

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 30, 1909

Number 1345

The Country Is God's

The glare of the city surrounds me,
The crash and the tumult and strife;
The strenuous hurry and worry
That mark what the world knows as Life.

Ten years of successes and failures,
Ten years 'mid the din of the town,
But my heart holds forever a picture
That city or years ne'er can drown.

The picture, you ask, of the city?
Ah, no! But I'll paint you the scene:
An old country home wrapped in silence
And bathed in the moon's golden sheen,

Afar from the noise of the city,
Afar from the shimmer and glow,
But years fleeting fast have not deadened
The gleam of the gold on the snow.

No artist could pencil the glory
That fell from the heavens that night
On a world clothed in purity ever,
In purity solemn and white.

Drifts, drifts on the hillside and farmhouse,
White drifts on the meadow and lea,
With the glory of God brooding o'er them
And casting its spell over me.

Ah! the city may lure and attract us,
But the country is God's. It is rife
With the peace and the sanctified service
Which mark what His angels call Life.

Iva A. Clute.

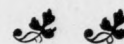
Go to Work

When despair's sharp edge is near,
Go to work.
When your mind is racked with fear,
Go to work.
When you're brooding o'er the past,
When the sky is overcast,
Troubles coming thick and fast,
Go to work.

When you think you've reached the end,
Go to work.
When you haven't e'en a friend,
Go to work.
When you can't see light ahead,
When your utmost hope is fled,
Don't lie moping in your bed,
Go to work.

Or, to speak in current phrase,
Get a move.
If you have no place to graze,
Get busy.
Take this pointer from me, pard,
When you're feelin' awful jarred,
Up against it good and hard,
Hump yourself.

Ellis O. Jones.



The first reformer in any movement has to meet
with such a hard opposition, and gets so battered
and bespattered, that afterward, when people find
they have to accept his reform, they will accept it
more easily from another man.

Lincoln.

Policyholders Service & Adjustment Co., Detroit, Michigan

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

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

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

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

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

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598

Every Cake



of FLEISCHMANN'S

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

The Fleischmann Co.,

of Michigan

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

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

Pure Cider Vinegar

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

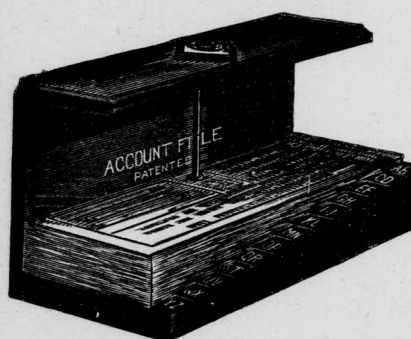
The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

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

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 30, 1909

Number 1345

SPECIAL FEATURES.

1. Page.
2. Fall Furniture.
3. Character Building.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Window Trimming.
7. Shut Out.
8. Editorial.
9. Making a Big Profit.
10. Butter, Eggs and Provisions.
11. New York Market.
12. Woman's World.
13. Use the Bank.
14. Shoes.
15. Bargain Basements.
16. Character as Capital.
17. Florida Fish.
18. A Single Idea.
19. One Price.
20. The Fourth at Holt.
21. Dry Goods.
22. Commercial Traveler.
23. Drugs.
24. Grocery Price Current.
25. Special Price Current.

A CALIFORNIAN'S VIEWS.

"New England is a delightful section of the country to visit, and if a Westerner, accustomed to Western ways, is in a hurry he can turn the trick in about two days because the whole of New England isn't bigger'n one of our counties." Thus spake a California furniture buyer who had passed two weeks Down East.

"And," he continued, "one can get from almost anywhere to anywhere else down there at any time of night or day, the trains and trolley cars being thicker'n fleas. But for all that the country is not prepossessing—to a Western man. They're too all-fired well pleased with themselves, even the sleepy-eyed, hopeless looking farmers at once assuming a patronizing air when a stranger addresses them."

"Say, you've seen the play that has 'Josh Whitcomb' in it? Well, 'Josh' is typical of the better class of New England farmers. Compared with the average I saw during a three-day motor trip from Portland to Hartford, 'Josh' is a perfect whirlwind of alertness and up-to-dateness.

"And another thing: I think you have some pretty poor and unattractive stores in the Central States, Michigan and the rest, especially by comparison with what you can see in Colorado, Washington, Oregon and California; but you're not in it with New England for dismal, dark and forbidding store buildings. Actually, one afternoon—and a bright afternoon at that—in a New Hampshire town I was obliged to buy goods by lamplight. I asked the merchant why he didn't burn gas or electricity—the trolley line passed his door—and he guessed the expense was too great for his trade. I agreed with him.

"But, say, I want to tell you one thing: Grand Rapids has it over all of us, East or West, on lighting her retail streets. Beats anything I ever saw anywhere. Out of mere curiosity I asked one of your leading merchants as to the expense of the thing, and he told me that it cost his firm only \$12 a month, and then he vol-

unteered the information that they looked upon the expense as the best advertising outlay they indulged in. Every time I come here—and I have been coming annually since 1901—I am more and more impressed with the wonderful midsummer beauty of the town. It can't be beat. Say, what kind of a looking town is Grand Rapids in the winter? I have never happened to come here in the winter."

And the interviewer skillfully evaded the subject by asking the gentleman about the Seattle exhibition.

His answer was: "It's the most original, most compact, most purely American and most satisfying display of such a character the world has ever witnessed."

SEEKING A RETRACTION.

Recently a reputable, well-meaning business man visited the editor of the local paper in a Western Michigan town to tell him that he had seen "a piece in the paper that made him angry," and to suggest that he was "curious to know who wrote it."

The editor explained that journalistic ethics prohibited the giving out of such information and concluded: "I don't know the particular article that roiled you, but I am the editor of the paper and am legally responsible for whatever appears in its columns."

"Hang your journalistic ethics," said the visitor, at which the editor came back with, "Hang you and your curiosity."

Then followed a threat to take out his advertisement and to stop taking the paper, and finally, as these dreadful menaces did not seem to disturb the editor, the business man said he would begin a suit for libel and see if a measly blackmailing sheet could go on undisturbed slandering good citizens. Then, with a great show of sure conviction, he produced a clipping from a report of the last meeting of the village Council, in which it was shown that somebody was responsible for a reckless and unwarranted expenditure of village funds to the amount of \$18. And the article ended with: "They had best not stir the rice, although it sticks to the pot."

It was the closing sentence that had so disturbed the visitor.

The editor read the thing over very carefully and asked his fellow citizen if he was a member of the village Council. When assured that he was not, he added that he could see nothing objectionable to that last sentence.

"You can't?" fairly shouted the angry man, "do you know my name is Rice and everybody'll suspect me?"

"All right. I'll break the rule for once. That sentence was written by a very charming old chap named

Cervantes," said the editor, "and he died nearly 300 years ago. Go on and sue him for libel. And, say, my name is Beane, you might bring suit in my behalf also and we'll stick to the pot together," was his parting salute as the business man departed.

VILLAGE IMPROVEMENT.

From various villages hereabouts comes news of proposed improvements. That is a pleasant accompaniment of the summer season and it is something which ought to be taken hold of very seriously in every village and hamlet in the country. When a stranger passes through a village an opinion is formed based wholly upon appearance. The people who live within the houses may read Virgil and the Iliad at sight. They may know psychology and all the other ologies by heart. They may be able to repeat the verses of the Bible backward and they may have all manner of accomplishments, but the stranger goes away and says the people living in that village are slovenly and lack enterprise and that it would be a poor place to pick out as a residence. On the other hand, if the roads are good, the lawns well kept, the houses neatly painted and everything looks bright and attractive, the stranger tells those he meets what a beautiful place it is. Now and then some of these visitors might be thinking of locating and be so favorably impressed that they might purchase.

This possibility is made the more probable because of the large number of people who are touring the country in automobiles. They go from one place to another and they form their opinions wholly upon what they see. They tell others and thus a reputation is established. Apparently the automobile has come to stay as a method of transportation from one place to another for business and pleasure, and it is worth the while of any village or hamlet to have a good road running along its main thoroughfare and it is worth while to have its lawns and houses look attractive. In these utilitarian times everything is measured by money and on that basis there is no other investment which will pay so well as good roads and attractive lawns in villages. It will enhance the price of every foot of real estate that can be seen from the principal highway over which heavy traffic passes. It is fortunate, too, when there is a spirit of emulation between villages in the same neighborhood, when each vies with the other and seeks to make the best appearance. It is a sort of rivalry which should be encouraged.

Truth comes to no man in unbroken packages.

LABOR UNION NEWS.

After involving the city of Pittsburgh in an expense aggregating over \$200,000 the labor unions in behalf of the motormen and conductors have officially declared the two days' strike on the street car system of that city at an end. And the press despatches announce that the end is caused by the Street Car Company yielding to the demands of the strikers.

Coincidentally there comes news that the street railway strike in La Crosse, Wis., is at an end, the Street Car Company granting the demands of the men, but reserving the right to operate an open shop. Under the same date and from the same town the general public is informed that "after a brief intermission the strikers have repudiated an agreement previously reached with the Street Railway Company and the strike was resumed."

And so it will be wise to await further developments from Pittsburgh, for it will be strange, indeed, if the outlaws in that city permit the corporation to get off with a loss of only a paltry \$200,000.

In the light of such habitual practices of the ignorant dupes of the vicious, drunken scoundrels who, robbing their poor foolish supporters, assume to dictate to the law abiding organizations which serve a city of half a million people it is not strange that the great steelmaking concerns in the United States have at last declared finally and unalterably in support of an open shop after July 1.

For decades the Amalgamated Association has existed as an autocrat pure and simple in relation to hours of labor and wages. This Association has dominated every rolling mill and foundry in the country until the amalgamated scale has become a veritable fetish, regarded with awe by manufacturers and employers. At the same time it has transformed heaters, rollers, scrap-men, trailers, founders and all iron mill men and foundrymen into the most restless, extravagant, dissolute and arrogant class of workers as a class in the country.

Now the great steel corporations, after years of patient concessions, years of resigned endurance, years of conference, of arbitration and years of yielding, all to no effect, have declared themselves and it will be a battle royal. But the employers will gain the victory and what they deserve.

You never beat out the chaff by thrashing the saints.

The toplofty usually have lofts to rent at the top.

FALL FURNITURE.

Two Hundred and Sixty-Five Lines Shown This Season.

Everybody knows that Grand Rapids is a great furniture market. The fact has been set forth many times and in many ways and tangible evidence can be found in the semi-annual visits of the buyers from almost every city in the land. A few figures may serve better than glittering generalities to give an idea of the scope of the Grand Rapids exhibit, and how representative it is of the furniture industry of this country.

In the first place, there are between forty and fifty Grand Rapids "lines," by which is meant there are that number of factories here producing furniture of one kind or another. The buyers come here primarily to see, study and buy the Grand Rapids goods, and manufacturers at other points send their samples here that the buyers may at the same time see what they make. The Grand Rapids manufacturers for the most part make their displays in their own show rooms at the factories. Berkey & Gay, for instance, have more than an acre of space set apart for show room purposes. The outside lines are displayed in the furniture exposition buildings, and of these displays there are 215, coming from fifteen different states. Michigan towns constitute thirty-five of these lines, Hastings and Sturgis leading with five each, then Muskegon and Holland four each, Detroit and Owosso three each, Jackson and Grand Ledge two each and Cadillac, Big Rapids, Charlotte, Zeeland, Lansing, Traverse City and Portland one each. Of the more distant lines, fifty-three come from New York. Indiana sends eighteen, Ohio seventeen, Pennsylvania and North Carolina each thirteen, Illinois eleven, Massachusetts six, Maryland and West Virginia each four, Virginia, Maryland and Kentucky each three, Wisconsin and New Jersey each two and Tennessee, Iowa, Vermont, each one. There are about twenty others not classified, their home addresses not being given in the directories. The total number of lines displayed, including Grand Rapids lines, is approximately 265, and everything in the nature of furniture is shown. There is furniture for every room in the house from the laundry and kitchen to the parlor, and for the porch and lawn as well, and all the furniture-making materials are to be seen: mahogany, Circassian walnut, oak, maple, birch, gum, elm, brass, steel, bamboo, rattan, fibre, rough cut hickory and grass. The samples sent in by the outside exhibitors represent more than 200 carloads, which do not include the samples left here from the last sale. No estimate can be made of how many carloads the Grand Rapids lines would make, but it may be said that one line contains over 2,000 pieces and several run from 1,000 to 1,500.

The Southern States, as shown by the list, are developing strength as furniture producers. The total number of lines from the other side of the Mason and Dixon line is twenty-

seven, of which North Carolina contributes thirteen, with others from Maryland, West Virginia, Virginia, Kentucky and Tennessee. It may be added that the Southerners are producing some very good furniture in the medium and cheaper grades; furniture that will compare very favorably in design, workmanship and finish with goods of the same grade made in the North. The first Southern exhibit made here was by the Carrolton (Ky.) Furniture Company in 1892, and its line was looked upon as something of a curiosity. It was designed largely for the Southern trade and abounded in canopy tops and the old fashioned high boy type popular in the North a generation earlier. The Carrolton line now hits a high average in medium priced furniture, and it is one that will "go" in any part of the country. This concern has the credit of being a pioneer in the use of gum for furniture-making. The wood is called Ky. onyx, but it is nothing more than red gum, and it is used plain sawed, quartered and in veneer. The industry in the other Southern States is of comparatively recent development.

The outside exhibitors, having to pay high prices for the space they occupy in the exposition buildings, do not waste any more of it than necessary in fixing up. In most instances the display is a procession of many different patterns, one crowding closely upon another in a way that is bewildering to the novice. The Grand Rapids manufacturers with their own show rooms are able to make their exhibits to much better advantage. Berkey & Gay use two floors of their big Canal street building for show room purposes, representing a total floor space of about 44,000 square feet. The visitor unless interested in something special is usually taken to the top floor and started on a tour through many small rooms, each furnished in a pattern or style of its own. One room will show a Sheraton bedroom suit, the next may be a Louis XVI. bedroom suit, or a Chippendale or a Colonial, and then may come a room filled up with diningroom furniture of the Colonial type, or the table, chairs, desks and cases of an English library. There is no mixing of styles. The exhibit culminates in a room 100 feet square, wainscotted in weathered oak panels, with heavily beamed ceiling, and a myriad of frosted Tungsten electrics with yellow and red shades. In this room is displayed the company's line of Flanders, a style which was brought out in January and which has met with such favor that nearly every other factory has taken it on to a greater or less degree. The Flanders type originated in Belgium and marked the transition to oak as a cabinet wood. Its lines for the most part are straight and its angles square, but the severity is relieved by massive turned posts. It is made in quarter sawed oak with the dark early English finish. The influence of the English craftsmen of the Elizabethan period is shown in some pieces that have tapering square legs or carved posts.

The Stickley Bros. Chair Co. has very handsome show rooms on the top floor of its new building. The room is 100x90, finished in selected red ash, timbered and paneled ceiling, are glass windows and appropriate curtains and draperies. The line is mission, or arts and crafts, and Tudor, the latter a new feature, and it is in oak. The company's new English morocco upholstered chairs, rockers and couches are also shown, but these are in an alcove separated by draperies from the main line.

The Sligh has its show room divided into many small rooms, and in each is shown a particular style. The wall paper, the draperies and the rugs or carpets are made to harmonize with the style of the furniture.

The Royal does not have space enough to give each pattern a room, but the line is shown in Sheraton, Chinese, Chippendale, Louis XVI. and Colonial and each type is grouped together.

The Grand Rapids Furniture Co. does the same. Its line is diningroom and library furniture, and the English styles of the Elizabethan, Jacobean and William and Mary periods predominate. The Grand Rapids was the first to bring out diningroom furniture in these styles, and it was to see if the goods produced were true to type as well as to gain new ideas that A. W. Hompe and C. W. Kimmerly went to England last winter.

No Peace For Him.

The street car was rather crowded when the fat man got on, but he saw an opening and fell into it to hear the man on his right exclaim:

"I knew it; I knew it! I knew I shouldn't be let alone!"

"My friend, I didn't intend to disturb you," said the fat man, in apologetic tones.

"But you have disturbed me. It's got so that I can't have a peaceful hour. A dozen times a day I am asked what I think of Taft or if I don't wish we had Bryan, or if the tariff schedule pleases me. Have they a right to ask me those questions?"

"N-o-o-o, but people will talk, you know."

"And I am asked about the weather and the crops and business, and other fool things. They seem trying to drive me to my grave. I'm expecting every minute you'll ask me if I ever saw such weather before in this month."

"No, I pledge you my word I won't."

"Then somebody else will ask something just as foolish. Don't try to convince me that they won't, because I feel it in my bones."

"I don't think they will. They seem to be a lot of intelligent people and—"

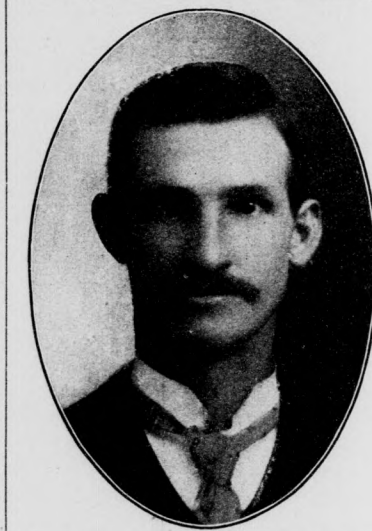
But just then a man on the other side bent over and handed the "techy" man a slip of paper, saying: "I am canvassing the car to see how many electors favor a second term for Taft. Please write yes or no on this slip."

A strenuous season makes a society bud look like the last rose of summer.

Elected Credit Manager of the Local Grocers.

Edward L. May, the well-known grocer, has been elected Credit Manager of the Grand Rapids Retail Grocers' Protective Association to succeed Chas. Hoffman.

Mr. May has been closely identified with the retail grocers of Grand Rapids for a number of years, having been an active member of the Association and a man who has never failed to respond when called upon to assist in any matters that would tend to promote the interest of the retail grocers. He will spend the greater part of his time looking after the interests of the grocers and soliciting new members for the credit reporting system recently adopted by the Association and which has now commenced to show an increase under his management of but three weeks, and he expects to have nearly every grocer in the city sign a contract in the next year. He will also look after the collections for any of the merchants who wish to give him their accounts to collect. Settlements of all accounts to be made at the first meeting night of each month at the Association rooms.



Ed, as he is known to many, is a hustler and the members of the Association feel that they are very fortunate in securing him to take hold of this work. The grocers should lend him their support and help him to build up for them the best Association in the State. Mr. May will retain an office where all grocers belonging to the reporting system can receive reports on any person desiring to open up an account. His office will be directly connected with the office of the State Secretary, as well as that of the National Secretary.

Ed, as he is known to many, is a hustler and the members of the Association feel that they are very fortunate in securing him to take hold of this work. The grocers should lend him their support and help him to build up for them the best Association in the State. Mr. May will retain an office where all grocers belonging to the reporting system can receive reports on any person desiring to open up an account. His office will be directly connected with the office of the State Secretary, as well as that of the National Secretary.



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

CHARACTER BUILDING.

It Is the Greatest Study of the Universe.

Written for the Tradesman.

In my opinion a young man or a young woman should build a character for themselves before trying to do anything else.

A good character is worth more than money. Money may get a man out of trouble, but it can not buy him a character. It takes years of hard and earnest work to build a character, yet a man can lose it in a very few seconds.

The average man is a fixture of good and evil tendencies, and the product of his life is a compound that can be called neither good nor bad. The man with the best character is the most intelligent, and the man who loses his character over night is ignorant of the power back of him. The best characters we have are those men who think and work. The observer or the thinker is the man who attracts the best of everything and the man who loses his character or fails to build a beautiful one is the man who allows himself to lie around in idleness. The man that idles his time away gives ignorant thoughts a chance to control him. Human development is the first study every young person ought to know as much about as they can learn. Underdeveloped minds can not attract developed thoughts. Like attracts like.

Nature is an alphabet spelling out the life of every individual and if we fail to learn her A, B, C's, we are going to lose our character as a wise and successful individual. Nature promises us justice in all of her works, but after the tree is cut down, all she can do is to make another one—she can not put the same tree back where it was. So it is with us. Nature is making good men and women everywhere, but she has no repair shops. We have men among us who claim to repair human beings, but the trees don't look good to me.

Every man owes it to himself first, then to the world at large, to become a useful citizen, to have the best character nature can build.

There are lots of business men who do not care a rap about their character. They do not put their personality into their business and yet they succeed in making money. But, tell me, is it money you want and need most? I am inclined to believe that all the money any man will ever need will come to him easily if he looks after his character, if he takes better care of it than he would a nice bank account. A young man who has made for himself a good, strong character can get all of the credit and money he wants, for he will not want any more than he can use successfully.

Opportunities by the hundred stop at the doors of all men who have built a good character. A good character will make an original genius of almost every man. When we meet a man who has a good character, we are always made to believe that everything has been said, but you have met many men about whom lots of things are left unsaid, for every

man publishes his own life in his own face.

Divine Providence keeps the universe and every living thing open in every direction. Nothing is concealed and the man who is made to believe that he can live happy, wise and successful without taking care of his character is a man who is going to be very badly surprised some day. Character is a force that works without instructions. It is a power that is undiminishable. It is full of victories and demonstrations of its superiorities break out everywhere.

Character is intelligent and is always in earnest. There are no false valuations in it any more than there are in nature; in fact, character is that part of nature which can not be figured mathematically as to when it comes and goes in a man's life. It is like the life itself, the life of all things. Character is filled full of new powers and honors. It is that controlling happy future that is open to all of us. It is the male and the female; the spirit and the fact; the north and the south; the east and the west; well, it is all there is and that is God.

Truth and justice. Every individual stands on a scale and he supplies the balance through his own mind. The trouble with most of us is we are everlastingly chasing some kind of a scheme and we never think about the truth and justice there are in it for those most interested. We should all be divine persons. I mean by this that we should bring out all the good there is in us and not let ignorant thoughts lead us into things that we know are not right.

A man of character always depends upon his own organization, his own mode, his own natural soul-power. He is inclined to do everything easy and, when it is done, it is good.

A man of character has no rival. He is truly the whole thing within himself. The reason why is, he consults his own powers and by doing so makes his business and work so much different from those of others that he is an individualist.

A man of character always fits himself honestly and as well as he can to the customary details of the work or trade he falls into and attends to it as carefully as a mother does her child.

Character is love and good will which stimulate and build up the body. When one fully realizes this fact, there is an everlasting overflow of life-giving power coming to his mind. What a privilege and how enjoyable it would be to live and walk in a world where we met only gods. There is no mistake about it. Such a world you and I can live in if we all make up our minds to build a character first.

We must get into this higher realization of the truth. If we will, we can see the God in each human soul. Selfishness is at the bottom or an error, sin and crime, and ignorance is the basis of all our trouble.

There isn't a single person on this planet who wants to be bad, who wants to lose his self-respect. We all love to be honored, but most of

us are in bondage. We have not a single logical leg to stand upon. We have been allowing the negative and undesirable conditions to control us. We have not learned how to make the best of everything. We have not learned how to turn so-called bad things into good. We have been submitting to what some would call "the inevitable." There are no hopes for young men or women who believe that the best of everything is not within them, who believe that they are under control of the inevitable condition known as those who are the unlucky ones.

Personally, I find great comfort and inspiration in the thought that there is no evil outside of my own kingdom. All there is in me and the more I develop it the more sorrow I will have.

Character building—personal character building—is the greatest study in the universe. And you and I can not do very much in building a great character for ourselves if we allow thoughts to make us believe that we can not do much for ourselves on account of the character of other people. What concerns me does not concern any other living soul. We must all attend to our own. We must stop doing things just because we see other people do them. It is time for us to stop living with the monkeys.

Young man, build yourself a great character if you are the only man you know who is trying to do so. Don't go down in ruin just because you see others doing so.

The force of character will convert the judge, jury, soldier, king and open the gates of heaven.

Edward Miller, Jr.

The Legend Told About Robertson's Folly.

Mackinac Island, June 28—About fourteen hundred and sixty moons past, as the spirit of Wa-wa-tam was hunting near the old British Fort on Michilimackinac Island, his moccasin struck what he first thought was a stone, but he soon saw the stone was a tortoise slowly moving away. To his surprise the tortoise spoke and said: "Don't harm me! I am the totem of your tribe and, at present, the Spirit of Fates and Shadows. I am here to meet a young and giddy officer of the British army who appears to be under the influence of an ethereal spir-

it. When I take the form of the Fairy of Fates and Shadows, he tries to catch and hug me. The poor fellow is wild at times, and madly in love with what he thinks is real flesh and blood. Hush! It is the cool of evening! Here he comes! It is Robertson, the commander, pipe in mouth and wreaths of smoke curling around his manly brow. I will try to reform him!" It really was Captain Robertson, who lifted his cap to the lovely phantom, who retreated as he advanced and finally disappeared around an angle in the road.

Several days in succession the meetings of the Captain and fairy maiden were repeated. Each time the officer would go more to the east and follow the retreating sun a greater distance, talk to and plead with the beautiful maiden and try to grasp her. The officers of the mess would try to soothe and reform him, but the cup that gives joy for a time and leads to folly and destruction had been drained too often to be withheld. At last one evening, more enchanted and ardent than ever, he met his lovely fairy spirit near the brink of a huge crag of jutting rock on the southeast corner of the Island. The spirit flitted before him like a wounded bird, he expressing his love and admiration, she getting nearer and nearer to the edge of the cliff, when he made a bound and sprang over the edge of the rock and, following the spirit of Fates and Shadows, disappeared from view.

The next morning a search was made and his mangled body was found at the base of the cliff. Ever since the rock has been called Robertson's Folly.

Dear reader, take warning and consider this legend of the good Wa-wa-tam. If you have any habits, drinking or smoking or others, strive to abstain and reform, so that you may live a long, happy and useful life.

Kitchi-Mashkiki.

Riches become dangerous only when rooted in our affections.

All Kinds of Cut Flowers in Season

Wholesale and Retail

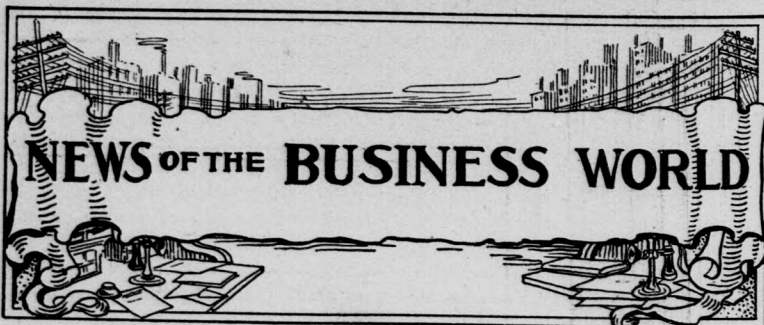
ELI CROSS

25 Monroe Street Grand Rapids

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



Movements of Merchants.

Hemlock—A hardware store has been opened here by E. Thomas.

Hemlock—G. H. Sutherland has engaged in the furniture business here.

Sherman—Geo. Burt is succeeded in the meat business by Chas. Hinsley.

Meauwataka—The new general store of Hogue & Smith was opened on June 25.

Mackinaw City—G. I. Peck, meat dealer, has removed to a new location on Main street.

Eaton Rapids—A. K. Frandsen, dry goods merchant, will add a line of shoes to his stock.

Jackson—The Union Wall Paper & Paint Co. has decreased its capital stock from \$10,000 to \$5,000.

Flint—A meat market has been opened by E. L. Devereaux in the rear of his store on South Saginaw street.

Sault Ste. Marie—The fish market formerly conducted by L. P. Jones has been re-opened by Jones & Bogart.

Detroit—Jones Bros. have sold their drug stock at the corner of Porter and Twenty-fifth streets to L. W. Kreuger.

Edmore—H. S. Ellis has retired from the grocery firm of Joslin & Ellis. The business will be continued by Emery A. Joslin.

Holton—A corporation has been formed under the style of the Holton State Bank, which has an authorized capital stock of \$20,000.

Grawn—The Burt Hardware Co. is succeeded in business by Johnson & Seabright. Both members of the new firm come from Allegan.

Fenton—H. C. Sawyer, who recently succeeded Jeudevine Bros. in the meat business is now succeeded by Groom & Stone, of Fenton.

Baraga—A corporation has been formed under the style of the Baraga County State Bank, which has an authorized capital stock of \$20,000.

White Cloud—A furniture store has been opened by the White Cloud Mercantile Co., this branch of the business to be managed by W. B. Reed.

Port Huron—A confectionery, ice cream and baked goods store will be opened by Alex McVey at the corner of Lapeer avenue and Thirteenth street.

Lansing—Charles J. Creyts, for the past six years with the Mapes Co., which conducts a clothing and furnishings store, has leased the store on Washington avenue north, which was recently vacated by H. E. Turney, grocer, which he will open about Sept. 1, with a stock of clothing and furnishings.

Flint—The store at 315 Saginaw street has been opened by the Green Co., which conducts a clothing and shoe store at Jackson, as well as at Howell.

Vestaburg—The Vestaburg Elevator Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Owosso—J. H. Copas, a prominent packinghouse proprietor here for forty years, has retired from this branch of the business and will hereafter deal in meats for retail trade only.

Detroit—A new grocery store has been opened by Messrs. Adolph Osby and John Simon at 574 St. Antoine street. They will conduct business under the style of Osby & Simon.

Detroit—J. B. Sheehan, for the past twenty-one years with Partridge & Blackwell, department store managers, has opened a grocery and meat market at 2327 Woodward avenue.

Lansing—H. Beck has sold his interest in the Beck & Cole Co. general store at 112 Michigan avenue, west, to Harris E. Thomas. The store will be managed by Edgar B. Cole.

Hancock—Lorenzo Bree has withdrawn from the firm of Dunstan & Bree, manufacturers agents and jobbers, the business to be continued under the style of R. P. Dunstan & Co.

Mesick—The meat, poultry and live stock business formerly conducted under the style of Light & Wood will be continued by J. N. Wood, who has purchased the interest of A. O. Light.

Port Huron—Geo. S. Newberry, formerly engaged in the grocery business here, but subsequently with Grinnell Bros., piano dealers, has re-engaged in business and will carry a line of groceries.

Nashville—C. L. Glasgow, dealer in hardware, implements and furniture, has closed out the latter line of goods and will occupy the space thus vacated, which is 30x130 feet, with implements and carriages.

Otsego—J. I. Snow, general merchant has taken as a partner, F. R. Eastman, recently of Libertyville, Kas., who has purchased an interest. The business will now be conducted under the name of J. I. Snow & Co.

Calumet—The old Hecla general store, which was first occupied back in the 60's by Leopold & Austrian and whose latest occupant was Charles Briggs, who conducted the business until a few months ago, is being raised to make room for the operations of the Calumet & Hecla Mining Co., which owns the ground on which it stands.

Alma—Seegmiller Bros., for some time past engaged in the grocery business in Cadillac and Merrill Stuckey, who has been in their employ, will open a grocery store here. Mr. Stuckey will manage the new store.

Burnside—John G. Bruce, general merchant, is succeeded in business by Phineas White and Kirk Williams, of Lapeer. Mr. Williams has had experience in this line, being a member of the firm of T. H. Curiston & Co., grocers.

Detroit—R. J. Cowan has opened a store at 2342 Woodward avenue in the new St. Amour block and will carry a stock of men's, women's and children's wear. Mr. Cowan was formerly identified with Strong, Lee & Co. and Crowley Bros.

Cadillac—The store formerly occupied by Seegmiller Bros. with a grocery stock, will be reopened by P. Cotey and Peter Rasmusson who will carry a line of groceries at present and may later put clothing or dry-goods in the adjoining store.

Cheboygan—A corporation has been formed under the style of the Ernest Lumber & Cedar Co. to conduct a lumber and timber business, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Interlochen—D. W. Conine & Son, of Wexford, have purchased the grocery stock of Bert Gannett and will add lines of dry goods and shoes. The business will be managed by Ray Ramsey, formerly in the employ of Conine & Ramsey, of Traverse City.

Three Rivers—The Giles W. Cole grocery stock has been purchased by Walter E. Clevenger and Charles B. Treat, of Buchanan, who will conduct business under the style of Clevenger & Co., Mr. Clevenger taking charge. Mr. Treat will remain in Buchanan.

Holland—John Vander Poel, clothing dealer on East Eighth street, was the successful bidder at the auction sale of the bankrupt stock of the Stern-Goldman Clothing Co., although the sale has not yet been confirmed. The sale was conducted by Trustee A. B. Bosman.

Fennville—Dr. J. H. Mowers has purchased the furniture stock of J. P. Mohler & Co., which he will place in charge of Frank A. Mowers, his brother. Mr. Mohler will now devote his time to his undertaking, piano, sewing machine and monument business.

Wagarville—Ira T. Gleason and J. Willard Lansing, of Buffalo, and Wesley Schlichter, of Brown City, will conduct the business formerly conducted by the Wagarville Dairy Co., using the same name as heretofore. The general merchandise business will be conducted by C. F. Cox.

Battle Creek—Warren H. Beckwith, for the past nine years identified with the dry goods business of D. M. Christian, of Owosso, will open a store at 65 East Main street, on July 1 and will carry a line of variety goods, underwear, confectionery, toilet goods and small house goods.

Big Rapids—The general mercantile business formerly conducted under the style of F. G. Osborne & Co. has been merged into a stock company under the name of the F. G. Osborne Co., with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$1,500 being paid in in cash and \$4,500 in property.

Bay City—A trust mortgage has been filed in favor of Jas. E. Davidson, trustee, by the Romer-Lovell Co., securing the Old Second National Bank for the sum of \$9,400, Alexander Gignac for the sum of \$1,063.25 and Frank S. Pratt, a Bay City attorney, for \$350. This leaves out entirely the business creditors of the concern.

Hastings—The Miller & Harris Furniture Co., which has formerly conducted a store at Hastings and a branch at Belding and which is about to open a store in Grand Rapids, has merged its business into a stock company under the same style with an authorized capital stock of \$35,000, of which \$28,500 has been subscribed, \$3,750 being paid in in cash and \$24,750 in property.

St. Clair—The Moore Grocery Co.'s store, which was closed about three weeks ago on account of financial difficulties, will probably never be opened again under that name. About twenty-five creditors have accounts against the company, totalling between \$7,000 and \$8,000. Russ S. Jenks, who was appointed as trustee, has given notice that the remaining stock, fixtures, book accounts, etc., will be sold at auction.

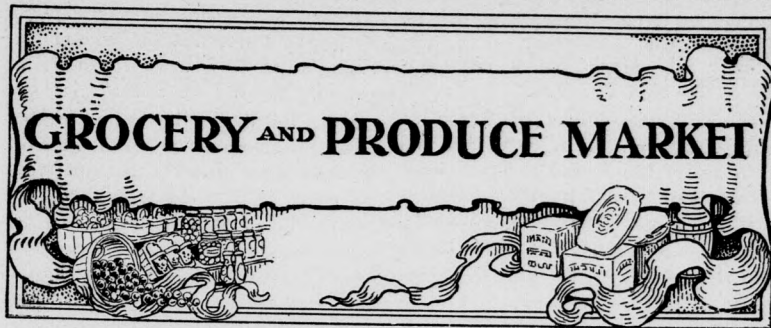
Mesick—A company has been formed under the style of Clark, Travis & Co. to conduct a grain elevator and produce storage business, the most of the stock being owned by Erwin Clark and C. A. Travis, both of Mesick. The company is erecting a new elevator to have a frame 30 by 90 feet in dimension with a 30 by 60 cement basement. Mr. Travis is the President and Manager of the company and Charles Dean is the Secretary and Treasurer.

Newaygo—A corporation has been formed under the style of the Newaygo Warehouse Co., which will erect a warehouse 30x40 feet and which it will lease to parties who will contract to pay the highest market price to farmers for produce. A violation of this agreement will subject the tenant to removal from the building. The directors of the new company are E. O. Shaw, W. Ralph Wagers, M. F. Hatch, John Bailey, Sr., and N. A. McDonald. The officers are E. O. Shaw, President; John Bailey, Sr., Vice-President; W. Ralph Wagers, Secretary, and M. F. Hatch, Treasurer. A side-track will be laid, which will be used by the occupants of the warehouse and other companies here.

Still Ascending.

"You're kinder stubborn about admittin' well-known facts, Si," said the rural logician; "now, will you even acknowledge that whatever goes up has to come down?"

"Can't say that I will," drawled the village sage, "how about the price uv beefsteak, fer instance?"



The Produce Market.

Asparagus—90c per doz. for home grown.

Bananas—50c for small bunches, \$1 for Jumbos and \$1.50 for Extra Jumbos.

Beans—String beans and wax beans command \$1.50 per bu.

Beets—35c per doz.

Blackberries—Southern command \$3 for 24 qts.

Butter—The receipts of butter are showing some increase, and the quality is very fine. The demand both for speculation and consumption is now very active and the receipts are cleaning up daily. The market is ruling about 10 per cent. higher than a year ago. The consumptive demand is likely to increase from now on, and there is likely to be a firm market during the coming week. Local dealers hold factory creamery at 25½c for tubs and 26c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Virginia commands \$1.25 per crate. Texas fetches \$1.75 per crate. Tennessee ranges around \$1 per crate.

Cantaloupes—Texas stock commands \$2 per crate for either 45s, 54s, or 60s. Rockyfords, \$3.50 for 54s and \$4 for 45s.

Carrots—30c per doz.

Celery—Home grown is beginning to come and is finding ready sale on the basis of 25c per bunch.

Cherries—Sweet, \$1.75 per crate; sour, \$1.25 per crate. The crop promises to be large in quantity and fine in quality.

Cucumbers—40c per doz. for home grown hot house.

Eggs—The market is firm and unchanged. The receipts are about normal for the season, and some of the late arrivals are showing effects of the heat and have to be sold at concessions. The consumptive demand for eggs is good and the market is firm on the present basis. If there is any change it will probably be a slight advance on strictly fancy eggs. Local dealers pay 19c f. o. b., holding case count at 20c and selected candled at 21c.

Grape Fruit—California stock is still in market on the basis of \$3.75 per box.

Green Onions—10c per doz. for Evergreens and 15c for Silver Skins.

Green Peppers—\$1.25 per ½ bu. box.

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

Lemons—The market has jumped up nearly 100 per cent. during the past week, due to the hot weather prevailing nearly all over the country

and the Fourth of July demand. Both Messinas and Californias now fetch \$7.

Lettuce—Leaf, 7c per lb.; home grown head, 60c per box.

Onions—Texas Bermudas are in strong demand at \$1.25 for yellow and \$1.50 for white; Louisville, \$1.35 per sack.

Oranges—Navels are in fair demand at \$3.50@3.75 per box. Mediterranean Sweets are moving freely on the basis of \$3@3.25. Late Valencias command \$3.50@4.

Parsley—25c per doz. bunches.

Pieplant—75c per 40 lb. box of outdoor grown.

Pineapples—Cuban stock commands \$2 per box for 42s, \$2.25 for 36s, 30s, 24s and 18s. Florida pineapples fetch \$2.75 for 24s, \$2.60 for 30s, \$2.50 for 36s, \$2.25 for 42s.

Plants—65c per box for cabbage or tomato.

Potatoes—65c for old and \$1 for Triumphs from Texas. Virginia command \$3 per bbl.

Poultry—Paying prices for live are as follows: Fowls, 11@12c; broilers, 18@20c; ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Radishes—15c per doz. bunches.

Strawberries—Home grown are in liberal supply at \$1.25 per 16 qt. case. The stock was coming in fine until the deluge last Saturday.

Tomatoes—Texas, 75c per 4 basket crate. Home grown hot house commands 90c per 8 lb. basket.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9½c for good white kidney.

Watermelons—Georgia are moving freely on the basis of \$3 per bbl. of 8 to 10.

Another Municipal Lighting Failure.

Yale, June 29—At the last meeting of the Common Council of this city a petition was presented to the city fathers, signed by seventy prominent taxpayers and citizens, requesting that the present lighting system be disposed of and that a franchise be granted to some person or persons to establish, maintain and operate a system in Yale for a term of not less than twenty years. The matter was laid over until the next meeting.

During the last few years the plant has not been meeting the cost of operating and the city is very much in debt as a result. Now, the taxpayers have awakened to the fact that the system could be better operated as a private venture.

McVeigh & Son have installed a new grocery stock at Ionia, having purchased same of the Worden Grocer Co.

The Grocery Market.

Sugar—Raws are without change for the week and values are fairly steady. Refined sugar is also unchanged and in fair demand. From now on the demand should increase materially, as most fruit crops are large, and the preserving season therefore promises to be extensive.

Tea—The market is quiet and firm. New crop Formosas and Japans are arriving and moving in a quiet way. The defeat of the Tillman amendment for a 10 cent duty on tea is causing the market to resume a normal condition and giving much satisfaction to the people at large, as well as a black eye to Eastern speculators. Ceylons remain firm, with steady sales reported.

Coffee—Santos coffee sold during the week at ¼c decline. Mild coffees were steady and dull. Mocha and Java unchanged and in moderate demand. The market has been dull and weak during the past few days, in spite of a slight increase in strength which developed toward the close as a result of revived tariff talk.

Canned Goods—Tomatoes are in moderate demand and the market is steady. The feeling among packers of corn is decidedly firm on both old packing and futures, for the stocks of old corn have become worn down to smaller proportions than seems to be generally realized by the trade, and the prospect is for a limited pack of corn this season, for the acreage planted will undoubtedly be below last season's, which was short of the preceding year by a considerable percentage. It is expected that there will be quite a shrinkage in acreage in Iowa, and in Illinois also. New peas are coming regularly along, most of the Southern pack being over. Extra standard goods are being offered at 70c in a large way. The quality of the new pack is very good. Apples are quoted on the basis of \$2.50 for New York State gallons, both on spot and to come forward. The demand is light. Eastern peaches on spot are in light demand. The California canned fruit interests seem to have at last awakened to the fact that if they are ever to do any more business they must conduct their business with more regard for the interest of the buyer than they have been accustomed to show. The prices named by the leading California canned goods packers this year show a radical decline as compared with last year. As a matter of fact, this year's future prices are the lowest for a long time. The Maryland packers are beginning to pack string beans and some new goods are offered at 42½c in a large way, which is low. The pack of pineapples, strawberries, spinach and a few peas is also proceeding.

Dried Fruits—Apricots are steady and quiet. Raisins show no particular change. Some of the Coast packers have named prices of 4, 4½@5c on 2, 3 and 4-crown loose respectively. Compared with the price of seeded they are considered about 1c per pound too high. Currants are firm and active. Other dried fruits dull and unchanged. The situation in new

prunes is not very strong. There have been rumors of offers at a 2½c basis during the week, which is ½c below the opening. Old prunes are neglected in a consumptive way, and so are the new, for that matter. Peaches are in fair demand at unchanged prices.

Cheese—Prices are fully 20 per cent. above the parity of those prevailing a year ago. The bulk of the cheese arriving is fancy and meets with ready sale. A few lots, however, show defects and have to be sold below the ruling prices. The market is healthy and shows no indication of any immediate change.

Syrup and Molasses—Glucose is decidedly firm, owing to the continued high price of corn. Compound syrup is dull, as befits the season, and the price is unchanged. Sugar syrup is also unchanged and in moderate demand. Molasses is dull and unchanged.

Rice—Head rice is now as high as it can go without curtailing consumption, because Japan rice will sell in preference to it at the present difference in price. It is said that jobbers are selling head rice cheaper than they could replace the goods for on to-day's market. The high price of head rice together with the heavy demand for Japs is expected to influence higher prices for the latter in a short time.

Fish—Cod, hake and haddock are unchanged and dull. Mackerel shows some improvement. Norway mackerel are about \$1 better than two weeks ago, and the demand is also more active. Shore fish have not cut much figure as yet, but the catch is light, and the price promises to be higher. New Irish mackerel have been neglected up to the present time. Most old domestic sardines are exhausted and new fish have settled down to a basis of \$2.25. The demand is light. Imported sardines are steady to firm and unchanged. Salmon is in fair demand at unchanged prices. No grade has as yet named future prices except Columbia River.

Provisions—Smoked meats have advanced ¼c during the week. Both pure and compound lard also show an advance over a week ago. Barrel beef and pork are firm and unchanged. Dried beef and canned meats are unchanged and in fair demand.

Manager Married.

South Bend, Ind., June 29—William R. Spencer, manager of the National Grocery Company of South Bend, and Miss Leo Maude Cummins, daughter of Mr. and Mrs. David E. Cummins, of South Bend, were married recently.

F. W. McCormick, who recently engaged in the hardware business at 61 East Leonard street, purchased his stock of the Clark-Weaver Co., which company he had previously represented, for seven years as salesman on the road.

T. Feenstra has purchased the grocery stock of C. A. Weaver at the corner of Carrier street and Plainfield avenue.



Law of Contrasts Holds Good in Window Dressing.

'Tis not always the best in appearance that wins the most attention.

The enterprising shoe merchant will strive to secure effect by introducing striking contrasts in his window. For instance, instead of always showing good goods he will set in the midst of a display of ladies' fine footwear a pair of women's shoes that long, long ago saw their best day; a pair that can no more lay claim to even quasi-respectability; a pair so irretrievable in shabbiness that they are down and out forever.

The nice shoes in the window must not be in too close neighborliness to their opposites in quality. An overhanging placard could advise in parody:

Be the first

By whom the new are tried

And not the last

To lay the old aside.

A circle of new stylish shoes in mates could surround the two pairs in the center.

A similar arrangement could be made in the window devoted to gentlemen's foot apparel.

Another way to cause people to look at the shoe man's merchandise is to have, in both the women's window and the men's, one pair of the very largest shoes kept in stock and one pair of the very smallest.

One shoe dealer, wishing to "lay it on thick" in the carrying out of the idea above suggested, went to the expense of having a pair of shoes made big enough surely to fit Jack the Giant Killer. In fact, he installed in their vicinity this placard:

We Give Fits

To

All

Feet

From the Smallest

To the Largest

These Were Made

For

Jack

The

Giant Killer

!!!

At the same time another immense pair appeared in the opposite (ladies') window, only not quite so large as that in the men's side.

The card with this pair said:

Of course

Your Feet

Are

Nothing Like These Shoes

Of Mrs. Jack

the

Giant Killer

Still

You May Enjoy
A Comfortable Shoe
We Have 'Em
!!!

All sorts of shoes for the strenuous in work and sport should be featured frequently. Lots of business men are interested in gardening and greatly enjoy the life in the open that this care entails. It's really astonishing how many, many Grand Rapids men there are who all day long are deep in the mysteries of things connected with professional life and commercialism who yet, as soon as the evening meal is over, hie themselves to a big or little garden patch and enjoy, for an hour before dark, the work of assisting their (our) dear Mother Nature in making things grow, to delight the eye of every one who sees.

Some there be who refresh themselves by rising at the unearthly hour of 4—or at least 5—o'clock and thus set the pace in hoeing and weed-pulling.

Gardening requires stout shoes, impervious to moisture all over them, and more might be disposed of than now.

Tennis and other lively games call for special footwear and attention of those devoted to these amusements should be secured at all cost.

Country Merchant—No, there ain't no startlin' news to speak of, except I might mention that Jason Juby's oldest boy has been experimentin' with airplanes for the last year or so.

Traveling Salesman—You don't say? How's he getting on?

Country Merchant—Fairly well; he's entirely recovered from his dislocated collarbone, his left leg has knit nicely, the spine sprain troubles him no longer and the doctor tells me that unless complications set in he'll prob'ly recover from his latest fly, which resulted in a confusion of the brain!

Dangerous Ground.

The Seeing New York automobile was moving through the financial district.

"This is Wall street," announced the man with the megaphone.

"Keep your hand on your purse, Hiram!" hoarsely whispered a lady from the open country to her husband.

The greatest verities are found by loyalty to small truths.

Every gift is measured by its real cost to the giver.

Doings in Other Enterprising Cities.

Written for the Tradesman.

Sault Ste. Marie has a new slogan—"The Soo For You."

Through the efforts of President Wm. Rath and C. W. McPhail 106 members of the Board of Trade have been secured among the business men at the regular fee of \$5 each. Besides this, fifty-one honorary members have been obtained at \$10 each.

The Greater Benton Harbor Club is planning to do outside advertising, principally in Chicago papers, setting forth the advantages of the city as a shipping and manufacturing center as well as a summer resort and an attractive place to live.

St. Joseph will secure a new Pere Marquette station, the building to be located at the foot of the slide, near the Graham docks.

Washington, the capital city, with 340,000 inhabitants, has two large rivers right at hand, yet it has public bathing facilities for not to exceed a thousand boys daily, if those who use the bathing beach remain an hour apiece. It is estimated there are 50,000 boys of swimming age in the District, and there should be at least a dozen public baths to take care of them.

One of the aldermen of the Milwaukee City Council introduced a resolution to build a municipally owned ice plant to provide ice at cost. He had in mind the fearful mortality of babies among the poorer classes during the heated period, but it was only a dream. The Council was advised by the City Attorney that the city lacks authority to go into the ice business.

In connection with measures pending in Pittsburg for removal of overhead wires, cables and poles on certain streets in the business district it has been discovered, or remembered, that these streets should have been freed of wires and poles six years ago under an ordinance passed in 1895, to become effective within eight years.

The success of Cleveland's recent industrial exposition was due largely to the patronage that merchants received from people who came to the city on the interurban trolley lines. The value of interurban roads as business feeders is shown beyond peradventure in Detroit, Indianapolis and all the other centers.

The Transcontinental Passenger Association announces that until further notice ten day stopovers will be granted on all tickets at both Seattle and Portland. The rule applies to all classes of tickets to and from all points east of the Rocky Mountains.

The Commercial Club of Boise, Idaho, offered a prize of \$25 for the best slogan for the city. C. E.

Cathcart, advertising manager for a dry goods store, was the winner, receiving over \$8 a word for his suggestion, "You'll Like Boise."

Bay City draws its water supply from the bay and bacteriologists of the State Board of Health report that the water it is using is highly contaminated and unfit to drink. In order to secure reasonably pure water the city must extend its intake a long distance or install a filtration plant. Saginaw has been looking toward the big bay as its source of drinking water, but the Bay City report dampens enthusiasm in that direction.

The Midsummer Industrial Exposition opened in Buffalo June 21, with an attendance on the first night of over 20,000 people. The plan of continuing the show for a month, instead of two weeks, is being considered.

Improved train service between Buffalo and Pittsburg makes the two cities only five hours and fifteen minutes apart.

Toledo will again "celebrate" a Fourth of July without noise, bloodshed, tetanus and death, following the stringent ordinance passed five years ago, which makes it a misdemeanor "to discharge or explode or to have in possession for such purpose within the city and firecrackers," etc. Toledo dealers are laying in fireworks to sell to people who will celebrate outside the restricted twenty-eight square miles of the city.

The city of Manitowoc, Wis., will purchase thirty-two acres of lake front property for park purposes and a boulevard driveway will be constructed between the two parks. The City Council will establish a bathing beach, employing an experienced attendant during the summer months.

Traverse City will vote at the next general election on the proposition of bonding for \$50,000 for a sewage disposal plant.

The business streets of Dowagiac will have sanitary drinking fountains, the kind without cups. The movement was started by the Civic Improvement League.

Carnation Day, an annual event at Benton Harbor for the benefit of Mercy Hospital, was observed June 28. A local florist furnishes the flowers free to the institution and they are sold for five cents apiece.

It is estimated that from \$1,250,000 to \$2,000,000 was left in Memphis during the recent Confederate reunion.

Almond Griffen.

It is the easiest thing in the world to convince a man that he's the "goods."

The way to be faithful to truth is to follow it.

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.

SHUT OUT.

Claims of Three Muskegon Creditors Set Aside.

In the matter of Samuel Rosenthal, the bankrupt clothing merchant of Muskegon, Referee Wicks has issued the following order:

The bankrupt filed his petition on January 14, 1908, and was adjudged a voluntary bankrupt on the same date.

The National Lumberman's Bank filed its proof of claim in the bankruptcy proceedings for the sum of \$1,500, based upon the bankrupt's notes, all endorsed by Rosen Brothers; the Union National Bank filed its proof of claim in the sum of \$300, based upon a note signed by the bankrupt and endorsed by Rosen Brothers; Rosen Brothers, a partnership, filed their proof of claim in the sum of \$2,388.07, based upon unendorsed notes of the bankrupt. Subsequently the trustee, John W. Wilson, filed separate petitions, alleging that preferential payments within the meaning of the act of Congress relating to bankruptcy had been made to each of the said claimants, and requesting that such claims be disallowed and expunged unless the respective claimants surrendered such preferential payments. All three of such petitions were heard as one matter, testimony taken and this matter submitted on briefs of counsel, Hon. Peter Doran for the trustee, and Messrs. Cross, Lovelace & Ross for claimant, Rosen Brothers.

The sole assets of the bankrupt consisted of a stock of merchandise in Muskegon, estimated by himself shortly prior to the filing of the petition at the value of about \$12,000. The assets were appraised in the bankruptcy proceedings at about \$6,300, and were sold at about \$4,800. The indebtedness scheduled by the bankrupt was upwards of \$19,000.

I find that within four months before the filing of the petition payments were made by the bankrupt to the claimants as follows: National Lumberman's Bank, on notes endorsed by Rosen Brothers, \$950; Union National Bank, on paper endorsed by Rosen Brothers, \$1,075, and to Rosen Brothers direct, \$500; that at the time such payments were made the bankrupt was insolvent and the effect of such payments, if permitted to stand, would enable such claimants to obtain a greater percentage of their respective debts than other creditors of the bankrupt of the same class; that during such period of four months no additional credit was extended by the respective claimants to the bankrupt and that such payments were made upon antecedent debts; that such payments were made with intent on the part of the bankrupt to prefer Rosen Brothers over other creditors of the same class and, in my opinion, under all the facts and circumstances in this case, Samuel Rosen, who was the managing partner of the firm of Rosen Brothers, had such knowledge of the insolvent condition of the bankrupt as would lead an ordinarily prudent business

man to conclude that by reason of such payments a preference was intended to his firm and to the two banks which held the bankrupt's notes, upon which his firm was endorser; that such respective payments to these claimants were within the meaning of the act of Congress relating to bankruptcy a preference, and that such claims should not be allowed in this matter unless the preferences shall be surrendered.

An order will therefore be accordingly entered that such respective claims be disallowed and expunged unless the aforesaid preferences be surrendered. The matter of taxation of costs is hereby expressly reserved.

On the issuance of this order Hon. Peter Doran sent out the following letter to the Rosenthal creditors:

Grand Rapids, June 28—In the matter of Samuel Rosenthal, Muskegon, bankrupt, as I have heretofore written you, the following claims were filed against this estate: Rosen Brothers, \$2,388.07; Union National Bank, \$300, and National Lumberman's Bank, \$1,500, the claims of the banks being for notes endorsed by Rosen Brothers, who are brothers-in-law of Rosenthal. I found on investigation that within the four months preceding Rosenthal's adjudication in bankruptcy Rosen Brothers had been paid \$500 and the banks, on behalf of Rosen Bros., as I claimed, as follows: Union National Bank, \$1,075, and National Lumberman's Bank, \$950. I accordingly objected to the allowance of these three claims, contending that the claims could not be proven unless the money paid to Rosen Brothers and the banks within the four months was paid over to the trustee in bankruptcy, as those payments were preferences. After fighting the matter for some time and filing two briefs with the referee I am now pleased to state that the referee has sustained my contention.

You can readily see that the sustaining of my objections will make quite a difference in the size of the dividend that will be received by the merchandise creditors, for in order to get their claims, aggregating \$4,188.07, allowed Rosen Brothers and the banks will have to pay over to the trustee \$2,525, and take the same percentage as the other creditors, whereas, had the referee held against my contention they could have proven their claims without surrendering any money, and the estate would have been out \$2,525. Furthermore, as the year allowed for proving claims has elapsed, they will not be able to prove any claim for the preferential payments which they will have to surrender. This litigation is what has prevented this estate from being settled much sooner, but now it can be closed up at once, unless the claimants should ask to have the referee's decision reviewed by a higher court, which I do not think they will, as they would be practically certain of being defeated.

Peter Doran.

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100	-	-	-	\$ 3 00
200	-	-	-	4 50
300	-	-	-	5 75
400	-	-	-	7 00
500	-	-	-	8 00
1000	-	-	-	15 00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

**Tradesman
Company**
Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Subscription Price.
Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.
Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription. Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date. Sample copies, 5 cents each.

Extra copies of current issues, 5 cents of issues a month or more old, 10 cents of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 30, 1909

WHAT MIGHT BE DONE.

A genuine old fashioned Fourth at Ramona is advertised.

And the programme announced makes no mention of an opening invocation, of the reading of the Declaration of Independence, or of the "oration."

There isn't a thing old fashioned about the function as announced except a mention of fireworks and balloons.

There is no parade—except at 5-cents-per over the tracks of the Grand Rapids Railway; no proud and haughty display of the village President and the village Council and the fireworks.

We looked in vain for a promise of bonfires, with all the boys bustling for fuel and for an announcement as to a game of fire balls, no matter if someone should burn their fingers throwing the burning spheres about.

Instead of the big parking of farmers' wagons and teams in the grove with watermelons, gingerbread, barrels of good fresh milk and cords of high grade home cooking for the dinners of the strong, good natured, fair minded and happy celebrants, there is mention of a whole lot of—

But why rehearse the list?

Everybody old fashioned—the glorious flag, the American eagle, the bulwark of our liberties, the girls in white representing the states, the fire department, the ancient and antique horrors, the clean, jolly and genuine companionship on all sides—are to be supplanted by the conventional catch-penny commonplaces of the thousands of summer amusement conglomerations to be found all over the United States.

Now, if, as President of the village of Grand Rapids, Mr. Hanchett would call the assembled multitude to order and if, as he preside over the ceremonies, he would consent to swelter in a dignified, tightly-buttoned frock coat; if Mr. Delamarter, as the major-domo of Ramona, would, mounted upon a beautiful white charger lead the procession as chief marshal, every now and then shaking ominously his red, white and blue baton at irreverent small boys; if Mr. McArthur would read the Declaration

of Independence sonorously and with due feeling; if Mr. Musselman would deliver the oration and if the concessionaries and specialty people at Ramona would trick themselves out as real mummers for a grotesque parade the drawing power of the combination would be tremendous and the result would approximate a genuine old fashioned Fourth.

SIGNS OF TROUBLE AHEAD.

Two events have transpired during the past few days which are calculated to give our statesmen at Washington cause for serious reflection. The first of these incidents was the unruly conduct of the Japanese working on the sugar plantations of Hawaii and the other was the mutiny of a company of constabulary in Mindanao, Philippine Islands. While these events have no direct connection with each other, they are both indicative of a growing danger which the country must take steps to properly guard against.

As is well known, the Japanese have a large colony in the Hawaiian Islands, and it has been stated from time to time that many of these colonists are, in reality, discharged Japanese soldiers, who retain some sort of connection with the Japanese Home Government in the shape of army reservists. The fact that the sugar plantation laborers are acting strictly together, and presumably under able leadership, warrants the fear that in the event of any disagreement between this country and Japan the big Japanese colony in Hawaii would be a distinct menace, as they would have it in their power to seize the islands and hold them for their own country.

There is probably not the vestige of connection between the strike in Hawaii and the future plans of Japan, but the situation in Hawaii suggests possibilities which are not pleasant to contemplate, and which this country is fully justified in anticipating without showing any disrespect to Japan or suspicion of her motives. Unless the Hawaiian islands are to become eventually a source of great menace to our Pacific coast, this country must take steps, not merely to fortify them, but to maintain a garrison there strong enough to cope with any internal upheaval.

With respect to the mutiny of a portion of the Philippine constabulary, the incident, while not of great importance in itself, serves again to warn Washington that the Philippine population is by no means as loyal as could be wished. The Filipinos yearn for complete independence, and if it is not granted them they are pretty certain to take advantage of any foreign broil in which this country may become involved to throw off the American yoke. It is even conceivable that they might ally themselves with Japan to accomplish their desire, although the ultimate result of such a policy would simply be an exchange of taskmasters, as Japan would certainly not permit an independent commonwealth to grow up so near her borders.

OPEN TO ALL SECTIONS.

Madison Square (Grand Rapids) business men, and business men of Burton Heights (Grand Rapids), each working loyally for their own especial districts and without any of the bitterness too commonly displayed between business sections, are setting a splendid example of neighborhood co-operation and one which may be watched with profit by all groups of mercantile interests wherever they may be located.

The two business organizations named represent the extreme southern and southeastern limits of the city, and as the first Grand Rapids merchants and manufacturers to greet incoming farmers from a thickly-settled and extensive agricultural area to the southeast and south they help amazingly in creating a business relationship of value to the entire city.

To make this arrangement perfect, so far as the immediate southern territory is concerned, there might be a similar and equally effective neighborhood business organization embodying the stores and industries on Grandville and Godfrey avenues south of Wealthy avenue.

The expense attached to such associations is nominal, the opportunities when valuable concert of action may be exercised are numerous and the certainty of developing a higher grade of civic pride and local harmony is beyond question.

Possibilities such as these are not confined to the suburbs of our city. There isn't a village in Western Michigan, no matter how limited may be its business community, which may not profit by the examples set by the suburban business associations in Grand Rapids. Moreover, the small villages have a greater latitude as to membership because they may seek and secure co-operation between all citizens, men and women alike; merchants, farmers, manufacturers, artisans, doctors, lawyers, school teachers and clergymen alike.

Co-operation in civic, industrial and general business affairs, based upon local loyalty and individual personal righteousness, is a sure winner for any community. And it is a sure failure with the individual interest of a majority of the possible membership absent.

Detroit is rejoicing over the announcement that the Detroit branch of the American Car and Foundry Company has commenced the construction of 3,000 cars for the New York Central Railroad. This is the first installment of an order for 10,000 cars to be built for the New York Central lines as early as practicable. It means steady work for a year or more for a large force of skilled mechanics at good wages. The Detroit Free Press says: "Car building is an industry of the first magnitude in Detroit and many subsidiary industries are dependent upon it. A revival on the old scale of the parent industry means a revival in not a few supplementary branches of manufacture. If now, that tariff bill were only out of the way, what might not happen?"

ONE MUST KNOW HOW.

"Goods bought right are half sold" is a business maxim which has merit, even although thousands of merchants are daily uncertain as to whether or not the bill of goods just purchased by them are "bought right."

A Grand Rapids merchant recently observed that, in spite of market reports by wire and special advices by telephone; in spite of close study and regular of business conditions in general and in spite of maintaining accurate knowledge as to the needs and possible exigencies of customers in his territory he frequently found it impossible to know beyond question that his purchases were made at the best possible figures. "The very best I can do," he concluded, "is to make the totals average right."

It is a successful merchant who can bring about the desirable total averages of cost and sales price. A man may know beyond peradventure that he has secured a certain line of goods at right prices, but after awhile some condition may intervene which tells him it will be wise to accept a loss on that line rather than continue it in stock for a month or two longer in the hope of securing a profit.

The dear public is a fickle party in its dealings with merchants, and added to this nature is also freakish in her moods, so that between heat and cold, dampness and drouth, she adds to the enigma that is forever in front of the average merchant.

For these reasons the inexperienced man who, because of ill health or for the reason that he is tired of his profession or trade, decides that he will take up merchandising, is toying with a very hazardous proposition.

There is no branch of the tremendous business of merchandising which does not call for first-hand, practical knowledge in detail, of the science of buying goods and selling them again, and it is because of this fact that where one man will handle ten thousand dollars' worth of merchandise at from 25 to 30 per cent. profit, another person handling an equal volume will do it at a loss.

The American Seed Trade Association in annual convention last week at Niagara Falls, decided to renew its protest against the Government distribution of free seeds, but with little expectation that it will be of any avail. Many congressmen believe that a package of free seeds, carried free under the signature of an M. C., put on by a clerk with a rubber stamp, is good politics without regard to the quality of the seeds. President Watson, in his address before the convention, said that the Government during the last seven years has spent more than \$2,000,000 for the distribution of free seeds, and has made provision next year to give every senator, representative and delegate 20,000 packages of vegetable seeds and 2,000 packages of flower seeds. "As well supply free clothing and the like as seeds," he said.

It is a merry shoe-maker who laughs last.

THE COURTESIES OF TRADE.

"If there is nothing rotten in Denmark, something is certainly getting to be rotten-specked," was the statement which the grocer received with a certain showing of indifference. "At first, for a month, say, there was nothing to be desired. The goods corresponded to the sample, the price was in harmony with the goods, they were delivered with care and dispatch and the mercury in the commercial barometer of your grocer rose high, with an evident tendency to stay at the high degree attained. After a while—a mighty short one, it seems to me—it began to go down. I ordered one thing and you sent another, 'something just as good;' it was appetizing, when selected and ordered, mused and nauseating when came to the house; it was to be delivered in time for luncheon and it came an hour afterward. Now, if you say so, we'll start all over again. I'll pay your prices without grumbling for good goods; but when you send me instead 'any old thing at any old time' at the highest market price, I'll keep it and pay for it, but it'll be the last."

Simply to satisfy any awakened curiosity it may be stated that after a fortnight's reformation the old disorder returned and a good customer transferred his trade to the grocer who knew when he got a good thing and had wit enough to keep it.

The trouble here, however, is not confined to the corner groceryman. It is far too general for that. It not only "brings down the rate of usance here with us in Venice," but it is giving our Venice on this side of the sea a bad name. Here for example is a remark which commercialism of any nationality can not let go by unheeded: "Consular reports, quoting commercial travelers and agents, continue to urge on our exporters the necessity of adopting more business-like methods for their Oriental trade. Too many of them seem to assume that they have a sort of natural right to that trade, and that it will come to them without effort and without expense. Elementary requirements appear to be disregarded"—conditions that fit exactly into the case of the grocery at the corner. China just now will serve as an illustration. That multi-million nation are asking to American made goods. For awhile, at least, they had them. Then the corner grocer's policy prevailed and, as an inevitable result, the American business man gleans what little comfort can be found in the statement that in the ten months ending in April American exports to China decreased by about \$2,000,000 as compared with the previous year, while the exports to Japanese China have been almost wiped out, and the exports to Hongkong and British India have likewise declined. To the American, believing from the ground up that the American trader is the best on earth, it is not exactly comforting to find on investigation that the loss of trade is due to the foolishness of the exporter. Consider the bumptiousness of the dealer trying to extend his trade by sending

goods to fill an order that are not wanted, that are not asked for and can not be sold. The foreign market like the domestic one has its common laws. There must be fair prices to meet competition. Goods sent carelessly packed are never available and, it may be safely affirmed, secure no second order. Goods ordered for June are wanted in June, not in December, and the manufacturer who reluctantly fills an order or presumptuously suggests that the customer does not know what he wants will find that he has so far disregarded the courtesies of trade as to receive the reward which such discourtesy merits; and these discourtesies, so the consular reports inform us, largely account for the falling off in trade.

As if to add emphasis to the reports from China the morning paper of recent date has an article from the pen of a fellow-statesman that is well worth the reading in this connection:

"One of the most reliable agents for import products in all South America said to the author, after receiving six heaters all broken in transit, 'I am just about discouraged. Every steamer brings us damaged shipments as a result of bad packing. My traveling men do not know what to do. They can not sell a second order when the first is delivered unfit for use. It seems to me that before the American manufacturer makes so much fuss about export business he had better first learn how to send his goods to these countries so that they will arrive in a manner that will do him credit and make life worth living to those who are down here endeavoring to push his product.'"

As a conclusion to the whole matter the consul from far-off Calcutta after a careful review of the question offers as suggestions, which the American merchant would do well to consider in his dealing with that part of the world; honest goods suited in style to Indian trade; fair prices that will meet competition; personal exploitation of the goods; packing that will land the goods in good order; prompt delivery; a willingness on the part of manufacturers to meet the taste and demands of the East in style and quality, and a determination of manufacturers to do exactly the polite and right thing towards their customers.

If, as one writer asserts, "the same scandalous facts that make every American ashamed when he travels in a Spanish-American country" are true, it is respectfully suggested that the grocer on the corner and the exporter in the middle of the block get together to hit upon some plan of action that will give to the American trader a better reputation than he now enjoys in the markets of the world.

The happiest day in a man's life is the day when he has not once been out of patience, has done in a kindly spirit everything that came to him, and has lightened the load of every burden-bearer who came his way.

CORRECTLY SETTLED.

"Near this site," begins the inscription on the tablet which was unveiled with appropriate ceremonies on June 23, "was located the first trading post and was erected the first building in Grand Rapids." Said tablet is on the southeast corner—pearl street front—of the Old National Bank building.

When 35 years of age Louis Campau came to Grand Rapids as an Indian trader, being the first white man to locate permanently at this point, and he antedated the coming of the Guilds and the other pioneers from five to six years. Moreover, "Uncle Louis" was a resident at "The Rapids" for at least eight years before any attempt whatever was made toward utilizing the splendid water power afforded by the river.

And so for from five to eight years Mr. Campau was here the solitary permanent white settler dealing exclusively with the Indians and the equally nomadic French voyageurs.

For eight years he saw "The Rapids" in a perfect state of nature. In regular succession he saw the spring floods come down the river to the head of the rapids, and then, there being no work of man to break the onslaught, he saw those waters go rushing, boiling and roaring down past his far-frontier home.

For eight years he welcomed regularly the fleet of bateaux and their voyageurs and the Indians and their canoes as they arrived at the foot of the rapids.

For eight years at least he saw the territory at present bounded by Lyon street, Trowbridge street, Kent street, Lock street and Mill street as a low marshy area constituting a quasi bayou on the riverside.

For eight years at least he saw a similar bayou setting in from the river a short distance above Fulton street, which, traversed by an all-the-year-round creek, and extending in a southeasterly direction to a point near Division and Oakes street, thence returned in a southwesterly direction to Ionia and Goodrich street and so back to the river.

(The actual area of this old-time district is practically outlined by the properties of the Union railway station and yards.)

For eight years at least the only really solid, firm land coming down to the edge of the river, between what are now Fulton street and Trowbridge street, lay between the south line of Lyon street and the north line of Louis street.

And this shore line for eight years at least extended diagonally to the southeast from a point about twenty feet west of the rear wall of the Kent County Savings Bank offices to a point twenty feet west of Canal street on the north side of Pearl street; thence almost due south to Louis street.

It was because of the bayou extending from Trowbridge street down to Lyon street during these eight years that the project of building an East side canal was located there, and it was because of the actual terra firma beginning at the south line of

Lyon street and located at the head of navigation that the placing of a lock and turning basin was from Lyon street to Huron street for the lock and from Huron street north and Canal street west, 200 feet each way, for the basin.

Putting aside all traditions, all reminiscences of those who came here in 1830 and later, the above physical facts make it fairly and reasonably clear that during eight years at least the most natural site for "Uncle Louis'" factory and home was approximately on the site of the present Old National Bank building, where, very wisely, it has already been located.

PURE SENTIMENT.

"No, I'm too busy," said a well-known and prominent business man when asked if he intended to attend the Founders' Day observances in Grand Rapids on June 23.

Another gentleman, answering a similar question, replied that he had no time for a matter of pure sentiment.

In all likelihood each gentleman spoke the truth and yet each one had, as ancestors, men who were intimately identified with the history of forty and fifty years ago in Grand Rapids, and these forefathers contributed importantly toward placing the city where she is to-day in commercial, financial and industrial sense.

More than that, perhaps, both of the gentlemen who were "too busy" to pay tribute to mere "sentiment" are strong figures and have been important factors for a number of years in the prosperity of the Grand Rapids of to-day.

Twenty or thirty years hence some patriotic group of ladies or some appreciative body of business men, fired with a desire to commemorate and appropriately and permanently record some achievement by these men now "too busy for sentiment" may call upon the citizens for a public demonstration in such behalf and then, perhaps, there will be other descendants who are "too busy for sentiment."

Fortunately for history, and especially for local history, there is always in each community a moving spirit to successfully conceive and carry out such patriotic motives so that the basic purpose for such efforts—which is the preservation of authentic records for the benefit and enlightenment of generations yet unborn—is realized.

The merely incidental features, which are large hearted, sincere and loyal even although they are transient contribute toward a revival of pride in ancestry, pride in the home town and a fleeting reminiscence of the days when we were children. And such a harking backward now and then is beneficial to any community or any individual.

Do not make the day too long if you can possibly avoid it; keep the work hours within reason. Nature is inexorable in demanding proper rest.

Don't borrow trouble; the interest is too high.

MAKING A BIG PROFIT

Where the Price Didn't Depend on the First Cost.

Written for the Tradesman.

The clothier was at breakfast when the door bell rang and his wife hastened out of the room. The clothier was just starting in business, and there weren't any maids or fat butlers to open the front door and bring in cards on a silver contraption.

The clothier waited for a time for his wife to come back, for he liked to hear her talk over the affairs of the house at the breakfast table. She was a pretty wife, with pink cheeks and bright eyes, and she dressed for the man just as she used to dress in the days when they were wondering if they could snare each other.

Presently he opened the door leading into the hall and looked out. His wife stood in the doorway and in front of her was a girl in a blue suit and a Mission bonnet, with a great red ribbon on it.

The Mission was down the street only a few doors from the clothier's store. He had often noticed the girls lugging big bundles through the doorway. They were pretty girls, always neatly dressed, and his conclusion was that they were doing quite a lot of good in the city. Now and then he gave one of them a quarter or a dime and felt that he was helping along a good cause. The workers were all strangers to him, but they seemed to be in earnest.

It occurred to the clothier, standing there in the breakfast room door,

that he could not remember just how the Mission had got to going in the town. There were no local people connected with it. People from somewhere had just dropped down there and rented the building and gone to work. They held services nights and busied themselves looking up the needy and the wicked in the daytime.

Presently the clothier's wife beckoned him to come to the door, where the girl still stood, a large basket on her arm.

"The child wants something in the way of clothing for a poor family," she explained, "and I don't think I have a thing I can give her."

"What is it you want?" asked the clothier.

The girl blushed prettily. That was sufficient to bring a sympathetic throb to the heart of the merchant.

"Oh, we need ever so many things," she said, looking up into his face with a pair of clear blue eyes. "We have so many calls for clothing! There are so many children who can't go to church because they haven't presentable clothing."

"Where do you find all these poor children?" asked the merchant, not crossly, but with a smile, as if attributing a desirable courage and energy to the girl. "I had an idea that the city was taking pretty good care of the needy."

"Oh, yes, indeed!" exclaimed the girl. "The city is doing nobly, only there are so many who would rather starve than ask for public charity. They let us help them, you know, but

they wouldn't have their names on the lists for anything."

"And what you need now is clothing?"

"Yes, sir."

The girl blushed and bowed her head, as if ashamed to ask for charity even in so good a cause. The clothier thought afterwards how pretty and helpless she looked.

"Sure you haven't got anything in the house?"

The wife shook her head.

"There's that old suit of mine. The one I used to go fishing in."

"In the rag-bag long ago," laughed the wife.

"I might have known it!" said the clothier.

The girl looked up and laughed as if she understood the play of humor between the two. She was a mighty attractive girl!

"Well," said the clothier, turning to the girl, "you come down to the store after a while and I'll see what I can do there. I've got some suits that won't sell, and I'll contribute one or two of them if they'll fit."

"Oh, thank you!" said the girl.

"And you might see what you have in the way of dresses," added the clothier, turning to his wife. "I presume you have to get little girls ready for school and church, too, do you not?"

This to the girl—the pretty girl in the blue suit and the hat with the big red ribbon on it. As a matter of fact, she wasn't half as pretty as his wife, but then—well, it is in the na-

ture of men to be friendly to the young and the good looking.

"Oh, yes, indeed!" replied the girl. "We have ever so many children needing clothing. You're very kind, I'm sure."

"All right," said the clothier. "I'll go and finish breakfast while wifey goes to look up something for you. Then you come down to the store, by and by, and I'll see what I can do for you."

"Julius Cole," said wifey, after the girl had gone, "I believe you are the kindest man I ever knew!"

"What's the use of being a hog?" quoth Julius.

When the girl came to the store she got three youths' suits, and they were pretty good suits at that. The clothier had marked them \$7 each, and thought they were worth it, but, somehow, they wouldn't sell. For one thing, they were of a dirty yellow, with bumpy little red spots in them, and the clothier knew that he would duck any boy of his in the pond if he appeared in public in such a rig. So he gave them to the Mission girl, and she blushed and thanked him and took them away in her basket and laid them out on a counter in the back room of the Mission.

An hour later Chimmy, the newsboy, came in with a chum and went into the back room.

"Soy," he said to the girl, "gimme a suit o' clothes. These I got wouldn't flag a wheel barrow!"

"Why," replied the girl, "you're plenty big enough to work and earn

Superiority in Flavor, Well-Filled Tins, Handsome Containers

Are Features in

Hart Brand Canned Goods

The HART BRAND covers the Finest of Green Peas; the Best Succotash in America; Sifted Green Lima Beans; the Choicest Sugar Corn; Red Cherries of Superior Quality; Choicest Red Raspberries, Michigan Peaches, Plums, Apples, Strawberries, Pears and other Fruits. ❀ ❀ ❀

Packed Where Grown, Under Highest Sanitary Conditions, by

W. R. Roach & Co., Hart, Michigan

Factories at Hart, Kent, Lexington

your own clothes. I should think you'd be ashamed of yourself!"

"Cut it out!" retorted Chimmy. "I'm next to your game. Soy, if you won't gimme a pair o' trotter cases, sell me some."

"Well," said the girl, taking the yellow suits from the counter, "what will you give for this whole suit? Don't you think it is a dandy?"

Chimmy said it was loud enough to sell his papers for him, and the girl laughed and declared he was a discerning youth. Then it transpired that the chum wanted a new suit, and the girl smiled on them both, and in the end they went to the City Bank and drew out \$8 each and paid for the yellow suits. The girl was grateful to them, but there were so many people in the back room who wanted to buy things that she couldn't talk with them any more concerning the evil of their ways. Not after they had paid for the suits.

Perhaps it was because she was so busy most of the time, perhaps it was because she was forgetful, but, anyway, the poor children who were staying at home from school and church because they had nothing to wear never saw her at all that day. But, then, you see, the girl and her companions had to do quite a lot of bargaining to get the cash for the things which were being contributed for the wicked and the needy.

When the clothier went home that evening he bought a newspaper of Chimmy, and stood for an instant on the corner while the boy, resplendent in his yellow horror, and as proud

as a peacock, made change for the quarter Julius had handed him. Chimmy made change slowly, counting out pennies painfully, as if each one was a drop of blood wrung from his heart. It was his custom to lack about three, but on this night he was chesty enough to lack four, and Julius was putting his short change into his pocket when his eyes chanced to fall on the yellow suit he had given to the pretty girl in the blue rig, with the large red ribbon in her hat. It occurred to him that it was not charity to give a great, big boy like Chimmy a new suit, when he was big enough and old enough to earn his own clothing, so he put it to the boy:

"Where did you get that suit?"

"Ain't it a dandy?" said Chimmy.

"Did you win it on a bet?" asked Julius.

"Bet nothin'," explained Chimmy. "I put up me good mazuma for it—eight golden simoleons. What's it to you?"

"Where did you buy it?" asked the clothier.

Chimmy backed off, but Julius took out a quarter and held it in view.

"Where did you buy it?" he repeated.

"Do I get it, then?" asked the boy, cautiously.

"Sure! When you show me where you bought it."

"I bought it at the Mission," replied the boy, reaching out his hand for the money. The clothier drew his hand back.

"Wait," he said, "I want you to go down there with me. I want to hire

the clerk you traded with. Any clerk that can sell a seven dollar suit like that for—how much did you give for it?"

"I said eight."

"All right. Come on. I want to hire that clerk. Any man or woman that can sell a seven dollar suit for eight, and such a suit! Well, I want to hire just such people. Come along, sonny."

The girl with the clear blue eyes and pink cheeks was standing in the doorway as the clothier approached, clinging to the youth bedaubed with the yellow suit. She saw him first, and went into the back room and put a hat over her shining brown hair and let herself out into the alley, and so got away to a telephone, from which she informed the people at the Mission that she was a naughty girl and had run away, and for them to go on with the good work, and she would go to the next city and collect more clothing for the poor—to be sold for cash.

So that is what they told the clothier, but he didn't believe it. I'm not going to tell the story of the fall of the Mission. It is enough to tell how the clothier started the ball rolling with a yellow suit.

Anyhow, every charity in that town now has a board of local men at the head of it. There are no strangers collecting clothing and household goods for the poor and selling them for cash. Merchants there have to stand for many kinds of competition, but not that kind. But there are just such missions in the country. Look

about you, and you may find an "Army" of some kind running a second hand store.

Leave it to the clothier, and they'll all succeed if they have pretty girls like the one he did business with to plug for them. Alfred B. Tozer.

She Was Too Quick For Them.

There were three at the little table in the cafe, a lady and two men.

Suddenly the electric lights went out, and the lady, quickly and noiselessly, drew back.

An instant later there was the smack of a compound kiss. As the electric lights went up each man was seen to be smiling complaisantly.

"I thought I heard a kiss," said the lady, "but nobody kissed me."

Then the men suddenly glared at each other, and flushed and looked painfully sheepish.

Biblical Lore in Nebraska.

A member of the Nebraska Legislature was making a speech on some momentous question, and, in conclusion, said:

"In the words of Daniel Webster, who wrote the dictionary, 'Give me liberty or give me death.'"

One of the colleagues pulled at his coat and whispered:

"Daniel Webster did not write the dictionary; it was Noah."

"Noah nothing," repeated the speaker. "Noah built the ark."

Never was there a woman so ugly but that there was at least one man who thought her handsome.

"The Taste Lingers"—and Advertising Moves

Post Toasties

As Staple as Sugar and we Guarantee the Sale

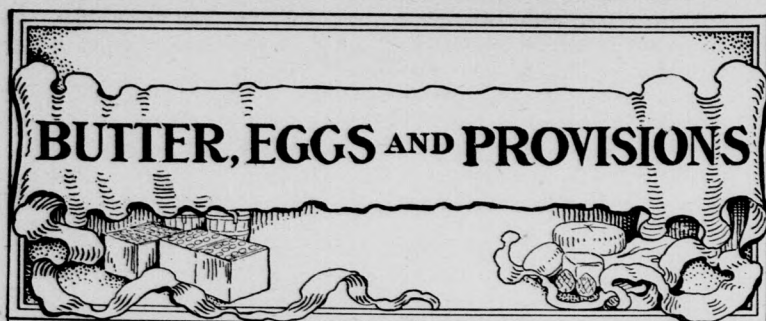
We want everybody to know the crisp, delicious, flavoury quality of Post Toasties, and we like the co-operation of the grocers.

Once you try Post Toasties, you will agree that the flavour is as delightful as that of a deliciously fresh Bon Bon—and for breakfast and supper a food unexcelled.

A pleasant recollection—

"The Taste Lingers"

POSTUM CEREAL COMPANY, LTD., Battle Creek, Mich., U. S. A.



BUTTER, EGGS AND PROVISIONS

Will Geese Take the Place of Turkeys?

Geese are not as popular in this country as they are in Europe, but this is due to the fact that the conditions here are so favorable for raising turkeys that the goose has been distanced for the time being. It is believed by many that when this country becomes as thickly populated as is Europe the goose will have crowded out the turkey. The turkey is adapted to being raised where there are great expanses of land to roam over. The immense size of American farms, as compared with European farms, has made turkey-raising the logical outcome. The turkey will not stand confinement and the goose will. Geese are adapted to a locality thickly settled. The owner of geese need not have even a good-sized yard, if he can have a good-sized sheet of water. So where the population of Europe is so thick that every foot of soil is wanted for the growing of fruits and vegetables,

geese are made to spend much of their time swimming in the rivers, in the canals and in the waters that are a part of the salt seas. Water takes up a large part of most countries, and the pasturage and exercise grounds for geese are thus practically without limit. This makes it certain that the goose will increase in popularity as the world grows older and population increases.

The goose appeals to the fancy of the well-to-do more than any other domestic bird used for the production of meat. A flock of geese swimming on a sheet of clean water is a most pleasing sight. They are always clean when in such a circumstance, and this is strongly in their favor in the eyes of the landscape gardener. So it has come about that the goose is for many reasons the popular bird with many landowners of the Old World. There their meat is regarded as the best of all of the common domestic fowls. It takes the place of turkey meat with us, and some Americans prefer it to turkey meat.

The conditions that have made geese the most popular fowl in the countries across the water are slowly developing in this country, and we may expect to see the raising of geese become more of a factor. It is frequently a wonder to many people why Americans do not now keep more geese than they do, especially those Americans living on the edge of the sea or by the side of great bodies of water. The large numbers of small fish in some of the streams and ponds furnish geese with a considerable part of their feed. In addition they are creatures that live largely by means of grazing, and so require little attention. About the farm in the spring they are not so destructive as hens because they have not the scratching habit. To a large extent they are insect-destroyers, and many a man has turned a flock of geese into his potato patch to help clear off the potato-bugs that were devouring his vines.

The management of geese has not been reduced to the science here that it has in other countries of the world, especially such parts of the world as Germany, Egypt and China. In the latter country the management of geese has been made more of a science than elsewhere. This is due largely to the fact that China has numerous water-courses and canals, which are filled with fish. We are but learners in this science, which is worth expanding in this country of agricultural enterprise. We have not yet learned to raise geese in large numbers, but how to do this successfully will come with experience.

At the present time wet fields are in some localities quite largely utilized for goose pasturage. The ability of geese to make their own way and utilize roughage places them somewhat on the same plane as our grazing cattle, in that they can change into marketable product vegetable growths that without them would be of no use to the farmer. In the brooks, too, they find some vegetable growth that serves as food, and industriously hunt water-beetles, which have in them an unusually large amount of protein. The shelters for geese are not generally elaborate and need not be large. It is well to construct the houses well back from the water-courses or ponds, so that the goslings will have room in which to exercise themselves without getting into the water. Where there are objections to the geese having all the swimming room there is, low wire fences (wire netting) should be extended to and through as much water as is to be included. This, if near a running stream, is better than to have for them a separate pond, for the running water will keep the water-pasturage clean. In any well-built house geese will remain healthy and will be serviceable to a great age. Hens become old in three or four years, although now and then one is kept to the ripe old age of ten years. But geese live to be forty years old and lay eggs and hatch young as long as they live.

There is one important source of profit with geese that is not much of a factor with the other kinds of barn-

The Best Market in the Country for Butter and Eggs

—Is—

New York City

Its quotations on these articles practically regulate the dairy business of the entire
United States

Ship to FITCH, CORNELL & CO.

10 Harrison Street
New York City

The Great Butter and Egg House of the East

Annual Sales \$4,000,000.00

We refer to the Editor Michigan Tradesman or either of the five banks with whom we have accounts in New York

yard fowl, and that is their feathers. These are always in demand in the market. The average yield of goose feathers is about one pound per year. So from this kind of fowl we have three items of revenue—feathers, eggs and flesh. The time to pluck the feathers is when there is no blood in the ends of the quills. It is easy enough to ascertain when this is, for it is at the time of year when the goose is preparing to shed them. They can be pulled with very little effort and have to be dried and sorted. The best feathers make up a considerable trade in the United States and are sought for by the great feather-buying firms in the great cities.

Pure Food Law Again Attacked In Court.

Washington, D. C., June 28—A final effort to set aside the pure food law is made in the suit brought in the Supreme Court of the District of Columbia against James Wilson, Secretary of Agriculture. It is instituted in the name of the Hipolite Egg Co., a St. Louis corporation, but it is intimated that the Beef Trust and other large users of preservatives in food are behind the litigation.

The complaint which will be filed by Charles Summers, a St. Louis attorney and leading counsel for the Hipolite Egg Co., will ask for a temporary injunction against Secretary Wilson and the Department of Agriculture, preventing them from further interference with the plaintiff's business. If this is granted a motion will be filed to have the injunction made permanent. Then the real struggle for the overthrow of the law will begin. The litigation is the result of a seizure in Peoria, Ill., last March of canned eggs that had been preserved by the use of boric acid. Agents of the Department traced a shipment of fifty cans to a wholesale grocery in that town and took possession of them as being unfit for food. Since then the Hipolite Egg Co. has been unable to conduct its business, for no report of the department's decision nor any analysis of its goods by the Bureau of Chemistry has been forthcoming.

According to Mr. Summers, the suit is based on the ground that the company is sustaining irreparable injury to its business without any adequate remedy at law.

The fact that the Hipolite Co. is merely the agent of other and much more wealthy concerns in the attack on the law is indicated in the wording of the bill of complaint in the possession of Mr. Summers. After naming his client his bill adds that the suit is filed "in behalf of all other persons and parties in interest who may care to join in this proceeding, and who, plaintiff states, are too numerous to be specifically mentioned herein." The attorney declines to divulge the names of the clients who keep in the background.

The assault has been elaborately planned, and is framed along lines different and more daring than any hitherto made. In the first place, the pure food law is declared to be

unconstitutional because it gives to the Federal Government the police-regulating power delegated under the Constitution to the several states. In addition, it is set forth that under the Constitution Congress can only grant regulating powers and can not delegate a prohibitory power to any department of the General Government. It is also asserted that Congress can not delegate to heads of executive departments the right to make rules and regulations under a general law. This, it is contended, vests legislative power in officials outside of Congress.

The egg company admits the right of the Department of Agriculture to take any action it may see fit in the case of questionable foodstuffs discovered in the District of Columbia, the Territories, or the insular possessions of the United States.

The liquid egg mixture involved in the dispute, its manufacturers declare, is not used as a direct food, but is utilized by bakers and confectioners in the making of cakes, pies and pastries. The company declares it uses between 1 and 2 per cent. of boric acid to each five-gallon can of its mixture; that this is reduced to an infinitesimal percentage when the mixture is included in other materials and that the addition of the acid is not only not injurious to health, but is a decided food addition.

The evident desire of the other persons connected with the suit not to figure openly in it is attributed to their fear of publicity.

Boric acid was one of the chief preservatives used by the packing houses.

Animals All Becoming Better "Educated."

Yes, little birds and beasts beat their fathers and mothers. Dr. T. Zell has found that animals take advantage of experience and become cleverer than their parents. From early times it has been noticed that vultures have learned to accompany armies in the field for the sake of the prospective feast after battle. Killer whales accompany whaling vessels, and gulls do the same. Crows in like manner learn to accompany the chamois hunter as soon as they have seen the first victim fall to the rifle, and rough legged buzzards follow the sportsmen in pursuit of winged game.

Birds and quadrupeds have learned to take no notice of railway trains, as have horses of motors, and nowadays many fewer birds immolate themselves by flying against telegraph wires than was formerly the case. Game animals of all kinds have learned to know the range of modern rifles, while greyhounds have learned to leave rabbits alone, just as foxhounds, if properly trained, take no notice of either hares or rabbits. Sheep dogs, again, know by experience that it is only the members of their master's flocks that it is their business to collect.

Only the weakling fears either to fight his thoughts or to follow them.

A man's mocking at money has little meaning if he has no means.

Shipments Wanted of

Butter, eggs, veal, poultry, berries.

Orders Wanted for

Home grown and Southern fruits and vegetables, egg crates, berry boxes.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

BUTTER AND EGGS

are what we want and will pay top prices for. Drop us a card or call 2052, either phone, and find out.

We want shipments of potatoes, onions, beans, pork and veal.

T. H. CONDRA & CO.

Mfrs. Process Butter 10 So. Ionia St. Grand Rapids, Mich.

We Want Eggs

We have a good outlet for all the eggs you can ship us. We pay the highest market price.

Burns Creamery Co.

Grand Rapids, Mich.

Michigan Butter and Michigan Eggs

Are recognized as the best products of the cow and hen that come from any section of the United States. We have always been the leading handlers of Michigan products in the Philadelphia market, and today are handling many of the leading creameries in Michigan. We have room for more, and can handle your goods to your entire satisfaction.

Many of our regular creameries are trial shippers in the start. Get in the procession and ship your butter and eggs to Philadelphia's leading commission merchants.

Yours for business,

W. R. Brice & Company.

P. S.—Ask Stowe of the Tradesman about us.

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.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 25—With the thermometer in the nineties as a regular rule, there is mighty little enthusiasm in any of the markets and about the busiest men are those in the fruit trade picking out the bad from the good. The garbage wagons must be working overtime and pushcart men have to toil like trojans to work off their sun-exposed goods before they go to the dumps. In the coffee trade there is dullness galore. Dealers are talking only of the best way of getting out of the furnace and actual trading is only such as must be done, even although the temperature be hot enough to roast coffee in the streets. At the close Rio No. 7 is worth, in an invoice way, $7\frac{3}{4}$ @ $7\frac{1}{2}$ c, with nothing doing. There is a belief now that the tariff will not be placed on coffee—a belief "subject to revision" every twenty-four hours—and at the moment we hear that some concessions might be made on the asking price. In store and afloat there are 3,324,390 bags of Brazil coffee, against 3,397,070 bags at the same time last year. Mild coffees move moderately and quotations show little, if any, change.

The hot weather has hastened the consumption of refined sugar very materially and orders are coming in at a most satisfactory rate, while quotations are very firmly sustained. The raw sugar market, of course, is stronger, as the refined article moves more freely, and the situation is in the line of higher quotations.

For the past three days there has been more activity in the tea market and sellers seem quite well content with the outlook. Both sides seem to have tired of talking tariff and buyers are not hesitating to take fairly good supplies. Quotations show little, if any, change.

The situation in rice shows little, if any, change. The demand is not especially active, but there is a fairly steady trade all the time and quotations are sustained on the same level as previously noted.

Only a hand-to-mouth business has been done in spices and both buyers and sellers seem to be willing to "take a day off." Quotations are without perceptible change.

Molasses and syrups might as well be left off the list. Buyers take no earthly interest in quotations, nor the "statistical position," nor anything else. In a general way "prices are without change."

In canned goods there is certainly to be recorded an improvement in the demand for tomatoes and sellers feel quite encouraged. Orders have come in with more freedom and, if quotations are no higher, they are held to with more tenacity. While some movement has taken place at $67\frac{1}{2}$ c for standard 3s, most business is at 65c. Sellers are holding strongly to the idea that the former rate will be the prevailing one before long. New York State corn is quoted

at 70c for really good stock, although some lots have moved at 65c. A shortage of the pea pack in New York and in the West is looked for—said to be as great as 50 per cent. Standard early Junes are worth 80c or more, and for sifted the range is upward from 90c. Other goods show light movement and there is little variation in price.

Butter is fairly steady, but most of the activity is in the way of speculation, rather than legitimate trading. Creamery specials, $25\frac{1}{2}$ @ 26 c; extras, 25c; firsts, $24\frac{1}{2}$ @ $24\frac{1}{2}$ c; Western imitation creamery, firsts, 22c; factory firsts, 21c; seconds, $19\frac{1}{2}$ @ 20 c; process, 21@ 23 c.

Cheese is quiet. New York State full cream, $13\frac{1}{2}$ @ $14\frac{1}{2}$ c.

Lighter receipts of eggs have tended to keep the market firm and Western extra firsts are worth $22\frac{1}{2}$ @ $22\frac{1}{2}$ c; firsts, $20\frac{1}{2}$ @ $21\frac{1}{2}$ c; seconds, $19\frac{1}{2}$ @ 20 c.

May Be Key To Future Success.

Keep your eye on your present job even while you are looking for a new one, is advice any good business man will give for the asking. And it was the failure to comply with this that has kept one young man I know from advancing beyond the mediocre position he is at present holding in a retail store in a small city.

The young man in question is drawing a fair salary, but his prospects have been fulfilled as far as his present place of employment is concerned. He has recognized this for several years and in all that time has had his hopes and ambitions set on a position with a large coal company, where the chances for advancement are great.

Again and again has he tried for a place with the coal firm, only to be "turned down," although other young fellows with less energy and native ability than he has have been given good jobs with that same concern. Naturally this has proved a source of wonderment to him and it was not until a clergyman had been importuned by the young man to speak in his behalf that the real facts came to the front.

The head of the coal firm, in response to the minister's queries, told him that a few years before this young aspirant for a job was sent by his employer to the yards of the coal company.

He was to watch the weighing of a quantity of coal that was to be delivered to his employer's store. The head of the coal concern was doing the weighing himself. But the young man, instead of attending to his duties, seemed to try to keep as far away from the scales as possible, spending his time talking with other employes.

Probably the clerk thought this was a good way to curry favor with the coal dealer and that to attend to his prescribed work would seem to reflect on the honesty of the dealer. But whatever his thoughts the results meant the death of all his hopes for a place with that firm.

"Give that chap a job?" concluded the dealer, after reciting this little

story to the minister. "Well, I guess how do I know but that he would not. He wouldn't do the work his shirk my work as well?" other employer had set for him and

T. Darley Allen.

FISHER & LEVI

Wholesale Fruits
Produce and Commission

Grand Rapids, Mich.

Store and warehouse, 127 Louis Street

Citz. Phone 9342

Bell Phone 2789

Fancy White Potatoes, \$3.00 per barrel

Fancy Triumph Potatoes, 90c per bushel

Jumbo Bananas, 50c@\$1.00 per bunch

Texas Bermuda Onions, \$1.15 per crate

Cabbage, fancy, \$1.35 per crate

Arthur D. Wood

Geo. H. Reifsnider

BUTTER AND EGGS

We have an extremely large outlet for both butter and eggs. We want quality as well as quantity. We want shippers to make us regular consignments and we guarantee full value for their goods.

ARTHUR D. WOOD & CO.

Commission Merchants

321 Greenwich Street

New York City

471 9th Avenue

References—Aetna National Bank, Chelsea Exchange Bank

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.

SEEDS

for Summer Planting: Millet, Fodder Corn, Cow Peas, Dwarf Essex Rape, Turnip and Rutabaga.

"All orders filled promptly."

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

Established 1873

Michigan Strawberries

Are now arriving in large quantities. Let us have your standing orders

The Vinkemulder Company

14-16 Ottawa Street

Wholesale Fruits and Produce

Grand Rapids, Michigan

IMPENDING REVOLUTION.

Most Radical Age the World Ever Saw.

The "woman question," if not the most important that is under public discussion, is not among those which is attracting the least attention, and not merely in the New World is it being actively agitated, but no less in the Old has it come to the fore.

Nowhere are the advocates of political equality and social emancipation for women so obstreperous and demonstrative as in England, while in Turkey, where up to the recent political revolution there the women were shut up in the harem, it now appears that they have been suddenly ushered into much the same relations socially as are the common rule in other parts of Europe.

In every age of the world and in every country there have been women whose genius and talents have broken down all barriers that have kept the sex in the background and have placed them in the forefront as great rulers of nations and great artists, poets, philosophers, mathematicians, astronomers, and the like. Their sex was no obstacle to their advancement to celebrity and to power, but in this radical age, in which every individual demands advancement without regard to any ability to attain it, not a few women claim that they are being kept down by the social condition into which their sex has placed them.

There is no question that the uprising of women, which is more or less active in all parts of the world, has grown out of the gradual but steady decline of the men. Within the last four centuries of the world's history, alcoholic liquors, tobacco and all the enervating and narcotic drugs, with the single exception of opium, have come into general knowledge and use, and, as a consequence, because they are chiefly used by men there has been a growing enervation and degeneracy of the men, who are falling more and more under the contempt of the women.

Men were made physically stronger in order that they might support and protect the women and children. Woman, by the facts of her constitution and existence, is necessarily the keeper at home and is most properly dependent upon man. But when she sees in too many instances that the husband and father is a miserable drunkard and the sons and brothers wretched loafers there is no wonder that she feels there is something wrong in the social organization and that the time is coming when women must assume positions, not only of independence, but of control.

It is a mistake to claim that the women are naturally all good and pure, and that where they are otherwise they are made so by the men. Descended as not a few are directly from depraved and degenerate men, it would be strange if there were not women who had inherited the evil qualities of their fathers, and it is a grievous fact that this is the case. Moreover, women are largely affected by environment, and born as are

some amid scenes of misery and vice and kept among such surroundings, how can it be possible that all could or should be pure and good?

The present is the most radical and revolutionary age the world ever knew, and it will go on until it reaches its full development. Then the pendulum will swing back. The struggle of women for emancipation has attracted to it not a few who are carried away more by the novelty of the conditions it presents than by any consideration of what is to be the goal sought for. In revolutions those engaged in them think very little. They are carried away by the excitement that pervades a crowd moving whither they know not. But in the end something always happens. The French Revolution of 1793 led through the "Reign of Terror" to Napoleon—from the tyranny of a mob to that of a despot.

Frank Stowell.

Germans Grow Own Christmas Trees.

Christmas comes but once a year, and the Germans try to make the most of it. Of the 6,000,000 families of the kaiser's empire, it is said that 5,500,000 purchase Christmas trees. The trees usually are spruce, which grows in all parts of Germany. The planting and the cutting of trees is all under control of the government officials. And it is thought that there is not now an evergreen growing in Germany that was not artificially planted.

In the initial stage the young plants are set in rows about four feet apart, with the plants one foot apart in the row. As the trees develop they gradually are thinned. When one foot high many are transplanted into pots and form miniature Christmas trees. But for this Yuletide market the forest plantings would have to be made farther apart or the trees cut out in thinning while small would have to be thrown away. This thinning is continuous until the trees have attained a size suitable for sawing purposes.

The thinnings are used for fork and hoe handles, grapevine stakes, hop poles, bean poles, scaffolds, etc. The owner therefore does not have to await the maturity of his forest before realizing an income from it. In the economy of cultivating a forest every twig is saved, and even the leaves are raked up and sold. Old people and children find useful employment in doing such light and easy work and adding to the family income.

Pat's Appreciation.

An artist had finished a landscape; on looking up he beheld an Irish navvy gazing at his canvas. "Well," said the artist familiarly, "do you suppose you could make a picture like that?" The Irishman mopped his forehead a moment. "Sure, a man c'n do anything if he's druv to ut," he replied.

However we may achieve success, we are apt to claim full credit for it; but when we fail we blame it all on bad luck.

YX
BRAND
Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

CONSIGN YOUR
EGGS
TO
GEORGE E. CUTLER
22 HARRISON ST. NEW YORK
OUR
OUTLET UNEXCELLED
COMMISSION EXCLUSIVELY

Grand Rapids Supply Co.
Jobbers
Mill, Steam, Well and Plumbing
Supplies
48-50-52-54-56-58-60-62 Ellsworth Ave.

GOOD ADS—MAKE GOOD
I will write an ad. for your business that will "stick out" of your paper and make a "direct appeal" to your prospective customer. Send \$1.00 and data for trial ad. and watch the results.
RUDOLPH KERN, Advertising
507 Chamber of Commerce Detroit, Mich.

BATTJES
FUEL & BLDG.
MATERIAL CO.

You Must Make a Profit

Because of Its Superior
Quality

Fanchon Flour

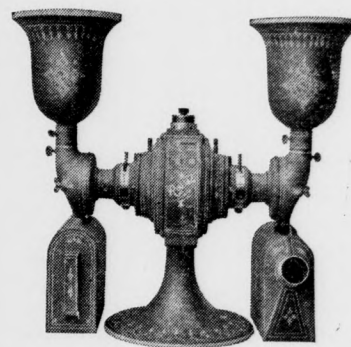
Commands a high
price which insures you
a good profit

Symons Bros. & Co.

Distributors

Saginaw, Michigan

A Royal Means Trade For You



The Best Mill in the World
At the Least Cost to You

You don't like to grind coffee by hand, Mr. Merchant, and you cannot expect your clerks to like it any more than you do.

A clerk is not going to urge coffee upon your customers if he has to go through the drudgery of grinding every time he sells a pound.

The reason a ROYAL Electric Mill will make more business for you is because

your clerks will all be glad to sell coffee with a modern mill in the store.

Besides, the ROYAL cuts the coffee instead of crushing or grinding it, and a penny's worth of electricity will cut fifty pounds.

Send today for a free copy of our latest catalog. It tells all about the ROYAL.

THE A. J. DEER COMPANY

946 West Street

Hornell, N. Y.



Lovers Should Not Ignore Every One Else.

It is an old and beautiful fancy of the poets of all ages that love is the one relic of Paradise which our first parents, losing Eden as "The fruit of man's first disobedience and his fall," were permitted to bring thence, past the angel with the flaming sword of fire, who henceforth was to bar its gates. The "Eden Rose" Kipling calls it.

The author of "How To Be Happy Though Married" says that each young couple who begin marriage upon the right basis bring the Garden of Eden before men once more. "They two are alone, love raises a wall between them and the outer world." Undoubtedly this theory to some extent is true; for, to the two who sincerely love, each respectively is and ought to be the one man, the one woman, in all the world. But this is figurative, meaning that the one is so far first in regard and in affection that all others are out of the running. It is not well to take the saying too literally; in practice the idea may be carried too far. Lovers, married or single, have no right to ignore the fact that there are other people on earth to whom they owe duty of some sort or another; to neglect such duty is both impolite and impolitic.

The self-absorption of a couple who have just made discovery of the intensely interesting fact that each of them is all in all to the other often, although their friends may be too good natured to say so, amounts to impertinence. That it is amusing does not cancel the rudeness when a pair of lovers practically cut the rest of their acquaintance in order to enjoy each other's society undisturbed and undiluted. When, on a coaching or sailing party, Jack and May all day long sit shoulder to shoulder, murmuring in each other's ears without so much as a word to any one else, or a look at the scenery which they are supposed to have come to admire, the fact that they are in love may explain, but it does not wholly excuse, their rudeness.

A man's love for a woman, if that love be of the right sort, rather should render him courteous to all women than the contrary; the fact that a woman is in love with a man should be to her a spur in all excellence of character and behavior. Doubtless it is thoughtlessness more than aught else which causes "spoony" lovers to refuse to take part in amusements which hitherto they have enjoyed. They would rather moon about together than to play in a merry game

with the rest of the company, and when they can not dance together they pair off in a corner to whisper, careless whether or not other people have a good time.

Indeed, if Jack is much in love, he even may give up his favorite athletic sports because he can not spend so much of his leisure time out of May's society. She will not spend a week with her best friend, either because he is not included in the invitation or is unable to accept it. Neither of them cares for anything which is not dominated by the other, which is carrying matters to a foolish extreme. It is right and meet that fond lovers should take and enjoy ample opportunities of being together. They must learn to live together, which is not always an easy lesson, but a solitude deus is not the only, nor always the best, way in which to arrive at a thorough mutual understanding.

Far greater is the error of the woman who shows herself, especially in the presence of others, too devoted to her lover. She places herself in a receptive instead of an aggressive attitude, and the man begins to think that he is about the only interesting item in her life. It is a man's nature quickly to weary of a woman whose only diversion is himself. Above all things, no woman ever should gush over her lover. Too much sweetness cloy the appetite. The clever woman always sends him from her anxious to return. Nevertheless, it is a dangerous experiment to flirt with other men in the hope de se faire valoir. Most men regard a flirt in much the same way that a baby does its rattle box, as something to be played with and then discarded. A fool is the only man who knowingly will marry a flirt.

Dorothy Dix.

Train Closes Gate of Grade Crossing.

"Look out for the engine!" but never fear. For the train in passing will close the grade crossing gate, if you are in Switzerland on the electric railway. J. B. Van Brussel says that the gate itself consists of a long bar lowered across the roadway. The inner end of the barrier bar, which carries a counterweight, is made of channel iron, while the barrier itself is of light creosoted pine. At the pivot of the bar is a drum, on which is wound a cable, which crosses the track over a set of pulleys and operates the swinging bar on the other side of the track. When the bow trolley of the locomotive or car comes in contact with the auxiliary wire closely paralleling

the main trolley wire, the windings of the apparatus are connected to the line. The current starts the motor, lights the incandescent lamps and rings an electric alarm bell. The operation of the bar requires about twenty seconds.

During this time the drum by its screw thread is displaced in the direction of the shaft end and stops the braking action of the spring, working upon the rim of the gear wheel. Before the bar has completely reached the horizontal position the cable mounts the conical part of the drum. The motor shows up and the bar is closed slowly at the end of its swing. When the counterweight balances the motor the bar remains closed with the current flowing through the motor when the trolley bow leaves the auxiliary wire. The counterweight acts to bring the bar back to the vertical position.

Lots of people are so busy holding on to their money that they haven't time to hold on to their reputations.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.



Brilliant Gas Lamp Co.

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

42 State St. Chicago, Ill.



"State Seal" Brand Vinegar

Just a word about its quality, it is par-excellence. For Pickling and Preserving it will do anything that Cider Vinegar will do, and its excellent flavor makes it superior for the Table. Mr. Grocer, it will

pay you to investigate. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.



Established 1872



JENNINGS' Standard "D C" Brand EXTRACTS

(Serial Number 1688)

Terpeneless Lemon
Mexican Vanilla

Direct or from your Jobber
See Price Current

Jennings Flavoring Extract Co.

Grand Rapids
Mich.



E. J. Herrick's Beginning as a Retail Grocer.

Very soon after the conclusive settlement of matters at Appomatox, in 1865, E. J. Herrick, with a small nest egg in his pocket—saved from his wages as a soldier in the Northern army—arrived in Grand Rapids and secured employment with Messrs. (W. B.) Remington & (Wm. H.) Withey.

At that time this firm occupied the store on Canal street at present utilized by Groskopf Bros. and at that time, also, by virtue of buildings on Canal street superior to a large proportion of those on Upper Monroe street, the hundred-foot-wide thoroughfare was making a very strong bid for absolute supremacy as to business.

Messrs. Remington & Withey were conducting a dry goods store primarily with carpets, oil cloth, hats and caps, boots and shoes and groceries as incidentals. One day a well-known man of wealth of to-day, but forty-four years ago a struggling, hustling, anxious young lumberman, entered the store and addressing Mr. Withey said: "I've got to have a barrel of pork."

"Can you pay for a barrel of pork?" asked Mr. Withey.

"No, I can't. I can't pay for anything just now, but I must have a barrel of pork and to-day," was the response.

"Ed!" called Mr. Withey, "roll a barrel of pork out of the back door for Mr. ——— and charge it to my account."

And young Herrick, obeying orders, rolled a barrel of pork out of the cellar door to the alley between the back of the store and the river, where, assisted by the lumberman, it was loaded into the waiting tote wagon.

"That man Withey is a big hearted man," said Herrick by way of engaging in conversation with the newly made debtor, and instantly came the reply: "Big hearted! He's a regular prince. He doesn't know me very well and really I don't think he knows much about my logging camp; and yet he's trusting me for forty dollars' worth of merchandise."

"Yep," observed Herrick, "pork is pork these times and you'll pay him just as soon as you can."

"I'd like to see the man who'd fail to pay Bill Withey," said the young lumberman. "I think I'd lick him on sight. Of course I'll pay him and buy more pork for cash."

The pork was paid for within thirty days and the promise to "buy more for cash" was made good.

After about a year's work on a salary young Herrick decided to engage, with a partner, in business for himself and notified Mr. Withey of the fact.

"Where are you going to locate?" asked the employer, and when the clerk explained that the proposed new firm could get a store on the corner of Justice and Monroe streets—the corner now of Monroe and Ottawa streets—where Muir's drug store is located, he expressed the opinion that Herrick had better think it over,

"and, besides," he added, "we want you to stay with us. You give this idea up and stay with us and we'll raise your wages to six hundred dollars."

Mr. Herrick thought it over and two or three days later told Mr. Withey he appreciated his interest in him and his kindness toward him, but felt it was best for him to get into business for himself.

"But not way up Monroe street," urged Mr. Withey. "You can't build up a business so far away from the business center. Find some more central location."

However, Mr. Herrick made the proposed change just as had been planned and for two or three years the new firm made good money and had succeeded in establishing a reliable and growing trade as retail grocers in the little wooden store building "way up Monroe street." Beginning in a room about 18x25 feet in size the business developed so that larger quarters were needed. Then, too, Mr. Herrick's partner had become prominently identified with local politics and was paying more attention to vote getting than to the grocery business.

These two factors put Mr. Herrick in a quandary. Things couldn't go on as they were going, and if they went back it would mean ultimate failure. And the only thing to do was to buy the partner's interest. But how? This was the question that was uppermost in Mr. Herrick's mind.

Telepathy was unknown forty years ago, but Mr. Herrick firmly believes to-day that it was a matter of thought transmission that caused his old employer, Mr. Withey, to drop in one day with a cheery, "Well, Ed., how's she going?"

And Ed. told how "she was going;" went into details, with the result that Mr. Withey loaned the money to Mr. Herrick to buy the partner's interest, and so began Mr. Herrick's forty years' record as a retail grocer in Grand Rapids. Moreover, Mr. Withey's life closed while he was a partner of the late Henry Fralick in the old store on Canal street, and, when he died, the family of Mr. Withey placed the matter of taking an inventory of the stock in the firm's store in charge of Mr. Herrick. "William H. Withey was a great hearted man of absolute rectitude and of splendid value to Grand Rapids," is Mr. Herrick's tribute.

How It Happened.

"A brave and gallant poet," said the habitual joker. "He saved eighteen lives."

"You don't mean it?" gasped the astonished onlooker.

"It is a fact. He dashed into a barn and saved the lives of two kittens that were about to be dashed through a wheat machine. As all cats have nine lives apiece, that made eighteen lives he saved."

"Smart, eh? What in the world would attract a poet to save the lives of two kittens?"

"Oh, I guess he was attracted by the mews."

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. Unequalled for table use and cooking—fine for grid-dle 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

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

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

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

USE THE BANK.

Times When Druggists Should Employ Borrowed Money.*

While my paper is entitled "Some Business Suggestions," it is more properly designated, "The Druggist and the Bank," because I intend to speak entirely about the relation of the drug store to the bank. During my experience with the drug trade I have been impressed by the fact that the drug store proprietor seldom uses outside capital. He stands on his own feet, so to speak.

There has always been among druggists prejudice and opposition to the use of borrowed money in their business. Much of this feeling has been intelligent; but often it has been due to unwarranted fears and a general backwardness of method.

Individuals and corporations needing to borrow money commonly secure loans from the banks on the strength of their assets; but how seldom does a pharmacist ask a banker for a loan on his drug store. There are times when a druggist needs more than his usual capital, when it would be a decided relief to him were he able to borrow that money for the season during which he needs it most. But for some reason he will not ask the banks for the favor.

The pharmacist by tradition is not a borrower. There is unquestionably among retail druggists an aversion toward the use of borrowed money in their own stores. Sometimes I suspect that this feeling on the part of the proprietor is not due to a disinclination to ask the banker for a loan, but rather to a failure to appreciate the usefulness of a bank.

The benefits which accrue to a man from loaning money at a bank are manifold:

In the first place the borrower is required to make a statement of his affairs. This custom is useful to the borrowing druggist as well as the bank, because the making of statements often renders a firm aware of weakness in its methods of operation. The banker, having a substantial interest in the success of the borrower, may frequently give wholesome advice or timely warning from his wide experience in commercial affairs and his foresight in money matters. Statements made to a banker should be frank and open. For if they bear upon their face the evidence of a true condition of affairs, they help to secure credit. Nothing will more closely cement the union between a borrowing druggist and a bank than such a statement; and nothing will be of more assistance to an honest, enterprising borrower.

Secondly, a bank is of assistance to an expanding pharmacy in that it makes the store independent of the wholesaler in the matter of credit. If an enterprising druggist wants outside assistance he does far better to owe the banks and be independent of the jobber and manufacturer than to owe the wholesalers and be independent of the bank. The

truth of that statement is readily apparent. A druggist in debt to a certain jobber is virtually shut off from all other sources of supply. Past favors obligate him to patronize the wholesaler who carries him, a condition which is not conducive to close buying. If you must be in debt to somebody, let it be to the bank, but not the house which sells you goods.

Here we are reminded that every druggist who enjoys credit at the bank is in a position to discount his bills. He can borrow the necessary money from the bank to avail himself of all discounts, pay the interest on his loan and be money ahead on the transaction. Still, 75 per cent. of the druggists do not discount their bills. This ratio, I am convinced, could be appreciably reduced if they would only use the banks.

What is to prevent the retail druggist from going to the banker and saying: "I haven't quite enough cash to discount my bills. I desire to borrow a hundred, or two hundred, or three hundred dollars on my business and I'll pay you the usual interest."

Well, there are several reasons why the druggist doesn't thus apply to the banks for aid. Many proprietors claim they have to pay 7 per cent. interest for money. That is either a mistake or a reflection on their borrowing capacity. There is no reason why a retail druggist should have to pay any more for the use of money than any other man whose capital is invested in a retail business. If the druggist possesses a fair business and an honest reputation, as he usually does, he should be able to obtain proper terms from the bank.

One proprietor discussing this question with me said: "I fear it would hurt my financial standing to be borrowing money from the bank." It does nothing of the kind. The banks are in business to loan money. Their function is to loan money, no less than to receive it on deposit. They sell credit, you buy it; and there is no reason why a druggist who needs money in an expanding business should not ask the banks for aid.

Your chances of securing a loan should be just as good as those of a wealthy merchant. I mean it. The banks have had their fill of millionaire patrons and they are coming to realize that it pays to cultivate the small but honest customer. If a man's business be small that fact need not deter him from asking for favors. Some banks prefer the little fellows because they are safer.

Where a druggist has been in business for a number of years and stands in good repute he should be able to secure a loan from the bank with which he does business. If he can not he should change his bank and give his patronage to the institution which will reciprocate for favors received. A short time ago a druggist in this city was offered a lot of cigars from a manufacturer who was closing out the line. The price was low. The druggist wanted the goods, but let the chance go by for lack of cash. As he said, "If I had had five hundred dollars available at the time

I should have made the buy." But it never entered his head to go to the bank and borrow the money. His credit was good. He could have made the loan and taken up his notes with the proceeds from the sale of the cigars, but he simply did not realize that credit like capital is made to be used.

Right here it may be well to put our foot through a commonly accepted notion that the druggist must not borrow money. The old slogan, "Avoid debt," has little place in modern business. In private personal expenditures the conditions are different. There a man should refrain from buying anything which he has not the cash to pay for. But in business if a man can borrow money for 6 per cent. and make 12 let him do so. He isn't borrowing the money to speculate or to gamble with. He wants it for the development of his pharmacy.

These loans, of course, are only temporary. A banker avoids making loans of a permanent character. It has been well said that "the province of a banker is to tide over temporary lack of ready money, not to provide permanent capital with which the customer carries on his business."

In conclusion permit me to say that bank loans occupy a prominent place in business. The usefulness of such credit is readily apparent and the druggist who ignores it does so to his own disadvantage. In fact, I would sum up my paper with the aphorism, "If it pays you to use your capital in business, then it should pay you to use your credit."

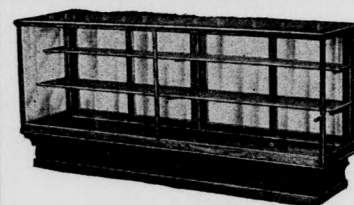
Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.



Wilmarth
The Case with a Conscience

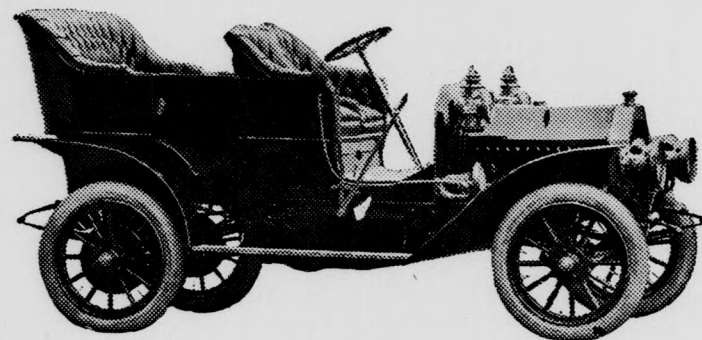
When your cases bear the above mark you have a good case—a dependable one. Would you like to know more about this kind? Write

WILMARTH SHOW CASE CO.
936 Jefferson Ave.
GRAND RAPIDS, MICH.

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

*Paper read at annual convention Michigan State Pharmaceutical Association by John Helfman.

Native Home of Some of Our Floral Beauties.*

An elusive pursuit, indeed, is the quest of the knowledge presupposed by the title of this paper. In the search for the birthplace of many of our floral favorites, one is reminded of Wordsworth's characterization of the Cuckoo:

O Cuckoo! Shall I call thee bird
Or but a wandering voice?
The same that in my schoolboy days
I listened to—that cry
That made me look a thousand ways
In bush and tree and sky;
But thou wert still a hope, a love,
Much longed for, never seen.

Such an experience goes with the search for the origin of a multitude of our garden flowers, and surprises, too, such as one that came to the writer this very day in connection with Wordsworth's vanisher—the cuckoo. Passing along under the branches of a willow which overhung the public road, we were startled to hear directly overhead his insistent call to his mate, differing considerably from his usual ventriloquial tones, and, looking upward, there he sat unscared on a limb perhaps fifteen feet from the ground and for half a minute we gazed delightedly upon a living specimen of a bird we had wished so much to meet face to face for many years.

So in our study of the nativity of plants, we have sometimes gone wide afield, thinking our favorite an exotic, when suddenly we would come upon it growing serenely in some secluded spot in our own country, or, perhaps, developed into greater beauty by passing through the laboratory of some genius like Luther Burbank, who, after experimenting for ten years and with a million seedings from a Belgic Hybrid and several South African species, produced a perfect gladiolus and named it "California."

The history of the development of the rose reads like a romance, but that is too long a story to be told in this paper. A very large number of our finest bloomers were developed from species found in the United States. Among roses, for example, the Prairie Queen and Baltimore Belle were developed from single varieties of the prairie and mountain roses found in profusion from Maine to California; also several varieties of the azalea, the amaryllis, the verberna, coreopsis, bachelor's button, the iris or fleur-de-lis—which is the national flower of France—the entire cactus family, the hydrangea, the honeysuckle, the morning glory and many of the much prized orchids, these being mostly natives of our southern states. South America has been generous with us. We have as evidence the fuchsia, petunia, nasturtium and various species of the verberna, the lantana, the amaryllis and the begonia. Peru has supplied the fragrant heliotrope and the four-o'clock. Mexico has sent us the salvia, the prince's feather, some begonias, and supposably the showy Mexican sun-flower, which adorned the gardens of our grandmothers along with the hollyhock, which is a foreigner, probably from Italy, and

*Paper read before Grand River Valley Horticultural Society by Mrs. M. E. Campbell.

the China aster, whose birthplace is exceedingly problematical and which, with the poppy, the canna, the ad-juratum and many others, still elude our search into their family history.

The Old World has also given lavishly. The British Isles have bestowed the crocus, the snowdrop, mountain daisy, primrose, lily of the valley, daffodil and Marguerite. The blue lobelia was brought from the Cape of Good Hope during the war of the Revolution. The phlox drummondii came from Mexico in 1835. The tulip was introduced into Western Europe from Constantinople in the sixteenth century. Various parts of Europe are represented by species of the rose, the iris, the balsam and the hyacinth. The yellow rose is Austrian, the jonquil is a Spaniard, the common lilacs are from Hungary, the beautiful Persian lilac discloses its nativity in its name. Persia and the East Indies have also given us roses, begonias, cockscombs and others. Oriental Turkey has furnished us with some of the more brilliant azaleas and varieties of the hyacinth. China and Japan have contributed lilies, honeysuckles and also azaleas, while from Japan came originally many of our gorgeous autumn chrysanthemums. Marigolds, species of amaryllis and other showy plants came from Africa, which also has lent its aid as aforesaid in the development of the gladiolus.

A very pleasant little story of our own brilliant and beautiful cardinal flower turned up during our search. A gentleman who was something of a connoisseur in floral subjects, while driving along a country road, surprised his jehu by leaping from the vehicle and plunging through mud and water to secure a specimen of the beautiful scarlet flower, which arrested his attention; returning mud-covered but triumphant, he exclaimed: "I have been cultivating this plant for years and never succeeded in producing anything like this!" But for its habits, which confine it to swampy soils and make it, therefore, difficult of cultivation, the brilliant and much-prized salvia would turn pale in its presence. Of the flowers and plants which deserve mention here the name is legion, but at least three more must be named: the oleander, which is a native of Palestine; the sweet pea, which hails from Sicily; and the modest and fragrant mignonette, which is an Egyptian. Such a lot of floral immigrants! And we have never heard that our native beauties refused to grow beside them in garden plat, border or conservatory. When, as a nation, we have learned the florist's art and caught his enthusiasm in the treatment of the human exotics that are transplanted upon our shores, developing them into new types of beauty and efficiency, we shall have much to be proud of.

Successful.

"I started out on the theory that the world had an opening for me, and I went to find it."

"Did you find it?"

"Oh, yes, I'm in a hole."



OUR POLICY

TO FURNISH the best grade of telephone service which skill and money can supply.

TO ADOPT every improvement which may make our service better.

TO CHARGE rates which will return a fair profit to our stockholders, reducing rates whenever business safety will permit.

TO INVESTIGATE, remedy and adjust fairly each complaint from our subscribers, whether it relates to our service or to our methods.

TO TREAT COURTEOUSLY and as man to man all of our subscribers in each and every transaction.

TO ENTIRELY REMOVE any feeling which may exist that our subscribers are dealing with a soulless corporation, and to bring about a personal friendly feeling between the company and its subscribers.

This is our Policy.

TO CARRY IT OUT WE NEED AND ASK YOUR CO-OPERATION.

Michigan State Telephone Co.

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

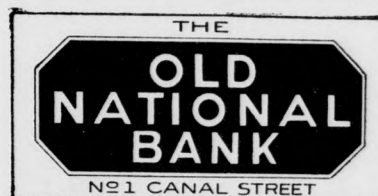
On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

**Capital
\$800,000**



**Assets
\$7,000,000**

Banking By Mail

Is a special feature of this bank. This practically means bringing all the advantages of a large bank right to your door.

EDWARD MILLERISMS.**Some Personal Observations of the Hoosier Philosopher.**

Written for the Tradesman.

To be a good salesman one must learn the value of himself, he should study the value of his personality and expression.

We should individualize ourselves and not let a conflict of ideas be destructive while a sale is in progress.

The human mind is a custom house where everything is weighed and measured, and don't forget that inspection is going on all the time. The intellectual quickness of our customer tells him the truth about our personality, and in many cases we lose the sale.

* * *

To make a success in life one should be perpetual in trying to improve his ambition to do something original.

The progressive man knows that there is a great power back of man that characterizes each individual.

When we learn that the revelation of all nature and all thought is at our command we will soon learn that perpetual thinking will cause a circulation of intellect within our minds that will bring us success.

* * *

We may have practical activities in the way of selling goods by machinery, but I doubt the fact that any concern can make a great success if it fails to put personalities into the working force.

The office force should not be al-

lowed to forget the fundamental principles of civilization.

The human mind will not allow a machine to control it. It wishes to control the machine.

All propositions put before the mind of man by machine methods are separated by the intellect and many things are considered worthless on account of the human side being left out.

* * *

Put a little personal magnetism into your advertising. People are like steel-filings, they love to flock to the things that attract them. All the brilliant qualities of a merchant are paralyzed if he fails to have self confidence. Self confidence builds up enthusiasm and enthusiasm is that part of man which carries his magnetism.

If you wish your advertising to pull trade for you put truth in every word in your advertisement and you will not lose what faith the public have in you.

Every human being loves talent, so put your own genius to work and build a system of faith within yourself, and your personal magnetism will draw people to your store like steel-filings fly to a magnet.

* * *

Our personal emotions, passions, ambitions, appetites and aspirations are our only stock in trade. Merchandise can be had very cheap according to the value of the things just mentioned.

It is true "goods well bought are

half sold," but to sell merchandise at a profit and at the same time build up a great business one must study his human force that constitutes the only power man can develop.

* * *

It is not the amount of hours you put in working with your hands, it is the good money-making ideas which count in the business world today. We are too timid, we dare to think for ourselves, we are ashamed of our honest opinions, we postpone the most particular things that would create what the business world would call miracles.

The full-blown flowers of success grow where the intellect is most alive. Tie your hands behind you and think if you wish to attract good money-making ideas.

* * *

Competition, combativeness, contradiction, pride or vanity are good things for the man of true education. They stimulate him and these attributes teach him self-preservation.

Individuality, uniformity and originality are born of the knowledge we receive from the experience we have with competition, combativeness and contradiction.

The man who is not afraid of his so-called enemies and will judge all of his future work by his past experience will make a success in life.

* * *

What's the use in weeping bitterly about things that seem to be getting worse and worse when the same amount of time and labor could be

put into new forces which would make things better?

We should study and work to control ourselves. We should believe in man, in humanity and its future.

The great progress of the great future is ahead of us and there is not anything getting worse. It is simply changing from one thing to another, according to our belief in the matter.

Do not look back, take a step forward and by doing so you will have some experience which will cause you to have faith to take another one, and so on. Edward Miller, Jr.

One Comfort.

Dick was a very clean little boy, dirt disgusted him. One day he found a poor little starved kitten crouching in a ditch at the roadside and he brought the wet, muddy little waif home with him.

He took it to the hydrant and carefully rinsed off all the mud, but the shock was too great for the sick kitty and the breath of life departed.

Dick brought her to his mother, who exclaimed at the sight of the wet, drooping kitten: "Why, Dick, what have you done?"

"She was all mud and I washed her," Dick replied. "Oh, Dick," his mother said sorrowfully, "I'm afraid she's dead." Dick looked shocked and grieved for a moment, then his face lighted up with a gleam of comfort as he exclaimed:

"Well, she died clean, anyway."

You never make a mistake in giving where you give part of yourself.

Marketed on the Square Deal Policy

Kellogg's Toasted Corn Flakes

No Direct Sales to Retailers

The average grocer buys on just as favorable terms as Department Stores, Chain Stores, Buying Exchanges, Mail-order Houses, etc. How about other brands of Corn Flakes?

No Quantity Prices

You don't have to buy five or ten cases of Kellogg's to get the bottom price. The single case price is the bottom price, and retailers can buy in small quantities as needed, and move the goods fresh to the consumer. How about other brands of Corn Flakes?

No Free Deals

A free deal on a perishable article, such as a package of cereal, is intended only to overload the retail merchant and generally results in stale goods going to the consumers to the injury of both merchant and manufacturer. How about other brands of Corn Flakes?

No Premiums

to deceive the public. No crockery in the packages, just a good ten cents' worth for ten cents. How about other brands of Corn Flakes?

Sold On Its Merits

to a discriminating public, who buy Kellogg's because it's the best of all the Breakfast Foods—it's the "Call-Again-Food." How about other brands of Corn Flakes?

Isn't It Good Business

to stick to the Cereal that gives you a good profit and a square deal and satisfies your customers?

Kellogg
Toasted Corn Flake Co.
Battle Creek, Mich.

W. K. Kellogg



Concentration the Chief Factor in Success.

Concentration is a much used word nowadays, but it is without doubt one of the most alive words in the modern vocabulary. Nor is the reason for this far off, for irrespective of the particular scope of its application, it stands forth preeminently as an all important factor in success.

All efforts of our mental machinery in any undertaking in order to achieve success for us must be concentrated. This applies to all classes of endeavor and performance—whether the work be of a purely mental character or manual labor. The lawyer to make a successful plea must closely follow the evidence so that he may intelligently analyze it; and the judge, too, must be concentration personified. If the railroad telegrapher allows his mind to wander, for instance, at a critical moment and makes a slip, a serious smashup may be the result. The same with the engineer at the throttle.

No worker—not even at the most mechanical of duties, where all efforts are apparently unconscious—can make good in the true sense unless his thoughts are centered on the work in hand. The mental guards must stand ever alert as a ready guide and brake to the physical movement. Accident and failure are the unavoidable and frequent effects of disobedience to this rule. When a mechanical performance—so-called—runs along smoothly, it can safely be accepted as prima facie evidence of mental vigilance on the worker's part; but when the mind has strayed off on a foraging expedition or a picnic, the fact is soon discernible

in the worker's "absent minded" breaks, which rate as to frequency and seriousness according to the distance of the mental trip or the engrossing nature of the scenes along the way.

A vast sum of cloth waste may annually be charged to absent minded seamstresses and cutters. Many ledgers are defaced by absent minded book-keepers. Many thousands of dollars' worth of stationery is wasted by absent minded clerks and stenographers; sales beyond the reckoning daily are lost by absent minded clerks; bargains are lost by absent minded business men and readers; positions by absent minded applicants; and so on to the end of the chapter of business and social routine. It can be safely said, therefore, that an honest application of concentration stands for success, while its slighting will make for mediocrity and failure.

In its next important sense concentration applies more exclusively as an economic factor. Gain in hard cash is the net aim of the concentration of whatever it might be under this interpretation; and observation shows that the aim is an easy bull's-eye almost every time. Territorial considerations usually—though not invariably—are involved in the concentrations of this character.

Progressive business men have come to realize not only that they can manage several distinct businesses at the same time, but also the important fact that they can be run to great economic advantage under the one roof. We see this generally exemplified in the department store, also in another sense in the con-

centration to one chief center of operations of manufacturing plants, publishing enterprises, and businesses of like scope.

More and more the business world is coming to appreciate the value of concentrated endeavor—to such an extent, in fact, that many firms now send out their workers—instead of singly—in pairs or groups to conquer a given territory. Jobbers or wholesalers who concentrate their batteries on one district—population being equal—have a decided advantage in comparison with a competitor who covers several districts.

Under the same parallel the traveling salesman with but one county or section as his allotment can claim an easy victory both as to saving in expense and business transacted over his confrere of the more extended territory. His more frequent appearance on his rounds not only begets in his trade a greater degree of confidence, but at the same time he comes in closer touch with all the sundry attributes of his business and as a result takes more and safer orders.

Under ordinary conditions, too, the firm that concentrates its efforts down to the minimum of lines counts an advantage over the firm handling many lines, but this rule in some directions, at least, is often greatly modified by accessory factors.

Now with the modern banker his list of correspondents is greater, his cash depositories are fewer. Three, two and more often one will serve the purpose and the rest is accomplished neatly and satisfactorily on a trust or confidence basis. Thus a bank in Newaygo may draw on a

bank in Muir, although it hasn't a cent on deposit there, but the Muir bank will honor the draft because of its knowledge that the Newaygo bank has the real coin on deposit with its Detroit correspondent; and for the further and more important reason that the latter bank has agreed to debit the account on advice from the Muir bank. The precise working of the scheme may not invariably be as outlined here, but in all cases, at least, the result is the same, that of making a little money go a long way.

C. D. Romero.

The Poor Suburban Man.

The torrid rays of the sun beat down upon the suburban man, who was mowing his lawn.

"Gracious, Martha!" he gasped, as he stopped to mop his brow, "I almost hate the sight of grass."

"Why, how can you talk that way, James?" asked his wife from the porch. "Look at old Nebuchadnezzar. He used to eat grass."

The man with the mower took a deep breath.

"Well," he said emphatically, "I'd rather eat it than cut it."

Rather Sharp.

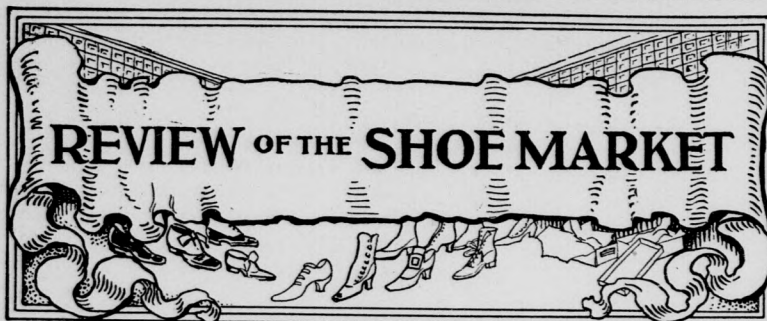
The pretty girl wore one of those wide hats that resemble the blade of a buzz saw. As she passed the young man in the narrow doorway the rough edge of the hat skinned his cheek.

"Ah, there, Percy!" she called vivaciously. "Just tell them that you saw me."

The young man felt his stinging cheek.

"No, sis," he said grimly, "I guess I'd better tell them that you sawed me."

Wood & Phipps
PRINTERS AND PUBLISHERS.
GRAND RAPIDS, MICH.
 TELEPHONE NO. 5095



Automatic Foot Cooler—Glance Into the Future.

Written for the Tradesman.

One hot, dusty afternoon in August of the year 1925, the writer dropped in for a little chat with his friend, Tony Billikins, corner State and Vine streets. For the benefit of some folks who dwell on the periphery far remote from the center of things, I will pause long enough to remark that my friend Tony owns and operates a shoe store. Now that I have said this much I suddenly realize that I haven't said half enough; for, as the reader knows, there are nine hundred and fifty-seven distinct varieties of shoe stores. For this reason—and even at the risk of being tedious—I just must tell you a little something about Tony Billikins' shoe store.

Tony Billikins' shoe store is unlike other shoe stores. If you were writing a book on American Shoe Shops you would have to put your description of Tony's shoe shop all in a chapter to itself. In fact it is so dif-

ferent it is diverting, conspicuous, fascinating. Tony himself is unlike anybody else, and I guess that's the reason his shoe store is so strong on the individuality-feature.

To begin with the front exterior of Tony's shoe store looks sort o' like a Carnegie library building somewhat elongated as respects up and down dimensions and otherwise modified as to details of the first story front. Four massive round granite pillars support the weight of the front wall. Between these immense pillars and Tony's display windows there is a space eight feet in width, the pavement of which is covered with mosaic, the intricate patterns of which are rich and suggestive in things associated with the manufacture of footwear. The windows themselves are built low and deep; and, owing to the generous proportions of the building, they are, of course, very broad. Between the two massive windows there is a wide passage-way, becoming gradually narrower until

you reach the solid mahogany doors, some twenty feet back.

Instead of having his sidewalk covered with an awning in summer, and exposed during cold weather, Tony's sidewalk is permanently covered with steel and corrugated stained glass through which the subdued light falls in soft, two-tone effects. There is a practical purpose in this two-tone color scheme of Tony's; for, by means of this stained glass covering, he inscribes in mellow tints of light his name on the pavement beneath. There on the broad pavement, light or dim, according to the strength of the light, you may read Tony's announcement: "Tony Billikins' Shoe Shop."

Also along the front and at either end of this glass-roofed passageway you read the same announcement in huge letters—a recent achievement of the potter's art—each held in position by invisible wires, each a soft, delicate green color by day, each illuminated by electric bulbs at night.

As you approach Tony's door and reach out to lay hands on the big bronze handle, it is graciously and promptly opened from the inside by a liveried attendant whose infectious smile and genial "Good morning!" (or "Good evening!" as the case may be) are positively disastrous to all grouchy symptoms.

When you step inside you think you've stepped on a cat, the nap of the two-tone green carpet is so deep and yielding to the feet. (Rumor has it that this carpet was loomed especially for Tony, and that it cost

Tony eighteen dollars a square yard. If that is true Tony's carpet bill alone was an item; for there are a good many square yards on Tony's floor space when you come to counting up the various departments—men's, women's and children's departments, each occupying a space forty feet wide and ninety feet in depth.)

It is not the writer's purpose at this time to give a detailed description of the interior of Tony's shoe shop. There is too much of it. What with the Louis-Quatorze panels and tables, of solid mahogany; the new elastic carton system (a modern method of exhibiting shoes in dust-proof glass cases); what with noiseless elevators, liveried attendants, wireless telephone service—by means of which you can call up your wife and tell her you will be out on the six-thirty car (at the time you are getting yourself fitted); the cooling plant which keeps the temperature of the store at 75 degrees Fahrenheit when it is 107 in the shade outside; the marvelous lighting shaft which, by means of a complicated system of mirrors on the roof, sends a column of white sunlight down the shaft, which, in turn is diffused in mellow but ample rays over the various floors of the building (the only drawback to this device being that it doesn't work on cloudy days); the Turkish leather rockers, the smoking rooms, lounging rooms, toilet rooms, shine-'em-up-parlor; the rare oil paintings, bric-a-brac and Oriental trinkets, personally collected by Tony, who



We are going to have CORN WEATHER for some time to come, that means a demand for cool footwear. The sale of

OXFORDS

and low shoes of all descriptions will keep you busy well into August. We still have some splendid bargains in Oxfords. Write us and we will have our man call or send you a list of same.



HIRTH-KRAUSE CO. = = Shoe Manufacturers
Grand Rapids, Michigan

has a decided penchant for rare and costly works of art—to describe even in the briefest and most fragmentary way these things would require more time than the writer can spare, and more time, perhaps, than the reader would care to consume in the perusal of such details.

I shall, therefore, after having made these broad and suggestive hints, ask the reader kindly to fill in the details by his own imagination. Just picture to your thought the swellest thing in the way of a shoe store you ever heard about, or read about, or dreamt about. Think in terms of royal amplitude; and then, when you have reached the end of your imaginative tether and conjured up the richest and most luxuriant retail shoe store you can compass in thought, just remember that you are about 100 per cent. short of the reality. Tony Billikins' shoe shop is a veritable dream.

Tony happened to be in the front part of the store when I entered—as a matter of fact, Tony will generally be found there, to greet with his genial smile and cordial manner, incoming patrons and friends. No sooner had the attendant admitted me than Tony's rapid glance recognized me; and then with his two hands outstretched, Tony walked rapidly to me, his face abeam with that irresistible bonhomie for which Tony is famous; seizing my two hands, Tony exclaimed:

"Why, Bud, you old rounder! When did you hit the burg? Thought you were out in the Rockies!"

"So I was, Tony, till a few days ago, when a migratory mood hit me all of a sudden. I'm here now; don't know for how long, but you see me, don't you? Say, Tony," I continued, "you've been doing things here since I saw your place."

"Haven't I?" replied Tony, as he glanced about the spacious reception room in the front of the store—I call it a "reception room," for it is here Tony's patrons are first received, and it is here that indefinable impression is made upon them by Tony and his men which makes them ever afterwards staunch friends of the house.

"Yes," assented Tony, "I've been doing things; but you haven't seen anything yet. Let me show you my automatic foot-cooler," and Tony led the way back towards the men's department on the first floor.

"Your 'automatic foot-cooler?'" I said as we noiselessly pursued our way, "what under the canopy is that? That is a new one on me."

"Well, it is a trifle new," said Tony with a chuckle, "but I think you'll like it. They all do. It's a drawing card. The inventor submitted his idea to me, and I bought a half interest in his idea, and helped to finance the output. But come on, I can show you better than I can tell you."

When I was presently seated in a cozy little leather rocker, with my feet cocked up on an ottoman, Tony began to unlace my oxfords deftly, talking all the while about old friends, old times—asking questions

in bunches, and hardly pausing for an answer, reminding me of an obvious remark somebody once made about Tony's tongue being as continuous in its operations as Tennyson's brook.

But presently I got Tony's attention back to the "automatic foot-cooler," and gently broke the news to him that, of all the novelties under the sun, that was the one in which I was just then most interested.

"Don't wonder at it!" said Tony; "they all are! These hot sweltering days are fierce on the feet. If one has to get about much, they perspire and sting and burn so. The ideal summer leather hasn't been invented yet. Pending its invention, we'll have to use the 'automatic foot-cooler.'"

"Well, here it is," remarked Tony as he drew up a box-like contrivance some eighteen inches wide, twenty inches high, and two feet in length. It was mounted on rubber-tired wheels three inches in diameter; had a silk-insulated wire attached to it, and two black rubber tubes about an inch in diameter. The box was made of some dark wood finished like ebony, and had a couple of felt and rubber contrivances protruding from the top of it, which, as I presently discovered, buckled about the leg just below the knee. In less time, by far, than it takes me to tell it, Tony had the foot-cooler in position; had me remove my feet from the ottoman, and place them on platinum foot-rests in the cooler; then he turned back the lid (which was heavily padded on the inner side) which automatically fastened; then, having buckled the felt and rubber business about my calves, he pressed a little lever and things began to happen in that box I tell you.

Talk about cooling zephyrs after sultry hours of sweltering sunlight! Talk about the grateful mountain breezes charged with tonicful ozone! Say, friend, unless you've placed your hot, sweaty, tired pedal extremities in Tony Billikins' automatic foot-cooler, you don't know anything about zephyrs and breezes! It seemed to me that wind struck those feet from the four points of the compass—and every breath of it was coming at the rate of about eighty miles an hour! In about two and twenty seconds there couldn't have been a wet thread in my hose, and it seemed to me my poor old pedal extremities felt like they used to feel in those halcyon days when I used to steal off to the old swimming-hole.

While I was drawing in a sigh of vast inner contentment, Tony pressed another lever, the burring on the inside of that box suddenly stopped, and the temperature began to fall. It was early fall, late fall; early winter, mid-winter. I seemed to be in the proximity of ice; the north pole and all of its environments seemed to cuddle up right there about my feet in that Pandora foot-cooling box.

"Cool enough?" enquired Tony with a smile.

"Mercy, man! can you make 'em any colder?" I enquired.

"Sure," said Tony.

"How much?" I asked.

"Well, I can produce a temperature of 40 degrees below zero, if you want it that cold," replied Tony; "only we never do use such extreme temperatures. I could metamorphose your feet into icicles in fifty-six seconds, but as a matter of courtesy to our patrons we never do that."

"Now," explained Tony, "you see the evident uses of the pre-cooler, or the automatic foot-cooler. We use it on hot summer days, when feet are hot and swollen and sweaty. Our customers just love to have their feet cooled—it's no trouble, you see, either to them or to us—and that reduces them to their normal size; also makes 'em feel more comfortable for the time being. Then we fit their feet exactly, and send them out with comfortable sensations in their lower extremities. See?"

"I see!"

"Oh," exclaimed Tony, "you haven't seen all by a jugful. Come on and let me show you about the store."

Cid McKay.

Waiting For a Full Crop.

A new postoffice was established in a small village away out West, and a native of the soil was appointed postmaster. After a while complaints were made that no mail was sent out from the new office, and an inspector was sent to enquire into the matter. He called upon the postmaster, and stating the cause of his visit, asked

why no mail had been sent out. The postmaster pointed to a big and nearly empty mail-bag hanging up in a corner, and said: "Well, I ain't sent it out 'cause the bag ain't nowhere nigh full yet."

MAYER Martha Washington

Comfort Shoes hold the trade



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.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

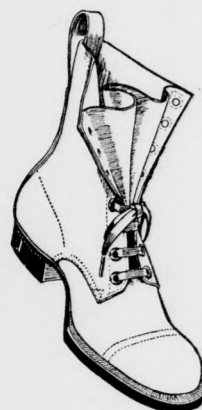
STOCKS AND BONDS

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

CITIZENS 1999

BELL 424

823 MICHIGAN TRUST BUILDING,
GRAND RAPIDS



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

Some Shoe Dealers Are Ambitious

Others Hope to Exist

and the worst thing about it is that the plodding dealer is just the result of conditions into which he happened.

The result getter is doing what any sensible man will do, he encourages and pushes the sale of

H. B. Hard Pans

"Half Price Because Twice the Wear"

The trade learn to know him and to believe in him and to follow him because he is honest and giving a value for value return for every penny spent in his store for shoes.

Facts have a stubborn way of proving themselves—he is the man that makes the profits.

The quicker you write the quicker you'll begin making money.

Prompt "H. B. Hard Pan" deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



BARGAIN BASEMENTS.

They Are a Valuable Adjunct To Any Store.

Written for the Tradesman.

A great many retail merchants do not understand the term "bargain basement," and consequently they have not derived the profit from this department that may be secured.

Unfortunately some retailers have received the impression that the basement is the only place in the store that can be used for this department. Many merchants have not found it practical to have a department of this kind in the basement of their stores for various reasons. In the first place they may not have a basement or it may not be suitable for the display of bargain goods; in which case a bargain basement would not only be impossible but impracticable.

The merchant can use any part of the store for this department. Some merchants give up valuable space on the main floor, some use the main aisles for the display of articles, others use entrance tables and still others display windows.

The bargain basement should always be a separate department, as it is not considered good business to have bargain sale goods displayed alongside of merchandise which is expected to sell at a price that will show a good profit.

One merchant who has made a great success out of a bargain basement, which, however, is located in his basement, is E. K. Pearce, of Quincy, Michigan.

Mr. Pearce's plan is to conduct special sales in a most unique way. Recently he had a sale in which he used 760 pieces of open stock dinner dishes as his "stimulator leader." These dinner dishes could not be bought elsewhere for less than 25 cents; some even as high as 50 cents. He sold these dishes at 10 cents each.

The main feature of this sale was the reservation plan, carried out by means of a coupon which appeared in all the advertising.

The coupon sale idea was advertised in the following manner: "We will sell by coupons in case you can not come to the sale on time. Cut out this coupon and send it to our bargain basement at once. With every large dish you must purchase three small ones.

Coupon.

"Please reserve as follows:

Date

No. 1
No. 2
No. 3
Etc.

Name

"Will call in three days from date.

"Write the quantity and name of the articles desired, sign your name and send to Pearce's Bargain Basement and the articles will be reserved especially for you."

A list of all the dinner dishes to be offered for sale was printed in the space following the coupon.

This is only one of the various kinds of special bargain basement sales conducted by Mr. Pearce, and

they are always profitable successes.

The following will point out the methods by which Mr. Pearce conducts this department to make it the foundation of all other departments. This description will show how the bargain basement is best conducted—the most salable lines—and the influence of this department on all other lines and the store in general.

The basement salesroom is a merchandising development worth careful consideration. It is the natural outgrowth of higher rents, more valuable floor space and the desire and necessity for utilizing every available space for selling purposes.

Originally the business of store-keeping was confined almost altogether to one floor, and before the advent of the elevator and high rents the basement, if constructed at all, was used merely for storage purposes. However, as ground rent became higher and the necessity for utilizing other floors became greater merchants began to realize that the public could walk downstairs much more easily than it could be induced to walk upstairs, and there and then the development of the basement salesroom had its beginning.

The basement is to-day being used in two distinct ways: It may be used for a bargain basement or it may be used for basement departments. There is a distinct difference between the two: Basement departments are regular lines of house furnishing goods that are usually considered best adapted for this location. In some stores these lines include glassware, chinaware, house furnishing goods, etc., and quite frequently other lines of popular novelties. These are not necessarily bargain departments, but they are departments that attract the people who may be looking for the newest things.

The bargain basement is an entirely different affair. It is confined almost exclusively to the sale of under-priced merchandise, and here we usually find a representation of practically every line of goods sold on the upper floors. In this latter usage of it the basement has proven most successful and most profitable to the average store.

The bargain basement was originally an experiment made by high class stores—stores which carried almost altogether high class lines of goods. The constant featuring of high class lines had a tendency to create in the public mind the idea that these stores sold goods at high prices, and to overcome this it was thought advisable to put in a line of more popular priced goods.

This class of store, however, did not care to associate the cheaper with the higher grades, and to avoid giving the store a cheap appearance all of this merchandise was segregated in the basement, and the bargain basement seemed the most fitting term to apply to it.

This department proved so successful that other stores followed its example, and now we find bargain basements installed in a great many stores equipped with basements. Many stores not so provided have regular bargain

departments opened either in some available space on the first floor or in some adjoining store room, or upper floor, wherever the space could best be spared.

I would like to express myself as being in favor of this idea. I believe a bargain basement or a bargain department should be made a feature of every aggressive store. If basements are not available then some other space may be secured, the location of which must be determined by circumstances and local conditions.

The bargain department can be organized along two distinct lines: It can be made a separate department in itself, put under a separate manager, or in charge of some bright, aggressive clerk who will look out for the success of it, or it can be made an adjunct to, or dumping ground for, the other regular departments of the store. It seems needless for me to say that the first method is unquestionably the better. Unless the department is carefully watched and enthusiastically pushed by someone who really has its success at heart it will never develop into an important feature. So organized, however, it can still be made to assist the regular departments of the store in closing out slow selling lines and such accumulations as they may be burdened with.

The department, however, should not be confined merely to selling of job lots, bargains and left-overs from other lines. The life and soul of the department will usually be found in a line of goods not usually carried by the average retail merchant. Under this heading may be included the wide range of five and ten cent bargain sale leaders or stimulators.

There is such a wonderful attraction in these five and ten cent lines of goods that a five and ten cent department, or five and ten cent counters, should be made the conspicuous or the dominating feature of the bargain department. A wide range of novelty glassware, chinaware and home decorations, etc., can be obtained to sell at these prices, and the merchant who has not put in this line of goods will be astonished to know what a great assortment he can secure with a remarkably small investment.

These lines of novelty goods will be found a great attraction during any season. Either during seasons or between seasons they will draw the crowds. Some wonderful values can be offered in these lines. And these lines of household novelties can be bought regardless of the season. Customers coming in to buy the new things will also help the general clearing sales which may be in progress in other departments.

The opening of a bargain department is particularly recommended for one special reason. That reason is that retail dealers must realize the importance of keeping their stores up-to-date and presenting at all times fresh and new goods. At the same time there are the vital importance and trade-winning power of bargains.

A retail store should be able at all times to advertise bargains, but

should at the same time be able to present a high class appearance. If job lots, seconds, sample lines, etc., are distributed around indiscriminately among regular stocks they in a large measure discount the value of all the merchandise throughout the store. If, however, all these lines are brought together and separated from the regular departments, they will in the aggregate constitute an attraction in themselves and in no way detract from either the appearance of the store or the apparent merit of the regular lines.

Wherever the bargain department may be located, if it is made a regular feature of the store and at all times has on display some attractive offering, it will soon become one of the attractions of the store and customers will visit it perhaps before visiting the other departments, but, in any event, almost invariably before they leave the store.

If a well lighted basement is available this location should be selected above all others, but if the store has no basement a suitable space may be prepared in the rear of the store or on the second floor, or perhaps an adjoining room could be rented, but in any event the department should be made a distinct feature in itself and advertised as a distinct feature.

H. Franklin Thoams.

Model City as Frenchman Sees It.

The model city is pictured by a Frenchman, one Henriet, as having all the avenues parallel and running from northeast to southwest in order that the prevailing southwest winds may circulate through them freely and thus prevent any stagnation in the air. The houses should face one avenue and have their backs to the parallel one, without any interior court, and they should be only one room thick with a window in front and back, and a door on a corridor parallel to the street, and having as many windows as the number of rooms.

Every 300 yards there should be streets running at right angles to the first. The avenues ought to be as wide as the houses are high in order that the latter should have as much sunlight as possible. About every half mile there should be an open square. The avenues should be planted with groups of shrubs, 6 to 10 feet high, alternating with pedestals ornamented with sculptures and supporting baskets of flowers. All the roofs should be flat, with plants, flowers, chairs, and tables, and, of course, with an awning that could be rolled up when not needed.

To this plan another expert says there should be added an interior court, where a good part of the family life is passed in some European countries.

Searching For It.

"Yes," said the young man at the piano, "there is a lot of music in this box."

"If there is," suggested the long-suffering friend, "you should hire someone to get it out."

Saintliness is measured by service.

Quality sells them in Quantity

“WILLIAMS”

SWEET PICKLES

IN AIR-TIGHT GLASS TOP BOTTLES

SELL better than others, simply because they **ARE** better—**BETTER FLAVOR, BETTER QUALITY, BETTER APPEARANCE.** When you handle goods that have such advantage over others, **YOU** have an advantage over **OTHER DEALERS**, because the more you can please your customers the more customers you will have coming to you to be pleased.

**All Our Products Conform to the Federal
Pure Food Law**

Our Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments are all prepared under the most cleanly conditions in our sanitary modern factory and kitchens. We use only

Fresh, Sound Raw Materials

which we select and wash carefully. Our pickles are brought to us the same day they are picked. We pack them in the air-tight, glass-top bottles to insure them against leakage, rust or spoilage. You can be **SURE** of a **SUCCESSFUL** and **PROFITABLE** pickle department if you sell **“WILLIAMS” SWEET PICKLES**, because they always win wherever introduced, and will win customers for you as they have for others.

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

CHARACTER AS CAPITAL.

Some Reasons Why Honesty Has No Substitute.

The brightest jewel in the crown of manhood is spotless character. It flashes and scintillates with such iridescent beauty that all are attracted by its beams.

The glory of its glow surrounds its possessor with such a nimbus of light that he stands out in bold relief against the background of all surroundings. Nothing can mar or obscure his identity as long as he keeps this bright gem of stainless reputation on his diadem. The world may frown, fortune may turn he, back, detraction and calumny hurl their barbs and arrows with deadly precision, yet will the man of true character remain unscathed by the attacks of all enemies.

Conscious in the rectitude of a good conscience he can stand up before all and defy the most powerful of foes. The man with a clean record is always morally and intellectually strong to overcome all the obstacles and difficulties the world may place in his way. Such a record arms him with a two-edged sword that will clear a way for him in any direction. He can hew a path for himself anywhere and under all circumstances.

Our great men knew the invaluable character. They cherished it as the finest of all possessions, realizing that it was the best form of riches, far above the dross of silver and gold.

No man stands out in clearer, purer light against the background of American history than Abraham Lincoln. No one ever prized character more highly than he, not even Washington of stainless memory. Lincoln never trifled with reputation, never gambled with his good name; but on the contrary conserved and preserved it with zealous care, never for a moment forgetting his responsibility to his fellow men and always considerate of the future and of the effect his actions would have on the time to come. The result is that Lincoln has been crowned on the pedestal of a nation's admiration and love, and Americans point to him as the example for all that is really great and good in human character.

From the first Lincoln made up his mind to be somebody and well he knew that reputation was the foundation on which he must build the edifice of success.

If you want to be somebody, do something in the world which will benefit yourself and your fellows, lay the foundation of character strong and solid to resist the temptations and trials the world will put in your way in your onward march through life. Nail your colors to the mast of integrity and defend them with the ammunition of right thinking and well doing.

In all professions we find men fail, yet not through lack of ability, but through lack of manhood and character to sustain them. If you would be a success in any profession you must consider manhood before

the profession. If you're not a good man first, you will never be a good lawyer, a good doctor, or a good preacher.

Back of all service, in no matter what field of endeavor your lot may be cast, it is manhood that tells and on which you must depend to make your life really serviceable to yourself and others.

Cleverness is a mighty fine quality to possess, to get through the world with, but to work to best advantage it needs a teammate, and that mate is integrity of character. Both together can plow the field of life well so that it will bring forth an excellent crop.

Put cleverness, however, with dishonesty and sooner or later, generally sooner, there is bound to be a big stumble and both will come to grief.

With open eyes and apparently sane we see men every day wrecking their own prospects and bankrupting their future by crooked methods, chicanery, and double dealing of all kinds.

When an investigation is threatened of the big corporations, or municipal governments, or money trusts, how many men tremble and blanch lest their dishonesty may be uncovered and themselves shown up in their true light before their fellow men!

Ill gotten wealth is never a comfort, but on the contrary a torment, for it is a burden ever pressing down the soul with the knowledge of its own iniquity.

On the contrary, the man of rectitude and honor who has dealt fairly and squarely with all is not afraid to look the world in the face. What he has is his own, earned by his manly efforts, and though it may not be large in amount, he is far richer than the millionaire who has gotten his millions by dishonesty. Better be a man rich than merely a rich man.

If you would have the respect, not to mention the confidence of your fellows, you must keep the cloak of character virgin white, never allow its luster to be dimmed by the breath of suspicion or soiled by the mud of wrongdoing.

Some sneer at Theodore Roosevelt, but down in their hearts they respect the sterling honor and integrity of the man. Roosevelt never pandered to public favor nor yielded to prejudices in public which in private he despised. As a consequence he purified American politics and raised American ideals. He pointed the way to sublimer political heights, teaching that unselfish service to the country's cause is infinitely nobler than self-aggrandizement.

Don't say you can't do this or you can't do that, but say you will, and you will be surprised at your own strength. Depend on yourself. Don't sit down and wait on others to come along and boost you. Be your own pull and make your own influence by making your presence felt and your actions useful. Be your own recommendation and it will be far more useful to you than a certificate of character from the President.

Make character your capital, pledge your manhood for every obligation, and keep the pledge inviolate.

You can never have nor make a substitute for honesty. Lincoln asked to take the wrong side of a case said: "I could not do it. All the time while talking to that jury I should be thinking, 'Lincoln, you are a liar,' and I believe I should forgive myself and say it out loud."

It is a big mistake to put all the emphasis on smartness and slur over honesty in a sibilant whisper. You can be too smart, smartness is peculiarly an American weakness, and has been the death of some folks, but you never can be too honest.

Madison C. Peters.

When Your Leisure Times Come.

It is seldom that any definite agreements or precise rules exist between managers and their office help as to leisure periods, though every one knows that in every office, no matter how well regulated, conditions may arise that will bring its machinery to a temporary standstill.

Such nuisances as broken typewriters, belated stocks, scant orders, or changes of system have been known to suspend action from one to six hours a day. The understanding generally is that everybody must work until lack of material or short demand necessitates a halt. But even then, especially if this happens frequently, idleness, dreaming, and staring into vacancy are silently and sometimes stormily resented by the head of the firm, and it's up to the would-be stand-patters to improve their leisure in a way that will meet his entire approval. That, in short, may be said to consist of reading or studying in the interest of business, when you are prevented from working and acting in its interest.

Most up to date offices have an array of trade journals, business magazines, commercial and industrial histories, etc., from which you can amply feed your mental hopper when there is nothing doing. Stenographers, especially men, who are only intermittently busy, are expected to do so. To boldly occupy their time with anything foreign to business, on the simple plea that there is nothing else to do, is never welcome. In some cases, however, stenographers are obliged to accept easy "not much doing" positions at small salaries on condition that during their office leisure they may solicit stenographic work from others, such as copying manuscripts and form letters, and thus add to their income.

In a certain office, where the manager disappeared every afternoon for a short interval, two bookkeepers, athletically inclined, made it their boast to have a boxing round in the office, and this happened so frequently that they called it their daily constitutional. Its demoralizing effect on the office force became evident in that everybody took for granted that the management was lax and easy, and went to the extent of playing cinch at their office desks whenever opportunity afforded.

Of course, the athletes were dis-

covered one day and ordered to try the daily constitutional of walking up and down pavements and through office doors without a reference. Another book-keeper got into the firm's "laid off" directory because he used to unfold sporting supplements and racing forms between his elbows on the sly and enjoy himself from ten to forty minutes every day. Whenever he found the month's balance all right he thought he was entitled to a good rest-up without permission from the boss.

An Oriental rug salesman, who was studying to be an architect, and who regarded his position as "an abominable stepping stone," adds another story: It was in the season when Oriental rug buyers were few and far between. He took his leisure for granted and considered it a special favor of providence, for he could sit on a roll of carpet when the manager was out of sight and improve his time studying architectural designs and blue prints, and drafting the things advised in his correspondence course. But suddenly one day human thunder came booming from one end of the department because a million dollar customer had gone out unserved.

Where was the oriental rug salesman keeping himself? Why, he was found behind a rampart of carpet rolls with an improvised pasteboard lapboard on which he was drawing things architectural with such assiduity that he was blind to the million dollar customer who had passed him three times. It happened that the dynamite of the manager's wrath irreparably exploded the "abominable stepping stone" for the oriental rug salesman.

There are evidently two ways to employ your office leisure: one that favors yourself only and may imperil your job, the other that may give you extra credits with the firm and ingratiate you with the boss.

It is said that women have far more liberty in the matter of office leisure than men. Many managers are known to allow their stenographers to make Battenberg, sofa pillows, and the like, when there is no work on hand. One attorney's stenographer can even boast of painting pictures in the office and another of making part of her bridal outfit at her office desk. Generally where there are several girls employed in an office this privilege is withdrawn, and anything more domestic or personal than reading books and magazines is tabooed as "foreign to business" and a disturbing element.

C. F. Richards.

Summer Pirates.

"Yes," laughed the tall chap, "this is the picture of the country boarding house where they charged us \$20 a week for two meals a day. It has a fine marine title."

"Marine title?" asked his friend in surprise. "What is there marine about it?"

"Why, I call it 'Boarded by Pirates.'"

The gas factory church does nothing to illumine the world.

Farwell's 15c Retailer

DEPENDON



The Best Child's Hose For Your Money

We do not often indulge in superlatives and only when we are sure of our ground.

When we first designed this hose we were asked by one mill to pay \$1.40 in quantities of thousands of dozens.

By contracting for the entire output of the special machines making this hose we can offer this typical **DEPENDON** TRADE MARK value at a price which enables you to sell at a liberal profit a hose that looks like a 25c hose, fits like a 25c hose, wears like a 25c hose, at the **Retail Price of 15c a Pair.**

Over one thousand other numbers in the

DEPENDON
TRADE MARK

line that will make your profits and sales increase by leaps and bounds.

LET US EXPRESS YOU A SAMPLE ROUND OF TEN DOZEN OF THIS NUMBER, VIZ., ONE DOZEN EACH, SIZES 5 to 9½, PRICE \$1.05 PER DOZEN FOR SIZE 5, RISE 5c PER DOZEN, and if the goods are not just as represented by us, you can return them by express at our expense.

JOHN V. FARWELL COMPANY

Sole Distributors **DEPENDON** TRADE MARK Dry Goods

CHICAGO
The Great Central Market

FLORIDA FISH.

Six Hundred Different Varieties Peculiar To the Gulf.

Written for the Tradesman.

A Roman poet, Phaedrus, once wrote up the subject of goats, covering his topic, making a graceful ending, and adding a moral, all in eight lines.

Doubtless the editor of the Tradesman would like to have as contributors writers of this stamp who could lay before their readers in short terse sentences all the essential points of any subject.

But even a Phaedrus would be balked were he to try to handle in brief manner the subject of Florida fishing. In the seas that nearly surround the State, some six hundred different varieties of fishes are found. How many others there may in the numerous inland lakes and rivers, I can not say.

Entirely cutting out fresh water fishing and attempting only to give my readers some idea of the wealth of the salt waters and how it is taken, there is still commercial fishing, the means of livelihood for many citizens; there is fishing for sport, the diversion of numberless tourists and residents; there are net fishing and fishing with rod and reel. Methods differ widely, according to the kind of fish and the locality in which it is taken; individual fishermen have their pet hobbies as to the best ways of securing specially wily prey. A book could be written on baits and another on tackle. The subject is a large one, and what I shall write is not put forth as an exhaustive treatise, but rather as a spur to incite the mind of the reader to further study and personal investigation.

In the present paper I shall deal only with commercial fishing, leaving until another article fishing for sport.

In St. Petersburg, Florida, where I spent the winter, the only wholesale fishing firm of the place handles the catch of over three hundred men engaged in the industry. A description of the methods employed by this company will give the reader a general idea of how the work is carried on at this and other points along the western coast of the State.

The greater part of the fish handled are caught in nets, which, of course, is the most rapid method of fishing. The kinds that can not be taken in this way have to be caught by hook and line.

Where the fishing is in a space of open water, the nets are let down, so as to form a circle. The boats are then taken inside this circle and the men make a racket so as to frighten the fish, which, in their efforts to get away, are caught in the nets. At the proper time the nets are lifted and the fish taken into the boats.

At the mouth of an inlet or bayou which the fish enter with the tide, the nets are stretched across the entrance and when the tide goes out the fish are caught. It used to be that the nets were placed clear across the mouth of the inlet or bayou—they were then called stop-nets. This method often resulted in a wasteful

slaughter of fish and is now forbidden by a law which specifies that a space of at least one-third of the distance across the entrance must be left free from nets.

The boats from which most of the net fishing is done are small sail boats, sixteen to twenty feet in length. These are often towed to the fishing grounds by means of gasoline launches.

While at work on the grounds the boats are moved about by poles. The use of either cars or gasoline engines would frighten the fish.

Along the Florida coast it is so warm, even in winter, that the fish taken must be cared for very quickly. Accordingly, the fishing camps are visited almost daily by the power boats, which carry ice. These take the catches of fish, put them on ice whenever the weather makes it necessary, and carry them to St. Petersburg to the packing house. Here the fish are washed, sorted, cleaned, packed and shipped.

Sometimes a car is filled right up with fish and ice, but more generally the fish are first placed with the ice in barrels and sent in this way. There is no salting down of fish at St. Petersburg. Some salting is done at other places, but I believe that now most of the fish taken in Florida waters are sent to market on ice.

The men engaged in fishing have their homes where their families live, in the villages along the shore near the fishing grounds. While at work each crew of men has its camp as convenient as possible to the grounds, either on the mainland or on some island. The camp is often just a rude shack, consisting of a light frame with roof and sides thatched with palmetto leaves. This answers very well as a shelter for groceries and

supplies and a place in which to eat and sleep.

Much of the sleeping, by the way, is done in the daytime, for the crews often work at night. The location of the fish can be told in the darkness by the phosphorescent flashes as they leap above the water.

While the others are out fishing, one man stays in the camp and does the cooking and housekeeping for the crew.

The men engaged in fishing are not, as a rule, hired for wages; instead, they get their pay by sharing in the catch. The fish company that markets the product owns almost all the boats and equipments used and keeps them in repair. As has been said, the company attends to gathering up the fish and taking them to the packing house. In the division of the catch the company gets one-third. The remaining two-thirds is divided among the crew, the cook of the camp sharing equally with the others.

Whenever a catch of fish is delivered to the power boat, the fish are weighed and the foreman of the camp hands to the captain of the boat a statement of the number of pounds. Each man's share in this number of pounds, at the price per pound that is being paid, is placed to his credit at the packing house.

The fishing camps are located around the shores of Tampa Bay and along the Gulf coast, some of them perhaps forty miles from St. Petersburg.

It is somewhat customary for the employing company to give the foreman of a camp a little bonus if it finds him faithful and honest. The situation is like this: Other wholesale fishing firms with their headquarters at other places have men at work in these same waters and camps

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

DAILY TO CHICAGO \$2
Graham & Morton Line
Steamers
"Puritan" and "Holland"
Holland Interurban Steamboat
Car Leaves 8 p. m.
Baggage Checked Through

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.

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.

all along these shores and power boats visiting the camps. If the foreman of a camp is so disposed he may sell a part of a catch to a competing company and himself and his crew pocket the entire proceeds, in which case the firm owning the boats loses its share of whatever fish are thus surreptitiously marketed. I do not wish to convey the impression that this thing is often done; but so long as conditions are generally such that it might be done at any time, the employing company is wise in making recognition of fidelity to its interests.

The methods of fishing just described are employed in comparatively shallow waters. There are certain kinds of deep sea fish, very much in demand on the market, which have to be taken by other means. For instance, the handsome and highly prized pompano. Some of these are found in the mixed catches of the shallow water, but such have simply strayed up some stream or bayou, for the pompano is really a deep water fish. It is too smart to bite at any hook, however temptingly it may be baited, and has to be caught in a special kind of net called a trammel net.

Very important fish commercially are the red snappers, which have to be taken with hook and line. The snapper banks, which are always of coral formation, lie some miles out in the Gulf. Owing to the distance, a sailing boat of thirty to forty tons, carrying ice and otherwise equipped for a voyage of several days, is used for snapper fishing.

Another good deep water fish is the grouper. Sometimes groupers and snappers are found on the same banks and are taken together.

Groupers alone are found on banks not so far away as the red snapper banks.

The pompano is called the very finest fish taken in these waters and commands the best price on the market. It is rich and nutty in flavor and stands so high in epicurean esteem that other fish of less renown are sometimes substituted for it in Northern hotels and restaurants, and served up and charged up as pompano.

In the estimation of some persons the Spanish mackerel, at times very abundant on the Florida coast, almost disputes honors with the pompano. The red snapper, trout and blue fish all rank very high in public favor.

Sheepshead, sailor's choice and red bass would perhaps come next, while the mullet, which is really the great staple of the industry and comes into the nets in numbers far exceeding any other kind, owing to its abundance, sells lowest of all.

A fastidious person may choose for his eating a fish like the red snapper which is supposed to feed mainly upon live bivalves; or may find to his liking any of the game fishes, all of which live entirely upon live food, mainly fish smaller than themselves.

The bottom fish, such as sheepshead and sailor's choice, are not so particular as to diet and are said even to have scavenger propensities, but

their flesh is commonly regarded as perfectly wholesome.

The bottom fish never display any game tendencies when caught on a hook, but give up at once.

The mullet is a unique member of the fish family and deserves a little description. It has two stomachs, an upper one and a second one that is likened to the gizzard of a chicken. Some hold that the mullet is strictly vegetarian, eating no animal food at all. In support of this theory is the undoubted fact that a mullet never will bite at a fish bait of any kind. They are mostly taken with nets, but occasionally are caught with a hook by using a bait of dough held together with a little cotton batting. A bait of moss will sometimes catch mullet. Since mud is always found inside the upper stomach of this fish, some hold that it lives on mud and others that it lives on worms, grasses and the like that it finds in the mud.

Immense numbers of mullet rushing in toward shore sometimes make a peculiar noise that can be heard some distance. One person with whom I talked, a scientific man and a close observer, has the opinion that this noise is made while the mullet are driving in schools of small fish and he has come to think that the mullet must feed on tiny minnows; but men who have made a business of catching and cleaning this peculiar fish hold that the mullet is an exception to the rule that the big fish eat up the little ones, and that it never has any fish course upon its bill of fare.

I do not have statistics to show what is the value of the annual product of the Florida fisheries. There is no doubt that several millions of dollars come into the State every year from this source.

When the settlers first came to these shores the waters fairly teemed with fish.

As is usual where Nature is so lavish with her bestowal of riches, there was wanton destruction which in some degree reduced the supply.

But so many are left and all conditions are so favorable to a marvelously abundant fish life that very mild and reasonable restrictions would keep the fisheries as a great source of income for an indefinite time. At present there is a closed season on mullet from November 15 to December 31; other kinds can be taken all the year round.

As to the men engaged in this occupation, almost all are white men; negroes, as a rule, do not like the water nor the work.

The fishermen have to endure some hardships in times of storm and spend most of their days away from civilization. Still there is a fascination about the life, and those who enter it rarely leave it for other avocations.

With the fish not so abundant as in former years, greater skill and more hard work are required in taking them and it is said there has been a marked improvement in the character of the men. In the old days of the stop nets there would be a big

catch followed by a long spree. Now, steadier work is required to make a livelihood and there has been a moral gain in consequence.

Doubtless there are yet many fishermen who would hardly be eligible to honorary membership in the W. C. T. U. However, it should be said that they, one and all, possess many qualities which justly merit admiration and esteem—the personal bravery, the loyalty to friends, the ready sympathy and goodness of heart—in short, the lovable virtues that go with salt water. Quillo.

Superior Ways of Dying.

He was excessively fond of dancing. Also he was very clumsy. Like a good many other people he was fondest of doing the thing he did worst.

She too, was excessively fond of dancing, with the difference that she was the personification of grace. But now she was suffering. Already he had torn her train with his ungovernable feet, and her dainty slippers bore the marks of his shoes. At last she could stand it no longer.

"Let us sit out the rest of this dance," she suggested. "I am tired."

He was reluctant. "I thought you said you could die waltzing," he said. "So I could," she replied, "but there are more pleasant ways of dying than being trampled to death."

Natural Deduction.

Blox—Dawkins is one of those chaps who pay as they go, isn't he? Knox—I guess so. At least he never goes far.

Kent State Bank

Grand Rapids, Mich.

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

Deposits
5½ Million Dollars

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

3½ %
Paid on Certificates

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

Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers
Send for our large catalogue—free

N. SHURE CO.
Wholesale

220-222 Madison St., Chicago

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

FIREWORKS

That's Us

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

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

Don't forget to visit Grand Rapids Merchants' week, June 9, 10, 11 and make our store your headquarters



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

A SINGLE IDEA.

How One Iron in the Fire Led To Success.

Written for the Tradesman.

It is an old story but always an attractive one, the more so because old as it is it is true. Yesterday, today and forever the boy who looks Fate in the face and with a cheery "all right" begins his fight with Fortune draws the world in his immediate neighborhood to himself, only asking for a fair field and for such favor as the fight he puts up wins.

Those were the conditions which existed in Meadowlands one fair June morning, and the boy who met them without flinching was one very tired and considerably more than disgusted with the way things were going on in the badly managed country store where he was trying to do his best under very adverse circumstances. In the first place Wilkins, the boss, was lazy and the boy, Austin, wasn't. In the second place the boss had inherited the store and its belongings from a fairly prosperous father, but ever since Storekeeper Wilkins had departed to the land of shadows the inheritance he had left, missing the care, the energy and the genius that makes every undertaking go, entered upon that downhill journey which gets there sooner or later and which seemed this morning to be receiving an extra push towards the stopping place at the foot of the hill. Flies was the subject under discussion and the discussion waxed warm.

"There are no two ways about it. It's as plain as the nose on your face. The more of these big buzzing flies you can kill now before the hot summer weather sets in the fewer you have to be bothered with later on. I'm going to try it anyway. This store, if I can help it, isn't going to be black and nasty with the pests, and I think I can. As soon as a let-up comes this morning the spring cleaning is going to begin. It's been a good many years now since the windows in here have been surprised with soap and water and they are going to have it full in the face and eyes. I tell you now so you can get used to the idea and not have so much of a shock when it comes. Another thing you might as well know now as anytime: the flyspecks—the accumulations of the ages—which you see covering the once white shelves in this establishment are going to be removed, the liquid fertilizer thus obtained is going to be given to the garden and you with the rest of this community, as a result, are going to see some of the biggest and finest vegetables which Meadowlands has ever grown. Then I'm going to advertise this store by screening it. Yes, sir, screening it. Back door and front door and windows are going to have screens. That's what I said. To add to your amusement let me say that it's going to be no fool of a job. When you advertise advertise as if you meant it, and keep 'er up. 'Faint heart never won fair lady' in the mercantile line and the storekeeper who advertises as if he has a lot of secondhand goods that he's ashamed

of and wants to get rid of can not hit on a surer way to keep these same goods on his hands.

"Finally, next Saturday night after the loafers leave, I'm going to deluge this floor with water and on Monday morning before it has a chance to get dry I'm going to see how far down the boards are. In a word, I'm going to surprise the good people of Meadowlands with a clean store, free from flies, and I'm going to do my best to rid this corner of what I think has more to do with the health of the neighborhood than people generally imagine."

At this the storekeeper gave a decisive roar.

"You might as well tell me you are going to screen the barn. What put this crazy idea into your head anyway? Don't you know that in a place like this, where everybody is running in and out and the door is always on the swing there have to be flies? You have to have flies in fly-time, you fool. The only way not to is to kill 'em and that you can't do.

"The cleaning up notion is a good one. I'll say yes to that with all my might and, when you get through with that, I'll be good and kind and generous and let you paint around a little; but the fly business is just so much nonsense and the quicker you get over it the better."

"Thanks for the paint. When we're ready for it I'll put it on all right, if you'll let me fight this fly-battle to a finish in my own way. You seem to think that I'm making a big fuss over nothing, and that after a mighty short time I'm going to give up beat and go away back and sit down. All right. Now I'm going to show you you are all wrong. Listen: I'm going to clean the store; I'm going to paint it white and I'm going to kill the flies. Why? To show you that right here in this half-dead town of Meadowlands it is possible to more than double the trade in this half-dead store, kept by a half-dead storekeeper; to show you that 'tall oaks from little acorns grow,' when the turf has been dug away from roots and the soil stirred up and a little unexpected moisture turned in; to hammer into your thick skull the glorious fact that prosperity in a country store is closely connected with getting rid of the flies there, and to get you to agree that if at the end of the season—flytime, if you please—the trade isn't doubled and the fly-killing proved to be the cause of it, then I'm to give up beat and you're to have the crowing over it for the rest of your life. Only if the reverse is true and I make good, you are to give me a chance in here and the sign of the firm in gold letters on a black ground is to read Wilkins & Austin. Say yes to that and I begin now. Do you say it?"

With a movement as near to a jerk as Elkanah Wilkins ever came he turned his wondering eyes upon the wide-awake face of his swift-winking clerk to see if he had gone crazy or what was the matter with him. He found his gaze fastened upon a face ablaze with an enthusiasm behind it that fairly aroused in

his own sluggish temperament a something that made even him draw a long breath. Two piercing eyes, black as a coal and guarded by eyebrows and lashes of the same color, burned him with their intensity and convinced him, if they did nothing else, that the young fellow was very much in earnest. There was something, too, in the square jaw and the pugnacious chin that stood for a good fight, backed as it was by a determination to win; and when these forceful qualities were taken into account with the six-foot height, the square shoulders and the vigorously put up breast—well, it made a good sight to look at and a convincing one it seemed; for after a steady stare of what seemed a good half hour, the storekeeper made answer:

"Is this your drift, Milt? You are to double the sales in the dull season and, if you do, I'm to take you in and the sign in gold letters on a black background is to read Wilkins & Austin. It that it?"

"To a dot."

"And if you don't?"

"You may kick me for a chump."

"Well, you look now as if the devil couldn't stop you and he always could beat me! Go ahead."

I'll bet you a dollar you can't guess where that fellow began, and when I say the barn you, my reader, will want to know "What in thunder!" and I'm going to tell you:

The young man, Austin, besides being a clerk, had a brain that he kept fairly busy. Hating flies, he took the trouble to make a few enquiries about them and he found to his great astonishment that their breeding places were out of doors in horse manure and dooryard filth with a decided preference for horse manure. He found by observation that the fly's long, white eggs, which are laid in the manure, hatch the same day into white maggots which feed on the manure for about a week and then change to a hard, brown puparium, inside of which they are transformed through the pupae stage in five or six days, and that the manure from a single horse, if left exposed will furnish an abundance of flies for an entire neighborhood. It required no violent agitation of that same brain to conclude that, the breeding place taken care of, the desired result would follow as a matter of course and gov-

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.

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

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'D ONLY BY

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

erned himself or itself accordingly. A few of the ultra curious did considerable wondering what that Milt Austin was about pottering away in Wilkins's barnyard; but as the wondering was carried on at a distance they were none the wiser.

It was the business started and carried on at the store, however, that created the disturbance, and this the clerk did what he could to have it talked about. When, then, Aunt Hitty Barnes, the village dressmaker, or Aunt Hit, as everybody called her, came over to see what was going on, Austin went in for some free advertising without much regard for the truth, and if ever a poor, harmless, old busybody came empty and went away loaded down it was that same Aunt Hitty Barnes, the dressmaker of Meadowlands.

With this for a starter the rest naturally followed, and long before nightfall the wide stretch of country of which Meadowlands was the center learned with amazement that Wilkins had sold out, that Milt Austin had bought in, that he represented a Chicago house which intended to tear down the store on the corner and, putting up a block in its place, was going to have a department store that would be a credit to all that section of country. The result of it all was that from sunup until sundown on the following Saturday one would have supposed there was a circus in town so many farm folks were coming to town to see for themselves how much of what they had heard was true.

They saw and heard enough to justify a little that had reached them; for, aside from the store itself and the corner it occupied, the change had been complete. The screen door, provided with a spring, told its own story and to some financial effect, for, when the crowd got inside there were the screens for sale, and exactly, as Austin had prophesied, long before the crowds went home every screen was sold and a long list of orders was left to be filled for the delighted customers. The washed windows—there wasn't a fly on them—came in for unlimited praise. "For the first time in years," said one delighted old lady, "I c'n see the difference between black and white without taking the goods outdoors;" "And, my! how strange it seems, Ma, not to have to hold your dress away from that nasty, old mackerel barrel that has stood right there by the door ever since the year one!" and "Who'd 'a' thought that a little white paint, put on as if there was a lot of it and 'twas meant to stay, could make such a big difference!" and "My land, Milt, must 'ave taken a lot o' liniment to keep the soreness down after shoveling out the dirt, drifted in here f'r nobody knows how many years. I vow 'tis a board floor after all, and I lost my bet!" and so all day long from the front door to the back the patrons of that country store crowded and commended every blessed thing they saw.

When the long, busy day was done and the bolt was turned in the front door, Austin with each hand hitched up by a thumb in his trousers pock-

ets, faced his boss with a hearty, "Well, what do you think of it?"

For answer Wilkins opened the day book and turning the leaves displayed page after page of the day's transactions. That done, he opened the cash drawer, filled as it had not been for weeks, and after stirring the contents with his stubby fore-finger, with a "guess" that betrayed his New England origin, remarked, "There hasn't been anything like it in this store since I've been here."

There hadn't been; but the one idea which with Austin began the day and ended it was the screen and the flies behind it. He felt that, so far as the village was concerned, he, personally, could manage that, and he did; but he could not feel quite so sure of the experiment going on at the barn. As the warm weather came on, however, he watched with much interest the only other store in town and found the usual swarms of flies covering whatever carelessness, neglect and uncleanness exposed to contamination. He found it convenient, too, to stroll through the alley where the other store's barnyard was located, and it is much to be feared that the sight he saw occasioned the smile that brightened his face for the rest of the way home.

That very afternoon Mrs. Bettis, who had made fun of the "screen fad," came over to get one, "if they were to be had." The moment she was inside she began:

"I wish you'd tell me how you manage in the store, above all places, to be free from flies. I'm eaten up alive with 'em and jest as soon as the Lord'll let ye I want you to come over and save me from torment if not from an early death. They ain't a fly in here; how do you do it?"

This was Austin's chance and he improved it, killing, as he said two birds with one stone—giving the woman before him a slap for being the dirtiest woman in town and so the biggest fly-breeder and, what was of far more importance to him, helping the doubling of that income which was to end in that all-important sign in gold letters.

"Well, I'll tell you exactly what I did, and you can see for yourself that I made it. Flies like whatever is filthy and you can testify that this was a mighty dirty store when I began. Those front windows were a sight and the odor that gathered there and stayed there was not a savory one. The soap and hot water and the elbow grease that I faithfully devoted to that part of the undertaking removed all attraction to the pests. Then when the awning was put up and the windows and doors were carefully screened, the store for the first time in its existence was a decent place to stay in.

"That done I found out where the pests came from and broke up their breeding places and right here is where I can give you a pointer. Anything like a swillpail, or pools of dirty water at the back door, or rotting fruit and vegetables helps along the fly industry and must be gotten rid of; and then I shouldn't wonder at all if you cross your al-

ley and go into Thompson's stable you'll find yourself covered with flies an inch thick. That's what I found in our stable and I fixed it so that a fly can get neither out or in. It saves fretting the horse and it's shut off our fly factory and that with the changes we've made and are going to make will make our store the coolest and most comfortable place in the village.

"For getting rid of flies there is only two things to do: keep clean and break up the breeding places. Of course, there will be a few, but with the screens up these few can be taken good care of."

Five minutes later Mrs. Bettis sailed into the other store in Meadowlands and proceeded to give the storekeeper thereof a piece of her mind, the burden of her complaint being that her house was overrun with flies and would be until he had cleaned out his nasty old stable as Wilkins had his, and if he didn't do it she'd "have the law on him." This duty done, she visited every family in the neighborhood, as that young Austin knew she would, and long before darkness set in the surrounding country told and retold the story of how Milt Austin got rid of the flies and the wonderful changes that

were going to take place in the corner store at Meadowlands.

So June with a red rose in her hair sauntered along leaf-sheltered roads and byways to the sunny realm of July. She, the mid-summer goddess, girdled with clover, her hands dripping with white pond lilies, greeted and guided her guest, the fair-haired summer, through air redolent of the balm of the hayfield to where August was standing among the sheaves of her productive grain fields; and she, in turn—August, I mean—led on the grand march of the seasons to her September boundaries through the high lifted torches of sumach and goldenrod. Then with the summer over Austin ventured to ask if he had made good and Wilkins remembering the text of the preceding Sunday's sermon answered, "More than a hundredfold."

Richard Malcolm Strong.

Those Bostonians Again.

Doting Mother—Oh, Waldo, the baby has—

Fond Father (interrupting)—Another tooth?

Doting Mother—Better than that—he has enlarged his vocabulary by a two-syllable word!

If you love a bad man he will soon hate some of his badness.

F. Letellier & Co.

Grand Rapids, Michigan

Manufacture to Order

Hardwood Doors, Special Mantels

Stairs, Cabinets

Cases and Fine Interior Finish

For the Home, Store and Office

High grade work that will be a satisfaction in years to come

Estimates Furnished

Correspondence Solicited

A HOME INVESTMENT

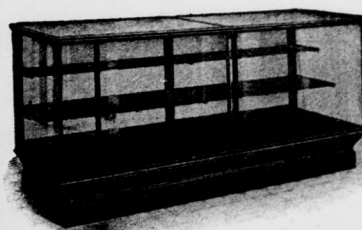
Where you know all about the business, the management, the officers

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.



GOOD FIXTURES Versus POOR FIXTURES

The important point for you to consider is that we can give you

Good Fixtures at the Cost of Poor Fixtures

If you only knew what quality means in buying store fixtures you would never consider any but the best. Write for catalogue.

GRAND RAPIDS SHOW CASE CO.

585 N. Ottawa St. Grand Rapids, Mich.
The Largest Show Case Plant in the World

ONE PRICE.

The Only System Which Is Not Now Obsolete.

Some time ago I went into a large clothing store in a Wisconsin town, owned by as fine a set of young business men as I ever met. Proprietors and clerks were busy with customers, so I took a seat and watched proceedings. One of the clerks had a customer who wanted a fur coat; he took down five or six, the customer examined them closely, tried them on, and finally selected one at \$28. He took out his pocketbook and, without a word of protest, laid down the price and went out. The whole procedure had not taken more than fifteen minutes.

At the same time one of the proprietors was busy with another customer. It took him about forty-five minutes to sell the man a suit, a fur lined overcoat and some furnishing goods, all of which amounted to \$76. Without making the least effort to bid down on the price, the man paid the \$76 and went away.

When the customers had left the store I remarked to one of the proprietors that I was pleased to see that they had only one price on their goods; I considered it the only correct method of doing business. He replied that if they had two or more prices they would need three more clerks; if they allowed their customers to dictate prices the selling would take three times as long. Now he could wait on two or three customers at once, because all goods were marked in plain figures; this he could not do if he had to haggle over the price. Sometimes, in a rush, a man goes to the hat case, tries on a hat, looks at the price, brings the ticket to the cashier and pays the price of the hat. They had educated their customers to the one price system and they knew it was the only correct way of doing business.

These young men have built up from a small beginning one of the largest clothing stores in that part of the State, due exclusively to their honesty and businesslike methods.

Years ago one of the leading merchants in Madison, Wis., said to me: "I have only one price in my business; not that I think that I am more honest than others but because I think it is good policy." In those

days the one price system was not in vogue as it is now, but this man introduced it into his business and made a success of it.

This is equally important for the wholesaler and the traveling salesman.

I know a traveling man to sell his good, trusting friend, who had given him all his hat business for years, a hat at \$13.50 per dozen and to sell the same hat for \$12 per dozen to another man in the same town, who had the reputation among the "boys" as being one of the "sharps," a mean customer, who always criticised everything and tried to beat down on prices. One day the trusting friend found this out, and that was the end of the friendship. He never again bought a dollar's worth of goods from that traveling man, who, after a number of years, went into business for himself, failed and died a poor man.

"But," some merchants will say, "it is impossible now, after doing business on the old methods for so many years, to change to the one price system." But it is not impossible—just try it; hang out a card on the first of the month, "Only one price for all," mark your prices in plain figures; do not allow your customers to beat you down one cent, and you will be surprised at the good results.

Here is an example in my own experience:

Every merchant who sells men's fur coats says that it takes more time to sell a fur coat to a farmer than it does to sell him a farm or a team of horses; besides there is less profit in them than in anything else in the store. This is the general complaint. One day one of my best customers, who conducts a large store in W— and is as careful a business man as can be found, said to me: "I am going out of the fur coat business; I am disgusted with it; I will not buy any more. It does not pay to sell a coat for one or two dollars' profit, or even sometimes to sell it at cost."

I replied: "My friend, you are right, it doesn't pay to handle them if you can't make a fair profit. But who is to blame for these conditions? You and the other fellow. You ask a certain price for a coat, but before you let the customer go out you reduce the price to such a low mar-

gin that there is nothing left for you. Besides, if the weather is a little warm in November or December you get scared and commence to cut prices, because you are afraid to carry over a few."

My friend admitted that this was so. Then I told him to try it once more next season—to buy a small stock of coats, mark them at a good fair profit, and refuse to sell a coat for even 10 cents less than the marked price. The result surpassed my highest expectations. My friend told me, when I came around again after six months, that he had never made so much money on fur coats, and, besides, had less trouble in selling them than ever before. While he was talking to me a farmer came in who wanted a fur coat which was hanging outside. The price was \$25. Without a word of complaint the farmer took out his pocketbook and laid down the money.

And what was the cause of this promptness? Because my friend had educated his customers to the one price system. He had advertised it, and when a customer refused to give him his price he let him go. But every time, he said, they came back and took the coat.

And here is another example:

Years ago a friend of mine started a small hat store in a large city. Then the "take-what-you-can-get" system was in vogue in all the clothing and hat stores. After a year or two my friend felt that it was not the right thing to charge one man \$3 for a hat and sell the same article to another man for \$2.50. At first he was afraid to change to the one price system, as he was a beginner and did not have much capital. Would it not ruin his business? Wouldn't his customers go to the larger stores where they could dictate the price? Some of his best customers were "sons of Erin," who never bought a thing except at their own price. He certainly would lose their business.

Thus he meditated. But the more he meditated the stronger grew his conviction that it was the right thing to do, and his wife encouraged him in his resolution. The result was far beyond his hopes and contrary to his expectations.

One morning he hung out a sign, "One price for all." He never lost a customer, and his Irish friends sur-

prised him the most. He at first had some trouble with them; they could not see into it. In every clothing, hat or shoe store they could dictate their price. Why not here? They threatened to leave the store, but my friend was firm, although trembling a little. They went out and—after a while came back and said: "That's what I like. That's the store in which I will do all my trading hereafter." Had my friend once lost his nerve and allowed the other fellow to dictate the price he would have made a failure of his new method.

And I say to all merchants with the take-what-you-can-get system, go and do likewise. If you don't do it for honesty's sake, do it for policy's sake.

T. Wettstein.



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

General Investment Co.
Stocks, Bonds, Real Estate and
Loans
Citz. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS

HIGHEST IN HONORS

Baker's Cocoa
& CHOCOLATE



Registered,
U. S. Pat. Off.

52
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.
Established 1780 DORCHESTER, MASS.

Ceresota Flour

Made in Minneapolis and Sold Everywhere

Judson Grocer Company

Wholesale Distributors

Grand Rapids, Michigan

PORCHES AND LAWNS.

Merchants Should Push the Furniture They Call For.

Written for the Tradesman.

No better month in the year, no better week in the month, no better day in the week than just this year, week and day to sell hammocks and other porch and lawn goods.

So long as people of all classes and conditions are coming to live more and more in the open in the winter-time, and almost entirely so between daylight and dark in the summer-time, on account of more advanced ideas on sanitation, that merchant who does not push, with every effort in his power, the sales of this sort of goods, that many of his patrons would buy if only they were brought to their attention, is casting a shadow in his own path.

Quite a good many of his customers may not know about all the new wrinkles in piazza and lawn merchandise—the various kinds of the late things in swinging seats, swinging couches, double lawn seats, even lawn swinging settees, etc.—and of the subject were introduced by the merchant a much greater number of people could be induced to buy.

"Seeing is believing," says the old adage, and the dealer could talk something like this:

"Oh, Mrs. Jones, I want to show you some new goods that have just been put in stock—hardly got them uncrated, you might say. I know you, being an up-to-the-minute lady, will appreciate these things when you see what I've been buying with reference to just such customers as yourself."

What patron would not be pleased with this expression as to her not being behind the times and what patron's curiosity would not be excited to the point of desiring to look at the merchandise the merchant is extolling, for you observe that in his speech he said not a word as to the nature of the goods he had just received and put on the market—goods "hardly as yet uncrated?"

When Mrs. Jones is sufficiently interested to inspect this out-of-doors furniture—if she is any sort of a liberal buyer—the merchant ought to be able so to set forth the superior qualities of the new arrivals as to see the color of her money in short order. All the little kinks as to handy ways of adjustment of the seats, swings and what-not should be dwelt on minutely, also details should be gone into in regard to any other conveniences that outdo old known methods of regulation.

Mothers ought especially to like, on the porch, one of these suspended beds. There is not the swing to them that there is to a hanging seat, but they may sway gently back and forth. Small children will sit contentedly on one of these for hours, playing with their dolls or toys, and a child that does not "flounder around" may sleep here for hours with no danger of falling off and bumping its nose.

Many of those afflicted with lung or even throat difficulty are purchasing these swinging beds to sleep on

on an upper roofed porch and are finding them the acme of comfort.

Of course, these beds require a deal of room wherever they are swung. Some families are even enlarging their piazzas so as to allow of the possession of one of these nice rest-producers. Quite a good many mothers transfer them to the house for the winter, having large hooks attached to the ceiling of the big living room. A voluminous Bagdad cover conceals the mattress and its brilliant color gives a dash of Orientalism that is a delight to the eye.

Numerous merchants carrying porch and lawn outfits are trying the experiment of speaking about these goods at least once to every single person who enters their store—man, woman and child alike. This personal discourse in dozens of cases is getting an extra tinkle out of the cash register on the counter.

Let 'er tinkle! H. E. R. S.

Busy Bee Has Rival In Plant.

"How doth the little busy bee improve each shining hour," but his labors in wax making no longer are needed, since the candelilla plant of Mexico has been discovered as a wax producer. The candelilla wax is of light color, extremely hard. It has a high melting point, which places it in the front rank of all vegetable wax. Purified, it makes the best quality of candles, lasting and giving a brilliant light. Dissolved in turpentine it makes an excellent varnish.

It is also used for the manufacture of a most superior shoe polish. It is well adapted for the insulation of electric wires and for the displacement of beeswax in pharmaceutical laboratories. Here its hardness and higher melting quality make it especially serviceable in making plasters and ointments where beeswax at present is the principal ingredient. The wax can be bleached perfectly white, and in burning it emits an agreeable odor.

Choralcelo Played By Electricity.

The choralcelo is a new electrical triumph in the musical world and has been used by the Boston Symphony orchestra. It is an electrical piano with the essential peculiarity of the vibration of piano wires by electro magnets of surpassing purity, resulting in tones of surpassing purity. It looks like a large upright piano and can be played like a piano without the electromagnetic action. The tones are described as resembling both string and wood equipment for orchestra service and the organ characteristics are said to be the most beautiful of all. Less than one horse power of electrical energy is needed for the full operation of the choralcelo. The scientific world finds it significant that electricity should be the medium for producing effects which never before have been heard by the human ear.

A Requisite.

Staylright — Oh, Miss Wobbins, may I come to see you again?

Miss Wobbins—Well, I can not see how you can very well, unless you go this time.

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.

When You Want to Buy

School Furniture
School Apparatus
Church Furniture
Opera Chairs
Portable Folding Chairs
Settees of All Kinds



Chandler Adjustable
Desk and Chair



Send for
Catalogue and
Prices cover-
ing any line in
Which you
Are
Interested

Remember that we are the foremost manufacturers of such equipment, and can offer especially attractive inducements in the way of prices as well as choice of styles—from the least expensive to the most elaborate.

We have thirty-five years of experience in this business. As a result our product is the best possible.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

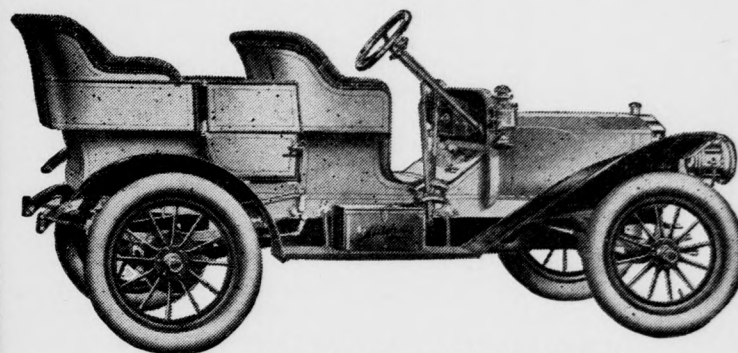
NEW YORK

BOSTON

PHILADELPHIA

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.

Baker's Ovens, Dough Mixers

and bake shop appliances of all kinds on easy terms.

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

Retail Advertising for the Hardware Dealer.*

Just what is advertising? Where does it begin in the ordinary business and where shall it stop?

My conception of the subject is so broad that I believe there is today no man in business, no matter what its nature or environments, but who is vitally interested in its ramifications.

The all-wise practitioner will tell you that it is contrary to medical etiquette to advertise, but, sly old fox, he is full of it. He does it, first, by hanging out a modest shingle, whose very modesty and apparent age stamp it at once as a strong bid for business.

Advertising? Yes.

See him ape the characteristics of his colleagues! He would scorn an advertisement in the newspapers, but see him chuckle when an item mentions the recovery of some unfortunate through the prompt and efficient services of Dr. Killum!

The hardware dealer in the small town doesn't advertise. True, he does not in the same manner as the fellow in the larger centers. But if he is successful, I want you to mark the appearance of his merchandise. I want you to look at his windows, to the arrangement of his goods, to the conduct of his clerks, to the life and snap and ginger that are instilled into his salesmen, to the prominence that is given to those goods of his which the manufacturer is advertising for him.

That fellow is an advertiser and a mighty good advertiser, too, for he is using good judgment and taking advantage of his opportunities.

Consider now the successful merchant in a larger community. He has perhaps some competition. His volume of business is somewhat limited. There are just so many customers to be supplied and then he has reached the limit of possibilities.

What does he do? What can he do? you ask.

Create a Demand.

Why, I'll tell you. He can do just what the catalogue houses do so successfully; he can create desires in the minds of his customers for new things which he has for sale and turn those desires into needs, and then he can go farther and show these people how easy it will be to supply those needs which he has created, if they will only apply to him.

For example, there was no need for safety razors, no demand for them, until a few years ago. People were content to perform their tonsorial necessities in the same old way.

But a few enterprising advertisers set about to create that need. How well they succeeded is so apparent that it will require no elaboration from me.

These men simply went about it in a practical way, that is all. They gradually convinced the people of the fact that they were behind the times when they used the old-style razor.

*Address delivered by H. T. Benham before the Arkansas Retail Hardware Association.

They proved by convincing argument that they were depriving themselves of a great convenience, of an absolute necessity, unless they used a safety razor, and the public generally, everywhere, recognized the logic of the argument and, when made easy to do so, provided themselves with safety razors. And there you are.

This is no more than any of us can do in our own community, with the merchandise we have to sell, if we really want to do it and will only be willing to go about it in the right way.

Now, let me ask you a question:

How many of you are selling safety razors to-day? How many of you are taking advantage of the demand which the manufacturers of safety razors created? And if you do sell them—now listen well and be honest with yourself, for this is the great, big important thought that I came here to leave with you: If you are selling them, how are you going about it? How, my friends, how?

Have you a sixth of a dozen on a high shelf, or even in a show case (which perhaps needs cleaning, or we will say the show case is clean?) Have you simply laid these things away, waiting for a "call," or are you telling your people, "Here you are! I can sell you that safety razor which you have made up your mind to buy. Come to me, I'll make it easy for you to buy?"

Here is new business created for you, to swell your sales in a limited community where your possibilities are restricted. Are you taking advantage of it, or are you permitting that customer to take all the unnecessary trouble and extra expense of going to the postoffice or express office and buying a money order, and sending the money which should come to you to Chicago or New York or some other place where it does not rightfully belong?

Are you "asleep on your rights" and your opportunities?

What is true of safety razors is true of thousands upon thousands of commodities within your scope. Are you alive to your opportunities?

"Now, how can I be more alive?" you say. "I am doing all I can. I can not afford to advertise."

I say, "If you can not afford to advertise your business, you should advertise your business for sale."

Advertising Essential To Business Success.

Advertising is a modern necessity, absolutely essential to business success, and should be so considered in the establishment of every new enterprise and in the conduct of every old one.

It should receive the same attention as your appropriation for rent, help, or any other necessity, and the amount invested should be as carefully censured as any other item.

I believe that every merchant should determine at the beginning of his business year the sum that he can afford to use for the establishment of publicity and his reputation, through legitimate advertising.

This sum should be based either

upon past experience or, if a new enterprise, upon anticipated sales—a certain proportion, which of necessity will decrease as your sales become greater.

Just what this percentage should be it is not my province to say, because conditions vary, but let it be a fixed sum which you feel that you are justified in investing.

A Tangible Asset.

Observe, I say investing, not expending, because this investment is an asset, just as tangible as any other. Your name, your reputation, your good will, your prestige, are all valuable and will bring a consideration at any time. A national advertiser recently refused one million dollars merely for the use of the name.

What sum you decide upon is then for you to determine.

Now, because Jones or Smith or Brown in your community is pursuing a certain line of publicity should be of some guidance to you, but it is not essential to copy his methods.

Select, however, some line of action that you think will bring you in closest touch with the people to whom you wish to sell. Arrange your plans accordingly and with the idea of being systematic and persistent.

Persistence Is Essential.

Spontaneous advertising is good, any kind of real advertising is good, but persistence is essential to results—absolutely essential.

Your plans, therefore, contemplate the reaching of your customers at regular stated intervals, each time with a message of interest to them—each time with some inducement, some news which will make its impression.

Appeal to them from one of two standpoints, either quality or price. If quality, tell them why your goods are best—make it plain. If price, show what others charge; make it emphatic.

But go after the business regularly and intelligently and persistently. Talk to them as you would if they were with you, face to face. But don't miss going after them, regularly, persistently. If once a week, then once a week—sure. If monthly, then don't miss a month. If quarterly, don't be two weeks late.

Conduct your advertising as you do your business and don't put it off to the "last thing" and then give it a lick and a promise. It is worth more to you; it is vital, it has become a necessity, the only sure way to success.

I am not here to tell you what medium to use. Your conditions vary. For some it may be best to use your local newspapers. For others, handbills, carefully distributed, or signs, or letters or what not. For

STEIMER & MOORE WHIP CO.

WESTFIELD, MASS.

Manufacturers of Good Whips

Try our No. 64 in 6 ft. only. It's like whale-bone. Trim, will not lop when wet. You can not break the top if you whip the wagon wheel. Just wears out. Retail at 50 cents. Write for dozen or gross prices.

GRAHAM ROYS, Agt., Grand Rapids, Mich.



"Best of All Cotton Threads"

Six cord, full measure 200 yards
Stronger than any other
Round, smooth and even

Jobbing Price

55 cents less 10 and 5 per cent., or 47 cents per dozen. Order through your jobber.

Take No Substitute

If your jobber does not handle Charter Oak write us and we will give you the name of a jobber who does.

THE BULLARD THREAD CO.

HOLYOKE, MASS.

Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

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

Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White

Write us for samples.



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.

others, all these mediums may be successfully used.

But the main thought I wish to leave is that some definite plan should be determined upon and then executed religiously, rigidly, persistently and within the sum which you have appropriated for the purpose.

Immediate Results Not Probable.

Do not be discouraged if results are not immediately apparent. Chances are they will not be. It would be strange if they were. But if you are persistent and conduct your plans intelligently, they will be apparent at the close of the year, and I assure you on the right side, too.

One of the large national advertisers told me the other day that they usually figure on spending from five to ten thousand dollars in a single locality and waiting at least six months before results begin to show.

Now, I am not counseling any such investment on your part, and it may be six months before results will show, but that they will come is certain. Let me repeat—if you are persistent.

Please note that I am an advertising man and that I wish to impress you with the word "persistent," and so I have emphasized the word with regularity. I am persistent in my desire to make you persistent, in obtaining your advertising campaign.

As to the selection of your mediums for advertising, use common sense. Size up your local conditions, study your people, their lives, their habits, their desires. Think it over carefully. I might say prayerfully. Don't be in a hurry, but decide upon a plan of action which you can afford to carry through to a finish, each day or each month, as the case may be, but persistently—and then stick to it.

Secure Aid From Manufacturers.

Should you wish advice or assistance, any of the large advertisers from whom you are buying will be glad to counsel you and help you. Most of them will furnish free attractive advertising matter, signs, circulars, booklets, window trims and many supply ready-made advertisements, or will write them for you if you wish.

I am a great believer in the personal appeal, and where you can afford to do so, a select mailing list is an essential.

Many large advertisers will even go so far as to mail advertising matter to your list free of charge. Take advantage of all these helps, which are free, and supplement them by persistent personal effort, and you will be, if not surprised at the results, at least assured of ultimate success in your community.

Lessons From National Advertisers.

I have thought that you might be interested in a few words in regard to the manner in which some large national advertising campaigns are conducted and some of the adverse conditions that are met.

The national advertiser, when starting a general campaign in which thousands of dollars are to be invested, must, if he is a good business

man, remove as much as possible the element of uncertainty. He must resolve his plans to a sure basis. He must satisfy himself that he is reasonably certain of success before he plunges.

In order to reach these conclusions he resorts to what we call "try out," or a plan is tried in a small way in a restricted territory.

The plans must be absolutely fair, reasonable, honest, profitable alike to all, or he can not succeed. There must be nothing one-sided. He must give value to the consumer first, then profit to the dealer, before he receives his share, and he must invest considerable before even this may be accomplished. So you see how careful he must be.

His printed matter, signs, booklets and other elements are circulated in a small way and then others are prepared, or the trial lot revised and this added and that discarded, and then it is tried again and close records kept of the results.

There may be an improvement, or the new may not pull as well as the first, and so other changes must be made. The whole big plan or scheme goes through a constant evolution, eliminating here, additions there, until a line of "copy" and subsidiary details are perfected which prove successful, which produce business and move the goods.

Now, all this, mind you, before the public generally is approached; all this so as to be assured that the big investment, the plunge, is going to produce results.

So, having arrived at a line of action which he has found as certain as anything can be, he is ready to approach the public.

His campaign is launched.

He knows, to a moral certainty, that a particular booklet has sales force. He knows that if that booklet is handed to a prospective customer it will influence him to buy.

He has assured himself beyond a reasonable doubt that a certain line of action on his part, in conjunction with particular co-operation from the dealer, will move his goods and move them heavily, and so, I say, he is ready to launch his campaign.

Now he begins his line of action in a general way and in the course of time he approaches the dealer. That's you.

This is where you come in. He approaches you with a plan that he knows from actual experience will produce results for you, and you know that if they don't produce for you they can not produce for him.

You know, also, that he would be worse than a fool to do this unless he knew that his plans would succeed.

He, therefore, comes to you with as near a certainty as it is possible to secure. If you will join him and will receive his helps, if you will co-operate along the lines he maps out for you, if you will take advantage of his experience which he has bought legitimately and paid for; if you will do these things, why, then, I say, you may expect results sure and certain.

Now, the reverse is not true. If you do not buy, it is your own business; if you are convinced that it is good judgment to keep your hands off, that's your affair.

Why It Pays To Push Advertised Goods.

But what I do want to emphasize with all force that I may have in me is this: If you do buy advertised goods, or if you have now in your store certain lines of goods that are being advertised nationally by the makers, you owe it to yourself, your family and your community to take advantage of the helps that are yours for the asking.

Let us see how the thing works out:

With the delivery of these goods has come a selling plan. You have been told first how to arrange them so as to create the most favorable impression. You have been supplied with signs and window trims and told how to use them. You have been given attractive folders, booklets and printed matter, convincing stuff, which has been tried out and found to produce. The whole sales plan has been worked out for you on a sure, result-giving basis.

The goods arrive, the plans are executed and what follows? Why, can't you see?

They move off your shelves.

You are working along lines from which the elements of uncertainty have been eliminated. There is no risk—results are sure.

Now, who is the better manager, the one who takes advantage of these opportunities or the one who argues, "I am not an easy mark. I don't propose to be a sucker. If these fellows want to advertise their goods let them create their own demand. I am not going to do it."

Why, my friends, the demand has been created.

These goods, through national advertising and other means, are already a household word. More people than you realize are convinced of their merits and are only waiting for a favorable opportunity to buy.

Who is the sucker, the one who takes advantage of these opportunities, or the fellow who won't or does not see where "they come in?"

Successful merchants everywhere realize these conditions and so the national advertiser is encouraged to proceed. More and more dealers realize the advantages of co-operation, but there are a few who will not see. Whether this is on account of prejudice or downright indolence, I can not say.

Mutual Benefits.

This is by no means a one-sided proposition. Your profits in dollars and cents are much the greater. The national advertiser helps himself; yes, he knows that, but in doing so he is creating additional business for you and is entitled to your consideration and co-operation.

I hope the first thing you will do will be to call your clerks together and give them a heart-to-heart talk. I hope you will communicate quickly with every concern from whom you are buying advertised goods and say

to them, "We want to work with you. What will you do, what can we do?"

This will do more to cheaply solve the advertising problem than anything else, and will, as those who have tried it out already know, increase your sales and profits and elevate your standing in your community.

Advertising, like electricity, is a vital force, having power to create life or take it away. Used properly it is a subtle influence, more mighty than any other, able to elevate the financial and moral standing of men, communities or even nations.

Let us all nurture its powers and secure its consequent rewards.

Seed Buckwheat

All varieties thoroughly re-cleaned.

Let us furnish you choice seed as we would like your grain this fall.

Send in your orders for Grain and Feed of all kinds—price and quality will please you.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

VOIGT'S

The Grocer And the Clerk

Every grocer can become a better grocer by carefully studying the qualities of his goods and the wants of his customers.

Every clerk can become a better clerk by knowing "if" and "why" certain brands are better.

A careful watching of how people ask and how often they ask for "Crescent" flour will convince you that it's well worth knowing about, and well worth recommending to any housewife who asks you "Which is your best flour?"

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

THE FOURTH AT HOLT.

Fools and Firecrackers Make a Bad Combination.

Written for the Tradesman.

Of course it is the height of humor to tie a giant firecracker to the tail of a dignified man's coat. It is also very, very funny to throw a cracker on a girl's white dress. If you can get a real old snorter of a cracker into the pocket of a man's coat, that ought to put you at the "bones" end of a minstrel show.

Our fathers fought, bled and died in order that the firecracker might live. The colors of the glorious emblem of our subjection to the trusts are reproduced automatically on the fifth of July. There is the red of the blister, the white of the bandage and the blue of the bruise. Also there is the surgeon's bill, and sometimes the bill of the undertaker, who appears on the scene to remind one of the fact that little Johnny would play with a toy pistol.

The Fourth of July is worse than a street carnival, and that is about the cheapest thing on earth, next to the arguments made by bum beer sellers. It represents license rather than patriotism. Twelve o'clock, a. m., July 4, abolishes law and order. These funny people you often read about in the Police Court reports too often have full swing, and only those who have fireworks for sale rejoice. It is a beautiful, beautiful anniversary, and is popularly supposed to bring trade to town.

That is why the small town of Holt got into the game. The merchants thought a gathering of the patriotic would leave cold cash in its trail. It did leave something cold, but it wasn't cold cash.

Holt was a little burg on the line of the M. & C. Railroad. The railroad right of way ran through the town, and crossed Main street by the elevator, which was the center of activity. On one side of the tracks the street ran up a sandy hill to a dry goods "Emporium" and a "Boston" boot and shoe store. There was also a grocery up there, and an ice cream "parlor" and a barber shop, where the tonsorial operator sat in the front door and picked at a banjo.

On the other side of the tracks the street ran down a clay hill, past a hardware store, and a restaurant and a grocery, and the town hall, under which a big fat man with nervous black eyes bought wool when the crop was ripe. It is needless to say that there was a mighty rivalry between East Town and West Town. It was West Town where the ice cream parlor and the barber shop were.

"Of course," said the man who bought wool, "we'll get up a Fourth-of-July thing here that will echo down the corridors of history. We'll get a band from Kazoo and a critter from Grand Rapids and put up a procession that will reach from the town watering-trough to Uncle Si Beers's watermelon patch."

The man who bought wool was something of an orator himself, having at one time served as barker at a county-fair cider-stand. He was en-

thusiastic for a fine celebration because he thought it within the possibilities that he might be chosen speaker of the day, in which event he might have something to say concerning the narrow-minded, low-browed traitors to the American home and the American sheep who wanted no duty on wool! This description of the person who stands for free wool is that of the wool buyer, and is not mine. Whatever I have to say concerning a duty on wool is said to the tailor who charges me \$40 for a \$25 suit.

"You bet your life!" cried the barber, who was quite a public character, and had been known to joke with the Congressman. "Of course we'll have a Fourth-of-July blow-out! It will advertise the town."

The barber expected to be made Chairman of the Committee on Music, and also to give a bowery dance during the afternoon and evening.

"Right across the street from my place," said the man who sold wool, "is an open lot where the speaker's stand can be built, and where we can shoot off the fireworks in the evening. It is right close to Lincoln Boulevard, and will make a fine place for the celebration."

The barber looked at the wool buyer with suspicion in his eyes. The place where he wanted his bowery dance wasn't anywhere near the open lot across the street from the wool man's. It was back of his shop. As for Lincoln Boulevard, that wasn't much of an attraction, he thought. It had been boulevarded the fall before by Mike MacNamara, with a wheelbarrow, and the central groves and grass sweeps were hazelnut shrubs and sorrel. The only thing that recommended Lincoln Boulevard was the fact that there were plenty of stumps in it where the weary might rest.

"What's that?" asked the barber of the wool buyer.

"Right over there by the Boulevard," continued the wool buyer, "is a fine spring of water, and there's a grove where visitors can eat their dinners. That is the place to hold the Fourth-of-July celebration."

"I thought you wanted a celebration at Holt," replied the barber, with much scorn in his voice. "That old lot you mention isn't in the corporation limits at all. The people would get lost finding the town. The place for the celebration is the fallow field back of the places of business on West Main street. That is close to the business center, and will give guests a fair idea of the size of the place, whereas, the lot you talk of would give the impression that the village consists of a hardware store and one street, filled with pine stumps. If anybody should ask you, the celebration will be right back of my place of business on West Main street."

And the barber called a public meeting at the grocery that night. The merchants from East Town did not attend, and a motion to show the glory of the place from the lot back of the barber shop was carried unanimously. The barber was made

Chairman of the Committee on Music, and the speaker's stand was ordered erected near to the spot he had chosen for his bowery dance.

The people of East Town didn't enthuse. They grumbled and said nasty things of the West Town folks, but did nothing in the way of getting ready for the gal-lorious event.

"It would serve 'em good and right," said the wool buyer, sitting on the hay scales before his place of business one June evening, "to go over there an' give 'em so much Fourth of July that they wouldn't get over it in a month of Sundays."

Evan Stowell and Duke Babcock, the two cut-up young men of East Town, pricked up their ears. They were ripe for anything that didn't cost more than fifty cents.

"If that barber hadn't butted in," continued the wool man, "we could have captured the festivities for this end of the town. He's after the mon., he is, and it would serve him right if some one should bust up his bowery dance. Serve him just right."

Evan and Duke conferred together. Then the farmer came back at the wool man.

"How much will you give," he asked, "toward having a real, nice, lovely, superfluous display of fireworks in that bowery dance shed?"

"Why," replied the wool buyer, "I hain't spent a cent on the Fourth yet, an' I might contribute if I thought the job would be done right. We wouldn't want to do nothin' that would seem malicious or un-neigh-

borly, you know," he added with a long wink.

"Of course not," replied Evan. "Just a little toss-off to show that we are willing to help the West Towners out in their celebration! Say about a barrel of good big firecrackers and a few Roman candles and skyrockets dumped in there by mistake about the time he is taking in the most money!"

"You can't get much of a celebration out of one barrel," said the wool man. "Of course I wouldn't give a cent if I thought you intended anything wrong, but you're pretty good little boys, and if you'll collect \$25 to assist in this celebration I'll give you \$25 more, with the understanding

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

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

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

For Dealers in

HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd. Tanners

37 S. Market St. Grand Rapids, Mich.
Ship us your Hides to be made into Robes
Prices Satisfactory

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

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



that it is to be expended in fireworks at or about the center of attraction on the night of the Fourth. I suppose I ought to give something to help these boys along, anyway."

"Sure!" said Evan. "We'll get results from the money, all right. Say, but it'll be too funny for anything to see the explosion. I'll bet there'll be some lively getting out of the shanty!"

It is easier to collect money for a bit of mischief than for a hungry pastor's needs, and so, long before the Fourth, the wool man put up his \$25, and the village cut-ups went to the city and bought two barrels of fireworks. They hid them in a shed hard by the bowery dance pavilion and waited.

At first, when they threw a lighted match into one of the barrels and started it on a roll toward the place where dozens of young girls in gauzy dresses were dancing they thought it was the funniest thing they ever saw to see the girls catch up their skirts and run.

The young men cheered, as if the act in progress was the very best thing of the day, or night, rather, and the girls ran, some of them with their skirts on fire and with giant firecrackers and rockets and Roman candles in their hair. When the second barrel came out of its hiding place and went popping toward the dance hall they tried to stop it, but succeeded only in getting it under the grocery where gasoline and kerosene were stored. There it let off its big pieces while the volunteer fire department busied itself in extinguishing the flames which were consuming the young girls of the town.

When the gasoline tank exploded the fire broke cover and started along down the street, the volunteer department still too busy with the girls and baby cabs to pay much attention to it. That is why the whole place was burned down, East Town as well as West Town. There were a great many funerals there during the next week, and the wool man needed the \$25 he had given to fee the undertaker.

It was not cold cash the celebration left in the town, but cold ashes, and the foolishness which thinks a joke is anything that makes trouble for others was to blame for it. It is said that the town may be rebuilt sometime.

Firecrackers and fools make a bad combination, but when you mix envy with the dope you've got something that will destroy most any town.

Alfred B. Tozer.

Line Busy.

"No," drawled the Mayor of the Far Western settlement, "the boys had some money tied up in that thar bankrupt telephone company an' they just didn't like the way the receiver was handling the business."

"Didn't, eh?" commented the tourist. "Well, what did they do about it?"

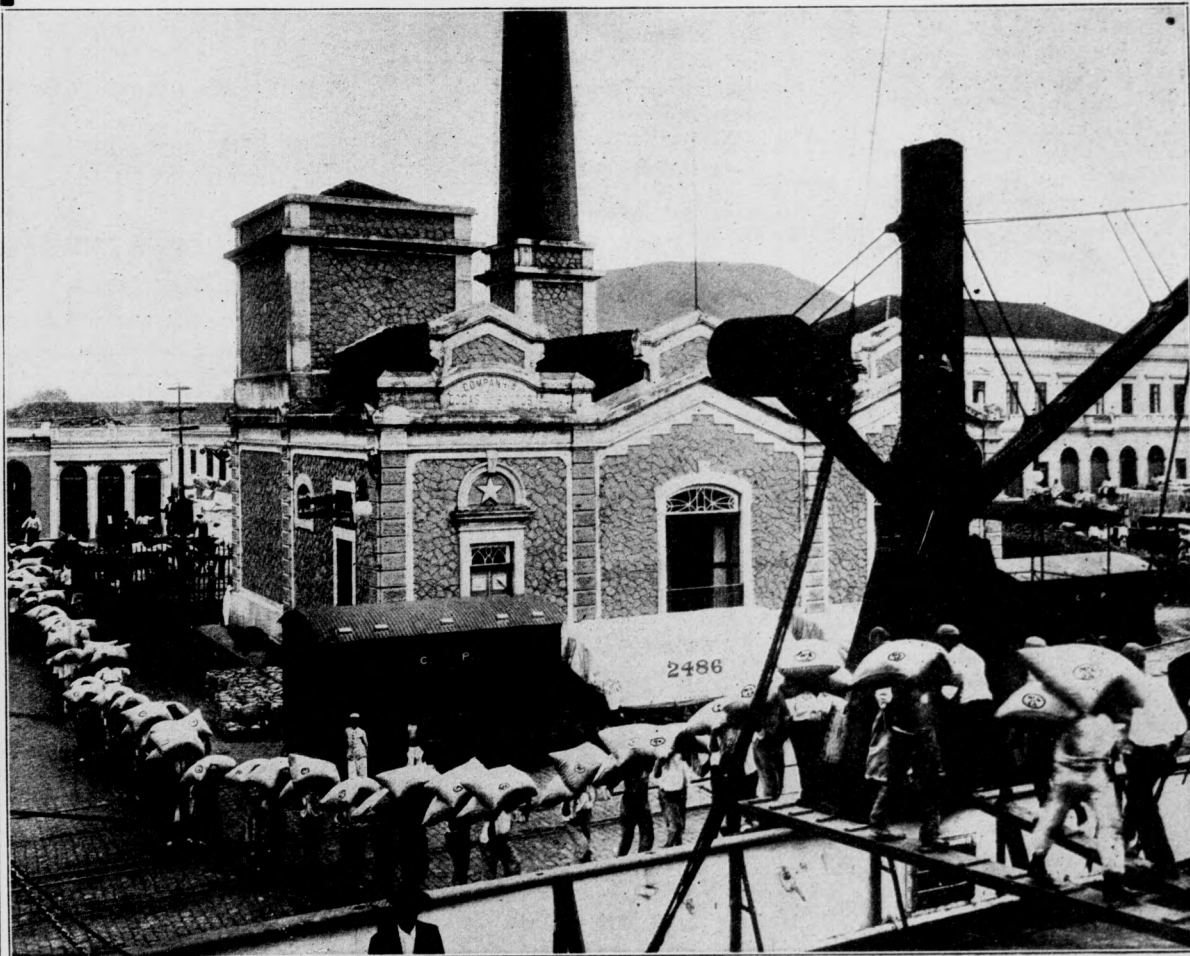
"Oh, they just hung up the receiver."

Man wants but little here below—and experience soon teaches him the futility of wanting even that.

McLaughlin's Coffees

Always Better at the Price

Importing Coffee by the shipload means great economy to us and *to you*. That thousands of grocers appreciate that fact makes it possible to import that way. ❁ ❁ ❁ ❁ ❁ ❁



Loading a Cargo of McLaughlin's Coffee at Santos, Brazil

W. F. McLaughlin & Co.

Chicago Houses—82-96 So. Water St., 16-18 Michigan Ave.

Warehouses—North Pier, Chicago River

Branch Houses—Rio de Janeiro and Santos, Brazil



THE PRINCESS SLIP.

Convenient Garment That Has Come To Stay.

Written for the Tradesman.

With the coming on of warm weather and the increase in popularity of the one-piece lingerie dresses merchants who deal in ladies' muslin underwear should try in every possible way to make the most of that popularity and push the sale of the princess sleeveless slips.

These come in black and white and the following colors: pink, blue, lavender, corn, tan and Nile green. And the materials suit every purse, they being lawn and batiste and China silk, messaline and taffeta.

Fashion demands these comfortable and dainty slips—so handy to put on and so neat when gotten into. Like the lingerie dresses they cling quite closely to the figure and, like them, they button up in the back.

Husbands and brothers who gnash their teeth over buttoning up wives' and sisters' shirt waists in the back, also their princess gowns, can gnash 'em twice now, for there's a double dose in store for their patience and "fingers that are all thumbs."

Sometimes these pretty slips have the neck cut square, sometimes round. Here the lace or embroidery is sewed in flat. A baby ribbon is run through the beading. The skirt part usually ends in a deep flounce, lace trimmed, or an elaborately embroidered 12-inch ruffle.

Coming in the many colors that these slips do, it is an easy matter for a lady to find "just the thing" to either match a lingerie gown or contrast nicely with it. Of course, the luxuriously inclined will prefer silk lining, for there's nothing like being a "silk-lined creature," don't you know!

When one remembers all the bunched underwear that our foremothers used to wear—thought they had to—it's really wonderful how all that stuff has been relegated to "innocuous desuetude," as it were.

Do you recall those abominations against health, denim and bedticking skirts, great thick things heavy enough to sink a ship—almost? Talk about modern woman showing no sort of sense in anything she does! I think she shows a deal more sense in donning light-weight clothing than her mother ever did when she wore bedticking skirts. The heaviest weight was purchased that was obtainable, and, not content with plainness, a deep ruffle was added—often two or three.

I know one "mother in Israel" who

wears one of those ship-sinkers yet; says she "doesn't want to show her form!" Quite different, isn't she, girls, from the woman of fashion of to-day who won't wear a costume that doesn't "show her form?"

But this dear woman is the only one I know who finds any solace in a bedticking skirt. Its place is usurped by the feather-weight princess slip, which, bless its dainty loveliness, has surely come to stay.

M. Willoughby.

Zed's Chances.

"How do they come along with them flying-machines?" asked the old farmer of the grocer, to whom he had been selling potatoes.

"Oh, they've got 'em down fine," was the reply.

"They fly, do they?"

"Yes, fly anywhere. Are you interested?"

"Not now. I was last winter, but I've given it up. My son Zed started in to make a flying-machine last fall, and if his chance hadn't been spiled he'd be a great man now."

"Is that so? What kind of a machine did Zed make?"

"It was something like a hayrack, but made of light wood. Then he killed a hundred geese, ducks and hens and nailed their wings onto it. He was going to get the flop o' the wings by turning a crank. Guess she'd have flown all right if they hadn't spilt his chance."

"What happened?"

"Zed had got all done but gluing on some tail feathers behind to make her steer straight when he saw a constable coming and lit out."

"Yes?"

"A gal had sued him for breach of promise and he could not tarry. Been gone four months now, and I don't know whether he'll ever come back. Yes, sir, spilt his chance, and he may never have another. Instead of the machine flying he flew. That's the way in this world: You never can tell when you are going to fly to fame or be sued by some fool gal and have to skip out for Missouri."

Specifications Required.

Mrs. Windfall—How much will you charge to paint a life-size portrait of me?"

The Painter—One thousand dollars.

Mrs. Windfall—Good gracious, but that's a lot! How many different colors will you guarantee to use for that money?

The man who goes fishing for compliments has to bait for a whale in order to catch a minnow.

A Resemblance.

Hamot—Joyley has a pretty noisy woman for his fourth wife.

Timmerlam—Yes, you know the Fourth generally is noisy.

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.

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

Becker, Mayer & Co.

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.

JUST ARRIVED

A swell new line loose end four-in-hand ties to retail at 25c.

Special

A nice assortment washable four-in-hand ties to retail at 10c.

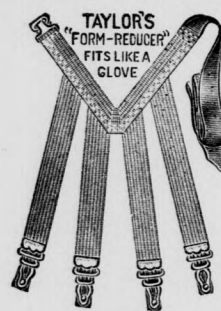
P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

N. B.—We close Saturday P. M. at one o'clock.

It's a New One



Our line of hose supporters now includes the Taylor's Form Reducer at \$2.25 per dozen. It is a good seller.

Look us over when in need of garters, arm bands and hose supporters. We offer some good values to sell at popular prices.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

HAIR GOODS CLERK

In a General Store Has Much To Consider.

Written for the Tradesman.

In any store outside of a Beauty Parlor any girl who expects to make a success of selling hair and hair embellishments and the various tools with which to accomplish a pretty dressing must have a knowledge of these goods next to that possessed by a "professional."

She must be able to explain the difference between a Lover's Knot and a Mary Garden Cluster; between a Psyche Knot and a Grecian Knot; between Neck Curls and Billie Burke Curls and the new sets called Billiken Curls; between a New-French-Roll and a Graduated Hair Roll. And she must understand the proper and easiest way in which all these may be adjusted and fastened.

Not only must the clerk in the hair department of a dry goods or a general store be conversant with these separate kinds of bunched hair, but she must be able to converse volubly on all the many sorts of ornaments for coiffures. She must be capable of discovering at a glance just what style of these is "possible" to a customer and must be careful, should that customer be too fat or too lean, not to sell her something that will "make her look more so."

Furthermore, the clerk outside of the hair dresser's should be quick to explain the multitudinous little fastenings on the bandeaux and barrettes and the most stylish ways in which to place the ball hairpins.

All the occasions on which the volume of decorations may be worn will often come up for explanation and discussion. But here the clerk must be extremely cautious not to seem officious. Without appearing to do so she must interpolate, in her talk about the hair merchandise, little bits of information that shall help the patron to decide without the appearance of dictation. She should have the acumen to tell almost instantly how far to go in imparting such instruction.

Then there's the subject of price. With some purchasers this "cuts no ice," while others are obliged to "pinch the eagle until he squeals." It may be safely set down that the average buyer has to consider carefully the condition of her pocketbook. Very judiciously the buyer should be sounded as to price before she is frightened out by a bringing forth of goods entirely removed from her ability to acquire.

These are only a few of the dozens of items to be thought of by the wise clerk in the important section out of many that minister to the vanity of the Eternally Feminine.

H. E. R. S.

Science in War With Practice.

Science versus practice is waging merry war in France, where the farmers use cannon as a protection against hail and the scientists say that the cannon are ineffective. In the great Beaujolais wine growing district, where hail often falls three or four times a week, cannon are

believed to be most helpful. M. J. Veille of the French Academy of Sciences was requested by the minister of agriculture of the French government to investigate the subject, and after two years of study he reported that it was difficult to determine the precise effect of the firing of cannon into storm clouds, where heavy winds and other elements of nature combine to form an atmospheric condition.

He is struck by the continued confidence of the grape growers, who certainly would not continue so long in defraying the expenses of the use of the cannon if they had not reasons to believe them efficacious. Among them are men of careful observation, accustomed from childhood to follow atmospheric phenomena. They all agree that well attested results are produced by a well organized defense. M. Veille declares the result of direct experiments to be the weak effect produced upon storm clouds by a single discharge. The effect of a number of discharges at once still seems to be capricious and uncertain, which means that such firing seems often insufficient.

In a violent storm in the nature of a cyclone he believes the cannon are destined to failure. But he thinks it not impossible to combat successfully a slowly moving storm meerging from a mountain pass, the habitual path of the storm clouds, if this pass and neighboring heights are provided with the means of defense, systematically located and regularly handled and if the necessary arrangement of the cannon at the head of the starting point of the region to be protected is a part of methodical organization in the locality to be safeguarded. As the use of cannon requires the building of a small hut in which they are housed and other expenses, the grape growers are now using a rocket, that is sold for a few francs. It throws into the air a bomb which explodes in the clouds.

Curious Facts About Shoes.

Shoes among the ancient Jews were made of leather, linen, rush or wood; and soldiers' shoes were sometimes made of brass or iron.

Greek shoes were peculiar in that they reached to the middle of the legs. They also used sandals.

The Romans made use of two kinds of shoes, the solea, or sandal, which covered the sole of the foot and was worn at home and in company, and the calceus, which covered the whole foot and was always worn with the toga when the user went abroad.

In the ninth and tenth centuries the greatest princes of Europe wore wooden shoes.

In the reign of William Rufus of England, in the eleventh century, a great "swell," "Robert the Horned," used shoes with sharp points, stuffed with tow and twisted like rams' horns.

Slippers were worn before Shakespeare's time.

Cultivating our own sorrows kills the power to sympathize.

The lowliest duties have place for the loftiest virtues.



Railroad Men Farmers and Skilled Mechanics

are demanding shoes that are not only strong and comfortable, but that are also flexible

A flexible shoe means a Goodyear Welt. But it must be a welt of just the right sort, not too heavy, not too light, and with an upper and sole that withstand hard usage and not too expensive.

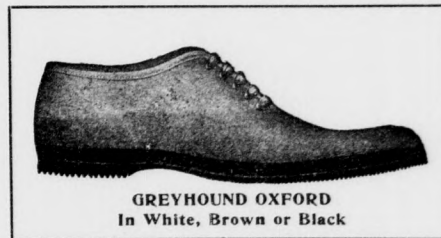
Our Oregon Calf, Easago, Red and Tan Grain, Black Chrome, Storm Calf and Pentagon Welts are just what are wanted. They give your workingman's trade just the sort of shoe satisfaction they pay their money for.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Greyhound Tennis Shoes

Are universal favorites. They are not only stylish in appearance, but have the fit and wearing qualities necessary for the best service.



GREYHOUND OXFORD
In White, Brown or Black

We also have Greyhound Tennis Shoes in Blucher Oxford and Balmoral Shape in white, brown or black.

These shoes have been on the market for several years and the demand for them is so great that a separate factory has had to be constructed for their manufacture.

No shoe stock is complete without a full line of this shoe. It is the best seller on the market and is a BUSINESS BRINGER and TRADE PULLER.

Grand Rapids Shoe and Rubber Co., Inc.

Grand Rapids, Mich.

State Agents for HOOD RUBBER COMPANY, Boston



New Angle To the Modern Game of Graft.

What is graft?

The other day a friend of mine who chances to be wealthy gave \$5,000 to a sociological experiment. As I knew the man, his personal sentiments hardly were in accord with the purposes of the gift. At the first opportunity I spoke to him about the donation.

"Well, say," he said, deprecatingly, "I simply was hounded into making that gift! I don't think much of the experiment. Certainly I would not have advocated it for a moment, and no one knows that better than the promoters of the thing. But it was under guise of a sociological experiment for the good of humanity and its promoters worked this to the limit."

"I am a business man, however, and banking on this fact they got after me and kept after me till I made the subscription. It might be said that I paid the money to get rid of them! Not a courageous thing, was it? At the same time I feel the obligation of giving according to my means and in this case I had no conscientious scruples against the scheme. But still I could have disposed of that \$5,000 with far less publicity but to far greater good. For it means that I have \$5,000 less to give now than I had before."

Was this graft on the part of the promoters of the scheme? For not the least consideration of the question is the fact that with the launching of the scheme several of its active agents will be given salaried positions in the organization.

That a person may not have "something for nothing" is a principle of common law. A father may not deed a house and lot to his only son except that a money consideration is named as passing between them. But in a hundred guises money is taken from men who give as grudgingly as did this friend of mine in the case of the \$5,000. The giver gives most often to something that, no matter what the amount given, allows of his having no after voice in the thing. The moment his check is written in response to solicitation his connection with the scheme is ended.

Often where a man of great wealth decides that he will make a generous gift to a university or college or church or religious organization he announces his gift of tens of thousands wholly on the condition that within a certain prescribed time the institution raise as much more money from the willing (or unwilling) general public. Is that organization

grafting when it accepts this figurative club and goes after the money.

"We are trying to lift the mortgage on our church," explains the pretty woman canvasser with the subscription list as she invades places of business in her neighborhood, knowing that the person upon whom she calls is not only not a member of her congregation but is out of all touch with religion in general. Is this the spirit of graft?

"These are tickets to our entertainment by which we are trying to get funds for our new building," explains the solicitor for this or that or the other scheme. "They are only a dollar each."

There is no thought in the mind of the solicitor whether the person may wish to see the entertainment. If the person will only buy it may be more satisfactory that he fail to use the tickets at all. To get the money is the purpose. And is it graft?

Suppose poor Billingsgate, working for a salary insufficient for his family's needs of every day, discovers indubitably that he has a son or daughter of unquestioned genius in a line of art. Billingsgate knows that never can he hope to give his child the advantages necessary to develop this talent. He feels that if only this talent might be developed the world may be the richer for it.

Arguing on this line, suppose that Billingsgate—doubly anxious to keep his salaried position—nervously should fix upon a scheme of a subscription paper which he began circulating among his business acquaintances and the business public at large.

Do you imagine that a full forty-eight hours would get by before Billingsgate's employer received the first strenuous "kicks" against his "grafting" employee? And do you imagine that Billingsgate would hold his salaried job longer than the end of that particular week?

"Infamous!" I imagine his employer saying, growing red with mortification that an old employee of his should be discovered in such grafting business. But just as easily I can imagine Billingsgate's employer within six months giving a donation of \$500, \$5,000, or \$50,000 in aid of some scholarship to be established in aid of "deserving talent" which at some future time (if money enough can be raised by the promoters!) possibly may be developed in the new Concatenated Metropolitan Museum of Art, Science, and Sociology!

Was Billingsgate a grafter? Are the promoters of the Concatenated Metropolitan Museum of Art, Science

and Sociology grafters? The museum promoters may have behind their enthusiastic activities the settled assurance that if the scheme goes through they shall have a life position at good salary. Poor Billingsgate had no thought beyond the future of his child.

Tens of thousands of institutional solicitors for contributions from the general public are working for a fixed percentage of these collections. In proportion as getting money is hard, the commissions are made larger. Fifty and 60 per cent. of collections have been paid such collectors. Is this graft. And if not, why not?

It has been argued by the charitable institutions profiting from these canvassers that without canvassers they can not maintain themselves. Not under the system of which it may be asked, "Is this graft?"—no. But when this one question is and may be asked, do not the institutions affected suffer in every necessary business transaction which involves the question of scaled prices from business men?

"Sell to you at a discount?" repeats the butcher, grocer, baker, wholesaler, and retailer of whatever kind. "We guess not! You get it too easy."

"Tax you?" repeats city and state authorities. "Why not? Where did you get it?"

In these days of competitions in every walk of life, it is not too much for the worker, working under competition, to presuppose that a needed, worthy institution of any kind in the position of dependence upon a free handed public sentiment shall be able to maintain itself upon its record for good. Why should any one of these plead exemption from the law of the survival of the fittest? Why, through methods that in the individual would be termed graft, should the least worthy of institutions be encouraged by the worker to become a competitor of the best. John A. Howland.

Copper Now Most Precious Metal.

In this almost universal age of electricity copper has become one of the most indispensable of the metals. If civilization to-day were confronted with the ultimatum, "Give up your gold or give up your copper," probably the world's gold mines would be deserted in preference.

Last year the production of copper in the United States exceeded by far that of any other year in the history of the metal. The year's total as compiled by the geological survey was 942,570,721 pounds. In this production Arizona Territory led with 289,523,267 pounds; Michigan with 252,503,651 pounds, and Massachusetts with 222,503,651 pounds.

As against this production of the refined metal, the apparent consumption was 479,955,318 pounds. From returns made by the smelting and refining companies the stocks of refined copper on Jan. 1, 1909, showed a decrease of 3,869,037 pounds over the stocks of Jan. 1, 1908.

"The Smile That Won't Come On"

They all wear it in some hotels. The moment you step in

Hotel Livingston Grand Rapids

you see the word welcome written across every face.

Hotel Cody

Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

G. J. Johnson Cigar Co.

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

Free Traffic Information

Kindly submit any question pertaining to any Freight Transportation subject in which you may be interested or a brief statement of the facts surrounding any Freight Claim, unpaid or declined, the present status of which is unsatisfactory to you and we will afford an immediate and practical illustration of the nature, value and scope of our traffic information and service.

By complying with this request you incur no expense and you do not obligate yourself to employ us in any capacity. We desire an opportunity to demonstrate our ability to handle traffic matters of every description and we hope same will be granted at once

Yours very truly,

EWING & ALEXANDER,

304-305 Board of Trade Bldg.
Both Telephones 2811.

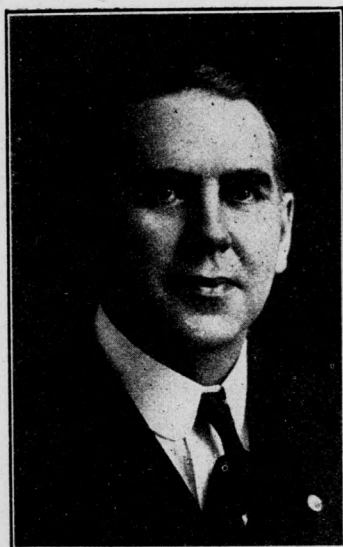
Grand Rapids, Michigan.

SUCCESSFUL SALESMEN.

W. S. Lawton, Representing Dr. Miles Medical Co.

Walter S. Lawton was born on a farm in Wright township, Ottawa county, Feb. 6, 1864, and received his education in the district school. He remained on the farm with his father until 12 years ago, when he engaged to represent the Dr. Miles Medical Co., covering the entire State. For the past few years, however, the Upper Peninsula has not been included in his territory. Mr. Lawton sees his trade in the larger towns from four to seven times a year and the druggists in the smaller towns once or twice in the same length of time.

Mr. Lawton was married Sept. 25,



1887, to Miss Adeline Smith, of Grand Rapids. They have a son, Claude R., 20 years of age, who is engaged as stenographer for the Brown & Sehler Co., and one daughter, Bertha I., 16 years old, who is still in the High school. The family reside in their own home at 375 Sigsbee street.

Mr. Lawton has been a member of Valley City Lodge, No. 86, twenty years, and has been a member of the Chapter and Council nearly as long. He is also a member of the Woodmen and at the last annual meeting of Grand Rapids Council, No. 131, he was elected Senior Counselor.

Mr. Lawton attributes his success to hard work and push. He says he also realizes the fact that he is representing an appreciative house.

Movements of Working Gideons.

Detroit, June 28—The Griswold House hotel meeting Sunday evening was led by C. H. Joslin, aided by J. M. Patterson and Bert Abbott. Mrs. Adams presided at the piano. Few in attendance, on account of Bible fund service at same hour at Christian Advent church, conducted by Chas. M. Smith, Wheaton Smith, A. C. Holmes and the writer, aided by Mrs. Geo. S. Webb, who sang a touching solo. Chas. M. Smith gave the main address. In speaking of the value of the Bible to the world and its influence, he cited many instances where the reading of the Bible in

hotels had brought back memories of home and mother, with new and better purposes for future life, taking away discontent and discouragement, giving sunshine and lightening the burden of life. "Sow an act, and you reap a habit; sow a habit, and you reap a character; sow a character, and you reap a destiny." Brother Smith referred to the influence of book-marks put in Bibles and read a few: "If you are lonesome, read Luke 15 and Psalms 27. If trade is poor, read Psalms 37:4-5. If people seem unkind, read John 15. If you are discouraged or in trouble, read John 14 and Psalms 126. If you are all out of sorts, read Heb. 12. If you are losing confidence in men, read I Cor., 13th chapter. If you are skeptical, read John 5:39, 46, 6:35-36, 7:16-17. If you can't have your own way in everything, keep silent and read James, 3rd chapter. If you are tired of your sins, read Luke 18:35-43."

Reference was made to thoughts expressed by our President's influence on the reading and study of the Bible on a people and Nation. Most of our presidents have gone on record expressing confidence in the Bible as the word of God, and in the wonderful method he took to redeem us.

Wheaton Smith added some experiences he had had while on the road and in Chicago, illustrating the choice of men and its after effect.

W. R. Barron and Chas. M. Smith sang solos and Brother Barron sang another solo with another Chas. Smith, who is a member of the same church. Wheaton Smith, A. C. Holmes and W. R. Barron offered prayer.

The Gideon Circle was formed with four earnest ardent Smiths in it and they all sang with the rest, "Blest be the tie that binds."

The Pontchartrain Hotel requires 300 Bibles and desires the best binding and will pay one-half the expense. It was discovered, after counting the collection, that with the money on hand and with the collection, the amount equaled the sum required to furnish Bibles for the Pontchartrain and the Bibles were ordered.

The Griswold House hotel meeting next Sunday evening will be led by W. D. Van Schaack.

Aaron B. Gates.

A Houghton correspondent writes: J. G. Gannon, for several years representative of Sprague, Warner & Co. in the copper and iron countries, has resigned and will leave to-day for Marquette to take the management of the newly organized Gannon Grocery Co. Mr. Gannon has also resigned his position as executive officer of the U. S. S. Yantic. He is to be succeeded in this territory by John Marshall, of Chicago, for many years connected with Sprague, Warner & Co.

Harry D. Hydorn, Secretary Grand Rapids Council, No. 131, is happy over the arrival of a new daughter at his house. She has already been named Helen.

Manufacturing Matters.

Saginaw—The Sommers Brothers Match Co. will erect a three and one-half story plant adjoining the site of the old factory, which will treble the capacity.

Crystal Falls—The Balsam Mill Co. has been incorporated to manufacture lumber with an authorized capital stock of \$2,000, all of which has been subscribed and \$2,000 paid in in property.

Custer—Marshall Brayman, who has manufactured woodenware under the style of the Custer Manufacturing Co. for some time past, will remove to Phillips, Maine, where he has a supply of timber.

Otsego—Every day from 600 to 1,200 pounds of cheese curd arrives here by express from Zeeland and is delivered to the Otsego Coated Paper Co. This comes in sacks and is very moist. It is used in cooking the stock.

Saginaw—The Sommers Brothers Match Co. has been incorporated with an authorized capital stock of \$200,000 common and \$80,000 preferred, all of which has been subscribed, \$3,836 being paid in in cash and \$196,164 in property.

Detroit—A corporation has been formed under the style of the Wylie Manufacturing Co. to manufacture furniture, castings, novelties and other metal articles, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Lansing—The Omega Separator Co. has started on a contract to manufacture smaller parts of automobiles for the General Motors Co., and in providing for this new business about 150 men have been added to the force employed at the factory. Later it is probable the factory will be enlarged.

Jackson—G. W. & G. L. Austin, manufacturers of women's and children's clothing, have merged their business into a stock company under the style of the G. W. & G. L. Austin Co., with an authorized capital stock of \$20,000 common and \$5,000 preferred, of which \$15,000 has been subscribed, \$5,000 being paid in in cash and \$10,000 in property.

North Detroit—A corporation has been formed under the style of the Samaritan Supply Co., which will manufacture drugs, surgical instruments and sanitarium supplies, with an authorized capital stock of \$90,000 common and \$10,000 preferred, of which amount \$60,000 has been subscribed, \$1,000 being paid in in cash and \$14,000 in property.

Belding—Belding Bros. & Co., manufacturers of sewing silks, are erecting another building, which will be used as a warehouse, the dimensions of which are to be 40x100, and which will consist of the basement and one story above. The structure will be located north of Mill No. 2, between the main track and siding of the Pere Marquette Railroad.

Detroit—The Nicholson Manufacturing Co., which makes engines, speedometers and automobile accessories, has merged its business into

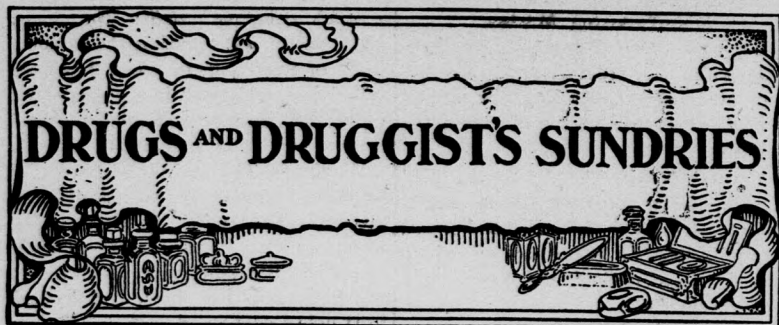
a stock company under the same style, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property. Later the company changed its name to the Nicholson Instrument Co.

Wayland—The Walter Cabinet Co. has been incorporated to manufacture cabinets and other products of a wood working factory, with an authorized capital stock of \$50,000, of which \$35,000 has been subscribed, \$750 being paid in in cash and \$10,000 in property.

Kalamazoo — Liens aggregating \$13,304.76 have been filed against the Oscar Felt & Paper Co., of White Pigeon, by Henry L. Vanderhorst, of this city, and the Northern Electric Manufacturing Co. and the Lounsbury Brothers Co., of Chicago. Boudeman, Adams & Weston appear for Mr. Vanderhorst, whose claim is \$6,000, including the interest. N. H. Stewart appears for the two Chicago companies, the amounts of their claims being, Northern Electric \$5,000; Lounsbury Brothers, \$2,304.76. In all three instances the liens have been filed with the register of deeds of St. Joseph county and will stand against the property for a period of 60 days, unless settled previously. Should a settlement not be made then bills in equity will follow. The accounts above mentioned are for work and material in the immense plant of the Oscar Felt & Paper Co., recently opened for business. This concern manufactures deadening, building and roofing felts and is one of the biggest institutions of its kind in America. The chief promoters of the company were Oscar Gumbinsky, President of the company, and Oscar E. Jacobs, Secretary and Treasurer. The company is capitalized at \$150,000 and also floated a bond issue of \$123,000, and it is believed that the expense of construction exceeded the available funds.

A Hillsdale correspondent writes as follows: The twelfth annual picnic and ball of Hillsdale Council, No. 116, the organization of traveling men who make Hillsdale their home will be held at Baw Beese park, Friday, July 2. The annual picnic is usually held the latter part of June, but this year it is to be a few days later. The traveling men never do things by halves and their annual outing is always the event of the season. This year Finzel's orchestra will furnish music and, in addition to the dance music and concerts at the lake, will give a concert in the afternoon on the court house lawn. All are invited to attend the picnic, the concerts and the dance. Hillsdale is honored in having so many traveling men make this city their home and is especially fortunate that these are gentlemen of exceptional ability in the greatly diversified lines they represent. For ability, good address and good fellowship, Hillsdale Council stands high among the U. C. T. organizations over the State.

When a man has nothing in his pockets, he is expected to pocket insults.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan State Pharmaceutical Association.
 President—Edw. J. Rodgers, Port Huron.
 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—Willis Leisenring, Pontiac.

Twenty-Seventh Convention of Michigan Druggists.

The twenty-seventh convention of the Michigan State Pharmaceutical Association, which was held at Detroit last week, was attended altogether by about four hundred druggists. The Tradesman of last week contained the proceedings of the initial session Tuesday afternoon. The following morning the convention listened to the reading of papers and the presentation of reports, and in the meantime the ladies in attendance were the guests of Frederick Stearns & Co., who conveyed them in automobiles from the Wayne Hotel at 9 o'clock out Jefferson avenue to the Stearns laboratories, where a tour of inspection was made covering the principal departments of interest and giving particular attention to the perfume laboratories—an opportunity to see every step in the processes of making perfume. Each lady was presented with a half ounce bottle of perfume.

In the afternoon seven hundred druggists, their friends and guests boarded the Steamer Sappho for a run up the river to Lake St. Clair. The boat went up on the American side and came back on the Canadian side, stopping at Walkerville, where light luncheon was served at the Walkerville distillery. The boat then proceeded down the river to Lake Erie, returning and landing at Bob-Lo for several hours, where a banquet was served at the Casino. The remainder of the evening was spent in a ride up the river and the time given to dancing and other suitable entertainments provided for the occasion by the Committee.

At the concluding session Thursday morning officers were elected as follows:

President—Ed. J. Rogers, Port Huron.
 First Vice-President—R. B. Campbell, Three Rivers.
 Second Vice-President—T. A. Goodwin, Ithaca.
 Third Vice-President—O. A. Fankboner, Grand Rapids.

Secretary—E. E. Calkins, Ann Arbor.

Treasurer—Willis Leisenring, Pontiac.

Trades Interest Committee—E. E. Russell, Jackson; F. L. Shiley, St. Johns.

Trustees—F. W. R. Perry, Detroit; E. E. Calkins, Ann Arbor; Chas. Founty, Bay City.

Two hundred dollars were appropriated to the Prescott memorial scholarship fund, created to assist struggling pharmacists through college.

The convention was one of the most successful the Association has held for several years, and it is confidently expected that the next convention will be even more successful on account of the assistance rendered the organization by the pharmaceutical traveling men.

Proving To Be a Very Useful Organization.

At the annual meeting of the Michigan Pharmaceutical Travelers' Association, auxiliary to the Michigan State Pharmaceutical Association, held at Detroit last Thursday, the following officers were elected:

President—W. S. Lawton, Grand Rapids.

First Vice-President—L. W. Knapp.

Second Vice-President—A. C. Bader.

Third Vice-President—E. J. Machen.

Secretary and Treasurer—A. E. Kent, Detroit.

Members of Council—Wm. McGibbon, chairman, H. C. Reinhold, H. G. Baker, A. H. Ludwig, Chas. G. Walker, H. E. Howell, C. J. Ayers, F. G. Hawkes.

This organization was started at Bay City three years ago for the purpose of taking over the work of entertaining the members of the Michigan State Pharmaceutical Association on the occasion of their annual meetings. The end has certainly justified the means, because the new organization has instilled life into the old organization and given it a strength and prestige which could hardly have been obtained otherwise. The organization now has seventy members and during the past year it has secured about 150 new members for the Michigan State Pharmaceutical Association and also raised nearly \$1,000 for the purpose of covering the cost of the entertainment features carried out at the Detroit meeting.

The travelers have asked the Executive Committee to locate the next meeting of the Michigan State Pharmaceutical Association in De-

troit, in which case it is expected that arrangements will be made to charter a boat for a three day trip to Sault Ste. Marie and return, the meetings to be held on board the boat. It is figured that such a trip can be arranged on the basis of \$25 per capita and it is confidently thought that 250 druggists can be secured who would cheerfully pay \$25 for the sake of having an outing of this kind. In addition to this expense, the traveling men would undertake to divide the entertainment features, the same as they have for the past three conventions.

Formulas for a Shoe Polish Paste.

The successful manufacturers of shoe dressings have gained their positions by practical experience and are possessed of information which they have accumulated by spending much time, money and brain-work. You might make some experiments of your own, starting with the following formulas as a basis for careful development:

1 Bone black 8 ozs.
 Molasses 6 ozs.
 Lard oil 1 oz.
 Vinegar, enough to make a paste.
 2 Yellow wax 9 parts
 Oil turpentine 20 parts
 Soap 1 part
 Boiling water 20 parts
 Ground lamp black 3 parts
 Dissolve the wax in the turpentine on a water bath and the soap in the water, adding the lampblack, and stir the two liquids together until the

mixture becomes sufficiently cold to remain homogeneous.

3 Tragacanth 1 oz.
 Neatsfoot oil 2 ozs.
 Bone black 4 ozs.
 Prussian blue 1 oz.
 Sugar 4 ozs.
 Water 4 ozs.

Allow the tragacanth to soften in the water and add the other ingredients.

4 Soap 4 drs.
 Potassium carbonate 2 drs.
 Beeswax 2½ ozs.
 Water 10 ozs.
 Bone black 5 ozs.
 Sugar 4½ drs.
 Acacia 2 drs.

Make a smooth paste of the first four ingredients by boiling. Mix the other three ingredients, in fine powder, with the hot paste, and pour the mixture into boxes. M. Billere.

The Drug Market.

Opium—Is very weak but unchanged in price.

Morphine and Quinine — Are steady.

Chloral Hydrate—On account of competition has declined.

Cocaine—Has advanced and is tending higher.

Glycerin—Has advanced on account of higher price for crude.

Menthol—Is firm at the late advance.

Oil Spearmint—Has declined.

Canary Seed—Is very firm at the late advance.

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

Aceticum	60	Copaiba	1 75@1 85	Scilla	1 75@1 85	Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Lard, extra	35@ 90
Benzoinum, Ger.	70@ 8	Cubebae	2 25@2 35	Scilla Co.	50	Mannia S. F.	60@ 70	Sapo, G	15	Lard, No. 1	60@ 65
Boracie	12	Erigeron	2 35@2 50	Tolutan	50	Menthol	3 00@3 25	Sapo, M	10@ 12	Linseed, pure raw	56@ 60
Carbolicum	16@ 23	Evechthitos	1 00@1 10	Prunus virg	50	Morphia, SP&W	2 90@3 1	Sapo, W	13@ 16	Linseed, boiled	57@ 60
Citricum	48@ 55	Gaultheria	2 50@4 00	Zingiber	50	Morphia, SNYQ	2 90@3 15	Seidlitz Mixture	20@ 22	Neat's-foot, w str	65@ 70
Hydrochlor	3@ 5	Geranium	75			Morphia, Mal.	2 90@3 15	Sinapis	18	Spts. Turpentine	Market
Nitrosum	8@ 10	Gossypii Sem gal	70@ 75	Tinctures		Moschus Canton	40	Sinapis, opt.	30	Whale, winter	70@ 76
Oxalicum	14@ 15	Hedeoma	2 50@2 75	Aloes	60	Myristica, No. 1	25@ 30	Snuff, Maccaboy,	18	Paints	bbl. L
Phosphorium, dil.	15	Junipera	40@21 20	Aloes & Myrrh.	60	Nux Vomica po 15	10	De Voes	51	Green, Paris	21@ 26
Salicylicum	44@ 47	Lavendula	90@3 60	Anacanthum Nap's	60	Os Sepia	35@ 40	Snuff, S'h DeVos	51	Green, Peninsular	13@ 16
Sulphuricum	13@ 15	Limons	1 15@1 25	Anacanthum Nap's R	60	Pepsin Saac, H &	1 00	Soda, Boras	6@ 10	Lead, red	7 1/2@ 8
Tannicum	75@ 85	Mentha Piper	1 75@1 90	Arnica	50	P D Co	1 00	Soda et Pot's Tart	25@ 28	Lead, white	7 1/2@ 8
Tartaricum	38@ 40	Menta Verid	2 80@3 00	Asafoetida	40	P D Co	1 00	Soda, Carb	1 1/2@ 2	Ochre, yel Ber	1 1/2@ 2
Ammonia		Morruhae, gal.	1 60@1 85	Astoria Belladonna	40	P D Co	1 00	Soda, Bi-Carb	3@ 5	Ochre, yel Mars	2 1/2@ 4
Aqua, 18 deg.	40	Myrica	3 00@3 30	Aurant Cortex	50	P D Co	1 00	Soda, Ash	3 1/2@ 4	Putty, commerl	2 1/2@ 3
Aqua, 20 deg.	50	Oliva	1 00@1 30	Barosma	50	P D Co	1 00	Soda, Sulphas	2	Putty, strict pr	2 1/2@ 3
Carbonas	13@ 15	Picis Liquida	10@ 12	Benzoin	50	P D Co	1 00	Spts. Cologne	2@ 2 60	Red Venetian	1 1/2@ 2
Chloridum	12@ 14	Picis Liquida gal.	4@ 48	Benzoin Co.	50	P D Co	1 00	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Aniline		Ricina	94@1 00	Cantharides	75	P D Co	1 00	Spts. Myrcia	2@ 2 50	Vermillion, Eng.	75@ 80
Black	2 00@2 20	Rosae oz.	5@ 60	Capsicum	50	P D Co	1 00	Spts. Vini Rect bbl	1	Vermillion Prime	
Brown	30@1 00	Rosmarini	1@ 10	Cardamon Co.	75	P D Co	1 00	Spts. Vini Rect 1/2 b	1	American	13@ 15
Red	45@ 50	Sabina	90@1 00	Cassia Acutifol	50	P D Co	1 00	Spts. Vini Rect 10 gl	1	Whiting Gilders'	95
Yellow	2 50@2 60	Sassafras	85@ 90	Cassia Autilfol Co	50	P D Co	1 00	Spts. Vini R't 5 gl	1	Whit'g Paris Am'r	91 25
Bacca		Sinapis, ess. oz.	65	Castor	1 00	P D Co	1 00	Strychnia, Crys'l 1 10@1 30	1	Whit'g Paris Eng.	91 25
Cubebae	30@ 35	Succini	40@ 45	Catechu	50	P D Co	1 00	Sulphur Subl	2 1/2@ 4	Whit'g Paris Eng.	91 25
Juniperus	10@ 12	Thyme	40@ 50	Cinchona	50	P D Co	1 00	Sulphur, Roll	2 1/2@ 3 1/2	Whit'g Paris Eng.	91 25
Xanthoxylum	30@ 35	Thyme, opt.	61@ 68	Cinchona Co.	50	P D Co	1 00	Tamarinds	8@ 10	Whit'g Paris Eng.	91 25
Balsamum		Theobromas	15@ 20	Columbia	50	P D Co	1 00	Terebenth Venice	28@ 30	Varnishes	
Copaiba	65@ 75	Tigill	10@1 20	Cubebae	50	P D Co	1 00	Thebromae	48@ 50	Extra Turp	1 60@1 70
Peru	2 75@2 85	Potassium		Digitalis	50	P D Co	1 00			No. 1 Turp Coachl	10@1 20
Terabin, Canada	85@ 90	Bi-Carb	15@ 18	Ferri Chloridum	35	P D Co	1 00				
Tolutan	40@ 45	Bichromate	13@ 15	Gentian	50	P D Co	1 00				
Cortex		Bromide	25@ 30	Gentian Co.	50	P D Co	1 00				
Abies, Canadian.	18	Carb	12@ 15	Guaiaca	50	P D Co	1 00				
Cassia	20	Chlorate po.	12@ 14	Guaiaca ammon.	50	P D Co	1 00				
Cinchona Flava.	18	Cyanide	30@ 40	Hyoscyamus	50	P D Co	1 00				
Buonymus atro.	60	Iodide	50@2 60	Iodine	75	P D Co	1 00				
Myrica Cerifera.	20	Potassa, Bitart pr	30@ 32	Iodine, colorless	75	P D Co	1 00				
Prunus Virginl.	15	Potassa Nitras opt	7@ 10	Kino	50	P D Co	1 00				
Quillaja, gr'd.	15	Potassa Nitras	6@ 8	Lobelia	50	P D Co	1 00				
Sassafras, po 25	24	Prusslate	23@ 26	Myrrh	50	P D Co	1 00				
Ulmus	20	Sulphate po	15@ 18	Nux Vomica	50	P D Co	1 00				
Extractum		Radix		Opil	1 25	P D Co	1 00				
Glycyrrhiza, Gla.	24@ 30	Aconitum	20@ 25	Opil, camphorated	1 00	P D Co	1 00				
Glycyrrhiza, po.	23@ 30	Althae	30@ 35	Opil, deodorized	1 00	P D Co	1 00				
Haematox	11@ 12	Anchusa	10@ 12	Quassia	50	P D Co	1 00				
Haematox, 1s	13@ 14	Arum po	2@ 25	Rhatany	50	P D Co	1 00				
Haematox, 1/2s	14@ 15	Calamus	20@ 40	Rheum	50	P D Co	1 00				
Haematox, 1/4s	16@ 17	Gentiana po 15	12@ 15	Sanguinaria	50	P D Co	1 00				
Ferru		Glycyrrhiza pv 15	14@ 18	Serpentaria	50	P D Co	1 00				
Carbonate Precip.	15	Hellebore, Alba	12@ 15	Stromonium	50	P D Co	1 00				
Citrate and Quina	1 00	Hydrastis, Canada	22@ 25	Tolutan	50	P D Co	1 00				
Citrate Soluble.	55	Hydrastis, Can. po	22@ 25	Veratrum Verid.	50	P D Co	1 00				
Ferrocyanidum S	40	Inula, po	18@ 22	Zingiber	50	P D Co	1 00				
Solut. Chloride	15	Inecac, po	2 00@2 10	Miscellaneous		P D Co	1 00				
Sulphate, com'l.	2	Iris plox	35@ 40	Aether, Spts Nit 1/2	30@ 35	P D Co	1 00				
Sulphate, com'l, by	70	Isalapa, pr.	65@ 70	Aether, Spts Nit 4/5	34@ 38	P D Co	1 00				
Sulphate, pure	7	Maranta, 1/2s	35	Alumen, Spts po 7	34@ 4	P D Co	1 00				
Flora		Podophyllum po	15@ 18	Annatto	40@ 50	P D Co	1 00				
Arnica	30@ 35	Rhei	75@1 00	Antimoni, po	4@ 5	P D Co	1 00				
Anthemis	50@ 60	Rhei, cut	1 00@1 25	Antimoni et po T	40@ 50	P D Co	1 00				
Matricaria	30@ 35	Rhei, pv	75@1 00	Antifebrin	20	P D Co	1 00				
Folia		Sanguinari, po	18@ 15	Antipyri	25	P D Co	1 00				
Barosma	50@ 60	Scilla, po 45	20@ 25	Argenti Nitras oz	62	P D Co	1 00				
Cassia Acutifol.	15@ 20	Senega	55@ 60	Arsenicum	10@ 12	P D Co	1 00				
Cassia, Tinnevely	25@ 30	Serpentaria	60@ 55	Balm Gilead buds	60@ 65	P D Co	1 00				
Cassia, Acutifol.	15@ 20	Smilax, M	4@ 25	Bismuth S N 1 65@1 85	65	P D Co	1 00				
Salvia officinalis.	18@ 20	Smilax, off's H.	4@ 48	Calcium Chlor, 1s	9	P D Co	1 00				
Uva Ursi	8@ 10	Spigella	1 45@1 50	Calcium Chlor, 1/2s	10	P D Co	1 00				
Gummi		Symplocarpus	25	Calcium Chlor, 1/4s	12	P D Co	1 00				
Acacia, 1st pkd.	45@ 55	Valeriana Eng.	25	Cantharides, Rus.	90	P D Co	1 00				
Acacia, 2nd pkd.	45@ 55	Valeriana, Ger.	15@ 20	Capsici Fruc's af	20	P D Co	1 00				
Acacia, 3rd pkd.	45@ 55	Zingiber a	12@ 16	Capsici Fruc's po	22	P D Co	1 00				
Acacia, sifted sts.	45@ 55	Zingiber j	25@ 28	Cap'l Fruc's B po	15	P D Co	1 00				
Acacia, po	45@ 55	Semen		Carmin, N. 40	25	P D Co	1 00				
Aloe, Barb	23@ 25	Anisum po 20	13@ 15	Carphyllus	20@ 22	P D Co	1 00				
Aloe, Cape	45@ 55	Apium (gravel's)	4@ 6	Cassia ructus	25	P D Co	1 00				
Aloe, Socotri	45@ 55	Bird, 1s	7@ 8	Cateacm	35	P D Co	1 00				
Ammoniac	55@ 60	Cannabis Sativa	70@ 90	Centraria	10	P D Co	1 00				
Asafoetida	60@ 65	Cardamon	15@ 18	Cera Alba	50@ 55	P D Co	1 00				
Benzoinum	50@ 55	Carul po 15	25@ 30	Cera Flava	40@ 42	P D Co	1 00				
Catechu, 1s	13@ 14	Chenopodium	12@ 14	Crocus	30@ 35	P D Co	1 00				
Catechu, 1/2s	14@ 15	Corlandrum	75@1 00	Chloroform	34@ 64	P D Co	1 00				
Catechu, 1/4s	16@ 17	Cydontium	50@2 75	Chloral Hyd Crss 1	20@1 45	P D Co	1 00				
Comphora	60@ 65	Dipterix Odorate 2	50@2 75	Chloro'm Squids	90	P D Co	1 00				
Euphorbium	40@ 45	Foeniculum	7@ 9	Chondrus	20@ 25	P D Co	1 00				
Galbanum	40@ 45	Foenugreek, po.	4@ 6	Cinchonid's Germ	35@ 48	P D Co	1 00				
Gamboge, po. 1	25@1 35	Lini	3@ 6	Cinchentidine P-W	38@ 48	P D Co	1 00				
Gaultheria	35	Lini, gr'd. bbl. 2%	75@ 80	Cocaine	2 80@3 00	P D Co	1 00				
Kino, po 45c	45	Lobelia	90	Corks list, less 75%	45	P D Co	1 00				
Mastic	45	Phalaris Cana'n	5@ 6	Creosctum	45	P D Co	1 00				
Myrrh, po 50	45	Rapa	8@ 10	Creta, bbl. 75	2	P D Co	1 00				
Opium	65@4 75	Sinapis Alia	8@ 10	Creta, prep.	5	P D Co	1 00				
Shellac	45@ 55	Sinapis Nigra	9@ 10	Creta, precip	11	P D Co	1 00				

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	
Spring Wheat Flour Cheese		Corn Oats	

Index to Markets		1	2
By Columns		ARCTIC AMMONIA	Oysters
Ammonia		12 oz. ovals 2 doz. box .75	Cove, 1lb. .85 @ 95
Axle Grease		1lb. tin boxes, 3 doz. 2.35	Cove, 2lb. .16 @ 1.85
Baked Beans		1lb. wood boxes, 4 doz. 3.00	Cove, 1lb. Oval .01 20
Bath Brick		3 1/2 lb. tin boxes, 2 doz. 4.25	Plums
Bluing		10lb. pails, per doz. 6.00	Plums .10 @ 2.50
Brooms		15lb. pails, per doz. 7.20	Peas
Brushes		25lb. pails, per doz. 12.00	Marrowfat .90 @ 1.25
Butter Color		1lb. can, per doz. .90	Early June .95 @ 1.25
Candies		2lb. can, per doz. 1.40	Early June Sifted 1.15 @ 1.80
Canned Goods		3lb. can, per doz. 1.80	Pie .90 @ 1.25
Carbon Oils		BAKED BEANS	No. 10 size can pie .03 @ .00
Catsup		1lb. can, per doz. .90	Grated Pineapple .35 @ 2.50
Cereals		2lb. can, per doz. 1.40	Sliced Pumpkin .95 @ 2.40
Cheese		3lb. can, per doz. 1.80	Fair .85
Chewing Gum		BATH BRICK	Good .85
Chicory		American .75	Fancy .99
Chocolate		English .85	Gallon 2.50
Clothes Lines		BLUING	Raspberries
Cocoa		Arctic	Standard
Cocoa Nut		6 oz. ovals 3 doz. box 3.40	Salmon
Cocoa Shells		16 oz. round 2 doz. box 7.75	Col'a River, tails 1.95 @ 2.00
Coffee		Sawyer's Pepper Box	Col'a River, flats 2.25 @ 2.75
Confections		Per Gross	Red Alaska .135 @ 1.50
Crackers		No. 3, 3 doz. wood bxs 7.00	Pink Alaska .90 @ 1.00
Cream Tartar		Sawyer's Crystal Bag	Sardines
Dried Fruits		Blue 4.00	Domestic, 1/2 s .34 @ 4
Farinaceous Goods		BROOMS	Domestic, 1/2 s Mus. 6 1/2 @ 9
Feed		No. 1 Carpet, 4 sew .275	Domestic, 1/2 s Mus. 6 1/2 @ 9
Fish and Oysters		No. 2 Carpet, 4 sew .240	California, 1/2 s .11 @ 14
Fishing Tackle		No. 3 Carpet, 3 sew .225	California, 1/2 s .17 @ 24
Flavoring Extracts		No. 4 Carpet, 3 sew .210	French, 1/2 s .7 @ 14
Flour		Parlor Gem .240	French, 1/2 s .18 @ 28
Fresh Meats		Common Whisk .90	Shrimps
Gelatine		Fancy Whisk .125	Standard 90 @ 1.40
Grain Bags		Warehouse 3.00	Fair .85
Grains		BRUSHES	Good .85
Herbs		Solid Back 8 in. 75	Fancy .125 @ 1.40
Hides and Pelts		Solid Back, 11 in. 95	Standard Strawberries
Jelly		Pointed Ends 85	Fancy Tomatoes
Licorice		No. 3 Stove 95	Good .95 @ 1.10
Matches		No. 2 .125	Fair .85 @ 90
Meat Extracts		No. 1 .175	Fancy .01 40
Mince Meat		No. 8 Shoe .100	Gallons .02 50
Molasses		No. 7 .130	Carbon Oils
Mustard		No. 4 .170	Perfection .010 @ 10
Nuts		No. 3 .190	Water White .010
Olives		Butter Color	D. S. Gasoline .013 @ 14
Pipes		W. & Co.'s 25c size 2.00	Gas Machine .024
Pickles		W. & Co.'s 50c size 4.00	Deodor'd Nap'a .29
Playing Cards		CANDLES	Cylinder .16 @ 22
Potash		Paraffine, 6s .10	Engine .16 @ 22
Provisions		Paraffine, 12s .10	Black, winter .84 @ 10
Rice		Wicking .20	CEREALS
Salad Dressing		CANNED GOODS	Breakfast Foods
Saleratus		Apples	Bordeau Flakes, 36 lb. 2.50
Salt Soda		3lb. Standards .01 00	Cream of Wheat 36 2lb 4.50
Salt		Gallon 2.75 @ 3.00	Egg-O-See, 36 pkgs. 2.85
Salt Fish		Blackberries	Excello Flakes, 36 lb. 4.50
Seeds		2lb. 1.25 @ 1.75	Excello, large pkgs. 4.50
Shoe Blacking		Standards gallons @ 5.50	Force, 36 2lb. 4.50
Snuff		Beans	Grape Nuts, 2 doz. 2.70
Soap		Baked .85 @ 1.30	Malta Ceres, 24 lb. 2.40
Soda		Red Kidney .85 @ 95	Malta Vita, 36 lb. 2.85
Soups		String .70 @ 1.15	Mpl-Flake, 36 lb. 4.05
Spices		Wax .75 @ 1.25	Pillsbury's Vitos, 3 dx. 4.25
Starch		Blueberries	Ralston Health Food
Syrups		Standard 1.35	36 2lb. 4.50
Tea		Brook Trout	Sunlight Flakes, 36 lb. 2.85
Tobacco		2lb. cans, speed .190	Sunlight Flakes, 20 lb. 4.00
Twine		Clams	Vigor, 36 pkgs. 2.75
Vinegar		Little Neck, 1lb. 1.00 @ 1.25	Voigt Cream Flakes 4.50
Wicking		Little Neck, 2lb. @ 1.50	Zest, 20 2lb. 4.10
Woodenware		Clam Bouillon	Zest, 36 small pkgs. 2.75
Wrapping Paper		Burnham's 1/2 pt. .190	Rolled Oats
Yeast Cake		Burnham's pts. 3.60	Rolled Avena, bbls. 6.75
		Burnham's qts. 7.20	Steel Cut, 100 lb. sks. 3.30
		Cherries	Monarch, bbl. 6.05
		Red Standards .01 40	Monarch, 90 lb. sacks 3.10
		White .01 40	Quaker, 18 Regular 1.50
		Corn	Quaker, 20 Family 4.60
		Fair .75 @ 85	Bulk Cracked Wheat
		Good .10 @ 1.10	24 2 lb. packages 3.50
		Fancy 1.45	COLUMBIA, 25 pts. 4.15
		Sur Extra Fine .22	Snider's pints 2.25
		Extra Fine .19	Snider's 1/2 pints 1.35
		Fine .15	CHEESE
		Moyen .11	Acme .014 @ 14
		Gooseberries	Gem .015
		Standard 1.75	Jersey .015
		Hominy	Riverside .015
		Lobster	Springdale .015
		1/2 lb. .225	Warner's .015
		1 lb. .425	Brick .015
		Picnic Tails 2.75	Leiden .015
		Mackerel	Limburger .015
		Mustard, 1lb. .180	Pineapple .40
		Mustard, 2lb. .280	Sap Sago .20
		Soused, 1 1/2 lb. .180	Swiss, domestic .015
		Soused, 2lb. .275	
		Tomato, 1lb. .250	
		Tomato, 2lb. .50	
		Mushrooms	
		Hotels	
		Butter	

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 6 50 Golden Horn, bakers, 6 40 Duluth Imperial, 6 60 Wisconsin Rye, 4 80 Judson Grocer Co.'s Brand Ceresota, 1/8s, 7 40 Ceresota, 1/4s, 7 30 Ceresota, 1/2s, 7 20 Lemon & Wheeler's Brand Wingold, 1/8s, 7 25 Wingold, 1/4s, 7 15 Wingold, 1/2s, 7 05 Warden Grocer Co.'s Brand Laurel, 1/8s cloth, 7 25 Laurel, 1/4s cloth, 7 10 Laurel, 1/2s cloth, 7 00 Laurel, 1/8s cloth, 7 00 Voigt's Milling Co.'s Brand Voigt's Crescent, 7 20 Voigt's Flour, 7 20 whole wheat flour, 7 20 Voigt's Hygienic Graham, 6 Voigt's Royal, 7 Wykes & Co. Sleepy Eye, 1/8s cloth, 7 00 Sleepy Eye, 1/4s cloth, 6 90 Sleepy Eye, 1/2s cloth, 6 80 Sleepy Eye, 1/8s paper, 6 80 Sleepy Eye, 1/4s paper, 6 80 Meal Bolted, 4 30 Golden Granulated, 4 30 St. Car Feed screened, 33 00 No. 1 Corn and Oats, 33 00 Corn, cracked, 31 00 Corn Meal, coarse, 31 00 Winter Wheat Bran, 29 00 Middlings, 30 00 Buffalo Gluten Feed, 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal, 34 00 O P Laxo-Cake-Meal, 31 50 Cottonseed Meal, 33 00 Gluten Feed, 29 00 Malt Sprouts, 25 00 Brewers' Grains, 23 00 Hammond Dairy Feed, 25 00 Alfalfa Meal, 26 00 Oats Michigan carlots, 61 Less than carlots, 62 Corn Carlots, 2 Less than carlots, 4 Hay Carlots, 1 Less than carlots, 2 HERBS Sage, 15 Hops, 15 Laurel Leaves, 15 Senna Leaves, 15 HORSE RADISH Per doz., 90 JELLY 5 lb. pails, per doz., 2 25 15 lb. pails, per pail, 55 30 lb. pails, per pail, 95 LICORICE Pure, 30 Calabria, 25 Sicily, 14 Root, 11 MATCHES C. D. Crittenden Co. No. 100, 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 35 Good, 22 Fair, 20 Half barrels 2c extra MINCE MEAT Per case, 2 90 MUSTARD 1/2 lb., 6 lb. box, 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 45 Bulk, 5 gal. kegs 1 25 @ 1 40 Manzanilla, 3 oz., 75 Queen, pints, 2 50 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 90 Stuffed, 3 oz., 1 45 PIPES Clay, No. 1, 6 per box 1 25 Clay, T. D., full count 60 Cob, 90 PICKLES Medium Barrels, 1,200 count 6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat, 85 No. 16, Rival, assorted 1 25 No. 20 Rover, enam'd 1 50 No. 572, Special, 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle, 2 00 No. 632 Tour'n whist 2 25 POTASH Babbitt's, 4 00 PROVISIONS Barreled Pork Mess, new, 19 00 Short Cut, 20 00 Short Cut, 19 50 Short Cut Clear, 19 50 Bean, 16 50 Brisket, Clear, 18 00 Pig, 24 00 Clear Family, 16 50 Dry Salt Meats S. P. Bellies, 12 Bellies Extra Shorts Clear, 11 1/2	Lard Pure in tierces, 12 Compound Lard, 8 1/2 80 lb. tubs, advance, 1/4 50 lb. tubs, advance, 1/4 20 lb. tins, advance, 1/4 10 lb. pails, advance, 1/4 5 lb. pails, advance, 1/4 8 lb. pails, advance, 1 Smoked Meats Hams, 12 lb. average, 12 1/2 Hams, 14 lb. average, 12 1/2 Hams, 16 lb. average, 12 1/2 Hams, 18 lb. average, 12 1/2 Skinned Hams, 13 1/2 Ham, dried beef sets, 18 California Hams, 9 Picnic Boiled Hams, 14 Boiled Ham, 14 Berlin Ham, pressed, 10 Minced Ham, 10 Bacon, 12 1/2 @ 15 Sausages Bologna, 4 Liver, 7 Frankfort, 9 Pork, 9 Veal, 9 Tongue, 7 Headcheese, 7 Beef Boneless, 12 00 Rump, new, 13 00 Pig's Feet 1/4 bbls., 1 00 1/2 bbls., 40 lbs., 1 00 3/4 bbls., 3 80 1 bbl., 8 00 Tripe Kits, 15 lbs., 80 1/2 bbls., 40 lbs., 1 60 3/4 bbls., 80 lbs., 3 00 Casings Hogs, per lb., 30 Beef, round, set, 25 Beef, middle, 70 Sheep, per bundle, 90 Uncolored Butter Solid dairy, 10 @ 12 Country Rolls, 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb., 2 50 Corned beef, 1 lb., 1 50 Roast beef, 2 lb., 2 50 Roast beef, 1 lb., 1 50 Potted ham, 1/4s, 50 Potted ham, 1/2s, 85 Deviled ham, 1/4s, 50 Deviled ham, 1/2s, 85 Potted tongue, 1/4s, 50 Potted tongue, 1/2s, 85 RICE Fancy, 7 @ 7 1/2 Japan, 5 1/2 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint, 2 25 Columbia, 1 pint, 4 00 Durkee's, large, 1 doz., 4 50 Durkee's, small, 1 doz., 5 25 Snider's, large, 1 doz., 2 35 Snider's, small, 1 doz., 1 35 SALERATUS Packed 60 lbs. in box, 3 10 Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 1/2s, 3 00 SAL SODA Granulated, bbls., 85 Granulated, 100 lbs. cs., 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 SALT Common Grades 100 3 lb. sacks, 2 25 60 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 05 56 lb. sacks, 32 28 lb. sacks, 17 Warsaw 56 lb. dairy in drin bags, 40 28 lb. dairy in drin bags, 20 Solar Rock 56 lb. sacks, 24 Common Granulated, fine, 80 Medium, fine, 85 SALT FISH Cod Large whole, 7 @ 7 1/2 Small whole, 6 @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, 5 Halibut Strips, 14 Chunks, 15 Holland Herring Pollock, 4 White Hp. bbls., 8 50 @ 9 50 White Hp. 1/2 bbls., 4 50 @ 5 25 White Hoop mchs., 60 @ 75 Norwegian Round, 100 lbs., 3 75 Round, 40 lbs., 1 90 Scaled, 13 Trout No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 Mackerel Mess, 100 lbs., 14 50 Mess, 40 lbs., 6 25 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 @ 9 50 50 lbs., 5 25 @ 5 90	SEEDS 10 lbs., 1 12 55 8 lbs., 92 48 Anise Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 Mustard, white, 10 Poppy, 9 SHOE BLACKING Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 SNUFF Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rappie, in jars, 43 SOAP J. S. Kirk & Co. American Family, 4 00 Dusky Diamond, 50 Soz, 2 80 Dusky D'nd, 100 6 oz., 3 80 Jap Rose, 50 bars, 3 60 Savon Imperial, 3 00 White Russian, 3 15 Dome, oval bars, 3 00 Satinet, oval, 2 70 Snowberry, 100 cakes, 4 00 Proctor & Gamble Co. Lenox, 3 00 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 00 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marseilles, 100 cakes, 5 80 Marseilles, 100 cakes 5c, 4 00 Marseilles, 100 ck toil, 4 00 Marseilles, 1/2 bx toilet, 2 10 A. B. Wrisley Good Cheer, 4 00 Old Country, 3 40 Soap Powders Lautz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 00 Kirkoline, 24 4lb., 3 80 Pearline, 3 75 Seapine, 4 16 Babbitt's 1776, 3 75 Roseine, 3 50 Armour's, 3 70 Wisdom, 3 80 Soap Compounds Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-No-More, 3 75 Enoch Morgan's Sons. Sapolio, gross lots, 9 00 Sapolio, half gro. lots, 4 50 Sapolio, single boxes, 2 25 Sapolio, hand, 2 25 Scouring Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 50 SODA Boxes, English, 5 1/2 Kegs, English, 4 1/2 SPICES Whole Spices Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 16 Cassia, Batavia, bund, 28 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 55 Cloves, Amboyana, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 35 Nutmegs, 105-10, 35 Nutmegs, 115-20, 20 Pepper, Singapore, blk, 15 Pepper, Singp. white, 25 Pepper, shot, 17 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 55 Cloves, Zanzibar, 24 Ginger, African, 15 Ginger, Cochon, 18 Ginger, Jamaica, 25 Mace, 55 Mustard, 17 Pepper, Singapore, blk, 17 Pepper, Singp. white, 28 Pepper, Cayenne, 20 Sage, 20 STARCH Kingsford, 40 lbs., 7 1/2 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 1/2 Gloss Kingsford Silver Gloss, 40 lbs., 7 1/2 Silver Gloss, 16 3lbs, 6 1/2 Silver Gloss, 12 6lbs, 8 1/2 Muzzy 48 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 cs., 2 10 10lb. cans 1/2 dz. in cs., 1 95 5lb. cans 1/2 dz. in cs., 2 10 1 1/2 lb. cans 2 dz. in cs., 9 15	Pure Cane Fair, 16 Good, 20 Choice, 25 TEA Japan Sundried, medium, 24 Sundried, choice, 32 Sundried, fancy, 36 Regular, medium, 24 Regular, choice, 32 Regular, fancy, 36 Basket-fired, medium, 31 Basket-fired, choice, 33 Basket-fired, fancy, 43 Nibs, 22 @ 24 Siftings, 9 @ 11 Fannings, 12 @ 14 Gunpowder Moyune, medium, 30 Moyune, choice, 32 Moyune, fancy, 40 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 Young Hyson Choice, 30 Fancy, 36 Oolong Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 English Breakfast Medium, 20 Choice, 30 Fancy, 40 India Ceylon, choice, 32 Fancy, 42 TOBACCO Fine Cut Cadillac, 54 Sweet Loma, 34 Hiawatha, 5lb. pails, 55 Telegram, 30 Pay Car, 33 Prairie Rose, 49 Protection, 40 Sweet Burley, 41 Tiger, 41 Plug Red Cross, 31 Palo, 35 Hiawatha, 41 Kyro, 45 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 P. T. Heldsick, 33 Boot Jack, 69 Honey Dip Twist, 86 Black Standard, 40 Cadillac, 40 Forge, 40 Nickel Twist, 62 Mill, 32 Great Navy, 36 Smoking Sweet Core, 34 Flat Car, 32 Warpath, 26 Bamboo, 16 oz., 25 I X L, 5lb., 27 I X L, 16 oz. pails, 31 Honey Dew, 40 Gold Block, 16 Flagman, 40 Chips, 40 Kiln Dried, 33 Duke's Mixtur, 21 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 Plover Boy, 1 1/2 oz., 39 Plover Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 39 Cant Hook, 36 Country Club, 30 Forex-XXXX, 32-34 Good Indian, 25 Self Binder, 16oz. Soz, 20-22 Silver Foam, 20 Sweet Marie, 42 Royal Smoke, 42 TWINE Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 13 Flax, medium N, 24 Wool, 1 lb. balls, 8 VINEGAR State Seal, 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, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large, 8 25 Willow, Clothes, med, 7 25 Willow, Clothes, small, 6 25	Bradley Putter Boxes 2th. size, 24 in case, 72 3th. size, 16 in case, 68 5th. size, 12 in case, 63 10th. size, 6 in case, 60 Butter Plates No. 1 Oval, 250 in crate, 35 No. 2 Oval, 250 in crate, 40 No. 3 Oval, 250 in crate, 45 No. 5 Oval, 250 in crate, 60 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round head, 5 gross bx, 55 Round head, cartons, 70 Egg Crates and Fillers Humpty Dumpty, 12 dz, 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 fillers 15 sets, 1 35 Case, mediums, 12 sets, 1 15 Faucets Cork lined, 8 in., 70 Cork lined, 9 in., 80 Cork lined, 10 in., 90 Mop Sticks Trojan spring, 90 Scotch patent spring, 85 No. 1 common, 80 No. 2 pat. brush holder, 85 12lb. cotton mop heads, 1 40 Ideal No. 7, 85 Pails 2-hoop Standard, 2 15 3-hoop Standard, 2 35 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, all red, brass, 1 25 Paper, Eureka, 2 25 Flare, 2 70 Toothpicks Hardwood, 2 50 Softwood, 2 75 Banquet, 1 50 Ideal, 1 50 Traps Mouse, wood, 2 holes, 22 Mouse, wood, 4 holes, 45 Mouse, wood, 6 holes, 70 Mouse, tin, 5 holes, 65 Kat, wood, 80 Kat, spring, 75 Tubs 20-in. Standard, No. 1, 8 75 18-in. Standard, No. 2, 7 75 16-in. Standard, No. 3, 6 75 20-in. Cable, No. 1, 9 25 18-in. Cable, No. 2, 8 25 16-in. Cable, No. 3, 7 25 No. 1 Fibre, 10 25 No. 2 Fibre, 9 25 No. 3 Fibre, 8 25 Washboards Bronze Globe, 2 50 Dewey, 1 75 Double Acme, 2 75 Single Acme, 2 25 Double Peerless, 4 25 Single Peerless, 3 60 Northern Queen, 3 50 Double Duplex, 3 00 Good Luck, 2 75 Universal, 3 65 Window Cleaners 12 in., 1 65 14 in., 1 85 16 in., 2 30 Wood Bowls 13 in. Butter, 1 25 15 in. Butter, 2 25 17 in. Butter, 3 25 19 in. Butter, 4 25 Assorted, 13 15-17, 5 00 Assorted, 15-17-19, 3 25 WRAPPING PAPER Common straw, 1 1/2 Fibre Manila, white, 2 1/2 Fibre Manila, colored, 4 No. 1 Manila, 4 1/2 Cream Manila, 3 1/2 Butcher's Manila, 2 1/2 Wax Butter, short cut, 13 Wax Butter, full count, 20 Wax Butter, rolls, 19 YEAST CAKE Magic, 3 doz., 1 15 Sunlight, 3 doz., 1 00 Sunlight, 1 1/2 doz., 50 Least Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 00 Yeast Foam, 1 1/2 doz., 58 FRESH FISH Per lb. Whitefish, Jumbo, 13 Whitefish, No. 1, 12 1/2 Trout, 12 Halibut, 12 Netting, 7 Bluefish, 14 1/2 Live Lobster, 29 1/2 Boiled Lobster, 29 Cod, 11 Haddock, 8 Pike, 11 1/2 Perch, 8 1/2 Smoked, White, 12 1/2 Chinook Salmon, 17 Mackerel, 17 Pinnan Haddie, 17 Roe Shad, 17 Shad Roe, each, 50 Speckled Bass, 9 HIDES AND PELTS Hides Green No. 1, 9 1/2 Green No. 2, 8 1/2 Cured No. 2, 10 Calfskin, green, No. 1, 12 Calfskin, green, No. 2, 10 1/2 Calfskin, cured, No. 1, 13 Calfskin, cured, No. 2, 11 1/2	Pelts Old Wool, @ 30 Lambs, 15 @ 25 Shearlings, 10 @ 10 Tallow No. 1, @ 5 No. 2, @ 4 Unwashed, med., @ 27 Unwashed, fine, @ 22 CONFECTIONS Stick Candy Standard, 7 1/2 Standard H. H., 7 1/2 Standard Twist, 7 1/2 Cases Jumbo, 32 lb., 7 1/2 Extra H. H., 10 Boston Cream, 12 Big stick, 30 lb. case, 8 Mixed Candy Grocers, 6 1/2 Competition, 7 Special, 8 Conserve, 7 1/2 Royal, 13 Ribbons, 10 Broken, 8 Cut Loaf, 8 1/2 Leader, 8 Kindergarten, 10 French Cream, 9 Star, 11 Hand Made Cream, 16 Premio Cream mixed, 14 Paris Cream Bon Bons, 10 Fancy—in Pails Gypsy Hearts, 14 Coco Bon Bons, 14 Fudge Squares, 12 Peanut Squares, 9 Sugared Peanuts, 12 Salted Peanuts, 12 Starlight Kisses, 11 San Blas Goodies, 13 Lozenges, plain, 10 Lozenges, printed, 10 Champion Chocolate, 12 Eclipse Chocolates, 14 Eureka Chocolates, 15 Quintette Chocolates, 14 Champion Gum Drops, 9 Moss Drops, 10 Lemon Sour, 10 Imperial, 1 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 10 Auto Bubbles, 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx, 1 30 Orange Jellies, 50 Lemon Sour, 60 Old Fashioned Horehound drops, 60 Peppermint Drops, 60 Champion Choc. Drops, 65 H. M. Choc. Drops, 10 H. M. Choc. Lt. and Dark No. 12, 1 10 Bitter Sweets, as'ld, 1 25 Brilliant Gums, Crys, 60 A. A. Licorice Drops, 90 Lozenges, plain, 60 Lozenges, printed, 65 Imperial, 60 Mottos, 65 Cream Bar, 60 G. M. Peanut Bar, 60 Hand Made Crms, 80 @ 90 Cream Wafers, 65 String Rock, 60 Wintergreen Berries, 60 On Time Assorted, 2 75 Buster Brown Good, 3 50 Up-to-date Assmt's, 3 75 Ten Strike No. 1, 4 50 Ten Strike No. 2, 6 00 Ten Strike, Summer assortment, 6 75 Scientific Ass't, 18 00 Pop Corn Cracker Jack, 3 25 Giggles, 5c pkg., 3 50 Pop Corn Balls, 20 @ 1 30 Azulikit 100s, 3 25 Oh My 100s, 3 50 Cough Drops Putnam Menthol, 1 00 Smith Bros., 1 25 NUTS—Whole Almonds, Tarragona, 16 Almonds, Drake, 15 Almonds, California, 17 shell, 12 @ 13 Brazil, 12 @ 13 liberts, 12 @ 13 Cal. No. 1, 12 Walnuts, soft shell, 15 @ 16 Walnuts, Marbot, @ 13 Table nuts, fancy, 13 @ 13 1/2 Pecans, Med., @ 13 Pecans, ex. large, @ 14 Pecans, Jumbos, @ 16 Hickory Nuts per bu., 10 Ohio new, 10 Cocoanuts, 10 Chestnuts, New York, 10 State, per bu., 10 Shelled Spanish Peanuts, 7 @ 7 1/2 Peanut Halves, @ 58 Walnut Halves, @ 30 @ 32 Filbert Meats, @ 27 Alicante Almonds, @ 42 Jordan Almonds, @ 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted, 6 1/2 @ 7 Choice, H. P. Jumbos, @ 6 1/2 bo

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
Puritinos35
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
Plates5 @ 5 1/2
Livers6 @ 6

Pork

Loins@ 14
Dressed@ 9
Boston Butts@ 12 1/2
Shoulders@ 10 1/2
Leaf Lard@ 12
Pork Trimmings@ 9

Mutton

Carcass@ 10
Lambs@ 15
Spring Lambs@ 15

Veal

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..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 80
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
60ft.1 35
80ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 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

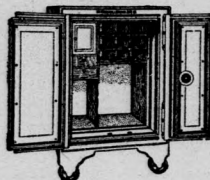
Poles

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 burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size..6 00
50 cakes, large size..3 00
100 cakes, small size..3 00
50 cakes, small size..1 00

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 00
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Michigan, Ohio And Indiana Merchants

have money to pay for
what they want. They
have customers with as
great a purchasing power
per capita as any other
state. Are you getting
all the business you want?
The Tradesman can "put
you next" to more pos-
sible buyers than any
other medium published.
The dealers of Michigan,
Ohio and Indiana

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Entire stock, consisting of shoes, dry goods, men's furnishings, etc. Established business in best location in city. Stock now being reduced. Retirement of present owner on account of health. Netzorg's Dept. Store, Battle Creek, Mich. 765

For Sale—General repair and jobbing shop, iron and wood, good business. Good town. P. O. Box 344, Woodstock, Ill. 764

For Sale—One of the leading wholesale and retail bakeries in W. Va. town of fifteen thousand population. Coal center of W. Va., including horse, wagon, store and shop fixtures, etc. Long lease, cheap rent, good location, good paying business. Present owner wishes to retire from business on account of poor health. Address Lock Box 15, Fairmont, W. Va. 762

For Sale—200,000,000 feet original growth yellow pine timber and 99,000 acres of land on west coast of Florida. Apply to Southern Investment Co., Richmond, Va. 761

To Exchange—Stock of books, phonographs, etc.; cash, wholesale value \$450. What have you? H. W. Morley, Angola, Ind. 760

For Exchange—2640 acres Red River valley lands; three sets of improvements; new land; thoroughly ditched; price \$45; below actual value; new mortgage, five years, 6 per cent.; will take for \$51,100 equity large stock of merchandise, owners or brokers. E. W. Taylor, Kankakee, Ill. 758

G. B. JOHNS & CO.

1341 W. Warren Ave., Detroit, 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.

A few hundred dollars will start you in business. Just now I know of a few splendid openings for retail stores and I know something about a line that will pay big profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 West Lake St., Chicago. 757

For Sale—Oldest established grocery and meat business in town of 1,000 population and good farming country. Doing good business. Reason for selling, ill health and must dispose of same at once. Martin Duffy, Lake City, Mich. 755

To Exchange For Farm—Residence property, bakery, confectionery and ice cream parlor. Good location, doing big business. Want to go West. Address Axe, care Tradesman. 754

Wanted—To buy drug stock to inventory about \$2,000. Location in or near Grand Rapids preferred. Address No. 736, care Michigan Tradesman. 736

Mortgage sale of drug stock in the village of Saranac, twenty-five miles east of Grand Rapids, on Thursday, July 1st, at one o'clock. Stock will inventory about \$1,300. Soda water fountain in connection. Best location in the village. Established business. Good opportunity for someone. J. Clyde Watt, Trustee, Saranac, Mich. 751

For Sale or Exchange—For farm or other town property, stock merchandise, store, residence, etc., in good country location near Detroit. No opposition. Price, \$6,000. Liberal discount for cash. Lee, 301 Loyal Guard Bldg., Detroit. 750

Your money is safe and protected when deposited with us. We pay 4% interest on savings and time deposits. The Crowder State Bank, Crowder, Okla. 748

To Rent—Fireproof building, with basement, 42x100, steam heated; good opening for general store. W. H. Stebbins, Hastings, Mich. 747

For Sale—Only grist mill in county, splendid opportunity. Address Bradley & Arbury, Midland, Mich. 746

For Sale—One of best general merchandise businesses in South Dakota. I am going to California at once. Have clean up-to-date stock. Good business. Will give a man good honest deal if he will come at once. \$5,000 stock. I mean business. No trade. Ira B. Vaughan, Northville, S. D. 745

Splendid business opening and real estate investment in Mena, Ark., one of the best towns in Arkansas. Division point K. C. Southern. \$45,000 monthly payroll. Business block, brick buildings. Pays 10% net. Great health resort; 1,400 ft. elevation; 80 miles west of Hot Springs. \$45,000, half down, balance ten years. For full particulars address E. S. Truitt & Co., Kansas City, Mo. 742

For Sale—Clean stock of general merchandise invoicing \$4,000 at liberal discount if taken soon, as I am going South. V. C. Wolcott, Wayland, Mich. 737

For Sale—General store and meat market in hustling manufacturing town of 5,000 inhabitants. Store doing a fine business with possibilities of great improvement. Splendid opening for the right party. Stock and fixtures invoice about \$3,000. Address Dr. Towsley, Lowell, Mich. 744

For Sale—A clean stock of hardware, harness and implements in Eastern Colorado. Will invoice about \$9,000. Well-established business. Owner wishes to retire. Box 385, Yuma, Colo. 697

To Trade—Western Kansas land for stocks of hardware, furniture or general merchandise. Address L. E. Countryman, Phillipsburg, Kan. 730

For Sale—Oldest established and best dry goods and shoe business in liveliest village, 1,500 population, in Southeastern Michigan. Rich farming country; manufacturing; employs 150 men. Stock and fixtures about \$15,000, all in finest condition. Room 47x68, 2 floors and basement, nearly new, leased for four years yet at \$50 month. Man with general store experience could make big money here. Owner has manufacturing interests which demand all his time. Would sell the business cheap or would sell a third or half interest to right young man who could manage the business. Address No. 732, care Tradesman. 732

Drugs and Groceries—Located in best farmers' town north Grand Rapids; inventories about \$1,300. Rent cheap, in corner brick building. At a bargain, as we wish to dissolve partnership. Address No. 685, care Michigan Tradesman. 685

For Sale—Clean stock of drugs, soda fountain in connection, wallpaper, etc. Inventories about \$3,500. Not a registered druggist. Good opening for a live, hustling, druggist. Address W., care Tradesman. 695

For Sale—Small shoe stock, all new goods, located at corner Oakdale and East, Grand Rapids. Address L. E. Phillips, Newaygo, Mich. 691

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

Fine farm lands in Western Kansas and Eastern Colorado for sale. Wheat, oats, flax, barley, rye, alfalfa and potato lands. One crop pays for the land. Low taxes, fine climate, fertile soil and low prices. Write us. The Colorado & Kansas Land Co., Towner, Colo. 723

For Sale or Rent—The Chelsea House, a two-story brick hotel; doing good business in a wet town. Kalmbach & Beckwith, Chelsea, Mich. 720

Want Ads. continued on next page.

The Year's Big Opportunity—Our July Catalogue

It does not bring to you a lot of things to sell next winter or next spring.

Its special effort is now goods.

Its one endeavor is to help you solve the problem of today—not that of the day after tomorrow.

Stage coach and ox cart days are really and truly past—although some merchants hardly seem to be aware of it.

The slowest freights now go to the farthest coast in less time than the express trains made it a few years ago.

Then, what is your defense for placing advanced orders? The chances are that our farthest market is today nearer than your nearest market was when you started in business. You can always get the goods on comparatively short notice—from this book.

Of course, if you want to tie up good money, or good credit, which is the same thing, in this way, that is your privilege—but it is never good business.

It may never have occurred to you that the placing of an advance order is the assuming of an obligation. And it taxes your credit to just the amount of your order.

You would not deem it good business to give your six months' note—without value received.

But that is practically what you do when you place advance orders. You might just as well tie up your ready money unnecessarily as to tie up your credit unnecessarily. Both are vital assets to your business.

Then why misuse one any more than the other?

Why assume the unnecessary obligations?

This catalogue handles now goods. It supplies your needs for July, not for December. You can always order from it the things you need, in plenty of time to reach you by the time you need them.

Why not begin to focus on now goods right now?

This catalogue offers you the opportunity. Free to any merchant asking for it—number FF726.

Butler Brothers

Exclusive Wholesalers of General Merchandise—New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimore, Omaha, Dallas, San Francisco, Seattle.

Kellogg Secures Injunction Against Malta Vita.

Battle Creek, June 29—An injunction on behalf of Kellogg's Toasted Corn Flakes Co. has been issued by Judge North in the Circuit Court, restraining Eugene McKay and John Brogan, from in any manner disclosing trade secrets relating to the manufacture of Toasted Corn Flakes or secrets relative to the machinery and appliances used in their manufacture and also restraining the Malta Vita Pure Food Co., Harry P. Davies, Henry M. Morgenthaler, Harlow N. Higginbotham, George M. Witwer, Frederick S. Fish and Harry M. Higginbotham, from using or communicating to others any of the secret processes used by the Toasted Corn Flakes Co., which, it is alleged, has been communicated to them by Brogan and McKay. The hearing on the injunction will be had July 6, Judge Jesse Arthur and J. W. Bailey representing the complainants. Moore & Moore of Port Huron, and other attorneys will probably represent the defendants.

Mr. Davies, one of the defendants, recently resigned his position as superintendent of the Malta Vita Co. to accept a position with the Standard Food Co., of Detroit, it is said, where the manufacture of a corn flake has been commenced. Brogan and McKay are employees of the Malta Vita Co., while the other defendants are Chicago stockholders of the Malta Vita Co.

The Boys Behind the Counter.

Northville—Will Hutton has taken a position with the firm of Waite Bros. & Robertson at Pontiac.

Jackson—Joseph F. Cummings has ceased his connection with the Gallup & Lewis store, where for seven years he has been a popular salesman. Mr. Cummings is preparing to remove to the Far West, but he has not as yet decided where he will locate, probably in Idaho. He will leave here next month, stopping first at Seattle, where he will see the great exposition. His family will pass the summer in Northern Michigan and will join him next fall in the West. Mr. Cummings has been a resident of this city for more than twenty-five years.

Benton Harbor—C. E. Fairbanks, recently with the Grand Rapids Hardware Co., has taken a position at the clothing store of Hipp, Enders & Avery. Mr. Fairbanks and family will reside at 276 Highland avenue.

Harbor Springs—Warren Beebe is clerking in W. C. Cramer's grocery store.

St. Ignace—John H. Dunn has gone to the Soo, where he has taken a position with the Soo Hardware Co.

Had It Wrong.

I was in what they call a general store in a Long Island village when a farmer drove up and called the proprietor to the door and asked:

"Jim, have ye got any clotheslines?"

"Plenty, Tom—plenty," was the reply.

"My old woman says we ought to have a new one."

"Yes, I think I sold you the one you

have about three years ago. Clotheslines will wear out, you know."

"How much for one?"

"Twenty-five cents for a hundred feet. That's the way they come. Shall I bring one out?"

"Not at that price. A tin-peddler was telling me yesterday that when the new tariff bill passed clotheslines could be had for 23 cents. Guess I'll wait a bit."

"All right, Tom—all right," good-naturedly replied the merchant as he turned away, and the deal was off.

Fifteen minutes after the farmer had driven homeward I followed him in my buggy, and I had gone a mile when I met him coming back with his horse on a sharp trot. We both halted, and I laughingly asked if he was going back to take the clothesline.

"You bet I am!" he briskly replied. "I just met a sewing-machine man, who told me that the tin-peddler was all wrong. Instead of coming down to 23 cents, if the new tariff bill passes, they will go up to 28, and I'm going to save that three cents or bust my wagon!"

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 30—Creamery, fresh, 23@25½c; dairy, fresh, 18@22c; poor to common, 16@18c.

Eggs—Strictly fresh, 21@22c.

Live Poultry—Fowls, 13½@14c; ducks, 12c, geese, 10c; old cox, 10c; broilers, 20@25c; turkeys, 12@14c.

Dressed Poultry—Fowls, 14@15c; old cox, 11@12c.

Beans—New Marrow, hand-picked, \$2.90@3; medium hand-picked, \$2.80; pea, hand-picked, \$2.80@2.85; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.50@2.65.

Potatoes—Old, 40@50c per bu.; new, \$2.50@2.75 per bbl.

Rea & Witzig.

Since their return from abroad there has been a marked disposition to make distinguished heroes of the Wrights. They have been given medals at the White House and orations at home, but through it all they bore themselves very modestly and are not given to speech making. In lieu of a speech one of them said the other day, "The parrot is the only bird that talks but it is no good at flying," meaning that talk and gay plumage were not in their line but that they were devoting their best efforts in imitating the accomplishments of those birds that talk little but fly exceptionally well. It was a decidedly happy expression, but there is always some carping critic or iconoclast to come along and pick flaws. In this case it is the Pittsburg Dispatch, which points out that it is only the pampered parrot of civilization which is not much of a flier and that is because it has had no exercise and experience, but that the genuine parrot in his native wilds can fly as well as any other bird and that accordingly the expression of the Wrights is unfortunate and inaccurate. Thus it attempts to spoil what may become a popular epigram and which, by the way, will serve that purpose very well.

BUSINESS CHANCES.

For Sale—Dry goods and shoe stock in St. Joe county, town 1,000, one competitor. Address No. 766, care Tradesman. 766

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kafer, Milwaukee, Wis. 771

Splendid opening here for jewelry store, clothing, book and wall paper stores. Chas. L. Hyde, Pierre, S. D. 770

Wanted—Stock general merchandise, clothing or shoes. Give particulars as to size and condition in first letter. W. F. Whipple, Macomb, Ill. 769

For Sale—Practically new stock dry goods, groceries, Central Michigan town, invoices about \$1,800. Doing good business. Address No. 767, Tradesman. 767

For Sale—Drug stock with fine fixtures, with stationery, books and soda fountain, good soda business. Or will sell drug stock and fixtures if a person wishes to transfer to any other locality. The above stock is located in Southern Michigan. For further particulars address No. 752, care Tradesman. 752

Stocks Wanted—Telepost, Oxford linen mills, Burlingame telegraphing typewriter, United wireless, Christian's Natural Food and all other stocks having market values. James Shay & Co., Stock and Bond Brokers, 60 State St., Boston, Mass. 721

For Sale—Or exchange for farm, 50-barrel flour mill; good town, fine country. Box 337, Port Huron, Mich. 717

A well-established business in Hicksville, Ohio, needs a partner with manufacturing ability and from \$3,000 to \$5,000 in cash. Will give full information on application. Address Jasper Evans, Hicksville, O. 690

For Sale—Shoe shop and second-hand store combined, best location in town; steady work for 3 men. Nels Olsen, 12 S. Main St., Livingston, Mont. 715

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

For Sale—A well-established and up-to-date electrical supply and contracting business; no old stock; everything new. Andrew King, Bay City, Mich. 706

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—Clean stock of hardware in live town of 3,000 in Central Michigan. Fine farming community. Good factories. Town growing. Stock will invoice about \$5,500. Good competition. Address "Millington," care Tradesman. 645

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

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L. care Tradesman. 609

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

HELP WANTED.

Wanted—At once, bright young man, registered assistant preferred. Must have had city experience. Good chance for right party. Reburns Drug Store, Kalamazoo, Mich. 768

Wanted—Salesmen to handle our attractive, up-to-date line of whips; all grades, bottom prices. Can be handled exclusively or in connection with other goods, big commission. Address Whip Manufacturers, Box 377, Westfield, Mass. 759

Wanted—A registered pharmacist to purchase half interest in drug store, invoices \$3,000. Address No. 763, care Tradesman. 763

Wanted—A competent man to take charge of soda fountain and tea room in the Post Tavern, Battle Creek, Michigan. Call at your earliest convenience or send address and references. 756

Cigar salesmen, traveling, salary, expenses; paying position; secure territory now. Experience unnecessary. A. Landmark Co., Denver, Pa. 719

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 342

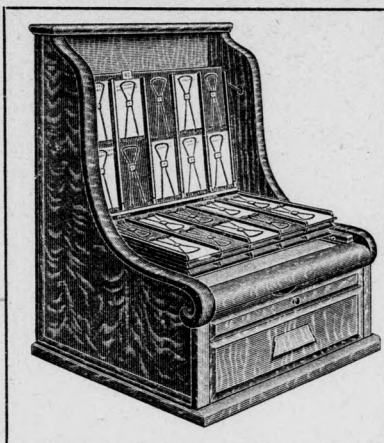
W. H. McINTYRE & CO.

Manufacturers of
Automobile Delivery Wagons
Auburn, Ind.
Send for Catalogue

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



A Practical System For Handling Accounts

THE SYSTEM

That handles your accounts with the **least** expenditure of **time**,
With the **least** chance for **error** or **confusion**,
With the **least** **expense**,
That gives you **complete** details and **information** regarding your business,
That keeps your accounts **protected** from **fire**,
That puts you in position to **collect** your **insurance** in **full** in case you should have a fire,
That assists you in **collecting** your **accounts**,
IS THE McCASKEY ACCOUNT REGISTER SYSTEM
Nothing to compare with it.
Don't you think it's about time to investigate? Information is free.

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

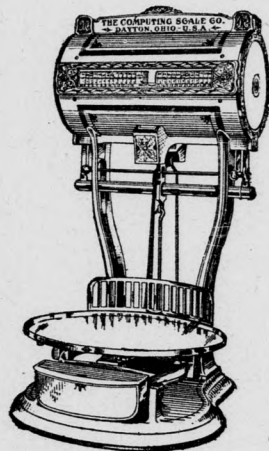


SALES BIGGER EVERY YEAR

And the Moral of it is: "Because the coffee is ALL RIGHT." It must be a mighty satisfaction for a manufacturer to be able to honestly and truthfully draw such a moral from existing conditions of prosperity as do our friends, Dwinell-Wright Co., of Boston and Chicago. Let the good work go on ad infinitum, and may the few dealers who are not now selling "White House" Coffee come right into the fold of companionship with this superb blend which makes "easy money" for the thousands of grocers handling it.

Distributed at Wholesale by
Judson Grocer Company
Grand Rapids, Mich.

A Spiral Spring Can Be Extended



The new low platform
Dayton Scale

It was **examined** each day by the deputy city sealer and found **absolutely correct**. This total weight represents from 35 to 40 years of **actual service**.

This is surely proof enough of the exceptional **strength** and **usefulness** of our scales.

CAN YOU SHOW ME A SAVING? is the next question. Our local agent can answer this to your entire satisfaction in a few minutes by showing the scale in actual use on your counter.

The scale is not made that is **just as good**. Let us prove it!
Our free catalogue will give you some of the reasons.



Moneyweight Scale Co.
58 State Street, Chicago

Wheeler & McCullough Mgrs., 35 N. Ionia St., Grand Rapids, Cltz. 1283, Bell 2270

to **twice its length** without in any way affecting its power to **return** to its **normal position**.

How Do We Know This?

Seventeen years of practical experience and the experience of other makers of spring scales vouch for this fact; **exhaustive scientific experiments prove it**.

The Springs of a Dayton Moneyweight Scale

are over **five inches** long, therefore, they **could** be stretched until they are **ten inches** long with **absolute safety**. Our scales are so constructed that the springs **cannot** be stretched more than **two inches**, we are, therefore, using **only two-fifths** of their **normal strength**.

How Long Will They Last?

In the many years in which we have built scales we have **never** seen a **spring** which has weakened; we therefore cannot answer this question. In a recent test over **5,000,000** pounds in weighings of 10 pounds each was placed on one of our **spring scales**.

S u c c e s s

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

The Only Reason Someone Doesn't

Make as good a ketchup as Blue Label is because they can't.



The Only Reason We Don't

Make Blue Label ketchup better is because we can't.

As long as we have the finest ketchup on the market we are satisfied. As long as we create an enormous demand for it by our advertising and keep your customers buying it on account of its quality and give you a good profit, we believe you will be satisfied.

When you are satisfied,
When your customers are satisfied,
And when we are satisfied,
We figure that the problem is solved.

If you have a customer who doesn't buy BLUE LABEL KETCHUP from you, tie her closer to you by telling her to try it—you will only have to do it **once**.

Conforms to National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.



Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

Jimmy and Dark Lantern Out

You must protect yourself and your own property.

A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or a bolt of cotton. There are certain chances you cannot afford to take and going without a safe is one of them.

Write us today and we will quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.
