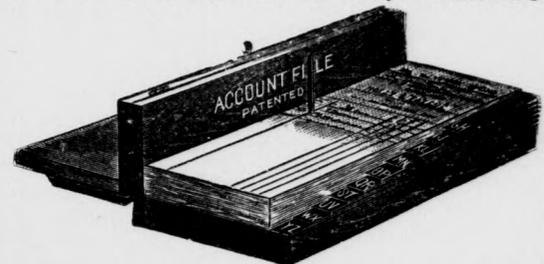
Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's

bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not



posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.

TRADESMAN COMPANY, Grand Rapids

HASTE MAKES WASTE.**Why Some Kinds of Advertising Do Not Pay.**

Written for the Tradesman.

After an examination of the hundreds of advertisements which come to my desk every month I am forced to the conclusion that hundreds of merchants who really think they are advertising are only buying space in the newspapers.

The publishers of such papers are growing fat financially, and the merchant wonders why he is not making money out of his supposed advertising. It may be that perhaps he is making money in spite of his advertising expenditure.

At any rate, he becomes disgusted with the results after a while and will tell with all the seriousness he can command that "advertising does not pay."

In this connection I might mention here some impressions I have gained in my service in localities:

Suppose the paper is an afternoon edition. About 10:30 in the morning, or, maybe it is 11 o'clock, along comes the advertising solicitor and says, "I want your copy for to-day's paper." The merchant answers, "Tom, I have been so busy this morning I have not had time to prepare anything, but will give it to you in a minute." He goes to his desk and dashes off something which he hands to the solicitor, who, in turn, thanks the merchant and goes along to the next merchant, where the identical thing is repeated. Then along about noon he reaches the office of the newspaper, hands the copy over to the compositor, who, being in a hurry, sets it up any old way, and the finished advertisement, as it appears in that night's paper, does not possess a single selling argument. It appears from my observations that the composing room likes to see how many different styles of type it can use in an advertisement.

Of course, there is no improvement at the store of our friend, the merchant. His advertising does not tell what he has, why it is desirable or anything of this kind—maybe it ran, "Have just opened a new barrel of sauer kraut which I will sell at 5 cents a quart." This will not sell kraut or anything else.

As a matter of consequence advertising for our friend does not pay. How can it? Advertising matter written in a few minutes, with your mind on something else, which goes to the paper without any instructions of any kind—no thought given to display—is just so much money thrown away.

I do not see how any sane business man can expect this kind of copy to encourage business. Is there any reason why it should? None whatever.

The great trouble with many of our retail merchants is they really do not know what constitutes good advertising, and until they do, or get someone to do it for them, their success will never be worth recording.

I have been all along this road and I know whereof I speak. I have refused to O. K. bills for advertising which was not set up according to

my instructions, which were very explicit. I have all kinds of trouble with the papers in the small towns, but if you make them understand you know what you want they will give it to you.

It makes me out of patience to see such a waste of money, when the same amount, rightly handled by one who knows how, could make the old store fairly sing with success.

Let the merchant get this firmly implanted in his mind: You will never make a great success of business unless you advertise right. Have your copy prepared by one who knows how. Have it prepared so you can have a proof, so you can see just how it will look after it has been set up. The advertisement writer is your best friend—worth more to you than you can ever pay him for the great good he does your business.

William H. Myers.

Is the World Growing Better?

Hanging upon the walls of a certain printing office in Grand Rapids are cards containing mottoes and epigrams, such as "Knockers not wanted. Let every one attend to his own affairs and we will have greater prosperity;" "The reason people who mind their own business succeed is because they have so little competition;" "Keep smiling;" "If the boss happens to be a crank, don't think that gives you a license to be like him;" "If you can not be a gentleman and treat your fellow workers as gentlemen, get out before you are told to;" "Be kind to the boys—they are the coming men;" "He who would drive others at their work most needs driving;" "If you are good enough to be given a job requiring the assistance of others, please remember you are not good enough to be anything but a gentleman;" "Good workmanship is appreciated, but not more than good manners;" "Absolute harmony is essential to efficient service. Do not forget this when you are asked in a civil manner a civil question about your work;" "Every time you make a boor of yourself you are just that much nearer the end of your usefulness in this department;" "Be sunny, be cheerful, be gentlemanly, and I'll bet a million you'll last longer in your job than the fellow who hates himself and everybody else."

All over our city, in the business offices of many of the mercantile establishments, one can see similar evidences of quiet endeavor—or desire—to better the conditions of the people. If these thoughts were not in the minds of men they never would find their way into print, and if the employers of men did not at least long for the dawn of the millennium—for a Utopia wherein fraternity in its broadest sense would be the principal pastime of life—they would not permit such reminders to be placed continually before them.

There is an upward trend in the morals of mankind, notwithstanding the persistent howling of the alarmist or the knocking of the iconoclast. Our public prints may be practically monopolized by wild accounts of

man's duplicity and woman's worse than weakness, of dishonesty in public affairs, of crimes and criminals of every form, of wars and cruel butcheries in the name of religion, yet all these stories, wild though they be, are pointing out the evils and are just as surely finding the remedies for them.

The struggle for wealth is keener now than ever; but with almost certain punishment hanging over the heads of the evil-doers the inclination to acquire that wealth dishonestly is slowly but surely diminishing.

As the world has progressed along well-defined lines of civilization our needs have become more accentuated and our tastes more extravagant, and we have wandered afar from the simple life to which the ancients were accustomed. There is much talk these days, however, of a return to that simple life, and the people who have wandered farthest away are the ones first to return, for, generally, they have the means so to do.

Mottoes and epigrams pointing out the paths to a universal brotherhood are adorning the walls of many places where a few years ago their posting would have been treason.

The world is growing better.

Ernest A. Sine.

His Blacklist.

A man entered a grocery store and drew a slip of paper from his pocket. A clerk, with pencil and order-pad, stepped up in anticipation. The man adjusted a pair of glasses on his nose and looked over the list.

"Do you keep Bopo Soap Powder?" he asked.

"Bopo? No, sir—we have several other soap powders, but no Bopo," answered the clerk.

"Paradise Creamery Butter?" enquired the man.

"No, sir, we don't carry Paradise," replied the clerk.

"Have you Silver Star Baking Powder?" he continued.

"Silver Star?" repeated the grocer, helplessly. "No, sir, we have 'most every other kind, but no Silver Star."

"Well, how about Queen Lil Sweet Corn? Do you carry the Queen Lil line of goods?"

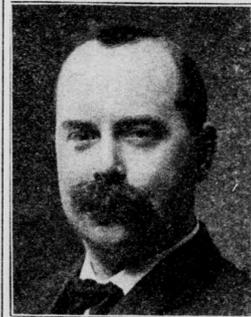
"Sorry, sir, but we don't," said the clerk.

"All right, then I guess I'll trade here," said the man. "Those are the brands on which I've been stung."

There is no blessing to any bread until it is broken and shared.

Reduction Sales — Closing Out Sales

W. A. ANNING, The Sale Specialist



Known for 7 years as America's leading Sale Promoter. Conducts every sale in person. My methods and unique plan never fail to bring desired results. References from hundreds of merchants and wholesale houses. Wire or write to-day.

Address
W. A. ANNING
Aurora, Illinois



**"The Truth,
The Whole
Truth," etc.**

"It is undeniably the fact that White House Coffee is rapidly growing in popularity, and that the grocers taking it on have decided to do so largely on its intrinsic merit—which is, of course, highly complimentary to the superb quality of the coffee itself, as well as demonstrating the confidence the trade has acquired in the square-dealing and probity of Dwinell-Wright Co., the great Boston and Chicago firm that is giving White House to the whole world of coffee drinkers with the most liberal kind of guarantee."

Distributed at Wholesale by

Judson Grocer Co.

Grand Rapids, Mich.

BARGAINS.

The Secret of One Office Girl's Appearance.

Written for the Tradesman.

There's a certain girl I know who passes, by all odds, as the very best dressed young woman in the set in which she moves and breathes and has her being.

Her clothes ever fit her to a T, her hats are invariably becoming to her particular style, gloves are always immaculate, shoes are never out of order. In addition this girl's belts are of the neatest and her neckwear is of the daintiest and decidedly chic. In fact, her appearance is always to be emulated.

"Tell me: How do you manage with your clothes so that they never seem the least bit out of order?" asked a friend with the familiarity of long acquaintance. "I never saw the time yet when everything you put on did not look as if you had just come out of a bandbox—what's the secret?"

"Well," replied the one addressed, "I'll tell you, although I don't know as there's any great secret about it—it's just this:

"I watch the sales.

"You see, being employed as a stenographer in a downtown office where I am not required to be at my work until 8:30 and have an hour and a half nooning, and leave at 5 o'clock, I have a deal more time for myself than have the ordinary girls employed in offices—two hours a day more than they—which means a good chance to continually haunt the bargain counters.

"I watch the advertisements in the daily papers and keep my eyes wide open for all the special sales. I try to make it a practice not to buy what I don't need and consequently do not squander my earnings, but I certainly am an indefatigable bargain hunter.

"I have favorite clerks in all the stores and they 'put me next' to many nice things I can pick up at greatly reduced rates.

"I'm a good judge of values; I know what all the staples sell at and the prices of many of the fancy articles.

"When I get my eye on something in the latter line that especially pleases me, and I need it and can well afford to have it, I keep close watch of it from week to week and when it gets 'reduced' to the purchasing power of my pocketbook I assimilate it, so to speak.

"But sometimes, when I observe that such a thing is a slow seller, I wait until it has come down in price much more than once, and when I dare wait no longer for fear some one will snap up the treasure I take it.

"Occasionally I get slipped up on such articles, and probably there are others in the same boat as myself; others wanting those identical things with the same ravenousness as myself.

"I have a friend who also gets the most of her apparel at the sales and once in a while we find ourselves both watching for the same article.

"There was once an elegant fluffy

white boa I wanted the worst kind of a way. Unbeknown to each other we were both determined to possess it.

"It was so long it came way to the bottom of my dress, thereby admitting of once tying at the bust and so preventing from dropping entirely off the shoulders.

"Daily I used to imagine myself in my daintiest evening dress, airily flim-flammed out in that lovely boa, with a cute little hat or a big picture one, but neither of which should in any way eclipse the boa in richness of material—the boa was to be the feature of my toilette.

"Daily, as I say, I visioned myself in this get-up, daily I adored it in its sacred glass case.

"I should say, 'Daily all but once I worshiped at its shrine.'

"But, alas! one day I had shoes on my hands—how do you think I'd look with 'shoes on my hands?'—and neglected to go and inspect my marabout boa. And that was where I met my Waterloo!

"That very evening I went to call on my chummiest chum.

"'Come upstairs and see what a sweet bargain I've struck!' she exclaimed enthusiastically, hardly giving me time to get all the hatpins out of my headgear. 'It's just the dearest thing! I know you'll fairly rave over it—hustle up, I can't hardly wait until you see it on me!' And she chattered about 'her greatest-ever bargain' all the way up the stairs.

"'Now just you sit down on the top stair and shut your eyes very tight so you won't see until I'm all ready.'

"My chum was gone what seemed to me longer than was necessary to produce her bargain.

"I sat as still as I could at the head of the stairs, with elbows on knees and knuckles dug into eyes, waiting for the bargain to appear.

"'Ready!' was the welcome sound at last, and I opened my eyes instant.

"My chum's people live in a big Colonial house and a wide hall runs through the lower part of it, duplicated in size and shape by one directly above it.

"The sight that met my eyes was my chum pirouetting down the hall in a pink mousselin de soie all trimmed with narrow Val. lace and—

"'Horrors! I could scarcely believe my eyes!

"She had on my beautiful white marabout boa!

"'Where did you get it?' I gasped.

"'At Blank's,' she answered, unconcernedly.

"'When?' I demanded next, in a choking voice.

"'Then my chum noticed that something unusual had come over the spirit of my dreams and she hurriedly answered:

"'To-day, at 8 o'clock.'

"I buried my face in my hands, quite unable to keep back the tears.

"'Why, what's the matter, dearest?' she asked, all solicitude at once, dropping down on the top stair beside me and putting her arm around my neck.

"'Are you sick?' she continued.

"No answer except a sob or two.

"'Don't you like to see me in this peachy boa? Aren't you just frightfully glad for me that I was able to pick it up at a fairly dazzling bargain?'

"'Oh, Vivian!' I exclaimed, crying yet laughing through my tears, 'you look perfectly charming in that boa, but I couldn't help but cry when I saw you prancing around in the thing I've been 'laying for' for a long month an' a 'alf!'

"'Why, you poor dear!' cried Vivian, hugging me again. 'And here I've been "showing off" to you in something that was just as good as belonging to you! Well, I don't wonder you cried about it.'

"And then we talked it all over, laughing about it a good deal in the end.

"I told her not to feel bad about my loss, for she was not a bit to blame; that it was her good luck at my expense.

"She promised to will it to me if she died first—providing there was a shred of a fiber left when she had switched it out! (I have doubts even about the shred, as Vivian, although the most fascinating girl in all the world, is shockingly careless with every dud she can call her own.)

"Well, that little heartrending episode taught yours truly a lesson: not to wait for too many reductions before clinching an article if she was fully persuaded in her own mind to have it.

"Suffice it to say, I never, no, never, see Vivian sailing around in that darling boa without a frenzied desire to take the wind out of her canvas by clutching it off of her plump pretty shoulders and running away with it where she will never see her—my—property again in all her live-long days!

"Of course, it's mighty mean in me to feel that way, but I can't help it—I'd watched out so long for that boa.

"I suppose the people in the stores look upon me as a regular bargain fiend, but that doesn't make me feel bad the least particle. It's my money and their bargain-goods, and if I do seldom get a thing until I see it marked down from some former price that's my own lookout—my inalienable privilege.

"I said I'd tell you the secret of what you are so kind as to designate

my 'fine appearance'—or something to that effect—and, pure and simple, if I have a 'fine appearance' it is due to watching the bargain sales."

H. E. R. S.



**LAUNCH LIGHTS
STEERING WHEELS
BELLS, WHISTLES**

and a full line of
BOAT SUPPLIES

11 and 9 Pearl St.
Grand Rapids, Michigan

Mention this paper

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



For the
Laundry.
**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

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

It goes twice as far as other Blues.

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

STEIMER & MOORE WHIP CO.
Westfield, Mass.

Not in a "Combine." Not a "Branch." They make all their whips from start to finish and are not ashamed to put their name on the whips. The stuff inside and the making tell in time TRY THEM.

GRAHAM ROYS, Agt., Grand Rapids, Mich.

WILLS

Making your will is often delayed.

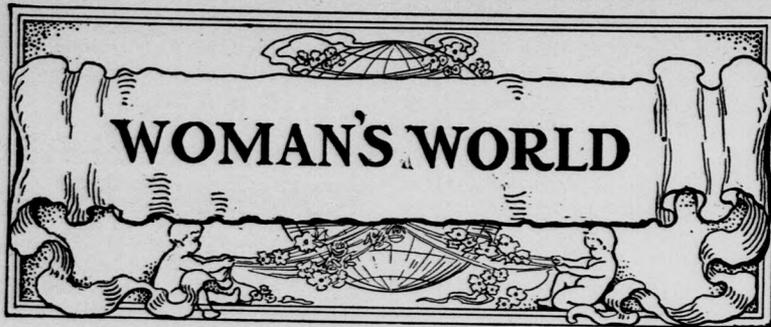
Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian



What Is the Proper Age To Marry?

As long as there are marrying and giving in marriage, which, in the natural order of things, must be so long as there are men and women upon earth, so long will the proper age at which they should marry be a fruitful source of discussion. For ages the figures have steadily, although slowly, advanced, and, since Shakspeare spoke of 14, lacking "a fortnight and odd days," as a "pretty age to marry," blushing 15, sweet 16, 18 and 19 have all had their turn as the ideal age for heroism in song and story.

Nowadays physiologists tell us that for her own sake and for the good of posterity no woman should become a wife until she is 20, that no man ought to take a wife until he is 25, the ages of 25 for the woman, 30 for the man, being preferable in order to insure a healthy maturity. Common law in most states of the Union forbids girls to marry under the age of 16, popular prejudice raises the figure to 18 and women of 30 and over are the recognized belles in society in all centers of wealth and culture. During the last half century the age at which an unmarried woman in France may proclaim herself "une vieille demoiselle" and go abroad unattended has advanced from that of 25 to 30. Which all goes to show that the marriage age progressively rises with the progress of civilization—a fact which undoubtedly means something.

As to the age of discretion, that is a movable quantity which no man may specify. Some few people attain it in childhood, others fall short thereof when their heads are hoary with the frosts of age. The proverb, "There is no fool like an old fool," is one which applies peculiarly to affairs of love and matrimony. There is said to be one hour in the life of a peach when it is at its highest degree of perfection, and similarly in the life of almost every woman there is a longer or shorter period when she is at her fullest development of charm and malleability; at her greatest capacity for making a perfect helpmeet for the man of her choice; an ideal wife and mother.

Eminent physicians agree that to most women this blossoming comes at from 23 to 25, to some few a little sooner, to many others somewhat later. It may be fairly taken for granted that if, with all her getting, a woman is ever going to get wisdom and understanding she will do so by the time she arrives at this period of her life; at least she will probably have gained some knowledge of men and the world—not so easily be led away by a winning manner and a

flattering tongue. There are not many girls who are able to grasp the true responsibilities of marriage until they are past 21, but at that age they usually have crossed the threshold of womanhood and are fitted for the duties and blessings of married life.

There are, sadly be it spoken, some women who are not fit to marry at all, who have never learned to be unselfish, helpful, charitable, thoughtful of others; women who live for their own narrow aims and pleasures, for bridge playing, gossip, dress and frivolity; women who will "do" a drive, a play and a supper with any sneering man who chooses to ask them; women who regard a husband merely as some one to gratify their extravagance and pay their bills. One thing is certain, that the women who never ought to marry are those who despise home life, dislike children and who yearn for the excitement of "the firing line in life's battle."

Most persons who think about it will agree that the best time for both men and women to marry is when, having reached manhood and womanhood, they meet the one whom they love with all their heart and soul and strength, and who reciprocates that affection. But let both man and woman, especially the woman, be sure that they are really and truly in love before they take the momentous step which can never be retraced. As George Meredith has said:

"What we chiefly want in the making of marriage is more brain, more brain, O Lord!" Dorothy Dix.

Life in the Country.

The sun was rising in the west, and shed its beams on Cedarcrest, where pensive goat and sportive cow were perched upon the cedar bough. There Samuel Lemon watched his flocks, while Mrs. Lemon skimmed the crocks. He drove his hens to lakelet's brim that they might dive and bathe and swim. The pigs were climbing elms and firs, the hired men gathered cockle-burs. A doctor passed on horse's back and all the ducks called loudly "Quack!" The fruit tree agent asked to stay, all night the horses whinnied "Neigh!" Peace hovered o'er the country wide; the cattle lowed, the horses highed, and sounded through the village smoke the bark of watchdog, elm and oak; and he who owned these rustic scenes had seeded down his farm to beans.

No Hurry.

Sunday School Teacher—Don't you want to be an angel, Tommy?

Tommy—I ain't in no hurry. The baseball season's comin' pretty soon.

Labor Saving Devices and Advertising.

The labor saving devices of the country are often called the "Youth Retainers," but it is an open question whether that title should not rather be applied to advertising. It is unquestioned that advertising has revolutionized methods of work, nature of diet, character of dress and amusement, home surroundings and even places of abode, every one of which has been bettered as well as cheapened by its use, adding its share to the youth preservation which is so striking a characteristic of the age and time.

Just one little instance: Everybody knows that one of the most disastrous habits of the home women of the middle class in the last decade was that of keeping the teapot always on the stove and constantly sipping the tannin saturated brew, with its evil effects on the whole length of the digestive tract—advertising has practically replaced that pernicious teapot by the little brown pitcher of nourishing, soothing chocolate or cocoa.

There is no manner of doubt that men and women to-day are younger, for their ages, healthier and better conditioned on the average than the last generation dreamed of being. They live as their parents never thought of living, and have possessions such as their parents never even hoped to have—from the labor saving tools, prepared foods and new methods of locomotion down to home hygiene, the amplified menu, the increased personal adornment and the wider knowledge of the possibilities of life—every one of which is the direct and unmistakable result of advertising in one or another of its many phases.—Fame.

VOIGT'S

One Instead of Several

A better flour than Crescent cannot be found to recommend to customers for universal use. For successful bread or biscuit making or for pastry you'll notice that Crescent flour supplies just what the folks want.

The fact that every housewife who has been persuaded to buy the trial sack is still ordering Crescent and is more than pleased offers every grocer the solution to the flour-stock question.

One brand good for everything and everybody would simplify things immensely.

Try it out on the particular ones.

VOIGT MILLING CO.
Grand Rapids, Mich.

CRESCENT

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.
26 Jackson Boulevard, Chicago

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



The College Recruit in the Business World.

The one complaint of the business man against the young college recruit is that the young man comes to his establishment with so little practical knowledge of the business man's business. To use him at all the business organization must assign him to work that virtually is puerile. The one encouragement held out to the young man is that with his basework of trained mentality he can aspire to rapid and permanent preferment if only he will settle down and dig.

But, college man that he is, it is essential that he buckle down and dig. He is forewarned that, graduate of the school as he is, he is in the primary class at business. He is in a position as apprentice to begin to learn. But he has a new corps of professors in a new school that may not have a textbook anywhere in the establishment.

It is this situation on which I would lay strong emphasis, feeling that thousands of young men are not awake to the conditions which they find confronting them in this apprenticeship period.

It is undisputed that even in this age of the technological schools this young graduate of the textbook is received only as an apprentice employe. There may be exceptions in the case of exceptional young men, but the rule holds for the majority. The employer says to him in short, "All right, I'll give you a chance to learn the business. How little salary are you willing to work for in the apprenticeship period?"

This means nothing more clearly than that the employer is offering the young man a chance to work his way through the school of business. He has no free scholarships to offer. He conducts no dormitory in which his apprentice pupils may lodge, rent free. In order to work the young man must eat. Therefore the matter of salary is considered as a short cut to the apprenticeship end.

This is presuming that the employer is conducting his apprenticeship "school" wisely. For the wise employer of men in apprenticeship stage must be counting upon the time when that young apprentice growing up in the business shall develop into broader capabilities and develop knowledge

for stepping in under wider responsibilities and duties. Accordingly, as this employer is wise, he does not take kindly to the idea of educating young men for service in competing organizations.

That average young man in business may cost his employer something. At the least he will cost the time and effort of supervision on the part of his superiors. Under the most careful direction the young man's mistakes may cost actual money to the establishment. In many lines of work the apprenticeship term means loss of material to the employer.

These items, the wise employer has learned, are to be considered, according to the laws of chance, as affecting the salary which he can afford to pay. Always he is in the position of the schoolmaster who must have something to show for the tuition of his pupils. He wants a willing pupil, always. He will feel the necessity for keeping his apprentice encouraged as much as possible. If he shall have scaled his salary limit he will try in his wisdom to make amends in appreciation of his young man's efforts. Appreciation will "butter no parsnips," literally, but figuratively it will go a long way if it be honest appreciation of efforts and results that honestly are worth while.

In the light of these hard facts, therefore, the young man new to business ways and the conditions that affect them can not afford to look upon his position as anything other than as a student in the world school. That day passing in which he has not learned is a day lost! That day passing in which he may have learned something that is wrong, ineffective and misleading when he shall have been graduated to the position of executive, taking a strong initiative in some life and death matter for him, may mean a ruined future!

What kind of business school are you attending, young man? Are you wasting hard efforts at learning of a poor master? Or, are you killing time and "cramming" in the best school open to you? For you are in school—don't forget that insistent fact and fail to take into consideration that having come through the preliminary training of college you are likely at an age where you can not afford longer to shirk in schoolboy idleness!

In college you may have been an indifferent student, held there by a parent's liberal purse and exaggerated ambition for you. In your present school, however the liberality of the purse, your employer will look to you to maintain the ambitious end of the schooling. His interest in you must flag in that first intimation of your flagging interest. Not only must you become an individual stick of dead timber in such event, but your influence must be to invite decay in others in the organization. No wise head of an organization will tolerate this infecting evil in an employe.

Marshall Field is conceded to have been one of the great organizers of his time. The one situation which always warmed him to caustic criticism of his managers was the occasional sudden loss of a department head and the confession from some one next in command that this commander was "unable to put a finger on a man for the place."

"Why can't you?" would be the warm questioning from the chief. "Why haven't you developed two or three men big enough for the place? Are we running a cemetery here?"

Marshall Field appreciated to the full that he was running a business school from which he expected economically to choose his business graduates. He felt that in the matter of this successful schooling the professors at the head of departments were equally at fault when graduates were few. He knew he could not afford to run his school if later he could not draw upon its graduates for the position of teachers in his establishment.

This is the lesson for the young man matriculating in the business world. If you have a poor faculty in your present school, get out of the school. If you are an indolent student, wake up to your work and your opportunity. John A. Howland.

What Did He Mean?

Conductor—I had a narrow escape last night. I fell off the rear platform, but luckily wasn't injured.

Motorman—Well, they say Providence takes care of intoxicated men and fools.

Conductor—But I never drink.

Motorman—That's all right, old pal. I know you don't.

Questions of the New Planets.

Is there a planet beyond Neptune? Prof. George Forbes has recently revived some earlier calculations indicating its possible existence. He suggests that there is an unknown planet revolving at about 105 times the earth's distance from the sun, and consequently having a period of revolution of about 1,000 years, in accordance with Kepler's third law. Prof. Forbes concludes that its present longitude in its orbit is about 202 deg. and its south latitude is 34 deg. It is consequently at present to be looked for only in the southern hemisphere or from observatories nearer the equator than we are.

Prof. W. H. Pickering has just given the place of a trans-Neptunian planet as in the southeastern part of the constellation Gemini. This can not be the same object as that referred to by Prof. Forbes, but nothing seems to prevent there being two or more bodies moving in planetary orbits outside the orbit of Neptune. At the other end of our system is the question of an intra-Mercurial planet. Leverrier, one of the discoverers of Neptune, found in 1859 that the motion of Mercury is such that the position is changed in a manner which can not be altogether accounted for by the action of the other known planets. It might be explained by the attraction of a planet or a number of small planetoids revolving inside Mercury's orbit and lying nearly in the same plane.

Dr. Lescaubault, a French country physician, announced that he had seen a planet crossing the sun on March 29, 1859. He was visited by Leverrier, who satisfied himself that the doctor's observation was genuine. He calculated the orbit therefrom and gave the planet the name of Vulcan. But it has never been seen again, although if real it ought several times to have been visible in transit across the sun. Prof. Young considers it extremely probable that there are a number, perhaps a great number, of intra-Mercurial asteroids, perhaps each of them not having a diameter exceeding fifty miles or so. So small objects lying near the sun would be nearly certain to escape detection either in transit or during an eclipse.

The most desolate lives are those that are lived for life's furniture only.

Ceresota Flour

Made in Minneapolis and Sold Everywhere

Judson Grocer Company

Wholesale Distributors

Grand Rapids, Michigan

MUNICIPAL ADVERTISING.

Most Economical Methods of Accomplishing It.

Cities that advertise themselves are best advertised. The national capitol has advertised the city of Washington as nothing else could. The architectural beauties of Paris, Berlin and Vienna and the antiquity of Rome have advertised those cities more effectively than acres of display space. The same general idea is applicable to any city or town in the United States. The best advertising begins when a city has cleaned up its own dooryard and made itself attractive to those who, by accident or with purpose, visit it. Mouth to ear, and mouth to ear, such advertising travels endlessly. Eventually a city has "reputation," which is the tangible result of quiet self-advertising effort expressed through civic improvement. Saint Paul has expended seven months' effort in an exceedingly practical campaign in which a total of \$6,000 expended has developed returns to the value of \$300,000, yet the best advertising Saint Paul has ever done was the establishment of "ways of light" along its principal business thoroughfares.

Too little attention has been paid in America to beauty in municipal improvement. Our railroad stations are dingy and uninviting. Our parks, when we have them, are usually vastly inferior to the parks of foreign cities. Boulevarding, a tremendous agency in the building of a beautiful city, is slouched or neglected altogether, and the serious effort is expended toward the rearing of massive business buildings and towering office structures. What better advertising could any city have than a railroad station which, giving the first impression to be formed in the mind of the stranger, is architecturally satisfactory, surrounded with a breathing spot of green, comfortable and, above all, clean. Hardly an American railroad will hesitate to effectively cooperate with a municipality, once the corporation is convinced that the effort at improvement is serious, and that the cost will be shared.

The great State capitol, erected in Saint Paul after thirteen years of work, has done magnificent service in advertising the city. It is beautiful, commanding, impressive. It is worth seeing and draws the interested.

Little things count in municipal advertising, and the things which count most are those which bespeak some public thought for attractiveness, cleanliness and beauty. Here are a few of the little things which any city may do, and reap substantial advertising benefit:

Clean streets are most valuable in their advertising relation. If they are not paved let them be surfaced, kept in repair and kept free of stray papers and litter.

Even a billboard is more attractive than vacant, dilapidated buildings, which tell their own story of lack of progressiveness. Business streets at least should be free of these.

The local hotel counts more for the

reputation of the city than any other single agency.

Rest rooms for women in downtown stores; drinking fountains for horses and dogs; lavatory accommodations in the local railway station; street signs which are neat, legible and designed with taste; neat directories in public places, telling where to go and what to see. These all count in an important measure in making and maintaining favorable impressions.

Saint Paul has planned a magnificent river drive, miles in length, carefully paved and improved, making a circuit of two sides of the city and ending in a beautiful park. Any city located on a pretty stream may do the same. Such a drive makes a city worth visiting; and thousands who roam the country for pleasure, new sights, amusement and recreation may be attracted by such a feature. Vancouver's Stanley-Park drive and many other drives close to other cities are known to thousands who could hardly tell what other fact about the given city they have remembered.

Keep in touch with the railroads. If a city has a thousand attractions and the railroad advertising agent does not know it, it will never occupy its proper place in the endless stream of railway advertising flowing constantly to the very ends of the earth. The railroad advertising agent wants this information. Oftentimes it is well-nigh impossible for him, in his office, to get into touch with the facts he desires or to obtain the photographic material he could so well use if he had it. See that someone takes care of him. Don't forget the railroad industrial agent. If by proper co-operation the railroad, which must advertise, can be placed in a position to help its local towns, the municipality has benefited proportionately to the volume and cost of the railroad advertising done. Saint Paul entertained the advertising agents of all the lines entering the Northwest last fall. The visitors had a pleasant time, spending practically an entire day touring the city and studying its "talking points."

Columns might be written about the possibilities of making the city so attractive as to be the center of a constantly spreading stream of comment and favorable mention. This is excellent advertising and every opportunity which assists such work, the work of "publicity," should be utilized. Yet there is a danger. The skilled mechanic sticks steadily to one job until his work is complete and perfect in every detail and measurement. Great danger to city advertising movements threatens when public effort is allowed to scatter and cover too much territory. One thing at a time, and the one thing well done, means, in the course of a decade, a city which has fitted itself for comparison with the best American municipalities and has made no false steps.

Effective city advertising embraces more than this: It means the continuation of "publicity" to the point where the city has no fault of serious consequence to find with its own at-

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

Kent State Bank
Grand Rapids, Mich.

Capital . . . \$500,000
Surplus and Profits . . . 180,000

Deposits
5 1/2 Million Dollars

HENRY IDEMA President
J. A. COVODE Vice President
J. A. S. VERDIER Cashier

3 1/2 %
Paid on Certificates

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

Commercial Credit Co., Ltd.

Credit Advices and Collections
MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

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 1909 BELL 424
823 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

**THE NATIONAL
CITY BANK
GRAND RAPIDS**

WE CAN PAY YOU

3% to 3 1/2 %

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. Corl
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. Widdicomb
Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

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

tractiveness; and then "advertising," the careful, methodical, business application of commercial advertising principles, begins. "Publicity" is an indirect form of advertising. The direct form means a business campaign along business lines to reach certain classes of people whom the city needs and present to them terse and definite business advantages to be gained by removing to or living in the city advertised. This means display space in mediums of recognized worth, preceding the use of which there must be intelligent and sensible "follow-up" literature. Booklets must be ready to mail to enquirers. Business facts must be gathered and sifted with a view to their business consequence and interest to the business man elsewhere. These must be published in effective and attractive form. How to circulate such material and where to circulate it are vital questions which must conclusively be settled in advance. When this is done the city is prepared to go before the country and sell its goods—i. e., its advantages, attractions and opportunities—to intelligent buyers.

"Publicity" is exceedingly valuable, but "general publicity" without "advertising" (following well thought out and practical lines) is like using milk without waiting for the cream to rise. The straightforward, practical advertising is the net which gathers in the good done by the extension of a city's reputation, and turns it to account in the upbuilding of population, the increase of business houses and the multiplying of industries.

The American magazines and notably some of the weekly periodicals of huge national circulation afford

the best and most economical means of such direct advertising effort. A list of sixty-five American daily newspapers can be made to satisfactorily cover the entire nation in such a campaign. The use of newspaper space, if wisely determined, can be made a most practical help in a city advertising campaign. The proper co-ordination of plans for the use of both classes of mediums, both having been subjected to a thorough sifting process, brings about a well-balanced and probably the most effective campaign. Even more modest effort will pay tremendously. Minnesota's State Immigration Commission is receiving two hundred letters a day as the result of a want advertising campaign backed by excellent follow-up literature, which is costing but \$100 per month. Astoria, Ore., produced magnificent returns from a similar campaign, which cost, all told, but \$12,000, including salaries and all expenses.

The city that advertises must "deliver the goods," it must have something practical to talk about. There is nothing better than the story of its beautiful location, pleasant residence districts, parks, municipal improvements, and all that goes to make up ideal American home and business life.

Curtis L. Mosher.

The Duke of Wellington said, "Habit is ten times nature." The thing reaped is the thing sown multiplied a hundredfold. If you have sown the seed of life you will reap life everlasting. An act of love makes the soul more loving; a deed of helpfulness deepens self-devotion.

Stray Thoughts By the Man Behind the Counter.

Written for the Tradesman.

A debt never outlaws in the mind or intention of an honest debtor.

Giving to benevolent objects simply to please a customer or with the hope of drawing trade is neither a worthy motive nor good business policy.

"The smile that won't come off" is only a modern appellation for "an everlasting grin."

In the store of experience there are no bargain counters—everything is dear.

Cheap goods are often most expensive, and expensive goods are many times the really cheapest.

Experience may be a dear teacher, but not greatly beloved.

With flour at one dollar a sack many poor people will continue to throw away the best part of their bread—that is the crusts.

Many people have the truth brought home to them without the expense of a "lost" advertisement.

To treat any enquiry about goods or prices with indifference or contempt is a great mistake.

It is impossible to please some people. For instance, he who is mourning over being undone will not be pleased by being "done up."

Never by word or manner intimate to a customer that he or she is ignorant or behind the times.

A broken staff is of little value except it be "the staff of life," which is of greatest value the more it is broken.

Let us therefore be thankful for exceptions to general rules.

It is sometimes a blessed relief to forget, and it is just as necessary and

just as desirable to learn to forget as to learn to remember.

All are not perfect, and all have some reasonable excuse for not being perfect except the grocer. He has ample opportunity to know what he should do and what he should not do. The people do not leave him in ignorance.

And the grocer ought to be prosperous if anyone is. He may profit every day by the advice and information tendered him.

What if experience is a dear teacher? Our teachers should be well paid. And, again, we ought to be willing to pay for everything we purchase.

Be good to yourself. How? By being good to other people. For instance, there is a hard working man with a family who buys goods of you. Or perhaps it is a poor woman. You know that she could furnish her table better at less cost if she only knew some things about groceries that you know. Unless she is very proud and unapproachable you could offer suggestions which would be of much value to her. You could make as much or more profit and still save her money. If you keep on filling her orders for high priced goods without friendly or helpful suggestions some day when she feels poor and discouraged she will try some other grocer and discover that she can do better—not because he sells the same goods you do at a lower price but because he proves to her that lower priced goods are entirely satisfactory. E. E. Whitney.

The man who makes up his mind to do nothing soon discovers that there's an awful lot to do.

Tradesman Company
Grotravers
Printers and Publishers.
Grand Rapids, Mich.

Wool & Photo
TELEPHONE NO. 5095



Value of Sales Checks To Hardware Dealer.

The retail merchant is to-day confronted with a very important proposition, one which well warrants his earnest attention and consideration, and that is, system in business.

When we look upon the remarkable success of those concerns who have practically applied system—that is, system pure and simple—we can not but attribute much of their success to the methods which they have employed.

In retail business it has not uncommonly been found that the clerk has enjoyed through his salary a greater income than the merchant himself. In short, the merchant has been conducting his business with his mind filled with worrisome details which really have rendered him inactive for the bigger things, thus making it impossible for him to delve into the innermost part of his business, to determine the shortcomings and overcome them.

While it would be possible to dwell on this particular subject, this article is designed to cover but a portion of the value of system. Upon the proper recording of each sale a great deal depends and this may be considered one of the important factors in system in conducting a retail business.

In the wholesale lines we find that the bill clerk will render an invoice for every article sold, no matter how large or small the amount of sale may be, this being done solely for the protection of the management, as a check against each and every transaction.

Four Advantages.

Let us consider the features and advantages of the sales check and its results:

1. What does it mean to the merchant?
2. What does it mean to the customer?
3. What advantage is it to the clerk?
4. Wherein does it benefit an inventory?

In answer to these questions we find the merchant, upon whose shoulders rests the burden of business, must necessarily have every protection as a guard against errors, omissions, losses and other discrepancies. We find that he must have a record of every transaction, no matter whether it be a cash or charge sale; whether it be for money received on account or money paid out; whether it be goods going out on approval; all this should be in such a form as to make it possible for him to examine his records, to determine any shortcom-

ings, to prevent losses, to make proper collections and to conduct his business with the ultimate end in view, namely, success.

The sales check will help him. It is impossible to draw money from a bank merely on a verbal order; you must issue a check for the amount which you wish to withdraw. Why is it, then, that merchants will permit stock to be taken off their shelves merely on verbal request? It does not matter whether you receive pay for that sale, or whether the goods are to be charged, you are practically taking out of your stock merchandise, giving it out promiscuously without a record of the transaction. The sales check by a proper method—one which has a protective feature in connection—will materially benefit the merchant and his business. It will tell him every minute of every day exactly what goods are being sold, at what prices and by whom; it will enable him to determine his daily profits; will tell him whether the goods have been sold above or below cost; will guard him against any dishonest attempt on the part of salesmen; will prevent the trade from attempting to have one merchant exchange another merchant's goods; will enable him to balance his cash and trace any error that may be existing in its failing to balance. Such a system also gives the merchant a proper method of handling his charge and approval transactions; informs him as to what money is being paid out and for what purpose, and advises him as to what money is being received on account and from whom.

Value To the Merchant.

The sales check's value to the merchant can not be doubted, as the merchant protects the sale by guaranteeing his goods; by assuring the customer that the price paid is the legitimate marked price; that if the goods are not satisfactory they may be returned. In other words, the merchant stands back of his goods and stands back of his clerks. The customer really protects the merchant, for if an article has been purchased for \$5 and the salesman issues a sales check for \$3, the customer will immediately register a complaint, and that complaint will be made to the proprietor. If an article is marked to sell for \$5 and the clerk, either willfully or by error, will have charged that customer \$7 for same, a complaint will likewise be made and to the proprietor. If an article is damaged it will be returned, but the merchant should know whether that article has been purchased from his store or not, and this can only be properly traced

by the return of the sales check on the part of the customer, or by referring to the records of the daily sales.

Value To the Customer.

To give a sales check to a customer has also a distinctive advantage, if the customer sends a child or servant. In that case, if any error exists, your customer will be in a position to determine upon whom the blame is to be placed. In short, the sales check makes the customer a part of the system; it gives him a receipt, if it is a cash transaction; it gives him an invoice, if the goods are to be charged; it supplies him with a receipt if he makes payment on account; it gives him a memorandum invoice if the goods go out on approval; consequently, it brings the customer closer to the merchant and by making it imperative that the merchant will not exchange goods unless the sales check is returned, it causes these sales checks to be retained and to be demanded by the customer. Going into the home they also provide an advertising feature as well.

Value To the Clerk.

The next question refers to the clerk. An honest clerk, one who has the welfare of his employer at heart; one who is anxious to be careful in the execution of his duties; one who has high aims in life, welcomes the sales check and fully appreciates its value in business. If a customer attempts to bring an unfair charge against a clerk, the sales check is his protection. It also enables him to bring continually to the attention of

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.

Quick Meal
WICKLESS
OIL STOVES

NO SOOT SMOKE DIRT
OR
ASHES

QUICK CLEAN SAFE
AND SIMPLE.

FOSTER, STEVENS & CO. Grand Rapids, Mich.
Exclusive Agents for Michigan. Write for Catalog.

his employer his energies, his capability of making sales, his devoted efforts for the business, which can not help but mean advancement in both position and wages. To a salesman who is otherwise than honestly disposed the sales check system plays the part of a detective, as it will immediately show who has made the sale and will guard against any collusion on the part of employe and customer. Its value in this respect is most worthy of consideration.

Value To Stock and Inventory.

The fourth question applies to its value to stock and inventory. It should be made perfectly plain to all employes that each and every item sold must be listed, so that if twelve knives of lot No. 1,275 are put in stock, the record of sale will show whether these twelve knives have been sold or whether eleven have been sold and one still in stock, or whether eleven have been sold and the stock entirely exhausted, showing that one has mysteriously disappeared. It will tell the merchant every day what stock he has on hand. In other words, it provides an elastic, protective, daily inventory; it proves as a check against the stock and its results may be well considered to be exceedingly far-reaching.

Methods To Be Adopted.

Having covered answers to the questions, the reader may be desirous of knowing what would be the best course for him to pursue in order to adopt a method and what that method should be that will give him all of this protection. There should be three copies of each transaction issued, or, two full copies and a tabulated record, but in each and every case this third copy or record should be retained under lock and key, not accessible to any one save the proprietor. This would then provide that the original or printed sales check bearing your advertisement would be given the customer, the duplicate sent to the office, while from the record which is retained under lock and key the merchant would be able to check his duplicates to see that none are missing and audit his business with the utmost degree of accuracy and in a thoroughly practical manner.

This method may be well applied to a sales system which provides for the use of an autographic register, retaining a locked third copy in a private receptacle. This register being in constant view of the customer its employment will cause its recognition, and as previously stated, a sales check will be demanded for every purchase made.

Some merchants have, in their desire to overcome losses, adopted sales books or other similar expedients, but the sales book is lacking, it has no protective feature whatsoever, it means the continual loss of these books or their misplacement. A sales book, moreover, is open to manipulation on the part of the dishonest salesman and does not guard against the collusion between a customer and salesman. If a duplicate copy is lost the merchant is absolutely unable to determine the nature of that transaction. If he has installed a system

merely for the recording of his cash—that is, a receptacle to receive his cash transactions—he has only touched on a minor portion of the vital part of the business, since that method will not show what has been sold and does not protect him, for if the cash does not balance at the close of the day he has no means, absolutely none, whereby to trace the error.

The merchant can not give this subject too much consideration. He must necessarily install a system which is sufficiently broad in its scope of usefulness and so complete in its operation that the system may become, practically speaking, a silent partner in his business; to guard and protect his interests; to relieve him of worry-some details, that he may build up his business; that he may enjoy the benefits of the profits once earned and to reach his highest ambition, namely, that of a successful merchant and business man. The thorough application and continued employment of the sales check may be well considered as being productive of the desired results and can not help but mean a better business, conducted on the basis of a successful future.—Milton C. Stern in Hardware.

Who Is the Best Buyer?

He is not the man who buys the most goods.

He is not the man who buys the cheapest goods.

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

The best buyer is the man whose goods sell best.

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

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

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

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

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

When it comes in he finds that the barrel might better be called a hogshead. He now has enough nest eggs in stock to last him possibly ten years. They are packed loose in the barrel and the extra trouble in handling them, the dead stock on

hand, the extra room required to store the goods, etc., will not repay him in the long run for the difference in price.

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

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

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

The Difference.

"Give two men an equal chance with the same goods and the same advantages in the same territory, and one will turn out to be a John Wanamaker, while the other winds up a brief and inglorious career as Jonah H. Mudd. In most all the cases out of ten it is simply because one has the plain, animal intelligence to ask for business and the other has not.

"If you know what you want, and why you ought to have it, for Heaven's sake jump out in front and ask for it. And keep on asking as long as there is anything in sight that looks as if it might come in handy sometime." Leroy Fairman.

Too many think their hearts are uplifted because their heads feel light.

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.



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Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.
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We have the price.
We have the sort.
We have the reputation.
SHIP US YOUR FURS
Crohon & Roden Co., Ltd.
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General Investment Co.
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Citiz. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS

FIRE AND BURGLAR PROOF SAFES
Grand Rapids Safe Co.
Tradesman Building

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

GARDENING WORK.

Feature Seasonable Tools for Its Assistance.

Written for the Tradesman.

A good many of the stores that carry garden tools and other supplies that go to the beautifying of the home surroundings are just now making a big feature of them in their show windows.

And this is as it should be, for everybody in this temperate latitude is beginning to get the spring fever to dig in the ground and help vegetation to get a hustle on itself.

More and more are people turning to horticulture as a source of profit or of pleasure or of both. An ardent horticulturist will insist upon the buying of utensils proper to work with, and who shall supply these very necessary implements if not the hardware dealer or the general merchant?

For the next whole month, at the least, garden and lawn implements should receive a great deal of the windowman's solicitude. They should not, of course, be in window evidence during the entire thirty days, but often enough to impress on people's memory the fact of the existence of the goods at your place of business.

Let each tool in the window bear a silent but speaking placard, with the price and also a few words explanatory of its use. These cards may be funny or serious, as best suits their originator.

One of the downtown hardware stores is this week drawing universal attention to its horticultural tools by the introduction in one of its large windows of a young man and a young woman dummy, the former running a lawn mower, the latter occupied with a rake. The man is dressed in overalls, the woman is clad in a plain tub dress of gingham, aptly befitting their occupations. On the floor and in the background are arranged various tools employable in the yard. No one goes by this exhibit without at least one glance, while many do more than simply gaze: they step inside and purchase the needed duplicate of some article in the display.

There's scarcely a householder but has to get in the spring some new tool for assisting in bringing his premises to perfection. Old ones wear out or have some accident happen to them or get mislaid or stray away from home never to return. If new ones are not laid in to replace these derelicts the work they represent must be carried on to disadvantage.

Often the growing boys of a family are required to contribute their share in the endeavor to "make our yard the prettiest on the street," and where this is the rule the proper care of every separate tool should be regarded as an almost sacred responsibility.

It fairly hurts me to see the light in which so many of the younger generation regard tools. When I was a child a tool, as now, cost money and was to be looked upon as its

equivalent—a thing not to be recklessly handled. My father early in life taught me that I was to be as careful of tools as if they were books, and I grew up with a sort of reverence for both. I was never caught slinging either around in the impudent manner of the majority of the present-day young fry. With me a tool was a tool and a book was a book, and both were things to be handled as heedfully as if I were my own elder and put away religiously when done with. And that early discipline became such a part of my everyday life that I have been dominated ever since by its spirit, and my fingers actually ache to give a rap over the knuckles whenever I see a boy or girl throw scissors or shears around in a way to break the points or otherwise mutilate these and other tools. It is not so much that the latter stand for cash as that such acts stand for vandalism, and this lawlessness will just as sure as preaching lead to worse.

But this is digressing considerably from that about which I set out to talk—the desirability of the hardware dealer and general merchant making in their window exhibits a special effort to get the trade of the gardening public concentrated at their particular mercantile bailiwicks.

H. E. R. S.

Learn From Your Neighbors.

Of course it is possible that you are so wise that it is unnecessary for you to seek knowledge. But it is not at all probable. Most of us have annexed but a fraction of the knowledge that would be helpful in our daily work. We may have graduated from the best colleges in the country, we may have degrees from the big educational institutions of the Old World, but we have never received a diploma from the School of Life. So long as we live we can learn, and those who are not learning daily are not living as Nature would have them live. The business men who have become great successes became successful by learning from others and then applying what they learned. The merchant who is satisfied that his store is the best in his town, and who has only contempt for his fellow merchants and the manner in which they conduct their businesses, is standing on the greased chute which leads to the business Gehenna. One of the most successful merchants I know spent over a year traveling around the country before he even broke ground for a new store. He talked with proprietors, but most of his talks were with the clerks. He told me that he learned more from them. Not only did he learn how to arrange his new store so that it would be best adapted to the needs of his business, but he learned how to handle his customers so as to give them satisfaction. He was meek and humble and he learned. This man is a success. He has health, he bids fair to enjoy a long life, and he has all the money he can use—money honorably earned. "Our hated rivals" can be made to work for us. They are not all bad.

They have much that is good. Our duty to ourselves is to find the good in them and use it. Of course there is gold in sea water which is not taken out because the process of extracting it is too costly. It may be that the cost of getting the golden information from some of your neighbors is too costly. But there are places where golden information can be obtained at a profit to you and without loss to your neighbor. There are on the road salesmen who think they know it all. There are sales managers who are afflicted with the same disease. They are walking away from the light, their shadow is on the path and they do not see the holes and the scattered rocks. A tumble is awaiting them. If it is wisdom you want, you can have it. Seek it with an open mind. Desire wisdom and express your desire in work. You will get what you desire and in just the measure of that desire.

The Insanity Plea.

"Sir!" said the young woman, with what seemed to be indignation.

The young man looked embarrassed.

"Yes, I did kiss you," he admitted, "but I was impulsively insane."

"That means that a man would be a lunatic to kiss me?"

"Well, any man of discretion would be just crazy to kiss you."

This seemed to ease the strain, and no jury being present to muddle affairs a satisfactory verdict was reached.

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



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

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.

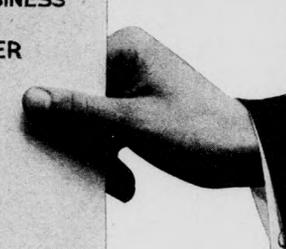
Hand Separator Oil

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.

HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER

Send
For
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Booklet



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

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

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

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



Fox Typewriter Co.
260 North Front Street
Grand Rapids, Mich.
On the Fox all the writing is always in sight.

Poor Roads a Burden.

The question of good roads is one that no one should tire reading of or working for. Like most movements it requires a lot of agitating. The reading, thinking class unanimously endorse the cause and stand ready to help it in any possible way. There are a great many—the majority, probably—who are passive. They do not fully realize that improved roads really mean money in their pockets and consequently do not follow up their congressmen and legislative representatives with demands for governmental action. If they did it would be but a short time before the roads would show the result and good results would follow. Poor roads undoubtedly impose a burden on all who consume the products grown in the rural sections and brought to cities and towns by farmers. An exchange puts it forcibly and truly when it remarks that no study can be more convincing than that of the economic waste placed upon the shoulders of the 85,000,000 people of this land on account of the criminally shameful condition of 2,000,000 miles of road. Every pound of farm products brought from rural sections to thickly-populated centers has placed upon it a fictitious value, because it costs the farmer more to transport it than it would cost him were the roads in passable condition. Everybody who thinks must concede the evident fact that if a farmer with two horses can draw but 600 pounds to market in five hours, he would save money if with one horse he could haul 1,200 pounds in two hours. Were the roads in good condition he could do that and more. Any saving in hauling a ton of farm product would bring a benefit, not alone to the farmer, but to the consumer, and if the product hauled each year were large it is not hard to figure that the saving would be large. Figures have been assembled to prove that owing to the frightful condition of almost all American roads it costs 25 cents a ton a mile to haul. The superb roads of the old countries of Europe make possible the hauling of farm products at 12 cents a ton a mile.

In its total this annual waste amounts to an immense sum of money, so vast that it seems astonishing that it should be annually thrown away simply because those responsible for appropriations of money to construct roads can not be brought to a realization of their tremendous importance. The time for an awakening is here, and the quicker the awakening occurs the greater the benefit the farmer will enjoy, and as the farmer benefits so will all business be helped.—Stoves and Hardware Reporter.

Air-Rifle Ammunition.

Attention has been called to the fact that there is a great deal of confusion in the trade with regard to air-rifle shot. Most dealers know that air-rifle shot and BB shot are not the same, but owing to the fact that manufacturers have no uniform way of designating air-rifle shot, there are considerable confusion in terms and consequent errors in filling

orders. Some dealers say they have difficulty in obtaining air-rifle shot. As every shot manufacturer in the country makes a special shot for air rifles and as most jobbing houses carry it and all can easily obtain it, there should be no difficulty whatever in obtaining this shot. No doubt the principal difficulty is in the matter of names employed; using the proper term when ordering, and having the orders correctly understood and filled.

A word of explanation in regard to this shot will perhaps be timely: Air-rifle shot is supposed to be seventeen and one-half one-hundredths of an inch in diameter, but, of course, being a drop shot, there always will be some variation. The manufacturers of air-rifles understand this and build the barrels of their guns so as to allow for a reasonable variation in this shot. The air-rifle shot is much more carefully screened and the manufacturers aim to get it much more uniform than any other shot they manufacture.

BB shot is supposed to be 18-100 of an inch in diameter, but as there is no necessity for doing so no effort is made to get the shot as uniform as the air-rifle shot. Consequently there is a great variation in this shot, and while some of the smaller shots may go into air-rifle barrels, the larger ones will not and some are just large enough to go in and clog the barrel. When this occurs there is dissatisfaction with both gun and ammunition. The manufacturers of shot and the dealers should co-operate to correct this condition. Manufacturers should adopt a uniform term for air-rifle shot which would leave no room for errors or misunderstanding and it would probably be best to use a term in which the BB does not appear at all. We suggest that the term "Air-Rifle Shot" be used to designate this particular shot and that for further identification the standard of diameter 17½-100 be shown therewith upon all labels, packages and bags.

Misunderstanding with regard to the proper ammunition to use in any gun can not fail to be harmful and would naturally limit the sale of such gun and of ammunition intended for use in connection therewith.

There is now an enormous sale of air rifles and it is increasing with each year. It therefore becomes a matter of great importance that the question of ammunition for these guns be satisfactorily understood.

The Retail Merchant and the Secondary Boycott.

Of course, nearly every one understands that a "primary" or "original" boycott is the boycotting of the products of any manufacturer who for any cause whatever does not follow the dictation of labor unions. Often a manufacturer is boycotted by unions he has never heard of, as was the case in the most important injunction against a boycott ever issued. It is, however, the "secondary" boycott which is the more pernicious in its effects and which seems to be little understood.

Take the hardware business for pur-

pose of example. A hardware merchant, of course, tries to keep in stock everything in his line asked for by the people of all classes in his community. In the course of time organized labor gets into some dispute with the maker of Pyramid nails, of which the merchant has a good stock, bought in entire ignorance of any dispute between union labor and the manufacturer, and entirely on account of the quality and good general demand he has for such nails. He is surprised when he is called upon by some representative of union labor, who asks him if he sells Pyramid nails, and upon his admitting the fact is informed that Pyramid nails have been boycotted, and that because of his selling them no member of the union will buy anything of him, neither the nails in question nor clothes wringers, coffee mills, flat-irons, nor anything else kept in his store; in other words, the hardware merchant's entire stock is boycotted, simply because he is selling one thing, the makers of which have been boycotted by a labor union.

Not only every man engaged in any kind of retail business should thoroughly post himself as to the full force of this cruel and dangerous weapon, but all other citizens should know that no set of men ever devised a weapon which could possibly develop so much hardship and suffering to entirely innocent people.—Iron Age.

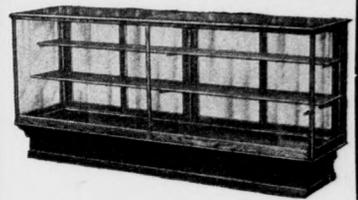
Just because a man is no better than he ought to be is no sign that he isn't worse.

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

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

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220-222 Madison St., Chicago



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 Want To Help You To Get More Coffee Business

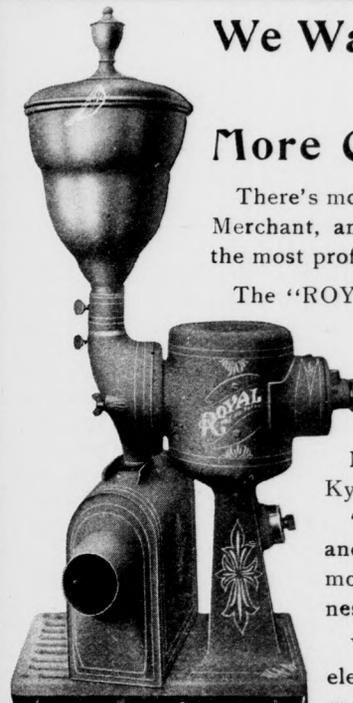
There's money in the coffee business, Mr. Merchant, and we can help you to make it the most profitable department of your store.

The "ROYAL" electric coffee mill has increased the business of thousands of dealers, some as high as 300 per cent., and it can increase yours.

Mr. V. Wellington, Louisville, Ky., writes us as follows:

"I value my mill more every day and would not be without it. Have more than doubled my coffee business since installing the machine."

We make the largest line of electric coffee mills and electric meat choppers in the world.



"ROYAL" mills and choppers are sold on easy payments.

Our motto is THE BEST MACHINE IN THE WORLD AT THE LEAST COST TO YOU.

Write to-day for a free copy of our latest catalog that tells all about the "ROYAL" line.

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

CLOTHING

Some New Things in Store For the Fastidious.

The white pique collars, first mentioned here for evening wear, have gained some measure of vogue. They are usually made to order and are worn with white pique shirts and waistcoats. While it can not be claimed that this innovation has much to commend it, aside from novelty, those men who fancy ornateness in evening dress are countenancing it. A curious example of foreign taste is an evening waistcoat, the pattern of which is formed by alternate narrow silk stripes of black and white, producing a kind of zebra effect that, as its London introducer drolly puts it, "must be heard to be appreciated." Seriously, though, this garment is not at all as silly as it sounds and since it unites the two elementary evening dress colors—black and white—it can not be held to sin against fitness.

One sees quite a few smoke-tinted frock and morning coats 'round town. These are, however, not a bit "smarter" than the conventional black and oxford cloths. A well-cut morning coat (cutaway) is a rarity, because not every tailor knows how to give his different garments the required nicety of contour and distinction of air. The shoulders of the morning coat should not be too square, as this produces an overpadded look distasteful to persons of refinement. Fullness is achieved by widening the coat-sleeves near the shoulder and by cutting the coat-front with a slight bulge or curve over the chest. This roominess achieves the true "athletic figure," something totally different from the bulking-shouldered, swaggering and odious football type of man.

Travelers will greatly appreciate the convenience of the so-called "Easel Dressing Bag." It is pigskin and fitted with military hair brushes, comb, hat brush, cloth brush, shaving mirror, razor strop, razor case, glass bottles for soap, tooth powder, shaving soap, shaving brush, toilet water and tooth and nail brushes. The easel is meant to be removed from the bag and stood upon the dressing table in one's room. Thus it is both an object of ornament and use, preventing confusion, scattering and untidy packing.

Round-tab wing collars, meeting closely in front, are worn with narrow evening ties knotted straight across, instead of in the familiar batwing form. This does not imply that poke and lap-front collars are in any sense less fashionable. The correct evening collar is that which is becoming and comfortable to the wearer. Some men can wear the poke and lap-front shapes with ease and grace. Others fume and fret and endure a martyrdom if their necks are not left free. Hence, the frequently asked question as to whether "a wing

or straight stander is proper with evening clothes," may be answered, "Either, it all hinging on which better suits a man's face and neck." Fashion becomes a mockery if it involves acute discomfort.

A single gardenia or orchid is now fastened to the lapel of the frock or the morning coat. It needs this dash of color to lend sprightliness to sombre afternoon dress. Why are most Americans seemingly insensible to the beauty and freshness of a boutonniere? The French boulevardier and the London clubman would as soon think of omitting the cravat as to slight the flower. It confers a crowning touch of elegance. The fashion in boutonnieres usually oscillates between gardenias and orchids, with gardenias a bit preferred, because they are rarer. Violets and carnations are regarded with less favor. The "smart" wedding boutonniere is composed of gardenias and orchids together.

Among the "mutable many" the fancy waistcoat may have lapsed from approval. To the "favored few" it is a garment which may be made to express both class and character. For summer one sees some novel and very pleasing waistcoatings in cream worsteds and plain diagonal stripes. Like a well-cut coat, the fancy waistcoat depends for correctness wholly upon its tailoring. It should fit snugly across chest and waist, arching slightly over the hips and be provided in front with "darts" or heavy lines of stitching extending downward on both sides to make the garment lie close to the figure. The bottom button is generally left unfastened, so as not to bind or cause any wrinkling. Grey, green and blue seem to be the colors most countenanced in fancy waistcoats this season.

Dinner suits of white serge are not an uncommon sight at Palm Beach. The luxurious environment there challenges one to depart from strictly conventional dress standards and the fashionable dawdler has virtually no law to obey but his own whim. It is questionable, though, whether the white Tuxedo suit will ever be anything but a vagary of style. Attempts to introduce it at the seaside resorts and the roof gardens in town have always failed. And yet, if one remembers that white is just as correct an evening dress color as black, and that white, moreover, is a peculiarly cool color for the grilling months, the objection to the new dinner suit does not seem founded upon either reason or appropriateness. There is need for a distinctively "summery" informal costume. Climate and common sense urge it, but the crust of tradition is hard to pierce.

The partial retirement of the conventional frock coat in favor of the cutaway-frock has introduced much greater freedom in afternoon dress. One may now wear delicately colored shirts, cravats other than gray and white and fancy waistcoats, all of which were previously barred by the unbendingly formal rules governing afternoon dress. Even the turn-down

collar is now permissible with a four-in-hand scarf. The "smart" cutaway frock is made so as to have the waistcoat protrude noticeably above the coat lapels. It is also decidedly cut away at the lower of the two front buttons, so as to afford another glimpse of the white waistcoat beneath. The sides are quite waist-curved, giving the skirrtails an appearance of graceful fullness.

Blues flecked with color are pressing the gray cloths closely in the race for approval. One sees relatively little of the green lounge suitings, once so fashionable. Colored linen collars or, rather, white collars faintly edged with a contrasting color like blue, are acceptable among men who prize individuality in dress. Low calfskin shoes, midway between the "oxford" and the pump in design, are the most fashionable footwear for late spring and early summer. The laces—buckles are odious—should be not too long and broad, as this hints at effeminacy. Russet shoes are reddish rather than yellow. Neither russet nor calfskin should be glitteringly polished, always a vulgarism of dress. —Clothier and Furnisher.

A Perfect Stranger.

Uncle Nehemiah, the proprietor of a ramshackle little hotel in Mobile, was aghast at finding a newly arrived guest with his arm around his daughter's waist. "Mandy, tell that niggah to take his arm 'way from 'round yo' waist," he indignantly commanded.

"Tell him yo'se'f," said Amanda. "He's a puffect strangah to me."

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
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Cream
Champagne
Gray
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Write us for samples.

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



When You Open Your Store in the Morning

Do you do so with every account posted to the minute, ready for instant settlement, regardless of whether it is pay day or any other day?

Are you so equipped that you will be notified of every transaction that will take place in your store during the day?

Do you have a system that will enable you to prevent forgotten charges?

Do you do so confident that you have surrounded your clerks with the kind of environment and conditions that will tend to keep them honest?

Do you know that your system is such that you can follow every C. O. D. sale until the cash is in your cash drawer?

Do you know, with your present system, that you are going to be able to eliminate 75 per cent. of the labor, worry and losses incident to old and antiquated methods?

Do you do so knowing that you not only have a system that will prevent losses, but that will insure profits and make money for you during the day?

Now, Mr. Merchant, with an American Account Register System in use in your business, you can open your store in the morning and *absolutely know* that every transaction of your business during the day will be handled with one writing (with no book-keeping); that every account will be posted to date when you leave the store at night; that 75 per cent. of the time, labor, worry and losses incident to handling of business by old methods will not be encountered, and that you will be safe-guarded against forgotten charges, disputed accounts, errors in addition or prices charged, and against errors in the handling of all cash sales during the day.

You will know, too, Mr. Merchant, that there are going to be some sales made during the day, with the assistance of the advertising feature of the American Register, which would not have been made without its use or assistance.

Let us explain the advantages and benefits to be derived by using the American Account Register System in your own business. It makes no difference whether you have 50 accounts, or 3,000, the American will handle them satisfactory to yourself and your customers.

Just 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

CORNER GROCERY CLUB.

Some Stories Told by the Oldest Inhabitant.

Written for the Tradesman.

The members of the Corner Grocery Club sat around the smoking stove in Huggins' grocery and watched the rain pour down outside. There was a sort of a depressing atmosphere.

"Durn sech a spring," remarked Rufe Blake. "Et seems ez though ol' Michigan gits the riff raff of all th' poor weather in the United States."

"Thar's where I disagree with ye," put in Grandpa Burrows, the oldest inhabitant.

Grandpa's chief claim to notoriety was the fact that he could boast of a trip through Upper Canada in his younger days. It appeared as if, no matter what the discussion, Grandpa had seen something or heard something or experienced something similar in Upper Canada.

"Yes, sir," said Grandpa as he filled his old corn-cob pipe with tobacco from a cigar box on the counter and settled back into his chair, "I seen some weather in Upper Canada that makes this changeable spring seem like the Utopia they tell about."

"Cume on, Grandpa," said Rufe. "Ef ye've got anything to beat this cold, cheerless spring out with et."

"Wall," said Grandpa, "et wuz when I was in a leetle town called Munchausen, up in the Hudson Bay region. Et wuz spring there jest about as et is here now. But the weather wasn't the same. Why, man, this

weather is sunshine and flowers 'long-side of whut ez wuz there.

"Why, one day et wuz so cold that the mercury in the thermometer went clean out of sight and they hed to dip the thermometer in hot water to keep et from disappearing ferever. That wuz the day Bill Eady nearly got drowned. (Bill lived in a cabin a mile or so from town and the cabin wuz snowed in). The only way Bill cud see to git to Munchausen and git supplies to keep him from starving to death wuz to climb up the chimney, thet being the only part of the cabin above the snow. So Bill got his snowshoes and clumb the chimney. He strapped on the shoes and started fer Munchausen. Bill lived in a ravine and he started fer the nearest hill.

"Wall, now would ye believe et, before Bill reached thet hill the sun cume out and melted all the snow, leaving Bill struggling in a raging torrent. Bill wuz lucky enough to ketch hold of a log which wuz floating down stream and et carried him to safety. But et wuz a narrer escape.

"Thet night et froze again and et wuz almost the death of Len Hicks, proprietor of the Hotel Munchausen. Len went out jest 'fore bedtime and his whiskers froze stiff. He wuz too busy to thaw 'em out and he went to bed with 'em thet way. In the night he knocked a lighted candle off a table near the bed and et set the clothes afire. Wall, the heat from the fire jest melted the ice out of Len's

beard and put the fire out, savin' his life.

"The next day et wuz hot. Say, ye kin talk about hot weather in Michigan. Wall, et wuz some hotter up there. Thet wuz the day we got the news thet Lee hed surrendered. One of the fellers, Charley Binks, threw his hat up into the air fer joy. Well, whut do ye think?"

"I dunno," said Rufe, "what happened?"

"A cold wave cume along and the hat froze right in the air three feet out of Charley's reach. He hed to wait fer summer to git et, too. Charley froze one of his ears in gitting home thet day without a hat. Thet wuz the day the slaughter house burned up. The place caught fire while the weather wuz having one of its hot spells. 'Fore the fire brigade cud git there the smoke from the fire had froze, owing to another cold spell. The firemen jest chopped the fire to pieces and put et out by throwing et into the creek. They sawed up the smoke and saved et."

"What did they save et fer?" asked Rufe?

"Why," said Grandpa, "they let it melt and it made lovely clouds on the hot days in summer."

Rufe and the rest of the bunch sadly arose and left. The sun was shining again and Grandpa was monarch of all he surveyed.

Charles R. Angell.

The child who gives all gives more than the richest who gives only a part.

His Mistake.

The man had halted the policeman to make an enquiry, and the officer took notice of his personal condition and asked:

"My friend, do you read the newspapers?"

"Three or four of them a day," was the reply.

"Interested to any extent in politics?"

"I should smile that I was."

"Then you must be interested in the tariff question?"

"Say, I can't sleep nights on account of it."

"Well, I just wanted to call your attention to the fact that about half the duty had been taken off bar soap."

"I see the point," replied the other, after looking at the officer a minute. "I had read it that the duty had been increased a 100 per cent. Sure you're not mistaken?"

"Absolutely sure."

"Then direct me to the nearest grocery and I'll buy a bar and go home and wash up. I thought they had jumped the tariff up on me, and I was giving those Congressmen to understand that they couldn't bluff me."

Presidential Prerogatives.

"Tommy," said a visitor to the 5-year-old pride of the household, "what would you do if you were President of the United States?"

"I wouldn't let anybody wash my neck or comb my hair," was the prompt reply.

Pickles That Sell!

"Williams" Sweet Pickles

IN AIR-TIGHT GLASS TOP BOTTLES

look so good their appearance will start your customers buying them and the Quality and Flavor will please them so they'll keep on.

Their Quality Is No Accident

The only way we can produce such pickles is by using fresh, sound raw materials, pure granulated sugar and the best spices we can buy. We even make the vinegar to be sure of purity and quality.

All our Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments

Conform with the Federal Pure Food Law

If you're pushing your business, push "Williams" Sweet Pickles because the trade you work up on them will be pleased trade and stick to you.

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

RIGHT OF WAY GRATIS

Through the Prank of Three Young Diplomats.

Written for the Tradesman.

Reading the early railway reminiscence by Arthur S. White in the Tradesman of May 5 I am reminded of the personal experiences of three Grand Rapids boys—the late G. Stewart Johnson, Rob. Innes and the writer—who constituted a portion of the field party under the late Edwin Lyon, who was the engineer in charge of the survey for the Kalamazoo, Allegan & Grand Rapids Railway (now the Lake Shore road), organized by Mr. Converse.

The preliminary survey had been carried from the city down by the Eagle plaster mills, to and across the river, when our party was increased by the addition of a muscular, good natured youngster named Besard, who was very handy with an ax and an accomplished woodsman. He hailed from a farm in the lower portion of Byron township, and shortly after joining us he informed Rob. Innes confidentially that when we should reach a certain neighborhood near the south boundary of the county Mr. Lyon would meet a Tartar in the person of a farmer who had vowed by all that was holy "no surveyors could cut across his farm with no railroad."

This information, quietly discussed by the chain bearers and rodmen, was finally confided to Mr. Lyon, whose only comment was: "That's all right, maybe we won't need to cross his farm."

Inasmuch as Besard had rehearsed various dire threats of shot guns, and the like, made by the belligerent agriculturist, Mr. Lyon's lack of interest in the matter was disconcerting. There was a possibility of adventure and excitement which might prove an agreeable diversion to the somewhat monotonous tramping, wading, climbing, stake and bench making and the gloomy quiet of long evenings in a new and sparsely settled region.

At that time Stewart Johnson wore spectacles, and somewhat quiet and serious of manner he was usually referred to as "the Judge." Thus it happened that a "job" was put up on the farmer which worked successfully:

Besard, sociable, active and intensely loyal to the interests of the party, at last expressed an opinion that the fighting farmer was a pretender; that in reality he was afraid the line would be located about eighty rods to the west of his farm and that while he was anxious to have it pass along the north and south line of his property on the west he was figuring upon getting paid for the privilege.

Upon the strength of this information the writer prepared a topographic sketch of the lower half of Byron township, Kent county, and the upper half of Dorr township, Allegan county, showing section line boundaries, buildings, and so on, and presenting a red line as indicating the location of the railway half a mile to the westward of the property of the bogus disputant.

With this and with the bespectacled,

dignified Johnson to impersonate "the Judge," Innes and the writer, accompanied by Besard, called upon the farmer by appointment one Sunday afternoon. The purpose(?) of the visit was to "secure his judgment as a pioneer farmer who knew every foot of the township"—thus did Rob. Innes put it—as to the real value of the land through which, according to the map, the line was to pass.

"And bear in mind," said "the Judge," "we want to pay a liberal price so that there need be no sore spots."

At this the topographer of the party pointed out why, because of a long fill and no material for the work handy, it was absolutely impossible to carry the line farther east. Then, too, if the line were taken along the property of the pioneer who was being interviewed it would be necessary to build two or three culverts—an expense obviated by going off to the west.

The farmer was duly impressed by the distinction thrust upon him, but he was also disturbed by the seeming fact that his property was not only not wanted but was out of the question.

However, he preserved his equilibrium and proceeded to exercise his authority and judgment as appraiser of the other man's property. He thought it was worth perhaps ten dollars an acre. "Yes, it's fair soil and there's some timber on it, but it's off the main line of travel and ten dollars is a mighty good price."

Besard thought the estimate was

too low and Innes ventured the opinion that "the timber's worth that," at which "the Judge" interpolated, "Our good friend here knows what he is talking about and he knows we do not want to be niggardly."

In all probability "the Judge's" comment settled the farmer's mind, for two or three days later he called on Mr. Lyon (who by this time had heard of the prank by his boys, as he called us) at the home of Mr. Boynton and there made not only a formal offer but urged that "if the thing can possibly be done you can run your line through my farm any way you like and I'll give the right-o'-way free and clear."

And so the line was located exactly where in a general way the course was originally planned to be put through, and the right of way was a gratis affair as promised.

Charles S. Hathaway.

Many an extraordinary man has been made out of a boy of ordinary qualities, but it is necessary to have four habits: Punctuality, without which time is wasted; accuracy, without which mistakes hurtful to us are made; steadiness, or nothing will be done well; dispatch, or opportunities will be lost which it will be impossible to recall.

If we take care to form the right kind of habits during the first twenty years of our life, the habits formed will take care of us during the rest of our life. Practically all the achievements of the human race are the accomplishment of habits.



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.

ADVERTISING CAMPAIGN.

Essential Features Requiring Careful Consideration.

Before a business man spends his money in building he has a competent architect prepare plans and specifications—a most sensible and economical move.

It is even more important that before he spends money for advertising he prepare, or have prepared for him, proper "plans and specifications."

It is simply foolish and absurd to spend good advertising money in haphazard fashion, buying a little of this and taking a little of that, using some space now and then in a variety of mediums and dropping out of sight entirely at intervals. No good has ever come or ever can come from such ways of handling advertising.

Expensive experience has taught that the only way to real success in advertising is through the adoption of a sensible, carefully thought out plan, and then keep everlastingly at it all the time you want to do business.

In planning advertising campaigns there are a number of elements requiring careful consideration—and this is equally true whether the proposed expenditure be an average of \$5 a week or an average of \$5 a minute.

Every business is more or less peculiar to itself and possessed of advantages and beset by difficulties different in at least some degree from those of its competitors. It is through the study of these advantages and disadvantages that the proper policy or plan of advertising may be determined.

The man at the heart of the business is the man possessed of the information required for the determination of an advertising policy, even although he may not be able to plan an advertising campaign or to carry on one successfully after it has been planned.

After having decided upon the general policy to be followed and the size of the appropriation comes the planning to secure the greatest advertising value possible per dollars of investment.

Whom must you reach to increase your business? Where are they? How can they be best reached? When and where will it probably pay best to put forth the strongest effort? How must enquiries be handled?

These are only a few of the questions demanding consideration—and all of them must be answered and answered right if the advertising is to pay as it should.

Select your advertising medium as you buy your goods—for what you can get out of them. Lay aside as much of your prejudice as you can, for it does not necessarily follow that the medium that pleases you most is the best to use in endeavoring to accomplish a certain result.

Waste no money on these mediums of doubtful utility. There are so many of proved value that you can well afford to let some one else do the experimenting with the others.

The mediums you employ should fit the different kinds of people you

are endeavoring to reach and impress. And the copy should be specially prepared to fit, also. Misfit copy is a great deal more common than it should be in this day of advertising enlightenment.

If you know, or can secure, the names and addresses of the people you wish to reach, one phase of your advertising problem is comparatively simple, for your Uncle Sam is the world's greatest and best advertising agent, when rightly employed. He carries your message direct for a trifle, with no "waste circulation," if your mailing lists are correct.

If you do not possess this specific knowledge regarding your prospective customers, then you should classify them as thoroughly as possible in your plan, and endeavor to select those mediums that will best reach particular classifications.

Few, if any, will dispute the proposition that the newspaper is the best medium for a greater number and variety of businesses than any other. But it is not equally good for all businesses, even if it is the main-spring of a great majority of advertising campaigns, other forms of advertising being generally considered as auxiliary. Intelligent discrimination is necessary to select the proper medium to produce a certain result.

In large campaigns there is need for all good forms of advertising. In small campaigns it is a matter of selecting a few mediums that are right and sticking to them.

There is one kind of so-called advertising against which the advertiser should set himself with a face of flint and a heart of adamant—and that is "scheme" advertising. The best of it is extremely doubtful as to results produced, and the rest of it simply obtains money under false pretenses. Unfortunately, Omaha's business men have the reputation of being easy marks for the smooth guys that manipulate these schemes, and the latter work them so successfully that an enormous amount of good money is thrown away every year. One result is that many business men declare "advertising doesn't pay." But they have never really tried it. They don't know what the real advertising is, what it is doing for others and what it can be made to do for them.

Your plan of advertising campaign, then, should provide for the use of legitimate mediums of established reputation and recognized worth, each selected for its value as a direct means of reaching certain customers-to-be. The copy should be designed in every case to influence these people to do as you desire. Copy should present facts—sensibly, attractively and persistently. Every advertisement should be aimed directly at the persons you wish to influence. Of course, every advertisement will not hit the bull's-eye, but no advertisement can possibly land right unless it is aimed right.

Your advertising is not a thing apart from your business, but a very vital element of it, and your plan should fit perfectly with the selling end of your business.

And never forget that the most

vital thing about advertising is persistence—keeping everlastingly at it. Concentrate your advertising effort where it will do the most good and keep at it. If your appropriation is small, better put all your advertising eggs in one basket—and watch that basket.

It is intelligent, concentrated and persistent effort that wins success in advertising campaigns.

Penn. P. Fodrea.

When people speak of habits, in the majority of cases they mean bad habits; but our virtues may be habits as much as our vices. Education is for behavior, and habits are the stuff of which behavior consists. The great work of education is to make our nerves our ally and not our enemy.

A man's deeds are recorded to even the smallest detail. The recording angel is no myth; it is found in ourselves. It is the law of habit. A man's life is spent in writing his own biography. If he indulges in vicious courses and forms habits of inefficiency and idleness, he experiences a loss which no subsequent effort can retrieve. Rip Van Winkle excused each fresh relapse from swearing off by "I won't count this." But down in the nerve cells the molecules are counting it, registering it and storing it up to be used when the next temptation comes.

Rectitude is only the confirmed habit of doing what is right. Some men can not tell a lie; the habit of truth telling is fixed. Character building is right habit building.



Dealers Push

Holland Rusk

(Prize Toast of the World)

Why?

First:—because the goods have an established reputation for uniformity of quality and general excellence.

Second:—Because the public know this and have confidence in them.

Handle the line that has ready sale.

Large Package Retail 10 Cents.

Holland Rusk Co.

Holland, Mich.

Karo

The Syrup of Purity and Wholesomeness

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

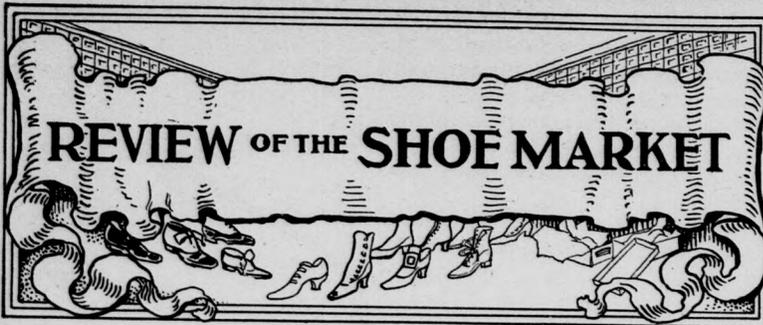
Karo is a syrup of proven goodness and purity. Unequaled for table use and cooking—fine for griddle cakes—dandy for candy. It's never "dead stock," and every can shows you a good profit.

Karo is unquestionably the popular syrup. The big advertising campaign now on is helping every Karo dealer.

**CORN PRODUCTS
REFINING COMPANY**

New York





Things in a Shoe Store That Boost Business.

Written for the Tradesman.

In these days of close competition, when the difference in actual shoe values to be had at various shoe stores is reduced to a line so thin that it takes an expert to discern it, the shoe merchant who would win out must look to his laurels.

His place of business must be clean and attractive; it must have elegance and individuality and, above all, a please-make-yourself-at-home atmosphere. If there is anybody about the place who has a penchant for standing back on his haunches and taking himself seriously either separate him from the conceit or pay him off.

Delicate attentions, little courtesies and all spontaneous and natural amenities count for something; they help very perceptibly in the solution of the ever-present problem of holding the trade you now have and of winning new patrons for the store. A store may be rich and adequate in its appointments, its furniture and fixtures may be the best ever, its stock of goods may be ample in size and beyond reproach in quality, but if that store does not possess an atmosphere of refined cordiality it can never be popular.

Value of Winsome Way.

I know a publishing house which employs a "glad hand man," retains him the year through and pays him a big salary. He feeds never a press, neither does he write with his pen, but the publishing house clothes him with much dignity and would not turn him off for anything. He is a big, jolly, pleasant-faced man—full of humor, full of animal magnetism, full of abounding good fellowship. He is a born mixer, loves company, enjoys a joke and knows how to shake hands with you as few men can do. He makes you feel that you honor him by your presence, that you interest him by your most trivial observation and that you just about measure up to his conception of what a top-notch ought to be. He jollies judiciously. The house sends him out to inveigle the house and its wares into the good graces of its constituency, thus lubricating the cogs of salesmanship. He attends conventions, addresses public assemblies and smiles and shakes and jollies his way into favor with the people. He is a paying proposition. He earns his keep.

I am told that some of the larger department stores have men whose duties are somewhat analogous to the duties of this publishing house's "glad hand man." This used to be, as we

know, a large part of the functions of the traveling salesman. It has been subordinated to salesmanship in these latter times, to be sure; but even now the road man who is deficient in the important virtue of good fellowship is sadly handicapped in his struggle for business.

We can not quite disassociate wares and the personality back of the wares. Unreasonable as it may sound, if we do not like a man we do not like his goods. The goods may be all right and precisely as he represents them, but if we do not like the man we will most likely fight shy of his wares.

On the other hand, strong personal likes will overcome many substantial scruples against inanimate wares. If we like a man we are strongly inclined to like his wares.

Therefore the value of attractive and winning salespeople in a shoe store is self-evident. Salesmanship is lubricated by the oil of good fellowship. Little amenities and courtesies, simple and unpretentious marks of consideration and attention play an important part in building up good will for the shoe store.

Winsome Inexpensiveness.

And one of the chief beauties about this "glad hand" business—and one which ought to commend itself to the practical spirit of the shoe merchant—lies in the circumstance that it costs nothing.

The advertising expert can tell you how to get up a full page advertisement for the newspapers, featuring your various leading lines and exploiting the merits of your footwear and spreading on persuasion line upon line and precept upon precept, but where are you going to dig up the coin to pay for that big juicy slice of purple publicity?

The store fixture expert can tell you withal how to beautify and enrich your shoe store, how to buy Oriental rugs, rare oil paintings, solid mahogany chairs, genuine Turkish rockers for the rest room and beveled French plate mirrors for the ladies' room; but who is to foot the bills?

Many a fine-spun scheme for boosting the business of the shoe merchant sounds good but lacks feasibility just because it involves more money than the average shoe retailer can afford to spend. If he had a bank account adequate for the working out of some of these gratuitous ideals he could afford to sell the business, put the proceeds thereof, together with his surplus bank account, into a building and loan association and take it easy the rest of his life.

But it costs nothing to create an

"atmosphere." You can shake hands on an empty stomach, and observe the spirit and the letter of the law of the lesser amenities even although your creditors are clamoring for the color of the coin.

Acquire the "Glad Hand" Habit.

Perhaps you are saying under your breath: "Oh, bosh! This 'glad hand' trait is a native endowment. Some men have it; but I haven't. I should make a fool of myself and queer myself for all time with the trade if I should attempt any such ridiculous antics!"

Who said anything about "ridiculous antics?" Being considerate and polite and sociable and winning in your ways is 'not to be confused with that inane gush that sometimes masquerades as such. Sensible people are repulsed by that sort of thing. If you haven't a vestige of it about you, you deserve to be congratulated. We are talking about the real thing.

You know how to be genuinely glad to see people; you value friendship; you know how to be cordial with casual acquaintances and even strangers. What is needed is not civility nor cordiality of another kind, but a little more conspicuous degree of the same sort of civility and cordiality. Make it a point to make the other fellow feel that you are solicitous about his foot-comfort and his general welfare, that you appreciate to the full his patronage and that you are going to do everything under the canopy, by Heck, to make his dealings with you pleasant and satisfactory to the end of the chapter. Now you feel that

way about it, doubtless. Then let him know how you feel. That's all there is to it. It is not a difficult matter.

It may come a little awkward at first just because you are new to it; but form the habit. Like all other good habits you form it by making up your mind—and keeping it made up.

Conveniences and Accessories.

In this competitive courtship of the shoe-buying public every little collateral convenience or accessory counts.

It pays to make your shoe store a nice place for a man to drop into for a few minutes' rest or to call up his wife to tell her that he ordered a new elbow for the range pipe. Have the telephone conveniently located in the store where your patrons can get at it without feeling that they are trespassing. And by all means make them feel that the telephone is as free as ozone in January.

If you can afford the luxury of a rest room with a two-tone green rug and a few big restful rockers you are to be congratulated, for the rest room is a drawing card. But if you can not afford a room apart from the main floor for this purpose dedicate a small corner of the main room to this task. You can have it, say, just back of one of your windows, to the right or to the left of the door as you enter. You can, if you prefer, have it cut off from the main room by portiers and the findings case. This will at all events give an air of apartness. You can get a nice little Axminster rug



R K L & Co.'s

Genuine Hard Pan Shoes

Ask the merchant who sells them.

He will tell you what they have done for him to make business better.

The Hard Pan shoe is built for everyday severe wear and will stand more hard knocks and severe rough treatment and last longer than any other medium priced shoe made.

But it takes the genuine to do this.

Made only by

We extend a cordial invitation to you to visit us during Merchants' Week

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

in some suitable conventional pattern, 6 by 9 feet, for ten or twelve dollars. You can have a small library table in the center of it and three or four chairs about it. Have the daily papers on the table and a magazine or two; if you care to be a little extravagant, a vase with some cut flowers. Have the score card and the weather forecast handy.

As hot weather comes on have some filtered ice water on tap and some palm leaf fans strewn about. If your shop fronts the westering sun have heavy green shades to break the glare of a blazing summer afternoon. Make the place look cool even if it is outlandishly hot.

I have not attempted in this article to give a complete list of the hundred and one little accessories and conveniences that can very easily and, for the most part, very inexpensively be secured. I merely make a few suggestions to start you to thinking. Ask yourself the questions? What kind of a store would appeal to me if I were a customer rather than a shoe merchant? What sort of attention would I appreciate? What sort of conveniences would impress me favorably? In answering these and similar questions you are working right along the line of creating right conditions, and you have to have conditions right nowadays to get the business.

Cid McKay.

Salary For the Shoe Dealer.

In figuring the cost of doing business should a shoe dealer include a salary for himself?

Any man engaged in the shoe business ought to have as much right to draw a salary as any of his clerks. If the shoe business will not stand it, something surely is wrong with the business, and in justice to the man's family and himself he should get out of this business and go to work for someone else, where he could draw a salary.

Every shoe dealer is entitled to make a living for himself and family, and that living, at least, should be figured as one of the necessary expenses of doing business, just the same as the hire of his clerks. The work is of the same nature, and should be paid accordingly from the profits of the business, except that naturally the head of the business should be expected to draw a larger stipend than any of the employees, for he should be, at least, better fitted for the work, by reason of wider experience and maturer judgment, than any man under him, and should be able to give them pointers on the shoe business. If he is unable to do this, how long do you suppose it will be before they find it out; and when they find it out, how long will they be able to retain the respect for their employer they should have? And if they find out that they are drawing more money than their employer allows himself—if it is apparent that he values his own services more lightly than theirs—how much respect do you suppose they will have for him?

It does not pay in any sense to work for nothing. You rob yourself, you cheapen your business, you forfeit the respect of your clerks and

your self-respect as well; and that is a pretty serious matter. Of course, a \$10,000 business in a small village does not entitle the owner to draw as large a salary as the owner of a business of five or ten times that amount, in a larger place where living expenses are higher, should have; but he should regularly draw a salary commensurate with the business and with his necessities, and not give it all away to his clerks and his customers. He should pay himself for his time and add the amount to the expense account.—Shoe Trade Journal.

Suggestions For the Findings Clerk.
Written for the Tradesman.

In selling shoe polishes to the women always make it a point to make a little talk as to the best way to apply and what should be the condition of the leather when they are used. There is a peculiarity of the sex in this regard: They are perfectly competent to read the directions for themselves, but they like, in addition to this, to have verbal instructions as well.

Also have a little chitchat at your tongue's end about everything else in the findings case. What you say regarding this kind of merchandise may not amount to a picayune, but it serves the purpose of helping to keep you in the patron's memory when she next has use for any of the small necessities which go toward brightening up her footwear.

Impress your personality on all customers, be it shoes, slippers or rubbers you are selling. Make it impossible for them to forget you. If possible, ring in some bright little story apropos of what is talked of. Whenever they have occasion to repeat the squib they will recollect where they heard it. This is as good as a free advertisement for you.

Janey Wardell.

Ready for New Teeth.

Blue Knob, Tenn.
Mr. Tommy Butler, Dentristy.

Dur Sur—I will wriwing you toe let you no at i want you cum toe my house to wontest toe maik me a pare teeth. I am dog tired a swallering evry thing i eat hole, hit do not agree with my stumaic. Old man Carr cum to my house last week to maik me a pare teeth he muxed up some truck like some flour with some water and put it up my mouth hit maid me so sick i lost my dinner. i drive him off, if you cant make a pare teeth without adoin like that you neednt cum, so cum at wontest. this is frum

Betsy Jane Brown.

P. S. i want little white teeth.

B. J. B.

More P. S. Sally Brown wants a pare teeth, too. she hiz got the mony, she sold a calf yistiddy. B. J. B.

Every act, word and thought leave an influence and a tendency that make a repetition easy and make dissimilar acts, words and thoughts harder to repeat. Consequences become causes; good brings forth good; evil produces evil. No act is isolated. It has some influence upon our future acts.

Do Insects Possess Reasoning Powers?

A different degree of wit and reason for the dog, the horse, and other animals than the wit and reason of man, but not a different kind, is the verdict of Prof. Nathan A. Harvey, Normal college of Ypsilanti, Michigan. But insects' minds are of a different quality. When we observe a mud wasp building its cell, stocking it with spiders that are not dead but paralyzed by stinging in the ventral ganglia; when we see such complicated activities of this kind adapted perfectly to a certain end we must be convinced that the insect necessarily possesses a high degree of intelligence.

Some observers of course attribute these activities to instinct. Prof. Harvey admits this, but he reckons with instinct in considering intelligence. Man exhibits many instincts, but none of them can be compared in complexity or fixedness to those of insects. But we know that the more nearly perfect any activity becomes in us the more nearly it approaches the instinctive action. The actions that begin as voluntary by practice come to assume the form closely allied to that of instincts. We instinctively raise our hand to ward off a blow. Our mental processes with self-evident truths, Prof. Harvey thinks, most nearly approximate an instinct.

Were we asked how we know that the whole is equal to the sum of all its parts we immediately answer that it could not be otherwise. So it is

easy to fancy that if a mud wasp were asked how she knows just where to sting the spider and why she does that before putting it into the cell, she would say it could not be done in any other way.

Prof. Harvey's point is that our knowledge of the fact that the whole is equal to the sum of all its parts, which we know as soon as it is necessary for us to know it, is not an indication of a lack of intelligence, but an evidence of intelligence. A person who did not know it instinctively would have the mind lacking in intelligence. So the activities that are called instinctive in insects are indications of a high degree of intelligence.

An Irish Sherlock.

A few Irishmen, just over from the old country, were playing, and a big jack-pot was on, when Mike said to Pat:

"Oi'll bet yez have the hoigh shpade before we draw."

"Shure and who told yez Oi had a shpade at all?" says Pat.

"Oi see yez spit on your hands when yez picked it up," says Mike.

They who think there is only one road to heaven usually want to put a toll gate at their station.

MAYER Honorbilt
Shoes Are Popular

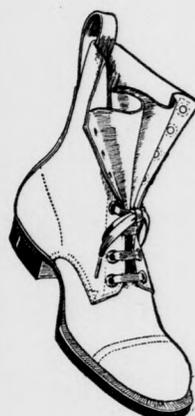
Your Shoe Men Know Good Salesmanship

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

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

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

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



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

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



THE SEARCH FOR EASE.

Why the Body Invariably Hungers For Play.

Sancho Panza asked that we bless the man who invented sleep. In the interest of justice he might have added a word for the individual who discovered leisure, that rare possession which is bestowed so generously upon some and which is almost unknown to others.

When the span of man's life was created it divided his existence into thirds. During one of these he works; another is devoted to sleep, and the smallest of the three is that period of time during which he may idle. Sleep is not recreation, and we may not take from this duty time which should be ours for the cultivation of leisure. This civilization of which we boast has made no place for relief from toil. It has demanded that man should labor, and each era asks more of him, yet makes no alterations in the daily routine that has been in vogue since Romulus and another planned the complications of municipal life. If an issue be taken, apparently, our playing time is growing less, and it is not well that this should be so.

We have always endeavored to lighten labor, but to what purpose? The result of our effort does not mean increasing ease for physique or brain, and the sole accomplishment is found in the ability to do more in less time. Man does not put aside this period which he has spared, but crowds into it additional labor, and before long he will essay to increase the working capacity of this.

In Bayard Taylor's part of the Catskill Mountains, the seeker of things unique may chance to ramble in the vicinity of Twilight Park. Here, long ago, the inventor of a world-famous labor-saving device built him a snug bungalow and dubbed it "Rest-a-while." He planned to linger here when his troubles were many and his soul world-weary. But he never came to Twilight, for the lure of his machine was stronger than the call of the pine woods, and the picturesque old shack remains still tenantless. What need for cogs that save seconds and wheels that make minutes if the cost of their production is beyond the reckoning?

Do you know that the body hungers for play? It can not appreciate the hour that is stolen from sleep and has absolutely no desire to come into its own if the time must be derived from this source. But it asks for itself an allotted period, and unless our routine is absolutely the master of our wishes, the time and place will be ours to do with as our pleasure may dictate.

The search for ease is universal. It seems the natural instinct of man to look for soft spots, and, having acquired these, he disposes of the remainder of his time with the object before him to discover what may be done with them. Leisure that comes to us of a sudden is startling, and from this we may assume that preparation of some nature must be made in order that we may thoroughly enjoy what has been thrust upon us.

An active man who finds himself unexpectedly with much spare time before him is made as miserable as the idler who is thrown promiscuously into a position where much effort is demanded of him. We are not all adapted to the enjoyment of total freedom from stated occupation. As it is said of one man that he is born to labor, so may we say of another that idleness is his lot. We may presume that each indulges himself in the utmost possibilities of his primogeniture for a time. Let us suppose that conditions are suddenly reversed. The worker is freed from his toils, and the other finds himself with the necessity of labor before him. It is not difficult to see what these changes will mean to both.

To idle gracefully is more difficult than any work may ever be. It warps the soul, this ease, makes thick the blood and ossifies the mind. There is no charm in entire abstinence from employment, however alluring the prospect appears in the eyes of a busy man. We do not influence the state that fortune has created for us. The condition that we find ourselves in is the ruler of what happiness we may find in our special lot. Given a sphere, then, not of his own selection, it must needs follow that man should desire another orbit in which to move. Those individuals who do not possess the ability to alter what destiny has made for them are compelled to make aspiration the sum total of their realization. In consequence, discontent stalks with them throughout their existence. No thought is more galling than this: To realize that we are beyond helping ourselves to better things. If man feels that chance has played him a scurvy trick in not making his opportunity a superior one, he may yet continue to enjoy a measure of con-

tent. But with this before him, that if he is unable to cope with the difficulties of elevation, his dissatisfaction for always is assured.

If a silver trout stream is calling to you and the magic of fair skies and rolling hills and bosky dells is working wonderful mysteries with your peace of mind, go to all of these and take your fill of what they have to give. But, if it is your wish to retain the impression that was yours originally, come away before the charm palls. There are few associations that will endure constant attendance, few joys that hold their spell when we test them often, and of leisure, too, we tire. And when that time comes that man's nature rebels at an interval of ease, he has become a serf to a power stronger than any he may exert, and his horizon assumes the magnitude that is found when we look through the large end of the telescope.

Destiny, in all wisdom, has given few men the opportunity to become bored because of an abundance of leisure. Those individuals whom she has neglected in this respect so far outnumber the former that Fate may be excused for her whim. She gives no more generous gift than work to do and the health and strength with which that labor may be done. With a little time to play and a duty to be done, man may have as a living part of himself that most serene possession, contentment. What need for more than this in life's brief span?

Richard C. Boehm.

We are always powerfully affected by the good, or the evil, results of habit. A tree must be rooted in the soil before it can bear flowers and fruit. A mature man is a bundle of habits. Carlyle said: "Habit is our supreme strength, our miserablest weakness."

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.

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.

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

HAND SAPOLIO

It is boldly advertised, and will both 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.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 15—Jobbers generally report a better week in coffee than they have had for a long time. Orders by mail and wire from many sections have come in with comparative freedom and at the close the situation is strong. The outlook for the future, so far as actual coffee goes, is certainly in favor of the seller. New crop can not be expected for some three months and by that time supplies here will be still further reduced. A well-posted man tells your correspondent to advise the readers of the Tradesman to buy coffee now; it will be a judicious move. At the close there are in store and afloat 3,556,886 bags, against 3,491,913 bags at the same time a year ago. At the close Rio No. 7 is worth $8\frac{1}{4}$ @ $8\frac{3}{4}$ c—about $33\frac{1}{2}$ per cent. more than a year ago. There is again a feeling that a duty on coffee will be declared and this sentiment is said to be stronger than at any time since the tariff discussion was begun—sentiment that has developed within twenty-four hours. Mild coffees are well held and good Cucuta closes at $10\frac{1}{4}$ c.

While buyers of teas are taking only the smallest possible lots, there is a rather better feeling among the trade and the future is looked to with a good deal of confidence. Quotations show little, if any, change.

Refined sugar is quiet. Dealers in the interior seem to be fairly well supplied and free purchasing is not looked for until about June 1. Quotations have been cut by one concern, but little attention was paid to it by others.

Rice of all grades is in good demand. Stocks are not over-abundant, although there seem to be enough to meet all requirements. Good to prime domestic, $5\frac{1}{2}$ @ 6 c.

Spices show very little change from the condition that has prevailed for some little time, although this "little change" is for the better. Stocks are becoming reduced and everything favors sellers.

Molasses is steady, but the volume of business is small, and this is to be expected as the warmer weather approaches. Good to prime centrifugal, 22 @ 30 c. Syrups are quiet.

In canned goods there is little of interest to be gathered. Trading in futures is quiet and buyers seem to be little interested. Spot tomatoes are worth 65c f. o. b. factory, although there are reports that sales are being made at $62\frac{1}{2}$ c. At the latter figure there is some question as to whether the quality will "come up to the scratch." Peas are to be had for 65c for the fair standard article, although quotations are more generally 65 @ 70 c. Western goods are meeting with more enquiry, but there seems to be a divergence of opinion as to the value of the same between buyer and seller. Maine corn, $87\frac{1}{2}$ @ $92\frac{1}{2}$ c. Other goods are moving rather slowly, and especially is this the case with asparagus.

The butter market is well sustained. Stocks are not quite as large as a week ago and creamery specials are held firmly at 27 @ $27\frac{1}{2}$ c. Extras, $26\frac{1}{2}$ c; firsts, $25\frac{1}{2}$ @ 26 c; Western imitation creamery, 21 @ 22 c; Western factory firsts, 20c; seconds, $18\frac{1}{2}$ @ 19 c.

Cheese has declined some, owing to freer arrivals, and full cream is worth 13 @ $13\frac{1}{2}$ c for New York State.

Eggs are well held and slightly higher for top grades. Western storage packed, 22 @ $22\frac{1}{2}$ c; firsts, 21 @ $21\frac{3}{4}$ c. There is a good supply of stock that hardly stands the test, and such will work out at about 20c.

Possible Analogy Between People and Animals.

Written for the Tradesman.

Nathan Church and his near friends, Willard Kingsley, Isaac M. Weston, Stewart Ives and Dick Abbott, dined frequently at Sweet's Hotel in the early 80's. Those dinners were remarkable, not so much for the menu served as for the discussions which took place while the diners were seated at the table. With all earnestness this brilliant quintette of gentlemen would consider the ancestry of the roast pig, the flat-footed duck or the golden bronze turkey and, upon the theory of transcendentalism, speculate upon the lives of the men or the women of the past that had for a brief period been the vital force of the animal or fowl which the quintette were at the moment eating. If the duck had a wide breast and short stout legs it did not require a very active imagination to force the conclusion that the soul of Anna Dickinson had been that of the duck a few hours before. Her life's work, her purposes and her disappointments were duly considered, and it would not be at all surprising if the quintette had voted that Anna's life was more valuable to the world as a duck than as a woman. Anna's future was likely to be considered and her fitness for a further existence as a horse or a poodle dog or a monkey was debated vigorously.

If a roast of beef were tough and indigestible it was said to possess the character of Andrew Jackson, General Ben Butler, George S. Fortesque, the mammoth impersonator of juvenile femininity, or Landlord Johnson, and the hope was expressed that the unseen Power that rules the world would put the spirits of these persons out of the unseen class. No evidence was necessary to prove to Nathan Church that the beautiful white fish placed before him had not been the receptacle in which the soul of Adelaide Neilson reposed before the death of the fish, and Stewart Ives could see the spirit of a loved and lost one depart when his knife removed the second joint of a chicken. I. M. Weston saw the spirit of Brigham Young in the roast pork and Dick Abbott that of John C. Heenan, the prize fighter, in the squirrel. When their peculiar views upon transcendentalism had been discussed, stories were told and as it was one of the rules of the five that the cost of a bottle of wine should be imposed upon the member or members caught laughing on account of the jokes related the dinners

were by no means dry affairs. Practical jokes, to be played upon friends and acquaintances, were planned and a duel was arranged, to be participated in by two jealous musicians. "But that is another story." Patrons of the hotel considered themselves fortunate when seated near the table of the jokers and the house became famous for the character of its clientele. Finally Mr. Ives died, Mr. Church, in impaired health, left for the West, Weston and Kingsley moved to the Morton House and the brilliant quintette was broken up. Kingsley alone remains in the city.

Arthur S. White.

Every man is prone to imitate those about him, but, most of all, he is inclined to imitate himself. The doing of anything makes it easier to do it again in the same way; and the repetition becomes a habit, which it is almost impossible to change. When the habit is fixed the thing is done while the mind is engaged upon something else. By habit, which has become an instinct, the trained fingers play the piano without the attention of the mind. It is said Edward Everett gave as a reason of his wonderful memory that when a boy he read very earnestly, and at the foot of every page he obliged himself to review what he had read on that page. At first he had to read it three or four times before the contents became fixed firmly in his mind; but finally after reading a book once he could almost recite it from beginning to end.

Chattel Mortgage Sale.

By virtue of a chattel mortgage, executed by Harry C. Linnell, of Blanchard, Michigan, to Fred E. Walther, trustee, of Grand Rapids, Michigan, dated the 9th day of July, A. D. 1905, and filed in the office of the Clerk of the Township of Rolland, Isabella county, Michigan, on the 25th day of July in the year aforesaid, and upon which default has been made, I have taken and shall sell the property therein mentioned and described, to-wit: All of said mortgagor's stock of merchandise, consisting of boots and shoes, dry goods, clothing, gents' furnishing goods, groceries, crockery, rubber goods and every article of every name and nature now in his store in Blanchard, together with all book accounts and other evidences of indebtedness and all furniture and fixtures at public auction at the front door of the store of said Harry C. Linnell, at Blanchard, Michigan, on the 24th day of May, A. D. 1909, at 11 o'clock in the forenoon of said day.

Dated at Grand Rapids, Mich., May 14, 1909.

Fred E. Walther,
Trustee and Mortgagee.

The inventory of said property may be seen at my office.

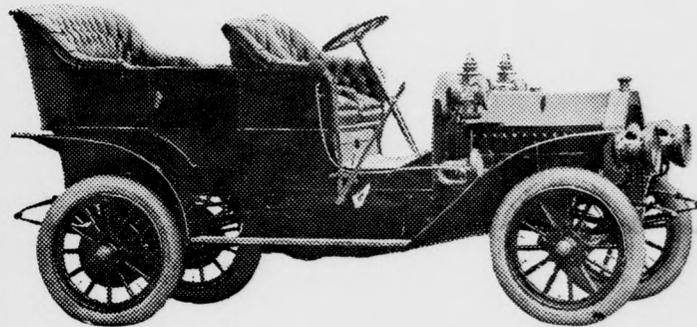
Herold-Bertsch Shoe Co.,
Grand Rapids, Mich.

B. Frank Sweet, Carson City: I took your paper, I think, from its first issue until I went out of business seven or eight years ago and always considered the Tradesman as it with a big I.

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

THE NEW LAW.

Ice Cream Now Regulated By State Statute.

The following is the full text of the law enacted by the present Legislature governing the manufacture and sale of ice cream:

Section 1. No person, firm or corporation shall manufacture for sale, keep for sale, sell, barter, exchange or deal in ice cream which shall contain any substance other than milk, cream, eggs, sugar and some neutral flavoring gelatin or vegetable gums or which contain other than the required amount of milk fat as herein-after provided.

Sec. 2. No person, firm or corporation shall manufacture for sale, keep for sale, sell, barter or deal in ice cream adulterated within the meaning of this act.

Sec. 3. Ice cream shall be deemed to be adulterated within the meaning of this act:

1. If it shall contain boric acid, formaldehyde, saccharin or any other added substance or compound that is deleterious to health.

2. If it shall contain salts of copper, iron oxide, ocre or any coloring substance deleterious to health. Provided, that this paragraph shall not be construed to prohibit the use of harmless coloring matter in ice cream when not used for fraudulent purposes.

3. If it shall contain any deleterious flavoring matter or flavoring matter not true to name.

4. If it be an imitation of or offered for sale under the name of another article.

Nothing in this act shall be construed to prohibit the use of not to exceed one-half of 1 per centum of pure gelatin, gum tragacanth or other vegetable gums.

Sec. 4. No ice cream shall be sold within the State containing less than 12 per centum milk fat, except where fruit or nuts are used for the purpose of flavoring, when it shall not contain less than 10 per centum milk fat.

Sec. 5. It shall not be lawful for any person, firm or corporation to sell, offer for sale, expose for sale, or have in possession with intent to sell, any ice cream in any container which is falsely labeled or branded as to the name of the manufacturer thereof or to misrepresent in any way the place of manufacture of ice cream or the manufacturer thereof.

Sec. 6. Each person, firm or corporation engaged in the manufacture of ice cream as a business within this State, after this act shall take effect, shall file with the Dairy and Food Commissioner an application for a license accompanied with a fee of five dollars, and upon receipt of such application the Dairy and Food Commissioner shall issue to the person, firm or corporation making such application a license to manufacture ice cream, as provided in this act, which license shall run for one year from the date of the application, and shall be renewed annually thereafter. The money so collected by the Dairy and Food Commissioner shall be paid into

A Spasm On Weeds

Our host, Mr. Martin, is learning to farm
And this subject, of course, has caused him alarm.
In a talk through the phone last week 'twas agreed
I'd be present to-day and discourse on the weed;
It isn't a plant which appeals to my taste,
But perhaps the time used will not be a waste,
If I can apply a moral or two
And at the same time keep my subject in view.
Webster defines them as plants of no use
And a bother beside, a provoking abuse,
Not that any one here would dare be profane
If his field should grow weeds rather than grain.
We have learned that dame nature is true to her laws—
If the crop is of weeds there're always a cause
And a remedy, too, if rightly applied,
But it's always with work very closely allied;
For thus we receive the reward for our labor
And the weeds are obliged to seek rest with our neighbor.
'Tis not that we wish him any luck that's unkind
It is only God's law to which many are blind,
But weeds find their home in the fields of the lazy,
(If one finds content in John's field it's a daisy.)
That a weed is not always a plant, you'll agree,
Other forms of weed growth all about us we see,
Even weeds on the farm aren't confined to the fields,
Any life that eats more than the profit it yields
Is a weed; in fact, if you have a pig
That stays long at the trough, but fails to grow big,
His interest in life is confined to his feed—
Would it not be quite right to call him a "pigweed"?
Or a cow that gives milk of a beautiful blue,
Yet eats enough hay to fatten up two,
And stays lank and bony in spite of her greed,
She should be called a form of "milkweed."
So the hens though they cackle and cluck as they go—
Unless they're the kind that's accustomed to crow—
If to laying fresh eggs they give little heed
They surely belong to what's known as "chickweed."
Then the farmer who works in a tired sort of way,
A drone or a shirk, though he's seldom at play,
His clothes in disorder, his face out of joint—
But I need not say more for you all see the point,
For getting work done you'd not choose him for speed,
In point of real use he's a great big "ragweed"
But the ladies can't all remain out of this grist—
What use can you find for the one who plays whist
The long afternoon to pass off the time?
But I'm back in the town, I must close up the rhyme,
I regret very much I'm unable to lead
A real conference on the use of the weed,
But while I lived on the farm, years ago,
Your progress since then has not been at all slow,
And anything I might say you'd at once think was bosh,
So I'll not make a goose of myself that way, B'gosh.

When Mr. Frank Welton, Cashier of the National City Bank, took to banking, instead of acting, the stage lost the opportunity of possessing another Sol Smith Russell. Now he has espoused the poetic muse, with the above result. While Tennyson and Longfellow would probably have been secure in their fame, in case he had selected a poetical career, yet he might have disputed the position of lyric poet with Riley and Carleton. The effort above given was presented at the monthly meeting of the Grand River Valley Horticultural Society at the home of Mr. John B. Martin last Tuesday afternoon.

the State treasury and be used to help defray the expenses of the office of the Dairy and Food Commissioner in addition to the annual appropriation therefor. Provided, that this section shall not apply except in cities of more than three thousand inhabitants, by the last United States census, to any person, firm or corporation manufacturing and selling ice cream by the dish direct to the consumer.

Sec. 7. Any person, firm or corporation who shall violate any of the provisions of this act shall be deemed guilty of a misdemeanor and upon conviction shall be fined not less than twenty-five dollars nor more than one hundred dollars, or by imprisonment in the county jail for not less than thirty days nor more than ninety days, or by both such fine and imprisonment in the discretion of the court.

Sec. 8. The Dairy and Food Commissioner shall be charged with the enforcement of the provisions of this act.

This act is ordered to take immediate effect.

It will be noted that this law does not conform to the Federal requirements. The Federal law requires 14 per cent. of milk fat in plain cream and 12 per cent. in nut and fruit ice cream, whereas the Michigan law is two points less. It is unfortunate that the Michigan law should not conform in every respect to the Federal statute, to the end that absolute uniformity may be secured throughout the United States.

A Strenuous Hint.

'Twas the regulation parlor scene,
He was occupying one end of the sofa and she the other.

"The muscles of my arms," said he, "were developed solely with dumbbells."

"And don't you ever use them for anything else?" she asked, innocently.

When a man is in love it is awfully hard to interest him in your troubles.

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.

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.

SAVE YOUR BRAIN.

Short Cuts For the Grocer and Others.

Written for the Tradesman.

If there is any merchant who needs to avail himself of every means possible to lessen brain work it is the grocer. He may have cash register, computing scales, loose leaf ledgers, duplicate slips, want book and other devices to save taxing his brain; he may have a system so carefully planned as to avoid many errors, inconveniences and anxieties, and yet he may be carrying unnecessary burdens and spending more time than necessary in transacting business, because he does not avail himself of helps which require no outlay of money whatever.

In some lines it is possible to tag, label or mark every article before placing it on sale. Not so with the grocer. The fluctuating prices on many kinds of goods necessitate an almost daily revision of prices. These must be kept in mind when selling goods or taking orders.

Fortunate is the merchant who can always fix the retail price at the time goods are ordered. The grocer may be able to do so on certain goods and to remember the prices determined upon, yet there are many times when invoices must be consulted and prices fixed while goods are being opened up to deal out to customers. In such cases time is often taken to figure out the cost of articles which are bought by the gross, case or dozen, and the longest method is employed while a customer may be anxiously waiting.

If merchants who do thus ever went to school or ever learned of short cuts in multiplication, division, etc., they seem to have entirely forgotten about them. There are many grocers, and dealers in other lines as well, who could profitably spend an hour every evening for a few weeks' studying a commercial arithmetic.

Every merchant is supposed to examine, or have examined by a competent person, every invoice to see if it is correct, not only as to the total amount, but as to the computation of every item. This work could be much abbreviated by the use of short methods of computation. The following may illustrate some of the short cuts of which the grocer might avail himself:

A barrel of sugar—329 pounds at \$5.30 per cwt.—is down at \$17.44. Is that right? At a glance we see that 300 pounds cost three times \$5.30, or \$15.90; 30 pounds cost one-tenth as much or \$1.59. Adding these two we have \$17.49. Deduct the price of one pound and we have \$17.44. Correct. It can be done much quicker than it can be here explained, and you are certain that it is right.

Next is 47½ pounds crackers at 6¼ cents per pound. If there is anything that will tangle one up it is fractions in both terms. Get rid of them. Four times 6¼ cents is 25 cents, or a silver quarter, and 4 is contained in 48 twelve times, and 12 quarters make

\$3.00. Subtract the price of one-half pound and you have \$2.97.

A box of soap—100 cakes—costs \$3.15. If you sell 7 for 25 cents, what is the cost? Seven times 3 cents and 7 times 3-20 of a cent gives 22 and 7 times 3-20 of a cent gives 22 1-20 cents. If it is 100 bars for \$2.85, and you think of selling 8 for a quarter, multiply 3 by 8 and subtract 8 times 3-20 or 1½ cents, giving 22½ cents.

What will 225 pounds of sugar amount to at \$5.45 per cwt.? Twice \$5.45 is \$10.90 for the 200 pounds, and one-fourth of 100 pounds is one-fourth of \$5.45, or \$1.36; adding gives \$12.26.

Forty boxes S. B. cough drops cost \$1.25. What is that a dozen? One-fifth of 40 is 8, and one-fifth of \$1.25 is 25 cents. Eight is two-thirds of a dozen; 25 two-thirds of 37½.

Ten gross matches cost \$41.00. What does one package cost? One gross is one-tenth, or \$4.10. Now do not divide by 12; take an easier way: If \$4.10 is the cost of 12, one-fourth of that, or \$1.02, is the cost of 3, and 34c the cost of one package.

If 36 packages of breakfast food cost \$4.50, you are going to take your pencil and divide \$4.50 by 36. You do not need any pencil for so simple an example. Think of 36 as three dozen and one-third of \$4.50 as \$1.50 or 12 shillings—a shilling, 12½c—for each package.

What is the cost of 17½ pounds of candy at 9¼ cents per pound? If it were 10 cents per pound you would see at once that it would be \$1.75. Therefore multiply by 10 and subtract one-quarter of a cent per pound, or 4 cents, leaving \$1.71.

The miller and the grain buyer often use a ready reckoner when buying grain, perhaps not so much to save time or mental exertion as to avoid loss by errors. The grocer and the general merchant might well have a ready reckoner or a table of prices by the gross, case, dozen and single article from the least to the highest prices. By reference to this the cost of goods in any quantity might readily be ascertained to save delays in business.

The grocer's time may not be of as much importance as that of the customer waiting for an order to be filled or to settle his bill. Two or three minutes is quite a long while for a customer to wait, especially if he is in a hurry to go elsewhere and has computed exactly what he should pay long before the merchant gets through with his figuring and looking over and correcting his work.

Some may wish to know where saving one's brain comes in by using short cuts, as they consider it much more difficult to work out problems by mental process alone. Enough has been said to show that time may be saved in many cases by using shorter methods of computation, either with or without the aid of a pencil. And the shortest way can be most quickly proved. Many times it requires no proving; one feels certain that the result is correct, as every step is clear and plain. It is uncertainties that weary the brain; it is the groping along among intricate ways, feel-

ing after something sure, tangible, decisive and at the same time endeavoring to hold the attention of the customer or give attention to his needs, which causes undue strain of the mental powers. E. E. Whitney.

New Method of Drying Buildings.

Drying new buildings is done perfectly in three days by the new Sheffield method. Hitherto occupation of newly built houses has been delayed in order to allow them to dry, but with the use of this new apparatus freshly plastered rooms can be entirely dried within three days and the excessive moisture of the walls completely extracted.

This apparatus consists of a stove with a firebox suitable for coke fuel, surrounded by a number of small diameter tubes similar to gas pipes. By means of the apparatus fresh, dry, outside air enters constantly into the air supply tubes and is highly heated in the tubes surrounding the fireplaces. It ascends in a dry, heated state in the room, passes along the ceiling and walls and absorbs the dampness, sinking soon after being saturated with the same and re-entering the apparatus.

It then mixes with the coke gases in the outlet tube for the smoke, and eventually escapes into the chimney. This constantly renewed, fresh, outside air furnishes an abundance of carbonic acid to the mortar, thus hardening it and producing in a short time the same effect as if the mortar had dried naturally. It is claimed by this system that no moisture can possibly show later on. A striking recommendation for the apparatus is that the German law prohibiting the habitation of any house until six months after construction is abrogated by the authorities where this system is used.

Bread Now Has Written History.

Even bread has its history and its published history, written by one of the brothers Reclus, professor of geography in the University of Brussels. The naturally whitest of all breads is the kasava bread of Latin America. It is always made in thin, wafer-like cakes from the kasabi plant. Blackest of breads is the palt brod of Lapland, Northern Scandinavia, Russia, and the Far North of Siberia. It is a kind of rye bread and is considered highly nourishing. Reindeer sledge parties subsist on this for weeks together, their only other article of food being unsweetened brick tea and sometimes a morsel of fish. The Scotch have three cornered oat bread. The Russian Jews have unleavened bread, one of the simplest and purest of diets. The Italian breads present the greatest variety and purity of any. Some of their family loaves are as big as cart-wheels and retain their table acceptability for nearly a week without becoming over dry or hard.

Of all hardtack breads of the world the Siberian ring bread is considered the most substantial. It is made without salt or yeast, and is first steamed, then lightly baked to expel the moisture. Soaked in pure hot tallow for a few moments, it is the

best possible heat producing article of diet. It will burn slowly for about an hour, emitting a strong heat sufficient to warm and light a small tent and boil the tea or coffee water.

Esprit de Corps.

The success of a business turns on its esprit de corps. There is an animating spirit or soul in every concern, otherwise it is a dead one.

Neither a commercial enterprise nor an army can succeed as long as it is filled with strife, jealousy, doubt, fear and uncertainty.

This esprit de corps is largely supplied by the leader. And a leader who can not inspire his corps with a spirit of victory has on his hands a force to feed, not with which to fight.

The Invincible Tenth Legion of Napoleon was invincible on account of its esprit de corps. It was filled with one purpose. It went into battle with but one thought, and that was the thought of victory.

Elbert Hubbard.

Discouragement.

"So you have bought a horse?"
 "Yes. The doctor said riding would give me an appetite."
 "Does it?"
 "Certainly. But what's the use? By the time I get through feeding the horse I can't afford to eat."

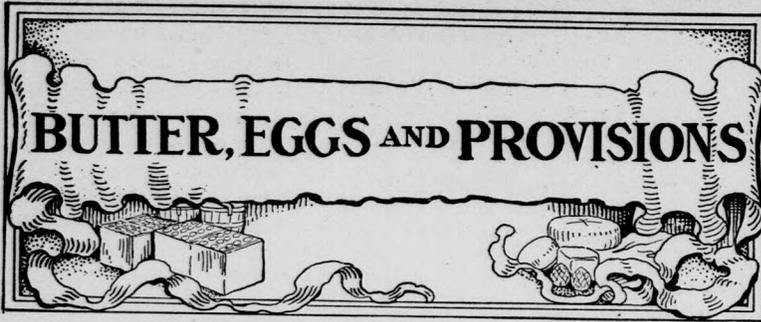
Becker, Mayer & Co.
 Chicago
 LITTLE FELLOWS'
 AND
 YOUNG MEN'S CLOTHES

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Trimmed and Untrimmed Hats
 For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
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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.

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



Some Changes Which Take Place in Eggs.

In the recent bulletin on the egg trade of the United States, issued from the Department of Agriculture and written by M. M. Hastings, the matter of detrimental changes in eggs and consequent losses is handled as follows:

Dirty eggs are grouped roughly in three classes—(a) "plain dirties," those to which soil or dung adheres; (b) stained eggs, those soiled by contact with damp straw or other material which discolors the shell (plain dirties when washed usually show this appearance); (c) smeared eggs, those covered with the contents of broken eggs.

For the first two classes the farmer is to blame. The third class originates all along the route from nest to consumer. The percentage of dirty eggs varies with the season and weather conditions, being noticeably increased during rainy weather. About 5 per cent. of all eggs are culled out as "dirties," and these are sold at a loss of at least 20 per cent. This makes a financial loss of 1 per cent. of the total value of the nation's egg crop.

There is another loss caused by dirty eggs which is fully as serious. It is the loss due to the fact that in a lot of eggs so handled as to produce 5 per cent. of "dirties" the remainder of the lot will show enough spotted and stained eggs to give the whole lot an inferior appearance. The amount of depreciation from this source is difficult to estimate, but it is undoubtedly as great as the direct loss on those culled out.

The common trade name for cracked eggs is "checks." "Blind checks" are those in which the break in the shell is not readily observable. These are detected with the aid of the candle or by clicking the eggs together. "Dents" are checks in which the egg shell is pushed in without rupturing the membrane. "Leakers" have lost part of the contents and are not only a loss themselves but produce smeared eggs.

The loss from mechanical injury varies considerably with the amount of handling in the process of marketing. A Western produce house collecting from grocers by local freight will record from 4 to 7 per cent. of checks. These same eggs in further handling will have an additional checking of 1 to 3 per cent. Eight per cent. of the eggs from hen to market is probably a fair estimate for broken eggs. The depreciation of such eggs is greater than that of dirties, being about 25 per cent. This gives a fi-

ancial loss due to checks of 2 per cent.

The Development of Chicks.

The laying of an egg is not analogous to birth in the case of a mammal, and the presence of the male bird is not essential for the laying of the egg; hence eggs laid by hens kept away from males are entirely free from the changes presented under the head.

That such infertile eggs can not spoil, however, is a mistaken notion, for they are subject to all the other factors which cause eggs to spoil. The sale of eggs tested out of incubators has been encouraged by the assertion that incubation does not spoil infertile eggs for food purposes. In practice the idea works great harm. Eggs thrown out of an incubator will be shrunken and weakened and many of them will contain dead germs; that is, the remains of chicks that have started to develop. If the farmer's wife wishes to use such eggs at home, where she can examine the broken eggs before using, it is her own affair; but the sale of incubator eggs should not be tolerated.

Fertile eggs immediately after laying can not be distinguished from infertile eggs, the germ of the chick being microscopic in size. If the egg is immediately cooled and held at a temperature below 70 deg. Fahrenheit, the germ will not develop. At a temperature of 103 deg. Fahrenheit the development of the chick proceeds most rapidly.

For commercial uses the customary grouping of eggs in regard to heating is:

1. No heat shown. Can not be told at the candle from fresh eggs.
2. Light floats. First grade that can be separated by candling, corresponding to about eighteen to twenty-four hours' incubation. Not objectionable to the average housewife.
3. Heavy floats. This group has no distinction from the preceding, except an exaggeration of the same features. These eggs are objectionable to the fastidious housewife because of the white and scummy appearance of the yolk.
4. Blood rings. Eggs in which blood has developed, extending to the period when the chick becomes visible.
5. Chicks visible to the candle.

The loss to the egg trade due to heated eggs is probably greater than that from any other source. The loss varies with the season of the year and the climate. In New England heat loss may be considered as in the same class as loss from dirties and checks.

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.

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.

In Texas the egg business from June 15 until cool weather in the fall is practically dead. The Southerner eats few eggs at this season, and shipping out of the State nets the producer such small returns after allowance for the losses that the farmer considers it hardly worth while to gather eggs. In the unusually hot season of 1901, throughout the entire region west of the Mississippi River, hatched chickens were commonly found in cases of market eggs, and for a time the shippers did well to net 3 cents a dozen for these eggs.

During the average season the summer egg of the South and Southwest makes no pretensions to being a sound egg in regard to heat. Even in the Central West the loss is severe. An average lot of summer eggs from the Kansas-Nebraska territory would candle up about as follows:

Candled stock, containing a large proportion of light floats, 80 per cent.

Seconds, containing heavy floats and light blood rings, 15 per cent.

Absolute loss, eggs containing heavy blood rings or chicks, 5 per cent.

Some idea of the financial loss due to heated eggs can be obtained by estimating what the eggs in the above case are worth when laid as compared with what they actually bring. The best of the heated stock referred to above is worth about 5 cents a dozen less than nearby fresh eggs in the New York market. Supposing the latter to be 25 cents, there is a loss of 5 cents. The value of the seconds, which will probably be broken as bakers' stock, will not be over 15 cents. Thus we have 80 per cent. at 20 cents a dozen, 15 per cent. at 15 cents a dozen and 5 per cent. at a total loss. This makes a depreciation of 27 per cent. on the original value.

In Western eggs a loss due to heating or chick development of approximately one-fourth of the original value of the crop is sustained during the heated season.

The loss attributable to this element of egg deterioration is estimated at fully 5 per cent. of the annual valuation of the egg crop of the country. In the East the loss would be less, while in the South it would be much greater.

The responsibility for heated eggs is almost wholly with the farmer, although the rural buyer and the freight handler are in no wise innocent.

Evaporation.

The egg shell is porous so that the developing chick may obtain air. This exposes the moist contents to the drying influence of the atmosphere, and evaporation takes place constantly. It is increased by warm temperatures, by dry air and by currents of air striking the egg.

When the egg is formed within the hen the contents fill the shell completely. As the egg cools the contents shrink, and the two layers of membrane separate in the large end of the egg, causing the appearance of the bubble or air cell. Evaporation of water from the egg further shrinks the contents and increases the size of the air cell. The size of the air cell is commonly taken as a guide to

the freshness of the egg, but when we consider that with the same humidity evaporation would take place much faster on a hot July day than on a frosty November morning, we see that the extent of evaporation from the egg proves little regarding the actual age. Even as a measure of evaporation the size of the air cell may be deceptive, for when an egg with an air cell of considerable size is roughly handled the membrane splits down the side of the egg and gives the air cell the appearance of being larger than it really is. Still rougher handling of shrunken eggs may cause the rupture of the inner membrane, allowing the air to penetrate the contents of the egg. This causes a so-called "watery" or "frothy" egg. The quality is in no wise injured by the mechanical mishap, but eggs so ruptured are usually discriminated against in candling.

In this connection it might be well to discuss the subject of "white strength," by which is meant the stiffness or viscosity of the egg white. The white of an egg is a limpid liquid, but in the egg of good quality that portion immediately surrounding the yolk appears to be in a semi-solid mass. The cause of this appearance is the presence of an invisible network of fibrous material. By age and mechanical disturbance this network is gradually broken down and the liquid white separates. Such a weak and watery white is usually associated with shrunken eggs. These eggs will not stand up well nor whip into a firm froth, and are discriminated against by dealers.

The loss in the egg business due to holding is perhaps least understood and appreciated by those outside the trade. This is due to the fact that the shrunken egg is not so repulsive as the rotten or heated egg. But the inferiority of the shrunken egg is so well appreciated by the consumer that high class dealers find it impossible to use them without ruining their trade.

This causes shrunken eggs to be constantly sent into the cheaper channels of consumption, with the result that all lower grades of eggs are a drug on the market in the fall of the year.

Bacterial Contamination.

In the classes of spoiled eggs which we have thus far discussed the proverbial rotten egg has not been considered. The term "rot" in the egg trade is applied in any case where an egg is absolutely unfit for food purposes. In this discussion the term "rotten egg" will be confined to the egg which contains a growth of bacteria.

The egg when laid is usually germ free, and if properly cared for will remain so. The egg shell itself is not germ proof, for the pores that admit the air for the chick to breathe are large enough to admit all forms of bacteria, but the membrane beneath the shell is germ proof as long as it remains dry. Rotten eggs may be of different kinds, according to the species of germ that causes the decomposition. The specific kinds of egg rotting bacteria have not been

worked out, but the following three groups of bacterially infected eggs are readily distinguishable in the practical work of egg handling:

1. Black Rots—It is probable that many different species of bacteria cause this form of rotten eggs. The prominent feature is the formation of hydrogen-sulphid gas, which blackens the contents of the egg, giving the characteristic rotten egg odor and sometimes causing the equally well-known explosion.

2. Sour Eggs or White Rots—These eggs have a characteristic sour smell. The contents become watery, the yolk and the white mixed and the whole egg offensive to both eye and nose.

3. The Spot Rot—In this case the bacterial growth has not contaminated the entire egg, but has remained near the point of entrance. Such eggs are readily picked out with the

candle, and when broken show lumpy adhesions on the inside of the shell. These lumps are of various colors and appearances. It is probable that spot rots are caused as much by molds as by bacteria, but for practical purposes the distinction is immaterial.

In practice it is impossible to separate rotten from partly hatched eggs, for the reason that in the typical nest of spoiled eggs found around the farm both causes have been at work. Dead chicks will not necessarily cause the eggs to decay, but many such eggs do become contaminated by bacteria before they reach the candler, and hence show complications.

The loss of eggs that are actually rotten is not as great as one might suppose. Perhaps 1 or 2 per cent. of the year's output actually rots.

Preaching dietetics is always the forte of those who are out of bread.

Millet, Buckwheat

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.

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Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.
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We Are Now Receiving STRAWBERRIES in CARLOTS

Send us your standing orders

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Wholesale Fruits and Produce Grand Rapids, Michigan

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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

CURRENT COMMENT

On Several Phases of the Horticultural Industry.*

Permit me once more to call your attention to the biennial meeting of the American Pomological Society, which will occur in Saint Catharines, Ontario, the second week in September.

Saint Catharines is very close to Niagara Falls. It is in the midst of a very attractive fruit region and is a wonderfully fascinating country to visit. The fruit growers of Ontario, as represented by their society, are the most progressive of any on this continent and they are going to do every last thing to make this a most interesting meeting of the American Pomological Society. A special attraction will be the large attendance from kindred associations which have become interested in the methods of the Ontario Society, which have been so very successful during the last twenty years.

I wish there might go from here a large delegation for the good time, for the purpose of enjoying the outings which will be given during the sessions of the Society into the fruit growing region there and for the purpose of meeting the great men who are engaged in the science and art of pomology in this country. It will not be an expensive trip, and it seems as if there ought to be a considerable number from the vicinity of Grand Rapids who would be glad to attend, and it might be possible from the country tributary to Grand Rapids to fill a car and in that way secure some substantial concessions.

A new epoch in the transportation of a leading product of our city has opened. For the first time in the history of the glass farming industry lettuce has been shipped out of this city by the carload to a Southern market. The Grand Rapids Greenhouse Co., by the use of refrigerator cars, has reduced to lowest terms the expense of transportation, and particularly the loss by injury to the product and has been able to deliver in the Cincinnati market lettuce in as fine condition as we can get it for our local use. This is interesting as an added step in the evolution of glass farming, which forms so important a factor in the production of our immediate locality.

Speaking of this matter of acquiring reputation for the products of our glass farming, it may be interesting for you to know that Mr. Stover, of the Grand Rapids Greenhouse Co., sent to Cincinnati a box of American Beauty roses grown under his care. The buyers in Cincinnati questioned whether there was any use in sending this product to their market, as they never had succeeded in having anything quite good enough to satisfy their taste. However, Mr. Stover was greatly gratified to receive a communication from Cincinnati after the receipt of his consignment, saying that the box of Ameri-

*Paper by Hon. Charles W. Garfield read before Grand Rapids Valley Horticulture Society.

can Beauties was the finest ever shipped into that market. This is unusually gratifying because if any of you will visit Mr. Stover's greenhouse now you will see finer specimens of this royal flower than any which he sent in this Cincinnati consignment.

Once more, after several years of experience, permit me to call your attention to a mammoth pieplant which I have been growing at Burton Farm. The first plant was shipped to me by Charles E. Brown, of Yarmouth, Nova Scotia, an old friend of mine in the American Pomological Society. At one of the meetings of the Horticultural Society held at my place some years ago Mr. Bailey, noting the size of the stalks, said that I must have used a good deal of elixir on them to have secured such mammoth proportions, but I assured him that the plants received only ordinary care. This year the stalks are rather phenomenal as they are pushing out. Next spring I shall lift all of these plants and I will be glad to furnish an eye to a number of members of our Society who may be interested to try it upon their home grounds. I will rely upon you to remember this until next spring.

Our attention is graphically called to a new industry in connection with arboriculture, known as tree carpentry and surgery. A number of times during the years of my relationship to this Society I have called attention to this matter and given illustrations of how trees had been saved by a little thought and care, and in a very crude way I have given advice to a number of people, which has resulted in saving old trees from immediate destruction, to the delight of people who had a sentiment in connection with certain specimens. To-day there are working in this city a gang of men engaged in this work along scientific lines, and I have been greatly pleased with the details of their labor. I do not know as to the expense of it, but I am satisfied that work done by these people is eminently satisfactory, and if one has an old tree to which there is attached a good deal of sentiment and which is beginning to enter upon the decline of life it seems to me it is well to adopt the method of these men in prolonging its existence.

I want to call your attention once more to the false treatment given many trees and shrubs at the time of transplanting. It is absolutely impossible to get all of the roots of young trees and shrubs which are sold by nurserymen to the consumer. The plants are thrown out of balance because all of the top is delivered and but a fraction of the root. This lack of balance can be remedied by cutting off a considerable portion of the part above ground. Very few people, however, do this and, as a result, instead of getting a splendid growth the first year the root has more than it can do to just maintain life in so many branches, and the results are often very disappointing. If shrubs like spiraeas and forsythias and bar-

berry were even cut within a few inches of the ground when the transplanting process was carried on very much more satisfactory results would be obtained than if the whole top were left as delivered by the nurserymen.

My notice has been called again quite recently to the lack of care in grading products for the market. Potatoes and other vegetables put on the market at the various stores have very little attention given to grading. Large and small specimens are mingled together in a single receptacle and oftentimes as to potatoes a lot of small ones which are absolutely unusable are mixed with the others, reducing the real value to the consumer and making a very unattractive package of the product. We can not emphasize too strongly the importance of grading these products so as to have them run very evenly and so we can know from the top of the basket what the contents are clear to the bottom. It is a net loss to the seller when he puts with a good product inferior specimens.

And this leads again to the observation that many of our grocers still follow the plan of displaying their products on the sidewalk in front of their places to be covered by the dust and dirt and to be nosed over by passing animals to the discomfiture of everyone who is compelled to patronize the market for house supplies. There has been a great change for the better in these later years, I think largely owing to the agitation which this Society started. I recall distinctly when every grocer shoveled up his berries with a paddle into pint and quart cups and poured them into paper bags to be delivered. The agitation which resulted in eliminating this habit started with this Society, and we will do well to continue our agitation of these things until both producer and consumer shall have rational methods of handling these products of the soil.

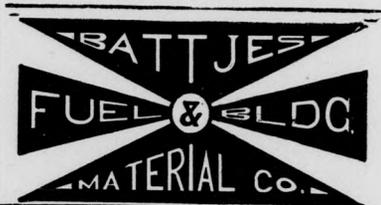
Speaking of habits, what an interesting one is the gardening habit. A friend dropped into the bank who has never given any particular attention to gardening until recent years and said to me, "I have acquired the garden habit at a suggestion of yours

and I want to thank you for the suggestion. I am getting a lot of fun out of it and I really enjoy beyond any other hours of the day the ones which I devote to the back part of my lot in the development of a vegetable and flower garden upon a bit of land, and I am as proud as a peacock of my successes."

May I make a suggestion about greens? Everybody thinks that dandelion greens are one of the most healthful products for the spring table, and I see people with knife in hand looking along into the corners of the fences and all of the out-of-way places to get their dandelions to be used for this purpose. Most of us are glad to have them taken from our lawns, and feel that the one who is seeking dandelions for greens and comes upon our premises is really a benefactor. With the unquestioned value of dandelions for this purpose, why do we not set aside a little piece of land and actually cultivate them and have them in a great deal more thrifty form for this use than those which are trodden under foot and inferior in quality? In some places the dandelion is a regular horticultural product, and it seems to me that with a general liking for it we ought some of us to grow it as a product of the garden.

A Chicago fruit dealer surprised his customers this week with a tempting display of red raspberries apparently fresh from the bush. Last August he put three crates of the berries in cold storage and had them frozen solid. Lately they were thawed out and offered for sale at 2 cents a quart. It is said that, although the red raspberries could be kept fresh in a frozen state for three years, the black raspberry, treated in the same way last August, has come out of the ordeal entirely lifeless and tasting like cork.

It were better to suffer from eternal justice than to enjoy unending bliss on a crooked deal.



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.

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.

PLAIN SELLING TALK.

The Great Secret of All Good Advertising.

Written for the Tradesman.

Advertising is not magic. There is no element of the black art about it. In its best and highest form it is plain selling talk—the same as you would use were you talking to your customer over the counter. Its results are in proportion to the merit of the article advertised and the ability with which the advertising is done.

There are two great enemies to advertising profit, and both of them are caused by ignorance of the real functions and workings of publicity:

One is to advertise promises which will not be fulfilled, because all that advertising can do when it accomplishes most is to influence the reader of your advertisement to investigate your claims. If you promise the earth and deliver the moon advertising will not pay you.

If you draw people to your store on pretenses and then fail to make good advertising will have harmed you, because it has only drawn attention to the fact that you are to be avoided.

It is as unjust to charge advertising with failure under these conditions as it would be for you to be charged with the misdeeds of your neighbor. In brief, advertised dishonesty is even more profitless than unexploited deception.

The other great error in advertising is to expect more out of your advertising than there is in it.

Advertising is the seed which a merchant plants in the confidence of his community. He must allow time for it to grow. Every successful advertiser has to be patient. The time that it takes to arrive at results rests entirely with the ability and determination you display in the effort. But you can not turn back when you have traveled halfway and declare that the path is wrong.

You can not advertise for one or two issues and expect your store to be crowded. It takes a certain period to attract the attention of readers. Everybody does not see your advertisement the first time it appears. More will notice it the second time, a great many more at the end of the month.

You can not expect to win the confidence of your community to the same degree that other men have obtained it without taking pretty much the same length of time they did.

However, you can cut the period between your introduction to the reader and his introduction to your store by spending more effort in preparing your copy and displaying a greater amount of convincingness.

You must not act like the little girl who planted her garden one day and came out the next morning expecting to find it in full bloom. Her father had to explain to her that plants require roots and that, although she could not see what was going on, the seeds were doing their most important work just before the flowers showed above the ground.

So advertising is doing its most important work before the big results eventuate, and to abandon the

money which has been invested just before results arrive is not only foolish but childish. It would be just as logical for a farmer to abandon his fields because he could not harvest his crop a week after he planted it.

Advertising does not require faith—merely common sense. If it is begun in doubt and deserted before normal results can be reasonably looked for the fault does not lie with the newspaper or publicity—it rests entirely upon the head of the man who retreated before he was defeated.

W. H. Myers.

Don't Grow Narrow in Life.

A business woman was heard to remark the other day: "I'm getting so I hate to meet strangers. I would rather walk around the block a dozen times than meet some one whom I would have to talk to for half an hour. I like my family and friends, but I don't want any outsiders about."

She was not old—only about 30. But she was acquiring an earmark of age. And that is unwise for any one, and particularly the woman in business.

The matter of making new friends and acquaintances has two sides. And it is not a subject to be dismissed lightly.

No one can afford to give all her time even to her friends. And to fritter it away on casual acquaintances is deplorable. Time is the gold that is given us freely.

But, on the other hand, it is unwise to shut one's self away entirely from making new acquaintances, to live so content with one's present circle of friends that no message from other worlds can reach you.

The woman who does this is going to narrow her life. Whether she is the mother of a family, a business woman, or a young girl just facing the world, she will shut out interests that may mean help, inspiration, happiness. Every life is a little world. And you do not know what message may come to you from the stranger you welcome to your gates.

One grows or stagnates. Stagnation is not good for any one. To be in touch with the progress of the world one must keep in touch with the life that makes it progress, and every man and woman plays some part in this.

Don't drift into that state where you "just hate to meet new people." Preserve a happy mean between frittering away time on every casual acquaintance and shutting the big, throbbing, vital world of men and women entirely out of your life.

A Michigan merchant who evidently did a credit business, sent out the following statements: "All persons indebted to our store are requested to call and settle. All those indebted to our store and not knowing it are requested to call and find out. Those knowing themselves indebted and not wishing to call are requested to stay in one place long enough for us to catch them."

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 possible 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 subscribers are ready to buy. We can not sell your goods, but we can introduce 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.



Young Grayson's First Trip on the Road.

When in the fullness of time young Grayson had served his apprenticeship in the city sales department they called him into the private office and told him that now he was going on the road, he was a salesman, a drummer for the house of Going & Co.

"Now, Grayson," said old Going, "you've made pretty good in the house. You haven't been a star, but then stars aren't always desirable as cubs. You haven't set the world afire or even indicated that you ever were going to pull off that kind of a stunt. I'm telling you frankly that you have shown yourself to be a young man of promise in the selling game, and that's why you get a route. Going on the road, you'll find, is a different proposition from running around town in a red wheeled buggy and calling on people who know the house as well as they know there is a city hall.

"People don't know Going & Co. so well out in the woods, Grayson. There are others. And you'll find that they don't know you. You're a stranger outside the gates. They won't open the gates for you. You've got to find the keys. And if you don't find them kick 'em down! Now, I want to see you make good. Remember that your expense account is elastic, but don't strain your imagination turning a \$40 poker loss into a hotel bill.

"Don't take too much time adding to your collection of unprintable stories. Don't drink any whisky. Soda cocktails are just as impressive and don't hurt. And remember that Going & Co. have got just one reason for paying salesmen salaries—they sell goods. Now get your train, Grayson, and go out and see if you can make good."

It wasn't at all an unusual speech for the old man to make to a beginner, but this young Grayson did not know. Going's benedictions usually were applied with a reverse English. He congratulated a new man once in such a way that the fellow went down to the cashier to get his walking papers. Old men could have told Grayson that he was favored far beyond the average in that Going deemed it worth while to talk to him at all; but Grayson didn't stop to ask them.

He had made a success of his apprenticeship. He had heard it rumored about other houses that if Going & Co. didn't hand him a territory pretty soon he would receive an offer from a certain competitor. Of course he hadn't paid a great deal of attention to this whispering, because he considered his fate to be tied up

with Going's, but at the same time it had given him to understand that he, Grayson, was one of the chosen. The gift of winning was his. He had not thought of it particularly much, but in a way he knew that he did not have to ask any favors from anybody, not even from Going himself.

That was why the old man's calm and casual farewell, "Go out and see if you can make good," threw a chill into Grayson's confidence heated scheme of things to be. If he could make good! Then he still was only a probationer. All that good work in the city sales department really went for no more than a boost to the opportunity to show what was in him. The real work of making good was all before him. Grayson as he received his baggage checks wondered just why Going had thought it necessary to warn him of the hardships of the road. He wasn't a spring chicken. He'd been up against hard selling propositions in plenty. He guessed, by jove, that anybody who could cop out his share of the city trade wasn't to be balked by a lot of hayseed customers on the road.

Having settled this in his mind Grayson told the candy butcher to find three other hands for a four cornered game of pitch and in a few minutes he was in the fore part of the smoker, smokily forgetting all about the warning that "the road" would be different.

He kept on forgetting until he reached Drummond, his first town to "make." It was midnight then. He rode a mile in a bus that looked and smelt like the morning after, and wound up at the front of a hotel that could have passed for a penitentiary in disguise any day in the week. He was shown to his room by a bleary youth who plainly was sore at his interrupted snooze in the loft of the livery stable, and he went to bed by kerosene light in a bed that would be punishment fitting almost any minor crime.

He forgot to leave a call, but he did not need it. There was a convention of rats between the ceiling of his room and the floor of the one above that night. By the sound of them they must have been discussing the problem of who was going to bell the cat. Then they had a Marathon race, full distance, and every once in a while a little piece of plaster would come dribbling down into Grayson's bed. Grayson pulled the damp covers up over his head and said many things.

About 5 in the morning the rats adjourned and the girls in the kitchen began. The kitchen was under Gray-

son's room. The ceiling must have been unplastered. Grayson heard everything that happened from the time when the boy from the stable came in to stir up the fire to the dropping of the first plate when the new girl came back from the dining room after the whisky salesman had offered to take her buggy riding in the evening. He even heard the bacon frying and the peevish exclamation of the cook as she burnt her fingers on the wheat cake griddle. Then he got up.

It was in the raw part of early spring and the Drummond House boasted steam heat. But 'twas an idle boast. Grayson thought of his nice warm room back in the city and wondered why Drummond wasn't up to date. He rang for hot water—that is, he rang the bell. He received no response. He rang some more. Same result. So he made a careful toilet with the aid of one small white pitcher full of dark gray water, and went downstairs feeling as if he had come in from a night on an accommodation train.

"Why didn't you answer the bell?" he demanded of the clerk. Same old kid with the bleary eyes, only now he had a celluloid collar with no tie.

"What bell?"

"The bell in my room."

"Oh, gee!" giggled the boy. "You was in 44, wasn't you? That bell's been broke for a year."

Grayson went in to breakfast. He was gifted with an unusually good appetite, was Grayson, and he knew that after a good hot breakfast he would be in much better shape to go out and visit his trade.

"Too bad," said the dining room girl, "that you should get up so late. You see, most of our folks went away on the 7:45 and we had breakfast early. There ain't much left."

"Well, can't you get me something?"

"No, sir; the manager has went fishing."

* * *

Grayson tried to eat what was left, but in the main his breakfast consisted of half of a cup of pretty bad coffee. And then it began to rain. Oh, how it did rain! Grayson never saw anything like it in the city. Main street was flooded ankle deep in less than an hour. The sidewalks became nice long puddles. Word came that the mill dam had gone out and that the town was in danger of being flooded. The hotel office became a place of refuge for such part of the town as could reach it.

Grayson heard more old moss covered stories in that forenoon than he ever heard in all his previous life. And then the flood really did materialize and Grayson was glad to get out of town in the caboose of a freight train without seeing his trade. The water was up to the door knobs on Main street when he left. The trade were in the second story windows, frantically cursing the luck.

Nesterville was his next stop. Nesterville was even smaller than Drummond. Fortunately for Grayson he got there in the middle of the afternoon, so he had to forego the pleasures of the hotel. He went straight

to the first prospective customer on his list, the Nesterville Market and Emporium. For a minute he paused outside the door, remembering that this was his first actual test on the road. Somehow or another he felt a lot smaller than he had when he left the office. The experience at Drummond had taken the edge off of him. He had set forth with the notion of going straight to his trade, selling goods and getting on his way again without any loss of time, energy or money. He had done none of these things. He had fooled away a day and he was feeling blue. But the beginning was before him now. He had his work before him, and he asked for nothing more.

"Going & Co.?" repeated the manager, proprietor, head buyer and chief clerk of the Nesterville Emporium. "What line you in?"

Grayson gasped.

"Don't you really know?" he enquired, skeptically.

"Oh, come to think about it, I remember reading about your boss getting indicted for conspiracy or something in the meat business," admitted the man. "How did he come out?"

"Absolutely innocent, of course."

"By golly, he must be a slick one, eh? Well, young feller, I just placed my business with Pankinton's man—been doing it for twenty years—and I don't think I've got anything for you."

He hadn't either. Grayson used his best talking points trying to convince him that Pankinton's was not in the same class as Going's, but the old fellow was obdurate.

"I always buy of Pankinton's man," he said. "He's my brother-in-law."

Grayson went out. He had no argument to meet that. He wasn't even the man's forty-second cousin.

That night Grayson sat in an ac-

Hotel Cody

A home for you in
Grand Rapids

Try it

American Plan:—\$2.00, \$2.50
and \$3.00

All Meals 50c

W. P. COX, Mgr.

Like the Little Red
School House in the
poem

Hotel Livingston Grand Rapids

is "half way up the hill."
No more convenient loca-
tion. Just high enough
to catch the freshest,
purest air.

commodation train creeping north toward Delavin, stop 3, and counted up on his fingers: "Two days wasted; nothing to show for it. Where do I get off?"

He got off at Delavin, of course, and it was midnight again. Same old bus, same old hotel, same everything else except the flood. Next morning Grayson went after his business like a hungry bear after honey. Delavin was the center of a big corn country. Corn had been poor last year; a complete crop failure. Two of the stores on Grayson's list had gone out of business. The rest were skating along on thin ice and borrowed money. Only one of them gave an order. His credit was so bad that the credit department turned him down.

Another day gone and nothing done. Grayson was desperate. He resolved that the next town would yield up orders if he had to take it down and choke it into appreciation. He was roused now. He felt that it was up to him to do or die.

"You've got to give me an order," he told the first man that he tackled next day. "You can't afford to turn me down. I can make you a proposition that you wouldn't dare overlook. I'm here to make it to you. I'm going to make it. I'm going to make you a Going & Co. customer."

The man—he was an old grizzled fellow sitting at a dirty desk—listened in patience. Then he spit at a crack.

"You go to —," he growled and resumed his work.

"Be damfido," said Grayson. "Or, if I do, it will be to get your order."

"Go on," said the storekeeper, "I'm busy."

"I'll wait," said Grayson.

"All right," said the man.

Grayson waited. At the end of two hours the storekeeper arose.

"Young man," he said, "I used to go to school with old Going. I wouldn't buy a cent's worth from him if I'd make a thousand by doing it. Don't wear out your pants waiting. It ain't no use, anyhow."

At the end of ten days Grayson, of his own accord, hopped on the limited and came home.

"I'm afraid I'm not cut out for a road man, Mr. Going," he admitted sorrowfully. The old man and the sales manager were together.

"Why not?" they asked together. Grayson told them. "I'm jonahead," said he. "I don't seem to fit in out there. Just look how things have gone with me."

"Tell us," said Going. And then Grayson related the tale of his wanderings, from the bleary eyed boy from the livery stable to the last little order that he had won. He knew what it meant. It meant that he came in off the road and went back to the city department. Yet because the grouch was burning in him, he told it all to the smallest details.

At the end the Old Man turned to the sales manager with a laugh half way up his throat.

"Don't it take you back, Dick," he gurgled, "don't it take you back to your first trip on the road?"

Then they laughed.

"Land," said Going, "when I think

of it—forty years ago—and the first night I was out the stage coach broke an axle between towns and we sat up and froze all night."

"My first customer threw a hammer at me," roared the sales manager. "He mistook me for some one else."

"Then — then my experiences —" stammered Grayson.

"Are a pretty good introduction to life on the road. Go back, my boy, and after you've bucked it for three months and haven't made a go, then begin to worry. Flooded out in his first town! It's too good to keep. Grayson, wait until you've jumped from a second story window in a country hotel fire before you say that Fate's against you on the road. I told you that it would be different."

"And my orders—or rather, the orders I didn't get?"

"Oh, you've done fairly, fairly," said the Old Man.

"It's a long time between floods. You'll not be interfered with again like that for some time. Now go back and kick down the gates that would not open to you."

And Grayson went. Allan Wilson.

Industrial Fair Given By the Jackson Traveling Men.

Jackson, May 17—Jackson Council, No. 57, sets the pace. One of the most notable and successful events in the history of Jackson Council, No. 57, was an industrial fair, held at the coliseum, in our city, April 21, 22, 23 and 24, which was the culmination of a series of five business lectures given in January and February for the purpose of promoting the welfare of Jackson.

These meetings were not only enjoyable, but a decided interest has been aroused among the manufacturers, jobbers, retailers and commercial travelers and the united forces are pulling together for a better Jackson.

As a result a Chamber of Commerce was organized for the promotion of the business interests of our city.

Then the U. C. T.'s decided to put on an Industrial Fair to perpetuate the interest and enthusiasm so well manifested by our manufacturers, business men and citizens by showing up the manufactured products of this city.

While our space was limited, over one hundred manufacturers enthusiastically responded. The booths were artistically decorated and the displays were carefully arranged.

The hall was attractively decorated with bunting and American flags.

The illuminations were displays by our Electric Light Co. and Gas Co. and were magnificent. In fact, no pains were spared in making our hall neat and attractive.

One of the most striking features of these exhibits was the astonishing variety of manufacturing industries that so many of our citizens know so little about.

This illustrates the fact that it is well to take an invoice of your own city at least once a year by holding an Industrial Fair, which encourages loyalty to home products.

A musical programme was rendered

every afternoon and evening by some of our best home talent.

Another great attraction was the baby show each afternoon. There were about 150 babies in the three classes, representing the finest production of Jackson. Elaborate prizes were awarded the winners.

Jackson Council gave a life size statue of Abraham Lincoln to the school that sold the largest number of tickets to the fair. This was a lively contest, the scholars having 14,934 tickets to their credit. This feature alone netted Jackson Council a nice balance on the right side of the ledger. The results of our Industrial Fair are very highly commended by our citizens, business men and also the Chamber of Commerce, which adopted resolutions appreciative of the traveling men, whose aim is to assist in the development of local industries and bringing in new ones.

The following are the Committee who so successfully organized and conducted the Industrial Fair:

- Chairman—F. J. Hanlon.
- Vice-Chairman—M. J. Moore.
- Secretary—F. L. Day.
- Assistant Secretary—N. H. Branch.
- Treasurer—F. A. Aldrich.
- Carl F. Clarke.
- W. B. Burris.
- James Cook.
- A. W. Town.
- W. M. Kelly.
- W. G. Pickell.
- James Sutton.
- W. H. King.
- N. T. Eddy.
- George S. Hawes.
- D. S. Fleming.
- W. J. Olmstead.
- George Green.
- C. A. Jones.
- A. H. Brower.

The Committee to Award Statue were the editors of our city papers—M. W. Whittaker, John George, James G. Henley, Myron Tarbox and Rudolph Worch.

The Jackson high school won the statue. F. L. Day.

Organization of Morley Mercantile Co.

The Morley Mercantile Co. has been organized with a capital stock of \$15,000, of which \$13,500 has been subscribed, as follows:

- Wm. F. Turner\$6,000
- Frank S. Coleman 2,000
- C. W. Crimmins 1,000
- B. S. Davenport 1,000
- Wm. B. Holden 1,000
- F. Ludington 1,000
- Samuel W. Simmons 1,000
- S. Frederick Lockwood ... 500

The directors are Wm. F. Turner, C. W. Crimmins, Frank S. Coleman, B. S. Davenport and Wm. B. Holden.

The officers are as follows:
 President—Frank S. Coleman.
 Vice-President—C. W. Crimmins.
 Secretary and Treasurer—Wm. F. Turner.

The corporation has acquired the general stock and undertaking establishment of L. S. Turner and the general stock and buildings of C. W. Crimmins and will continue the business in the Crimmins buildings.

Movements of Working Gideons.

Detroit, May 17—Ohio held her State convention at Columbus on May 7 and 8 and elected the following officers: M. P. Ashbrook, President; F. W. VanHouten, Vice-President; Frank Morrell, Secretary and Treasurer; A. B. Skipton, Chaplain. A banquet followed the business session of Saturday afternoon, being served at the Norwich Hotel. Sunday morning the 9:30 services at the State penitentiary were taken charge of by the Gideons, assisted by a choir of thirty voices, which had come over from Zanesville by invitation of Ex-President Skipton. Fine music was furnished and, with several of the boys as speakers, a very pleasant service was enjoyed. This was followed by the 10:30 regular service, at which Commander Booth, of the Volunteers of America, preached for an hour to a room filled to the doors—1,700 prisoners, thirty of whom were women, with the galleries filled with visitors. At 3 p. m. a mass meeting was held at the Y. M. C. A. and addressed by Rev. Dr. Cutten, of the First M. E. church. The evening service was held at the First Baptist church, where the Bible in hotel work was presented. About twenty Gideons were present and so well were they pleased that it was decided to hold next year's convention at the same place, which will make the third in succession at this popular and growing city.

W. F. Parmelee, of Kalamazoo, was in attendance at the Ohio State convention of Gideons and afforded those present a treat in the recitation of some of his poetry. Fifty-three years of service as a commercial traveler has earned him an enviable reputation as a successful and kind-hearted "drummer."

M. C. McBrayne, formerly of Detroit, but later of New Haven, Conn., has located at Columbus, Ohio, and the Gideons there will have some strong help because of him. His family has increased one since leaving Michigan, a daughter having arrived.

Griswold House service was led by Chas. M. Smith and was favored by a brother Gideon, Mr. Reeves, of Philadelphia, who spoke very entertainingly. Mrs. Webb sang and about twenty enjoyed a very profitable service.

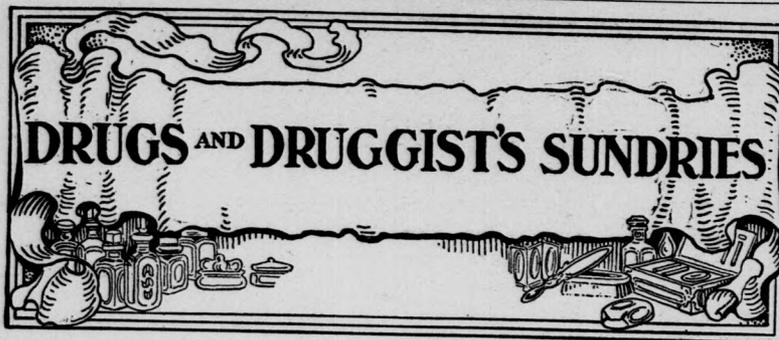
The service at the Highland Park Presbyterian church next Sunday night will be in charge of the Gideons for the purpose of presenting the Bible in hotel work. Nearly sufficient funds are on hand for the placing of Bibles in another of the larger hotels and it is hoped the same may soon be realized.

Charles M. Smith.

Was a Good Collector.

Giving the name of J. M. Armstrong and residence Detroit a stranger in Muskegon has been victimizing various business men in collecting their accounts. He stated that he represented a collection agency and secured many accounts but neglected to return any collections.

If a wife refuses to divorce her dyspeptic husband—that is love.



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.

Returning Empties.

Cans in which turpentine, alcohol, crude carbolic acid, etc., have been shipped should not be cast aside when empty nor sold for a small fraction of their cost as is sometimes done, but when a sufficient number are collected, along with the pint, quart, and half-gallon bottles which originally contained C. P. acids, volatile oils and similar drugs, they may be returned to the jobber for refilling. The amount saved in this manner may at first seem insignificant, but in the course of a year the total will add very materially to the profits of that year.

Boxes in which goods are received are frequently broken up for kindling, given away or sold for almost nothing, whereas, if the lids are carefully removed when opening boxes by the use of a nail puller, not only will the boxes be left in good condition, but enough nails may thus be obtained for the odd jobs of carpentering around the store. When a sufficient number of boxes are collected they may be returned to your jobber, who will give you cash or credit therefor.

A good plan would be to combine a shipment of cans, bottles, etc., before spoken of with your shipment of boxes and thus get a better freight rate.

If, however, the druggist is a great distance from his jobber and his freight rates are very high, this would probably not be very profitable, it being understood of course that the sender must pay freight on such shipments to his wholesale house.

A druggist who is within fifty or sixty miles of his jobber needs but to try the plan to realize the amount which may thus be saved.

Clyde Huston.

Salesmanship in Pharmacy.

At the last meeting of the Pennsylvania Pharmaceutical Association Jas. S. Gleghorn took up the subject of salesmanship. He cited two or three hypothetical cases which illustrate the need of cultivating the art:

"A customer comes into your store for five cents' worth of Epsom salt.

Do you try to sell him a pound at ten cents instead? Why don't you? The cut-rate druggist would. Another customer comes into your store for a ten-cent bottle of spirit of camphor. Do you try to sell him a twenty-five cent bottle? Why don't you? The cut-rate druggist would.

"Another customer comes in for a bottle of So-and-So's cough cure, and you have both the twenty-five and fifty-cent size in stock. Which do you try to sell, the fifty-cent size? The cut-rate druggist would. Do you see the money you are losing through not cultivating salesmanship?

"Customers frequently come into stores and simply ask for a box of cascades, not thinking of the size desired. Nine times out of ten the pharmacist will enquire whether they want a ten-cent box. Wouldn't it be just as easy to ask them whether they want a twenty-five or fifty-cent box? The cut-rate druggist would. Would not a salesmanship course be a good thing for most pharmacists? The query really answers itself."

The Right and Wrong Way To Dress Windows.

Elevate the window display. Raise in order that people walking by or passing on the street cars can see the goods. Men and women are too preoccupied with their own affairs to really inspect a drug store trim. An exhibit set on the floor of the window may serve to entertain the curious boys who loiter about the store front, or it may possibly minister to the pleasure of the clerk who likes to admire his own handiwork. But that is as far as it goes. The people who really buy the lotions, hair tonics and toilet articles on display have not time to examine the bottom of the window for what it may contain. They look, they read on the run. A floor display does not catch their eye. Goods must set above the base of the window if they are to invite inspection.

Now we don't recommend the other extreme of literally plastering the window pane with goods. That won't do. It is poor taste unless the packages are dainty and attractive. We advise a scheme quite common in mercantile stores but all too rare in the pharmacy, namely, a set of glass shelves supported by nicked steel frames. This makes a beautiful, simple setting for popular specialties. The method of building trims on boxes covered with cloth or paper has much to commend it, but if a store is to have clean, immaculate windows, with displays visible to people walking near the curbstone, or riding by on street cars, glass shelves are the only resource.—Bulletin of Pharmacy.

Method of Removing Fixed Stoppers.

Prof. Johnston says: Reagent bottles holding caustic alkalies, alkaline carbonates, etc., very frequently become fixed, and the usual method has been to tap the stopper with a wooden block, or the application of heat to the neck, or a combination of both. Results are poor in certain cases, and often result in the fracture of the neck. The inverse process may be used to advantage. In other words, freeze the stopper, thus causing a contraction of the stopper from the neck. The bottles which I used for experiment had failed to open under the heating and tapping and were bad cases of fixed stoppers. The bottles held sodium carbonate, that had formed sodium silicate, an excellent cement, and so were firmly fixed. They were inverted in a mixture of crushed ice and calcium chloride, taking care that the freezing solution did not touch the lips of the bottles. After standing twenty minutes each stopper was removed without the slightest exertion. This is the neatest and safest way to remove stoppers from bromide bottles and other corrosive chemicals.

Formula for Peptonized Beef, Wine and Iron.

It seems to us that it would be a simple matter to construct a suitable formula. The citrochloride of iron ordinarily used could be displaced with a solution of iron peptonate. A good working formula for solution of iron peptonate is the following:

Pepsin, scale30 grs.

Dried egg albumin10 drs.
 Simple syrup 4 ozs.
 Solution of dialysed iron 11¼ ozs.
 Brandy 11½ ozs.
 Distilled water, enough to make125 ozs.

Dissolve the albumin in 25 ounces of water, add the pepsin and digest for four hours at 104 degrees F. Mix the syrup and solution of iron with 70 ounces of water, then add to the pepsin solution and heat to 194 degrees F. Cool, add the brandy and sufficient water to make up to 125 fluid ounces. Set aside for eight days and then decant the clear solution.

Randolph Reid.

Formula for Compound Spirit of Wormwood.

1. Wormwood40 ozs.
 Juniper berries1 oz.
 Cinnamon½ oz.
 Angelica root½ oz.
 Alcohol 32 ozs.
 Water 17 ozs.

Reduce the drugs to a coarse powder, macerate for a week with the mixture of alcohol and water, place into a still and distill 40 fluid ounces.

2. Wormwood1½ ozs.
 Blessed thistle¼ oz.
 Gelangal root¼ oz.
 Orange berries¼ oz.
 Diluted alcohol sufficient.

Reduce the drugs to powder, and extract by percolation with diluted alcohol so as to obtain 16 fluid ounces of the product. R. E. Johnson.

It is better to blurt out the truth than to set a lie to soft music.

Liquor Register System

For Use In
 Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

Tradesman Company
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccas, Balsamum, Copalba, Cortex, Extractum, Flora, Folia, Gummi, Semen, Spiritus, and Magnesia.

Table listing various oils and other products, including categories like Oils, Vanilla, Zinc Sulph, and various medicinal oils.

Grand Rapids Stationery Co. advertisement listing products like HAMMOCKS, SPORTING GOODS, FIRE WORKS, and SCHOOL SUPPLIES, located at 134-136 E. Fulton St.

Tradesman Company advertisement featuring an illustration of a man and listing services like Engravers and Printers, located in Grand Rapids, Mich.

Large advertisement for Walrus Soda Fountains, featuring the headline 'A New Departure' and 'We are agents for the Walrus Soda Fountains', with contact information for Hazeltine & Perkins Drug Co.

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

Index to Markets By Columns

Table listing various grocery items and their prices, organized by column (A through Y).

Table listing various grocery items and their prices, organized by column (1 through 5).

Table listing various grocery items and their prices, organized by column (6 through 10).

Table listing various grocery items and their prices, organized by column (11 through 15).

Table listing various grocery items and their prices, organized by column (16 through 20).

Table listing various grocery items and their prices, organized by column (21 through 25).

6	
Spring Wheat Flour	
Roy Baker's Brand	
Golden Horn, family	6 60
Golden Horn, bakers	6 50
Duluth Imperial	6 50
Wisconsin Rye	5 00
Judson Grocer Co.'s Brand	
Ceresota, 1/2s	7 00
Ceresota, 1/4s	6 90
Ceresota, 1/8s	6 80
Lemon & Wheeler's Brand	
Wingold, 1/2s	6 90
Wingold, 1/4s	6 80
Wingold, 1/8s	6 70
Worden Grocer Co.'s Brand	
Laurel, 1/2s cloth	6 70
Laurel, 1/4s cloth	6 60
Laurel, 1/8s cloth	6 50
Voigt Milling Co.'s Brand	
Voigt's Crescent	7 20
Voigt's Flour	7 20
Voigt's Hygienic	
Graham	6 10
Voigt's Royal	7 70
Wykes & Co.	
Sleepy Eye, 1/2s cloth	6 80
Sleepy Eye, 1/4s cloth	6 70
Sleepy Eye, 1/8s cloth	6 60
Sleepy Eye, 1/2s paper	6 60
Sleepy Eye, 1/4s paper	6 60
Meal	
Bolted	4 20
Golden Granulated	4 30
St. Car Feed screened	31 00
No. 1 Corn and Oats	31 00
Corn, cracked	29 50
Corn Meal, coarse	29 50
Winter Wheat Bran	29 00
Middlings	30 00
Buffalo Gluten Feed	33 00
Dairy Feeds	
Wykes & Co.	
O P Linseed Meal	34 00
O P Laxo-Cake Meal	31 50
Ottomseed Meal	31 00
Gluten Feed	29 00
Malt Sprouts	25 00
Brewer's Grains	28 00
Hammond Dairy Feed	25 00
Alfalfa Meal	26 00
Oats	
Michigan carlots	59
Less than carlots	61
Corn	
Carlots	77
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.	25
15 lb. pails, per pail	55
30 lb. pails, per pail	98
LICORICE	
Pure	30
Calabria	25
Sicily	14
Root	11
MATCHES	
C. D. Crittenden Co.	
Noiseless Tip	4 50@4 75
MOLASSES	
New Orleans	
Fancy Open Kettle	40
Choice	35
Good	22
Fair	20
Half barrels 2c extra	
MUSTARD	
Per case	2 90
OLIVES	
Bulk, 1 gal. kegs 1 40@1 50	
Bulk, 2 gal. kegs 1 35@1 45	
Bulk, 5 gal. kegs 1 25@1 40	
Manzanilla, 3 oz.	75
Queen, pints	2 50
Queen, 19 oz.	4 50
Queen, 28 oz.	7 00
Stuffed, 5 oz.	90
Stuffed, 3 oz.	1 45
Stuffed, 10 oz.	2 40
PIPES	
Clay, No. 216 per box	1 25
Clay, T. D., full count	60
Cob	90
PICKLES	
Medium	1,200 count 6 00
Half bbls., 600 count	3 50
Small	
Half bbls., 1,200 count	4 50
PLAYING CARDS	
No. 90 Steamboat	85
No. 15, Riva, assorted	1 25
No. 20 Rover, enam'd	1 50
No. 572, Special	1 75
No. 98 Golf, satin fin.	2 00
No. 808 Bicycle	2 00
No. 632 Tour'n't whist	2 25
POTASH	
Babbitt's	
Mess, new	19 00
Clear Back	20 00
Short Cut	19 50
Short Cut Clear	19 50
Bean	16 50
Brisket, Clear	18 00
Fig	24 30
Clear Family	16 50
Dry Salt Meats	
S. P. Bellies	12
Bellies	12
Extra Shorts Clear	11%

7	
Lard	
Pure in tierces	12
Compound Lard	8 1/2
80 lb. tubs, advance	7 1/2
50 lb. tubs, advance	7 1/2
20 lb. tins, advance	7 1/2
10 lb. pails, advance	7 1/2
5 lb. pails, advance	7 1/2
8 lb. pails, advance	7 1/2
Smoked Meats	
Hams, 12 lb. average	12 1/2
Hams, 14 lb. average	12 1/2
Hams, 16 lb. average	12 1/2
Hams, 18 lb. average	12 1/2
Skinned Hams	13 1/2
Ham, dried beef sets	13 1/2
California Hams	9
Picnic Boiled Hams	14
Boiled Ham	20
Berlin Ham, pressed	10
Mined Ham	10
Bacon	12 1/2@13
Sausages	
Bologna	4
Liver	4
Frankfort	9
Pork	9
Veal	7
Tongue	7
Headcheese	7
Leaf	
Boneless	12 00
Rump, new	13 00
Pig's Feet	
1/2 bbls.	1 00
1/4 bbls., 40 lbs.	1 80
1/2 bbls.	3 80
1 bbl.	8 00
Tripe	
Kits, 15 lbs.	80
7 bbls., 40 lbs.	1 60
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, 1 lb.	2 50
Potted ham, 1/2s	50
Potted ham, 1/4s	50
Deviled ham, 1/2s	50
Deviled ham, 1/4s	50
Potted tongue, 1/2s	50
Potted tongue, 1/4s	50
RICE	
Fancy	7 @ 7 1/2
Japan	5 1/2 @ 6 1/2
Broken	5 1/2 @ 6 1/2
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Spider's, large, 1 doz.	2 25
Spider's, small, 2 doz.	1 85
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 3/4s	3 00
SAL SODA	
Granulated, bbls.	85
Granulated, 100 lbs. cs.	1 00
Lump, bbls.	80
Lump, 145 lb. kegs	95
SALT	
Common Grades	
100 3 lb. sacks	2 25
60 5 lb. sacks	2 15
28 10 1/2 lb. sacks	2 05
56 lb. sacks	3 22
28 lb. sacks	17
Warsaw	
56 lb. dairy in drill bags	20
28 lb. dairy in drill bags	20
Solar Rock	24
56 lb. sacks	24
Common	
Granulated, fine	80
Medium, fine	85
SALT FISH	
Cod	
Large whole	@ 7
Small whole	@ 6 1/2
Strips or bricks	7 1/2@10 1/2
Pollock	@ 5
Halibut	
Strips	14
Chunks	15
Holland Herring	
Pollock	@ 4
White Hp. bbls.	8 50@9 50
White Hp. 1/2 bbls.	4 50@5 25
White Hoop mchs.	60@ 75
Norwegian	
Round, 100 lbs.	3 75
Round, 40 lbs.	1 90
Sealed	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 @ 8 50
50 lbs.	5 25 @ 4 99

8	
10 lbs.	1 12 55
8 lbs.	92 48
SEEDS	
Anise	10
Canary, Smyrna	4 1/2
Caraway	10
Cardamom, Malabar	1 00
Celery	15
Hemp, Russian	4 1/2
Mixed Bird	4
Mustard, white	10
Poppy	9
Tape	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 Kappie in jars	43
SOAP	
J. S. Kirk & Co.	
American Family	4 00
Dusky Diamond, 50 8oz	2 80
Dusky D'nd, 100 6 oz.	3 80
Jap Rose, 50 bars	3 20
Savon Imperial	3 00
White Russian	3 15
Dome, oval bars	3 00
Satinet, oval	2 70
Snowberry, 100 cakes	4 00
Proctor & Gamble Co.	
Lenox	3 00
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 00
Lautz Bros. & Co.	
Acme, 70 bars	2 80
Acme, 25 bars	4 00
Acme, 100 cakes	3 25
Big Master, 70 bars	2 80
Marseilles, 100 cakes	5 80
Marseilles, 100 cakes 5c	4 00
Marseilles, 100 ck. toil.	4 00
Marseilles, 1/2bx toilet	2 10
A. B. Whisley	
Good Cheer	4 00
Old Country	3 40
Soap Powders	
Lautz Bros. & Co.	
Snow Boy	4 00
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	3 80
Pearline	3 75
Soapine	4 15
Babbitt's 1776	3 75
Roseine	3 50
Armour's	3 70
Wisdom	3 80
Soap Compounds	
Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	3 25
Rub-No-More	3 75
Scouring	
Enoch Morgan's Sons.	
Sapolo, gross lots	9 00
Sapolo, half gro. lots	4 50
Sapolo, single boxes	2 25
Sapolo, 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	18
Cassia, Batavia, bund.	26
Cassia, Saigon, broken.	40
Cassia, Saigon, in rolls.	55
Cloves, Amboyra	22
Cloves, Zanzibar	16
Mace	55
Nutmegs, 75-80	25
Nutmegs, 105-10	20
Nutmegs, 115-20	20
Pepper, Singapore, blk.	15
Pepper, Singap. white.	25
Pepper, shot	17
Pure Ground in Bulk	
Allspice	14
Cassia, Batavia	28
Cassia, Saigon	55
Cloves, Zanzibar	24
Ginger, African	15
Ginger, Cochin	18
Ginger, Jamaica	25
Mace	55
Mustard	17
Pepper, Singapore, blk.	17
Pepper, Singap. white.	28
Pepper, Cayenne	20
Sage	20
STARH	
Corn	
Kingsford, 40 lbs.	7 1/2
Muzzy, 20 lbs.	5 1/2
Muzzy, 40 lbs.	5
Gloss	
Kingsford	7 1/2
Silver Gloss, 40 lbs.	7 1/2
Silver Gloss, 16 3lbs.	6 1/2
Silver Gloss, 12 6lbs.	8 1/2
Muzzy	
48 lb. packages	5
16 5lb. packages	4 1/2
12 6lb. packages	6
50lb. boxes	4
SYRUPS	
Corn	
Barrels	31
Half barrels	33
20lb. cans 1/2 dz. in ca.	2 10
10lb. cans 1/2 dz. in ca.	1 95
5lb. cans 1/2 dz. in ca.	1 95
3 1/2lb. cans 1/2 dz. in ca.	1 15

9	
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	
Moynue, medium	30
Moynue, choice	32
Moynue, fancy	40
Pingsuey, medium	30
Pingsuey, choice	30
Pingsuey, fancy	40
Young Hyson	
Choice	30
Fancy	36
Oolong	
Formosa, fancy	42
Amoy, medium	25
Amoy, choice	32
English Breakfast	
Medium	20
Choice	30
Fancy	40
India	
Ceylon, choice	32
Fancy	42
TOBACCO	
Fine Cut	
Cadillac	54
Sweet Loma	34
Hawatha, 5lb. pails.	55
Telegram	30
Pay Car	33
Prairie Rose	49
Protection	40
Sweet Burley	41
Tiger	41
Plug	
Red Cross	31
Palo	35
Hawatha	41
Kylo	35
Battle Ax	37
American Eagle	33
Standard Navy	37
Spear Head, 7 oz.	47
Spear Head, 14 1/2 oz.	44
Nobby Twist	55
Jolly Tar	39
Old Honesty	43
Toddy	34
J. T.	33
Piper Heidsick	69
Boot Jack	86
Honey Dip Twist	40
Black Standard	40
Cadillac	40
Forge	34
Nickel Twist	52
Mill	32
Great Navy	36
Smoking	
Sweet Core	34
Warpath	32
Bamboo	26
I X L, 5lb.	27
I X L, 15 lb. pails	31
Honey Dew	40
Flagman	40
Chips	40
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	43
Myrtle Navy	44
Yum Yum, 1 1/2 oz.	39
Yum, Yum, 1lb. pails	40
Cream	38
Corn Cake, 2 1/2 oz.	26
Corn Cake, 1lb.	22
Flow Boy, 1 1/2 oz.	39
Flow Boy, 3 1/2 oz.	39
Peerless, 3 1/2 oz.	35
Peerless, 1 1/2 oz.	39
Air Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	25
Good Indian	15
Self Binder, 16oz. 8oz. 20-22	
Silver Foam	24
Sweet Marie	32
Royal Smoke	42
TWINE	
Cotton, 3 ply	20
Cotton, 4 ply	20
June, 2 ply	14
Hemp, 6 ply	13
Flax, medium N	24
Wool, 1 lb. balls	8
VINEGAR	
State Seal	12
Oakland apple cider	14
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	1 10
Bushels, wide band	1 25
Market	20
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

10	
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,	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass7 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds7 @ 8 1/2
Chucks6 @ 7 1/2
Plates@ 5 1/2
Livers@ 6

Pork

Loins@ 14
Dressed@ 9
Boston Butts@ 12 1/2
Shoulders@ 10 1/2
Leaf Lard@ 12
Pork Trimmings@ 9

Mutton

Carcass@ 10
Lamb@ 15
Spring Lamb@ 15

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
60ft.1 35
80ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 9e
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.....
White House, 2lb.....
Excelsior, M & J, 1lb.....
Excelsior, M & J, 2lb.....
Tip Top, M & J, 1lb.....
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids. Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

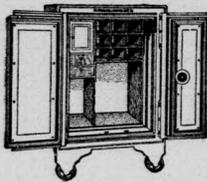
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. ..1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large3 75
Halford, small2 25

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 Wizzard Buckwheat Flour. Send us your buckwheat grain; we pay highest market price.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

ELECTROTYPES

DUPLICATES OF ENGRAVINGS & TYPE FORMS SINGLY OR IN QUANTITY TRADESMAN CO. GRAND RAPIDS, MICH.

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company Grand Rapids

Use Tradesman Coupon Books

Made by

Tradesman Company
Grand Rapids, Mich

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—General store, stock and fixtures about \$3,500, located in a thriving farming community. No competition. On railroad, good market. Good reason for selling. Address Hansen, Miller, Mich. 631

For Sale—General merchandise stock, buildings, etc. Value \$10,000. \$7,000 will buy it if sold soon. Good clean stock. Good location, etc., and has always paid a good profit. Good reasons for selling. Address Box 111, Kneeland, Oscoda Co., Mich. 630

For Sale At a Bargain—A staple stock of general merchandise and store building, solid brick block, two stories high, with two living rooms in rear. Six large rooms upstairs and warehouse. In one of the best farming and fruit sections in Western Michigan. For particulars enquire of Dr. L. Barth, Grand Rapids, Mich. 629

Let me start you in a pleasant, profitable manufacturing business of your own. No mechanical ability, experience or capital required. I supply all material, teach you how to do the work and assist you in selling the goods. Exclusive territory, good profits, big demand. Be your own boss. Write to-day and secure your territory. H. M. Sheer, Dept. 305, Quincy, Ill. 628

Geo. W. Langford, Aberdeen, South Dakota, sells land, makes loans and exchanges. Highest references. 627

For Sale—An \$8,000 boot and shoe stock, well located in Indiana city of 6,000. Pays \$4,000 annually in profits. Stock absolutely clean, no old goods. John W. Holmes Co., Portland, Ind. 626

For Sale—150 men's suits at 75c on the dollar. Most of them new stylish garments. Sizes from 35 to 40. Address No. 625, care Tradesman. 625

Miscellaneous—Merchants or parties looking for business locations will find splendid opportunities in Washington and Idaho, near Spokane. Write for information to P. O. Box 1441, Spokane, Wash. 624

Fine location for dry goods in Portland, Michigan. Address Dale A. Smith, Security Bank Bldg., Minneapolis, Minn., or enquire at Webber Bank, Portland, Mich. 623

For Sale or Exchange—Ill health compels me to dispose of my \$8,000 to \$12,000 stock general merchandise, nice up-to-date stock. Good business, splendid location, excellent chance. Best town in northwestern Ohio. Will divide stock to suit. Want city property or farm. Fully describe your property. B. G. Reed, Payne, Ohio. 622

For Sale—Good clean stock of general merchandise about \$5,000, fixtures \$1,000, store buildings and valuable lots \$3,000. All at a bargain for cash only. Town about 400, good public schools, grain elevator and flouring mill, churches, factory and surrounded by the finest fruit and farming land in Michigan. Address C. M. C., care Michigan Tradesman. 621

For Sale—General stock near Grand Rapids on railroad. Enquire of Judson Grocer Co., Grand Rapids, Mich. 632

For Exchange—Splendid 40 acre fruit farm near South Haven. Eleven room residence, barn, 30 acres in fruit. Will exchange for residence property or grocery stock anywhere but it must be clear. A. L. Cornelius, Syracuse, Ind. 619

For Rent—Best dry goods location in Elgin, Ill., for rent and fixtures for sale. Will move or sell stock. For particulars enquire at 4755 Lake Avenue, Chicago, Ill. 618

For Sale—Cigar, tobacco, pipe and candy store. Lunch counter in connection. Well established business. Good reason for selling. Address No. 617, care Michigan Tradesman. 617

Drug and grocery stock for sale; inventories \$2,500; owner wishes to sell on account of poor health. A. G. Holmes, Vernon, Mich. 615

I will tell you of a profitable business. One in which the profits are large and the chances of success exceptional. I also know of many good openings for retail stores which I will be glad to tell you of, if you will write me to-day. Edward B. Moon, 14 W. Lake St., Chicago. 613

The only vacant store building in good town for \$700. J. L. Shigley, LeRoy Mich. 612

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—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

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

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—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

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 1 1/2 miles from town, with two railroads. Address H. T. Poppen, Dept. Store, Peoria, Ill. 591

Half sleeves for everybody. Made of good black satteen, 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

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

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

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

Wanted—By September, in Michigan, best location for dry goods. Vacant store preferred. Will consider clean stock. Address Merchant, care Michigan Tradesman. 585

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

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 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

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—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

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, Moorestown, Mich. 482

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

HELP WANTED.

Wanted—Salesman with trade, to sell fancy vests in Ohio, Michigan and Indiana. Resident man preferred. Address A. B. Falk & Son, 16 Waverly Place, New York City. 620

Salesmen to call upon drug and shoe stores, with a live article. Can be carried as a regular or sideline. J. E. Nargan, Kalamazoo, Mich. 614

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. 247

Want Ads. continued on next page.

Here Is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

BAR THEM OUT.

With the approach of the summer months there are few cities or villages which are not down on the respective itineraries of the various traveling street carnival combinations, and already city and town councils are being appealed to by representatives of such organizations for the use of street and police and fire protection gratis.

As a rule this means a monopoly of the main business thoroughfare and its intersections for a week, or, if a town has an old fashioned court house park in its center, the control of that area for a like period is included.

The specious argument that street fairs or carnivals or whatever high sounding title may be adopted are good things for a town because they offer recreation, attract business and leave more money in town than they take away is nonsensical.

The amusement provided is of the cheapest quality and is often very questionable in character and by autocratic exercise of license it breeds outrageous and harmful behavior on the part of nearly all who participate, auditors as well as fakirs.

Almost innumerable are the records of homes broken up, of sons and daughters lured away and lost, of material losses to householders, business enterprises and municipalities because of the advent of these miserable apologies for entertainment.

For these reasons and because the counterfeit excitement and bustle they create for a few days invariably precipitate immediately thereafter weeks of inactivity and business stagnation, the officials and citizens of every village and city should turn down hard every appeal to them in behalf of all such adventures. And it is well to bear in mind in this connection that the smooth, sycophantic, genial and absolutely unscrupulous advance representatives of such propositions can not make a promise which their managers will feel in duty bound to carry out to the letter.

The Country Merchant an Essential Factor in Distribution.

In merchandising the element of distribution is paramount—always.

The manufacturer who makes goods but does nothing towards pushing them beyond the jobber and wholesaler has become a fossil in commercial geology—and that's only another way of classifying him with the uninteresting "dead ones."

The problem of distribution vitally concerns the manufacturer, the jobber, the wholesaler and the retailer, because all are concerned in selling goods. Merchandise in a warehouse isn't sold; merchandise on the wholesaler's counters isn't sold; merchandise on the country store keeper's shelves isn't sold. The ultimate consumer is the man who actually buys the merchandise and he is the man to whom the manufacturer of to-day must appeal.

In solving the problem of distribution and reaching the ultimate consumer, there are two well-defined, widely-separated methods of proce-

sure. One is to sell through local dealers, the other to sell by mail. Both methods are legitimate and each has its advantages and disadvantages.

The mail-order selling plan and the ask-your-dealer plan both depend upon the mighty power of advertising to make goods move. And good advertising is as essential and useful in one case as the other, a fact which manufacturers who sell through dealers have been a little slow in discovering.

The country merchant may be worried and irritated by mail-order competitors; he may be provoked into saying things against such competitors which are biased and which react harmfully upon his own business; he may lose patronage to mail-order houses. But, still the country merchant exists. He is there to stay and stay he will, because he is essential to the needs of many manufacturers.

Manufacturers realize that the friendship and good-will of country merchants is a priceless asset to their business. For the home dealer is a power in his community. Folks know he is square and above board and that if he says any particular line of goods is superior, his word and judgment are to be depended upon.

The home merchant helps the manufacturer by displaying his goods attractively; helps the manufacturer by advertising in local papers and by circular letters. He "stands up" for the manufacturer when a pair of shoes or a pair of pants "go wrong" and smooths matters over with the customer, thus keeping him in line. True, he does these things for his own benefit and asks no credit for generosity in helping the manufacturer. But he does ask the co-operation and help of the manufacturer and he usually is farsighted enough to deal only with manufacturers who lend him all the help they can.

The manufacturer who advertises to the consumer goods which are on the home-dealer's shelves becomes a recognized friend of the dealer. That often induces the dealer to spend his own money advertising the manufacturer's goods, provided he has exclusive sale in his territory.

After a shoe dealer has handled a well-known brand of shoes a few years and has identified himself publicly with it, he is not apt to get restless and go to "switching lines." He realizes that he can not afford to lose the prestige of the line of shoes he has already advertised so persistently. He thus becomes, in a measure, dependent upon the shoe manufacturer, as a result of his own and the manufacturer's advertising. He can't and won't take up a new line of footwear so long as the one he has been pushing continues to give fair satisfaction to his customers and fair profit to himself. Good advertising by the manufacturer holds the local dealer in line.

But the country merchant of to-day—the local dealer that no kind of mail-order competition can swamp—is not the cross-roads storekeeper of yesterday. He is the product of

experience and education. He has studied local conditions. He knows it doesn't pay to knock foreign competition; that his customers in many cases know more about mail-order methods than he did himself until he began a systematic study of the subject.

The present-day country merchant has weathered the storm of mail-order methods. He has become an enthusiastic advertiser in his town paper and whenever possible he has lined up with manufacturers who effectively advertise to his customers the goods he sells. He has been forced to adopt mail-order ideas in his own business: to advertise; to systematize and to "get up and hurry."

The country merchant who hasn't done these things, who hasn't awakened to new conditions, has the sheriff's notice on the front door. He is done for. It is sell out or rot out with him. His passing hurts no community. His successful and more intelligent competitor across the street continues to live and prosper.

The enormous and increasing volume of mail-order business does not represent the actual loss to local dealers by any means. Rural districts are becoming more densely settled, more goods are needed and consumed. These goods are distributed through mail-order houses and progressive home merchants, and it can not be said that the latter are losing business or prestige.

Country town editors in many localities are reaping a rich harvest as a result of the great volume of advertising they now carry for home merchants. They often find it difficult to run any news matter at all. A usually newsy 10 page country paper came in last week with nearly 8 pages of well displayed advertising matter, which would indicate that home merchants in that locality are very much alive.

We regard the mail-order business as legitimate and square; we regard the up-to-date home merchant essential to the needs of distribution. Let them all grow and prosper. There is ample room for both in this great productive commonwealth of ours.

J. F. Hurst.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, May 19—Creamery, fresh, 23@26c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 21@21½c.
Live Poultry—Fowls, 16@17c; ducks, 15@17c; geese, 10@11c; old cox, 11c; broilers, 35c; turkeys, 15@20c.

Dressed Poultry—Fowls, 16@17c; old cox, 12@12½c.

Beans—New Marrow, hand-picked, \$2.75@2.85; medium, hand-picked, \$2.75; pea, hand-picked, \$2.80@2.85; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.50@2.65.

Potatoes—90@95c per bu.
Rea & Witzig.

When a man really gets the truth he ceases to believe either of hell or of heaven.

Remains of the Oldest Man Found.

The oldest souvenir of the oldest known man in the world is a remarkable jawbone found in a sand pit near Heidelberg. The jawbone is admirably preserved and has all its teeth. It differs in many regards from known human jaws, actual or fossil. At first sight it recalls the jaw of the gorilla. The general thickness of the bone is almost double that of modern jaws. But the teeth are not so large as those of modern man, and their form is absolutely human. All are pressed closely together and no one is longer than the others. The chin is exceedingly retreating, with prints of the insertions of the tongue muscles pronounced. If the jaw be placed on a horizontal plane its anterior part does not touch the surface.

Is this the jawbone of a man?

Mr. Schoetensack, the German scientist, thinks so, and attributes it to a new species of genus homo, which he calls Homo Heidelbergensis. He thinks this homo was rather a precursor of modern man or even the common ancestor of man and ape. The general aspect of the jaw is that of an ape, while the teeth are human. With the Neanderthal man the teeth were much larger than those of modern homo.

Martin Meyer, formerly engaged in the grocery business on East Fulton street, has opened a grocery store at the corner of West and Courtney streets. The Lemon & Wheeler Company furnished the stock.

Whatever is given by the hand is more than gained by the heart.

Tact without love is only a form of diplomacy.

BUSINESS CHANCES.

For Sale—Clean up-to-date stock of groceries and fixtures in city of 6,000. Doing better than \$1,000 month business. Other business, reason for selling. Address A, 436 W. Main St., Ionia, Mich. 634

Wanted—An experienced traveling shoe salesman for Eastern Michigan. Must have had experience selling shoes to the trade over the territory mentioned. A goodopener for the right man. In answering give full particulars as to road experience. Geo. W. Farnham Co., Buffalo, N. Y. 633

Wanted—Two or three live men with \$2,000 to \$3,000 available capital to go in with me on the ground floor in a town site proposition in Arkansas, large tracts of fine timber with railroad and river bordering proposed site. Oil and gas field close by. Address Geo. W. Sharp, Thompsonville, Mich. 639

For Sale—Complete bakery, confectionery and ice cream business. Best town on G. R. & I. north Grand Rapids. Electric dough mixer, three deck Hubbard oven, new counter fountain, low expense, good trade. Invoices \$1,600. Will sell before May 25 for \$800 cash. Address No. 638, care Tradesman. 638

Wanted—To trade good eighty acre farm for stock general merchandise, to the amount of \$2,000. C. White, Midland, Mich. 637

For Sale—Jewelry stock with fixtures, in one of the best business districts in Grand Rapids, Mich. Good reason for selling. Invoices \$2,000, would reduce to \$750. Address R. H. G., care Michigan Tradesman. 636

Wanted—Young man wants position as clerk in store. Eight years' experience. Best references. A. R. Harvey, Bentley, Mich. 635

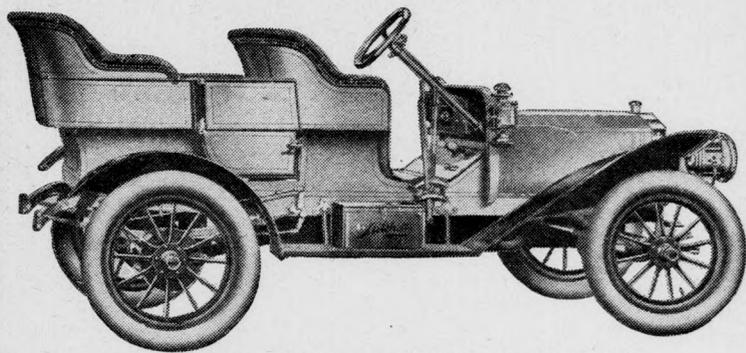
"Economy" Road Rollers and Floats

Recommended by best authorities on road making. Agents wanted among implement dealers in every locality.

F. L. Gaines, 509 Ashton Bldg., Grand Rapids

The Mitchell "30"

The Greatest \$1,500 Car Yet Shown



1909 Mitchell Touring Car, 30 H. P., Model K

Compare the specifications with other cars around the \$1,500 price—any car.

Motor $4\frac{1}{4} \times 4\frac{1}{2}$ —30 H. P.

Transmission, Selective Type—3 Speed.

Wheels—32 x 4.

Wheel base—105 inches.

Color—French gray with red running gear and red upholstery or Mitchell blue with black upholstery.

Body—Metal. Tonneau roomy, seats 3 comfortably and is detachable; options in place of tonneau are surry body, runabout deck or single rumble seat.

Ignition—Battery and \$150 splitdorf magneto.

In addition to the Model K Touring Car there are a \$1,000 Mitchell Runabout and a 40 H. P. seven passenger Touring Car at \$2,000.

Over \$11,000,000 of Mitchell cars have been made and sold in the last seven years. Ask for catalogue.

The Mitchell Agency, Grand Rapids

At the Adams & Hart Garage

47-49 No. Division St.

THE ADVICE OF ONE SUCCESSFUL BUSINESS MAN IS WORTH THE ADVICE OF TWENTY LAWYERS ON A MATTER OF BUSINESS.

There are thousands of up-to-date successful business men using the McCASKEY ACCOUNT REGISTER SYSTEM.

People go to lawyers to get out of trouble.

The McCASKEY SYSTEM keeps you from getting into trouble.

THE McCASKEY CREDIT REGISTER SYSTEM

Eliminates errors and disputes

Stops all forgetting to charge goods

Puts you in complete touch with your business

Pleases your customers

Draws new trade

And will bring in the cash faster than any two-legged collector.

We will gladly give you the names of McCASKEY USERS in your state or locality.

Drop us a postal for information.

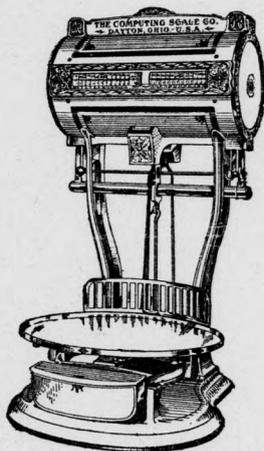
The McCaskey Register Company
Alliance, Ohio

Mfrs. 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

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

We Have Grown, So Can You



Prior to 1868 we were small retail grocers; since that time we have, by persistent and honest efforts, become the largest manufacturers of high-grade ketchup in the world. So you won't lose if you listen to our advice.

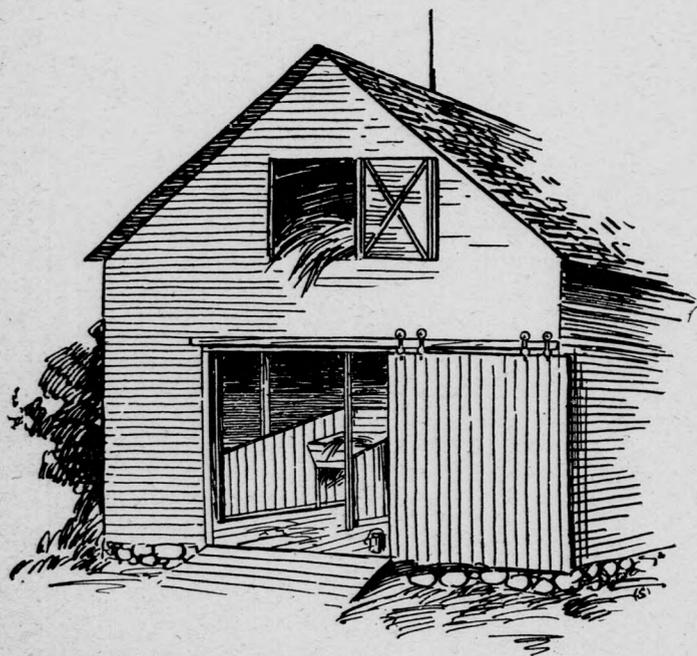
Grocers who sell their customers **BLUE LABEL KETCHUP** are sure of the three things which are most important to them:

- 1.—Satisfying their trade—which means holding it.
- 2.—Getting a good profit—which means **making money**.
- 3.—Being sure their competitors can't take their trade away by giving them something better.

Guaranteed to conform with all the requirements of the Federal Pure Food Law.

CURTICE BROTHERS CO.
ROCHESTER, N. Y.

Lock The Door And Save The Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.