



**ROBERT BURNS**

Born Jan. 25, 1759

Died July 21, 1796



Still o'er these scenes my memory wakes,  
 And fondly broods with miser care;  
 Time but the impression stronger makes  
 As streams their channels deeper wear.

## A Man's a Man For a' That

Is there for honest poverty  
 That hings his head, an' a' that;  
 The coward slave—we pass him by,  
 We dare be poor for a' that!  
 For a' that, an' a' that,  
 Our toils obscure, an' a' that,  
 The rank is but the guinea's stamp,  
 The man's the gowd for a' that.

What though on hamely fare we dine,  
 Wear hodden grey, an' a' that?  
 Gie fools their silks an' knaves their wine,  
 A man's a man for a' that.  
 For a' that, an' a' that,  
 Their tinsel show, an' a' that,  
 The honest man, tho' e'er sae poor,  
 Is king o' men for a' that.

Ye see yon birkie ca'd a lord,  
 Wha struts an' stares, an' a' that;  
 Tho' hundreds worship at his word  
 He's but a coof for a' that.  
 For a' that, an' a' that,  
 His ribband, star, an' a' that,  
 The man o' independent mind  
 He looks an' laughs at a' that,

A prince can mak a belted knight,  
 A marquis, duke, an' a' that,  
 But an honest man's aboon his might,  
 Gude faith, he maunna fa' that.  
 For a' that, an' a' that,  
 Their dignities, an' a' that,  
 The pith o' sense an' pride o' worth  
 Are higher rank than a' that.

Then let us pray that come it may  
 (As come it will for a' that),  
 That Sense and Worth, o'er a' the earth,  
 Shall bear the gree', an' a' that.  
 For a' that, an' a' that,  
 It's coming yet for a' that,  
 That man to man, o'er a' the world,  
 Shall brithers be for a' that.

# 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 color-  
ing. Our vinegar meets the re-  
quirements of the Pure Food Laws  
of every State in the Union.

## The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

# HYDRAULIC WATER IS PURE

## RESULT OF ANALYSIS

By ALDEN WILLIAMS, M. D., Former City Bacteriologist

**Specimen of Water:** Obtained from tap in 80 Monroe street, connecting Hydraulic System, after a three minute flow, October 13, 1909.

**Color:** Clear.

**Odor:** None.

**Sediment:** Slight Amorphous.

**Number of Bacteria per C. C.:** 300.

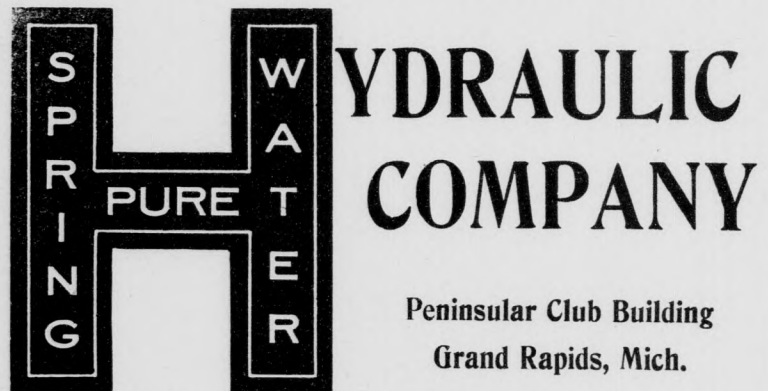
**Kind:** Ordinary Nonpathogenic water bacteria with two species of mold spore from air and three of air Sarcine. (Of no significance.)

**Result of Inoculation:** Guinea Pig Inoculation, negative.

**Remarks:** In view of the fact that Spring water develops on the average 150 to 300 per cubic centimeter and well water on the average 300 to 500 germs per C. C. I consider this water as analyzed on October 13, 1909, to be very free from bacteria. Those found are of ordinary harmless varieties, leading an entirely innocent existence, and from the small number present two conclusions can be drawn: Absence of contamination and absence from soluble bacterial food substances, which if present would favor growth. In its present condition a good water for drinking purposes and could not cause disease.

File No. 11002.

Signed ALDEN WILLIAMS



## A HOME INVESTMENT

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

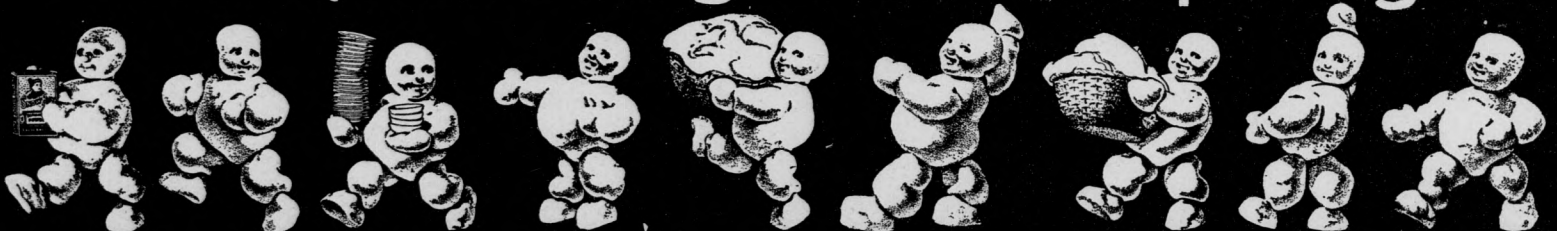
### HAS REAL ADVANTAGES

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 a dozen years. Investigate the proposition.

## 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-Seventh Year

GRAND RAPIDS, WEDNESDAY, JANUARY 26, 1910

Number 1375

## ALIEN OWNERSHIP AGAIN.

This city has reason to be proud of its principal newspaper. The Evening Press is entertaining in the matter of news, its moral tone is the highest, its courage is undoubted, its independence can not be questioned. There are few papers in the country that come so near to the ideal as to what a newspaper ought to be as does the Press, and in so many ways, and very few cities in the country have papers to compare with it. That Grand Rapids appreciates the Press is shown by the many homes in which it is a welcome visitor and by the patronage which the business men give it. Everybody reads the Press and merchants in every line of trade make their announcements in its columns, and there is every reason to believe that this condition will continue and that as Grand Rapids grows in population and in business importance the Press will grow with it in circulation and advertising patronage. Prosperous with the money paid into its coffers by the people of Grand Rapids, is the Press doing its share to help make the city greater?

Is it contributing its full quota to new industries and new labor employing institutions in this city? If the ownership of the paper rested in Grand Rapids there is no question as to where its surplus earnings would be spent or invested. But Geo. G. Booth is a resident of Detroit and the money the paper makes goes to Detroit. Mr. Booth is one of the subscribers to a new million dollar automobile factory in Detroit. Is he also a subscriber to stock in the new automobile company in this city? It is Mr. Booth's unquestioned right to use his money as he sees fit, but Grand Rapids would like to know if Detroit is to have all the benefits of the surplus which the newspaper in this city yields to its owner? Is the money made in Grand Rapids to be used for the building up of Detroit or will some of it be put into our own industries to add to our own growth and prosperity?

## CHARLES MOORE'S MESSAGE.

"Fifty years hence Chicago will be a city larger in area and greater in population than any city at present in existence," declared Charles Moore, the expert upon the remodeling of cities; a man who has been and still is most intimately related to the perfected plan for carrying out the L'Enfant arrangement of the original design conceived by George Washington and Thomas Jefferson, of the National capital city.

Then Mr. Moore, addressing the audience at the Ryerson Public Library, told how the idea—by some people who do not know called a "fad"—of developing a rational, con-

venient, healthful and beautiful city plan is by no means an American conceit. The Eternal City, seemingly a finished product centuries ago, is at present being remodeled and so it is with Paris, London, Vienna and other cities in Europe, Asia and Africa, with the United States at last awakened and a follower.

The movement is not merely an esthetic demonstration, Mr. Moore assured his hearers, so much as it is a practical illustration of business foresight. Chicago will embody an area of about 3,600 square miles within twenty-five years and, with a tremendous, constant increase in its freight handling and its multitude of great business enterprise, must, necessarily, have its means of communication and transportation as perfect as it is possible to conceive. It must, as the capital city of the Great Middle West, have its social, educational and business factors arranged in harmony and all making for a uniform development of convenience, health and beauty.

In presenting his topic Mr. Moore was extremely entertaining and informing, his talk being illustrated by scores of very beautiful views and many comprehensive and convincing maps of the Washington plan, the Chicago plan, the Paris plan and the London plan.

A majority of the members of the Municipal Affairs Committee of the Board of Trade, several city officials and many ladies and other citizens listened to Mr. Moore and enjoyed his illustrations, and the gentleman was heartily applauded.

Was the sceptic present?

He was. And, in spite of Mr. Moore's unanswerable evidence as to the expedition with which the rehabilitation of Washington and the development of Chicago's plan are being accomplished, there were numerous doubters who smiled contentedly and satisfied themselves with observing: "They are exquisite dreams, beautiful pictures, on paper, but—"

## RAILWAY SPEED QUESTION.

The great number of serious accidents from train derailment now claiming attention bids fair to bring the speed problem into more extended consideration than it has ever received. Whether the seeming increase in frequency is a result of the rapid growth of railway traffic or of the deterioration of equipment or roadbed from use or from a letting-up in thoroughness of inspection, or of all these, the fact is apparent that there is a destruction of property sufficient to demand investigation, while the loss of life makes it an humanitarian consideration.

There are many phases of the problem. The idea is quite widely ac-

cepted that trains are run rapidly on account of popular demand. There is, doubtless, foundation for this, but if the ratio of increase in accidents continues there may be a change in public opinion. When it is considered that rapidity of movement means a corresponding increase in amount of business done in a given time, it is not strange that the demand for speed finds willing ears. When the management figures that an equipment at a given speed will do enough more business to not only meet the increased cost of wear and tear and heavier equipment, but the risk of destroyed trains and damage suits it may become necessary for other interests to have attention.

If the railways can not be trusted to give the best consideration for the public safety a few weeks more of the present series of casualties will begin to have an influence. One phase of this influence will not appeal with sufficient force to gain recognition—the fear of the danger will become manifest in decreasing travel. This, however, will not serve to secure the speed regulation necessary for the proper consideration of human life. Such measures must eventually be taken by either federal or state authority or both.

It is not the thought of the Tradesman that there will ever be a radical decrease in the speed of train schedules, but there must be a more thorough regulation. As it is, the responsibility is placed on one man provided with most inadequate means of knowing just what is his rate of speed. It is significant that many of the recent disasters were due to fast running on curves. In one, the recent Canadian holocaust, the train was passing from a curve onto a bridge; in another a train went rolling down the mountain from a curve.

The Tradesman predicts that in the not distant future more cognizance will be taken of train speeds. There will be placed reasonable limits of speed under varying conditions of roadbed. On straight away track of proper weight and ballast there will be a certain limit of speed. On curves of a certain radius, or radius and gradient, a corresponding limit, and so on throughout.

There will come with the demand a better means of knowing just what a train is doing. Not only will a speedometer or other means keep the engineer to correct performance but further check will be provided in the use of means to measure the car speed independent of the locomotive.

Of course, speed is only one of many elements of railway danger to life, and the others must come in for regulation unless managements wake up to the requirements of the proper consideration of the value of life.

## IN THE MATTER OF NAMES.

Naming the baby is an important piece of business in most households. The selection may not be at all to the taste of the baby when it is grown, but then it is too late to change a name which for any reason is obnoxious to its owner. It very often happens that well meaning parents embarrass bright children terribly and lay a handicap on them all through their lives by the curious names attached when they were too little to object or even to know. But then, after all, what is there in a name? The old adage is right when it says that a rose by any other name, etc. Still for all that a believer in this maxim would sooner name a girl baby Rose than Asafetida. This whole subject of naming babies has become acute since the Danish scientists declared that Dr. Cook never saw the North Pole. Some enterprising parents presented with babies about that time selected Frederick Cook as a name and now they wish they had done differently.

When the child is christened formally and the name Frederick Cook Jones is put down in the registry book of the parish there is a certain formality about the ceremony which seems with some to make it indelible. Otherwise there are some parents who, having made no formal record of it, change the name two or three times perhaps until they get one to their liking. The newspapers tell of several instances where Frederick Cook was chosen and where since then there has been great regret on that account. There are very many Grover Clevelands and Theodore Roosevelts, etc., for it is a very common practice to name a child after some famous man of national, state or local importance or interest. It does not often happen that a man who acquires widespread fame loses it as quickly as Dr. Cook did, but the inference if not the lesson which can be gained from the occurrence referred to is that after all it is safer to name a child after a person who is dead, because death at least prevents the undoing of any of the good previously done. There are enough dead men and women of fame to furnish names for all the babies whose parents lack originality enough to choose their own.

There are only two things in the world to worry over: The things you can control and the things you can't control. Fix the first, forget the second.

Many a woman would require less time watching her husband's morals if she spent more attention on his meals.

## LEARN THE RULES

## So As To Stay To the End of the Game.

I do not believe that modern business and professional men are working under such a pressure and at such a pace as necessarily to shorten their lives. While there is greater draft on the powers and vitality of men today, there is also increased ability to meet it.

The modern attitude toward the well being and upkeep of the human machine may fairly be likened to the present day attitude of great corporations toward their mechanical departments. Looking back fifty years into the early days of railroading, for instance, one sees an appalling disregard of the chief principles of economical management. Locomotives were allowed to rust away in the open air. When not in use they were drawn upon sidings, and comparatively little attention was paid to cleaning and oiling them. Repairs were made only when absolutely necessary.

Recently, however, there has developed an idea that the highest degree of railroad efficiency demands an everlasting oversight. Repairs must be made even before they become necessary. Bearings must be kept clean always. The best grade of oil means the highest service, and the longest life for these bearings. Groomed like fine race-horses, the locomotives go forth for their daily trips at a speed that would have been the death of their ancient brothers.

The same improvement in the methods of the upkeep department of the human machine may be noted. It is true that scarcely a day goes by but what we read of men who have dropped from the ranks with shattered nerves. This is usually ascribed to overwork. We frequently hear of men who in despondency take their lives, and there is a constantly increasing percentage of the population in insane asylums. The sanitariums for the broken down are multiplying. I know also that many business men are going "the pace that kills," and the way they live accounts for the fact that their children have not inherited their vitality and power to work.

It is also undeniably true that no period of the world has seen so many men working so hard and so continuously at that which is so engrossing, and that more and more, particularly for the world's leaders, involves less and less of muscular exercise, less of outdoor life and fresh air, and yearly more pressure upon the mind and the emotions.

But along with this increase has come an augmented appreciation of the need for an expert upkeep department. The human locomotive to-day moves along the rails of time at a speed which frightens those who see only the speed. The morbid, pessimistic phrase, "the pace that kills," has been seized upon by them as descriptive of the modern business life. That men do break down under the strain of their business activities is true, but when such breakdown oc-

curs before the human machine has run its allotted time, the fault may usually be found in the upkeep department.

And yet there are many men who seriously overwork, even among those who lead otherwise well ordered lives. This conviction has come to me through the daily observation of American men of affairs who carry large responsibilities successfully and without detriment to their health year after year, whose children are vigorous and have no less vitality than their parents. It is not my purpose in this article to defend the faith that is in me so much as it is to account for what I believe to be the fact and at the same time to indicate the main lines of development which generally distinguish the men who succeed from those who fail in living wholesomely and carrying on their work.

How, then, does it come about that the great mass of business men are able to work harder than they have ever worked before?

The modern pace in business and professional life is made by two things: increase of opportunity and increase of vitality. Newspapers bring to us the news and opportunities of the world, the achievements in scholarship as well as in business. The postal system and the telegraph, the stenographer and the telephone enable us to do business with a speed which was unknown to our grandparents. To telephone a business transaction eliminates the time involved in going to see the man, although it does not lessen the thinking necessary. It is another case of shortening up the mechanical side of the process without shortening up the mental expenditure. The fact that men are living and working closer together also increases the opportunity for rapidity of social relations.

A little more than a hundred years ago, only about 4 per cent. of us here in America lived in cities. Now something over 30 per cent. of us live in cities; and if we take the more settled Eastern States the figure runs up to something like 60 per cent. Modern facilities of transportation open markets far from the sources of supply and hence permit the building up of big businesses in a way that is relatively new.

The comparatively small amount of business which our grandfathers could do in a day could not have been increased much by merely increasing the speed with which they worked. They did not have the mechanical facilities for greatly increasing the output of their work.

Opportunity alone, however, would not increase a man's working power, and I am inclined to believe that our forefathers worked as hard in proportion to their ability as we work in proportion to ours. I believe that we have a far greater working power than our forefathers had, for our bodily machines are better taken care of. Up to recent times, the great bulk of human vitality and life was poured out in unnecessary disease, and the lives of most of the people of the world have, during all the centuries

of human existence, been either lost or enfeebled by diseases which are now largely conquered.

In the single year of 1348 the bubonic plague attacked almost every town and village in England. Smallpox up to a century ago was responsible for the death of one-tenth of the population of the globe. Since 1793, in New Orleans alone, there have been 41,348 deaths due to yellow fever. In large areas of Northern Michigan to-day, there are swampy areas where the malaria-carrying mosquito lives and breeds, with the result that physicians there say that the efficiency of most of the men and women is not over 50 per cent. of normal because of the malarial poison with which they are infected. Yet any community can now be rid of all malarial disease and thus vastly increase its power to live and to work.

One of the most brilliant wars that human kind has ever been engaged in is that against tuberculosis, which now is responsible for the death of about one out of eleven of the total population and of more than one-third of all who die between the years of fifteen and thirty-five. It also saps vitality and reduces the level upon which people live.

We now know that tuberculosis in its early stages is curable and that it is entirely preventable with the measures already at hand. Those who have studied the subject most tell us that people now living will see the day when it will be as difficult to find cases of tuberculosis for study by medical students as to-day it is difficult to find cases of smallpox.

We do not forget, however, that pneumonia is increasing, one out of ten of all deaths in the United States being due to it. Cerebro-spinal meningitis is increasing. Cancer, syphilis, and diseases of the heart, arteries, and kidneys are increasing. But the great fact remains that the causes which have been responsible for the death of most of the people in most of the ages of the world are now removed from the civilized world, and all the vitality which was spent by these diseases is available in the prolongation of human life and in the increase of its breadth, power, and vividness.

This, then, is the first great reason why we have more vitality than the people of the world have ever had before. Our human engines are kept out of the repair shop by the efficiency of the upkeep department and the full power is more readily available. We are now able to use our vitality for living instead of spending it in disease.

It is but four centuries since the average length of life in Europe was but twenty years; so many persons died in infancy and youth that the average length of human life was reduced to one score. To-day the average length of life here in America is forty-four for men and forty-six for women. In Sweden the duration of human life is now fifty for men and fifty-two for women. In four hundred years we have more than doubled the average length of life.

This, however, is not all of the story. We are using the increased vitality far more wisely and conservatively. We are expending the precious coin of life more judiciously. We are playing our game of high vital finance with closer regard for its rules than has ever before been done.

In these days we are in the habit of railing at foolish disregard of the laws of health. When a city has an epidemic of typhoid fever due to the contamination of its water supply the whole country is shocked at the terrible disregard by that community of its water supply. But this very railing at the disregard of health laws by the community is a new thing. It implies a new standard of living. When some prominent person dies there is likely to be considerable discussion as to the care of his health, and if he is taken away in middle life we are likely to say that it was due to some violation of the well known laws of health. This, too, implies new standards and a new attitude toward personal health.

It is no longer the fashion to be proud of semi-invalidism and to discuss symptoms with one's friends. The time when the clinging invalid was the type of the refined woman has passed, and such an one now is obliged to apologize for her inability. The public interest in the subject of health is nowhere better indicated than on the advertising pages of the periodical press. Sometimes as much as 20 per cent. of the advertisements in a magazine is given to these topics. We find health foods, breakfast foods, brain foods, foods easy of digestion, and foods for children exploited with all the skill of the modern publicity man.

This new interest is shown also in the reading matter. In a recent examination of a dozen of the most popular magazines published in a single month I found fourteen articles which related directly to the conservation of personal health in one form or another. This is the response of the editors to public demand.

Popular books on health have a vogue which they never have had before. Would it have been possible twenty-five years ago to arouse such a general interest in the chewing of food as has been aroused by Mr. Fletcher? He has succeeded in adding a word to the English vocabulary. It is not merely that he has an attractive manner of presentation; the public was ready to be interested in things of this kind.

Heavy, regular drinking is not so common among professional and business men as it was a century ago, and the man who drinks heavily is now censured. The prohibitions which hedge about railroad men in their use of alcohol are detailed and rigorous, for it is now known that the man who drinks is more likely to be untrustworthy at times than the man who does not. This is also true of police and firemen.

Then, again, exercise is generally recognized by our business and professional men as an important agent in the upkeep department. I do not

mean that they all take the exercise which they know is advantageous, but there is a general conviction that a man who does take exercise is better off than one who does not. Hence the extensive sale of dumb-bells, Indian clubs, chest-weights and various other athletic paraphernalia and the enormous growth in outdoor activities for adults.

Hunting is pursued as a sport as it never has been. I have never yet been up the Hudson River, winter or summer, daytime or night, that I have not seen men fishing from pier or bank. I can not imagine that it is any economic need which drives these men to fishing or that it is any extensive expectation that they will really succeed in catching fish which will be worth while. I have, indeed, seen fish caught large enough to eat, but most of them are so small as to require careful scrutiny to distinguish between bait and fish. Most of them, however, never catch anything, but it is out-of-doors. The tremendous enjoyment in golf is another indication. The enormous development in the use of automobiles, motor boats, and the like, also adds to the extent of this movement.

There is a general recognition of the need of vacations, and employers provide them for their employees in a way that is entirely new in business. It is a common and a new custom for business men to take week-end vacations. The hours of business are decidedly shorter than they were a hundred years, or even a generation, ago. There are hundreds of thousands of men who are working on the eight-hour day.

The fresh-air movement which has gone on coincidentally with our fight against tuberculosis has an important place in the maintenance department of life's transit system. Thousands of houses are being built with porches suitably screened so that people may sleep on them. Not merely those who have tuberculosis use these, but people in good health find outdoor sleeping beneficial. It has been discovered that fresh air helps to make life more vivid and more real.

Nowhere, perhaps, is the difference between the old and new in public sentiment more evident than in the changed attitude of the colleges toward matters of health. The pale, thin chested scholar of the past has largely disappeared. He exists no longer, even as an ideal. We find in the cartoons representing college life, which so often faithfully reflect public opinion and practice, the college student represented as erect, vigorous and wholesome. The college man or woman is expected to have good circulation, good digestion, good sleep, and to observe reasonable hours of work and exercise. Student life now is a far more balanced human life than the life of students has ever been.

It is not alone the physical aspects of health in which we observe progress of better opinion and intelligence, but already in important matters of mental hygiene a large portion of the community has come to

believe that certain mental states may be more or less deliberately controlled. Many so called "new movements" have aided in this so called "new thought" mental healing. Christian Science, "don't worry" clubs and the like have disseminated the information that mental and emotional states are directly related to health. The habit of cheerfulness is now generally regarded as associated with the habit of health.

Of equal significance are those matters which refer to the hygiene of the city. We are inclined now to classify cities, among other things, according to their care of streets. We provide sewerage systems by which the city may keep itself clean. Public baths are becoming common. New York City alone last year spent about \$400,000 in this one direction. We insist that the water supply for our cities shall not only be clean to look at, but that it shall be free from the germs of disease; and we spend countless thousands of dollars in seeing that this shall be brought about.

We are also taking care of our school children. The public information is reaching the point where we insist that the schoolroom shall be well lighted and clean, and it is becoming clear to American communities that to spend the money of the city in trying to teach a child to read who can not see the printed page well enough to distinguish the letters is foolishness.

More and more physicians are being asked for counsel with reference to living. I like to call this "biological engineering" or "constructive medicine." People go to the physician not merely to be cured of their diseases, not merely to be shown how they may avoid diseases, but—more important often than either of these—to discover how they may so order their lives as to get the most out of modern conditions. Each man presents a different problem. I once knew of a man whose duties involved taking his sleep at irregular intervals. This was a case where he should have put the whole matter in detail before some wise physician who would have shown the man how to make the best of his difficulties. He would have shown him how to live in his own particular environment so as to get the most out of the game. It is the function of the physician from this standpoint to show each individual, with a specific study of his own personal characteristics and all the necessary complications in which he lives, how to live most effectively. The physician does not raise impossible standards. This is a new function for the medical profession which the public is only just beginning to appreciate.

We have done two great things: We have vastly increased our store of vitality and we are learning more wisely to expend the vitality that we have. We must no longer think, then, of our modern pace as "the pace that kills." We must think of it, rather, as the pace that arrives. It brings success, and success is the greatest tonic in the world. Success make life vivid. The pain we have in

the striving disappears in the pleasure of victory. Success is already a victory that can only be won legitimately—won in accordance with the rules of the game.

There is a tendency among some with a superficial view to contend that the modern health movement is taking up too much valuable time and energy. Health and hygiene, they say, are becoming objects in life. This is no more true than that upkeep of equipment is the object, in itself, of a railroad.

This vivid pace of modern life can only be carried on successfully by most of us during the years of a long life by a rigid observance of the laws of life. The faster and more intense the life, the more exact must be the observance of its laws. The price of freedom is intelligent obedience.

Take, for example, such men as Weston, the pedestrian, who at the age of seventy is still able to maintain across the continent a pace which would kill any thoroughbred horse; the pugilist, "Bob" Fitzsimmons, who for nearly thirty years has been contending in the prize ring, is now preparing to contest for the championship of Australia; and the bicycle racer, "Nat" Butler, who has been for the last quarter of a century subjected to the tremendous strain of the race track, has contended in dozens of six-day races and at present is an old bald-headed man, is still one of the fastest men in the world.

With these men and others like them, keeping always in fine physical condition has become not an incident, but a fixed habit. When I see splendid careers, like those of Dr. Eliot, E. H. Harriman, Russell Sage, J. P. Morgan, Judson Harmon, Grover Cleveland, William M. Laffan, John Marshall Harlan, Nelson A. Miles, Theodore Roosevelt, and President Taft, I see victorious athletes who have kept the pace by obeying the laws.

The men who have fallen from their places of leadership just when the world most needed them and when they themselves had accumulated that experience and wisdom which qualified them for attainment far in advance of their accomplishment have fallen because they did not play by the rules. The most interesting and richest part of life should be its years of old age, with the retention of vivid mental power, and behind one long years of successful experience. The supreme joy of seeing things done, achieved, completed, is theirs. The man who dies in his forties or fifties dies in the midst of the battle and before the hour of triumph.

The conclusion of it all is: play as hard as you like, but play by the rules—stay to the end of the game, take share in its sure victory and the plaudits of friends and public. Violate the rules and you will be out of the running and put off the track by the Great Umpire. To be obliged then to live on for years watching the great game, but physically unable to take part in it, is tragedy. It is

like being taken prisoner by the enemy and being compelled impotently to watch the game on which one's all is staked. Go to the expert to learn the rules, and then play by them.—Luther Halsey Gulick in World's Work.

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Power Co.**  
Grand Rapids, Mich.

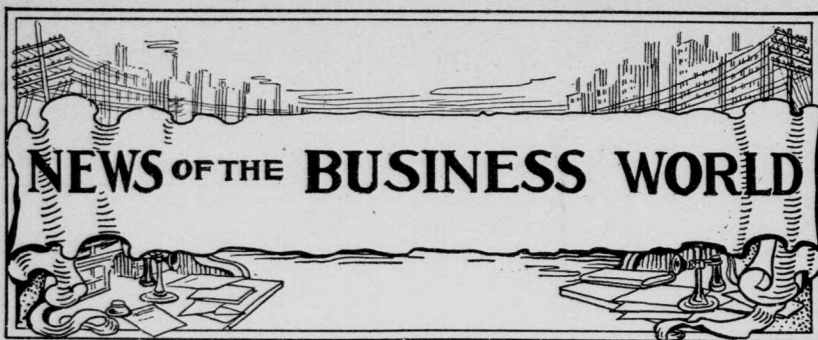
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**Tradesman Company,**  
Grand Rapids.



### Movements of Merchants.

**Delta Mills**—George Wait has opened a grocery store here.

**Fife Lake**—E. B. Gibbs will shortly install a feed mill here.

**Tecumseh**—Samuel J. Kerr has engaged in the bakery business here.

**Tustin**—Ray Brott succeeds Frank Gallup in the mill and feed business.

**Calumet**—Philip Levy will open a men's furnishing store here about Feb. 1.

**Bangor**—S. Martindale & Son succeed A. Van Dozer in the grocery business.

**Muskegon**—Edward Davidson succeeds Andrew I. Hopperstead in the oil business.

**Bay City**—The Pierce-Nye & Budd Co. has changed its name to the Pierce-Budd Co.

**Otsego**—N. E. Herrick has closed out his stock of baked goods and retired from business.

**South Haven**—A. Leach, recently of Glenn, has purchased the grocery stock of Mrs. J. Ballard.

**Kalamazoo**—The Kalamazoo Savings Bank has changed its name to the Kalamazoo City Savings Bank.

**Lansing**—H. S. Ives has engaged in the grocery business here, moving his stock and fixtures from Mulliken.

**Eaton Rapids**—Minnie & Tubbs have added a line of agricultural implements to their stock of hardware.

**Albion**—The New York Racket Store has opened a branch at 115 North Superior street, to be known as the Albion Bazaar.

**Hillsdale**—O. R. Lethererm, grocer, in business for a year, has filed a petition in bankruptcy, with assets somewhat over liabilities.

**Frankfort**—Otto Gudemoos and Sivert C. Glarum have formed a co-partnership and will engage in the grocery business here Feb. 1.

**Charlotte**—G. H. Tubbs will conduct a meat market in connection with his grocery store. Thomas Waddell will have charge of the market.

**Sault Ste. Marie**—C. Talarico succeeds Catizone & Rizzuet in the meat business. The market will be under the management of Louis Minidier.

**Dowagiac**—A. J. Sikes has sold his stock of meats to Fred Acker and Floyd Kelly, who have formed a co-partnership and will continue the business.

**Hillsdale**—Bain & English is the name of a new plumbing firm, the junior member having been connected with the Gardner Hardware Company.

**Kalkaska**—Louis Odell, who is clerking in a clothing store here, has won the first prize of \$50 for the best displayed window of its goods, offer-

ed by a big underwear manufacturing firm. The competition was open to the United States.

**Allegan**—Charles Maloy has purchased the interest of his partner in the implement business of Maloy & Dewey and will continue it under his own name.

**Allegan**—B. F. Foster has resumed control of the stock of farm implements he sold to Griffith & Co. last year and will continue the business at the same location.

**Hart**—Chas. M. Kingsley has sold his grocery stock to Noble Hook and Joseph Montgomery and the business will be continued under the name of Montgomery & Hook.

**Owosso**—The shoe firm of Chase & Ellis has been dissolved, the Messrs. Chase taking over Mr. Ellis' interests. The firm will continue under the name of Rolla L. Chase.

**St. Joseph**—Richard C. Lucker has closed out his stock of baked goods and will engage in the manufacture of a cereal in the shape of a biscuit to be known as "Crispa Taka."

**Springport**—A. C. Bannister has sold his stock of general merchandise to G. W. Bowersox, recently of Albion, and will retire from business owing to continued ill health.

**Marquette**—The Manufacturers' Garment Outlet Co. has engaged in business here with S. D. Cohen, formerly connected with the People's Store, of Negaunee, as manager.

**Lansing**—C. V. Ross has purchased the wholesale and retail cigar business of the Cooper Cigar Co. and will continue it at the same location under the style of the Ross Cigar Co.

**Fenton**—Will Collins, who conducted a grocery store six miles south of here, has disposed of his stock and fixtures to Mathews & Cimmer, who will consolidate it with their own.

**Wayland**—Yeakey & Hudson, who have been in the meat and shipping business for several years, have sold their stock to A. E. Weaver, of Byron, who will take possession Feb. 1.

**Kalamazoo**—A new company has been organized under the style of the King Clothing Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

**Middleton**—Fred Ennis has purchased the harness and saddlery stock of O. S. Almack and moved it into another building, where he will continue the business under his own name.

**Detroit**—John P. Berry, dealer in sheet metal, has merged his business into a stock company under the style of John P. Berry Co., with an authorized capital stock of \$2,000, of

which \$1,100 has been subscribed, \$500 being paid in in cash and \$600 in property.

**Kalamazoo**—The Charles Drug Co., located at Paw Paw the past ten years, has moved its stock to 203 North Burdick street. The store will be under the management of John H. Charles.

**Bay City**—The Oswald Auto Co. has engaged in business with an authorized capital stock of \$6,000, of which \$3,400 has been subscribed, \$500 being paid in in cash and \$2,500 in property.

**Lowell**—Marks Rubens, who retired from the dry goods and clothing business about a year ago, settling with his creditors at 30 cents on the dollar, has re-engaged in the clothing business here.

**Chelsea**—Jabez Bacon is once more in possession of the Bacon Co-Op store, having purchased it from the stockholders at the annual meeting for \$9,000. Mr. Bacon has ninety days to pay in.

**Evart**—A. L. Brooks & Son have sold their stock of groceries to Robert Ardis, who will consolidate it with his stock of general merchandise. Milo Brooks will have charge of the grocery department.

**Howard City**—Herman Nix has decided to close up his affairs here and with his family move to Grand Rapids to reside. He will purchase an interest in the broom manufactory of his brother-in-law, Jacob VanDuren.

**Grant**—H. J. Minall has purchased the interest of Andrew Freyer in the hardware stock of Freyer, Mann & Co. Mr. Minall has been engaged in the hardware business at 42 Grandville avenue, Grand Rapids, for several years.

**Ann Arbor**—G. H. Almendinger, baker and grocer, has sold the Michigan bakery to H. I. Davis, who will not operate the bakery but will handle groceries and baked goods. Mr. Almendinger goes to Flint. Mr. Davis takes possession Feb. 1.

**Saginaw**—Harvey A. Penney has been appointed trustee for the creditors of Elmer D. McCrossen, furniture dealer, at 121 South Franklin street. A trust mortgage has been made to Mr. Penney, who is to close out the business and settle with the creditors.

**Tustin**—Lovene & Stevenson, dealers in general merchandise, have dissolved partnership, A. A. Lovene retaining the dry goods, clothing and shoes and Mrs. N. Stevenson the groceries and hardware, she also having charge of the warehouse and the handling of hay and feed.

**Jackson**—The Sparks-Withington Co., dealer in sheet metal specialties, has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000 common and \$50,000 preferred, of which \$111,000 has been subscribed and paid in in property.

**Detroit**—Charles F. Hartman has sold his stock of meats and groceries to John J. Huetteman, who will continue it at the same location. Mr. Huetteman has been engaged in the wholesale butter and egg business for eight years and Treasurer of the De-

troit Butter and Egg Board for the past four years.

**Bangor**—W. W. Whitney, who recently moved here from Chicago, has purchased a half interest in the business of the Black River mills, and will hereafter, in company with M. D. Trim & Son, devote his energies toward enlarging the business. Mr. Whitney has had a wide experience in the milling business.

**Honor**—Cruse & Stacey, dealers in general merchandise, in company with Bert Tillie, have purchased the Bert Schurer general merchandise stock and lumbering business near Gaylord and will continue it at the same location under the management of John W. Cruse. Conklin Bros. have taken over the tin, granite, cutlery, fishing tackle and sporting goods and added them to their stock of hardware.

**Menominee**—Fred Cota, the well-known groceryman, is dead from Bright's disease, with which he had suffered for several years. Mrs. Cota is confined to her bed with a bad attack of quincy and is prostrated. The deceased was 45 years old. He had lived in this place twenty-four years. Aside from his wife, he is survived by six children. He joined the Seventh Day Adventist church some years ago and since that time has never had his store open for business on a Saturday.

### Manufacturing Matters.

**Detroit**—The Eby Auto Parts Co. has increased its capitalization from \$2,000 to \$5,000.

**Clare**—The Michigan Creamery Co. has increased its capital stock from \$10,000 to \$25,000.

**Battle Creek**—The Michigan Carton Co. has increased its capital stock from \$100,000 to \$200,000.

**Marquette**—The Marquette Tent and Awning Co. has engaged in business to manufacture awnings, tents, etc.

**Detroit**—The Detroit Leather Dressing Color Co. has changed its name to the Detroit Leather Color Co.

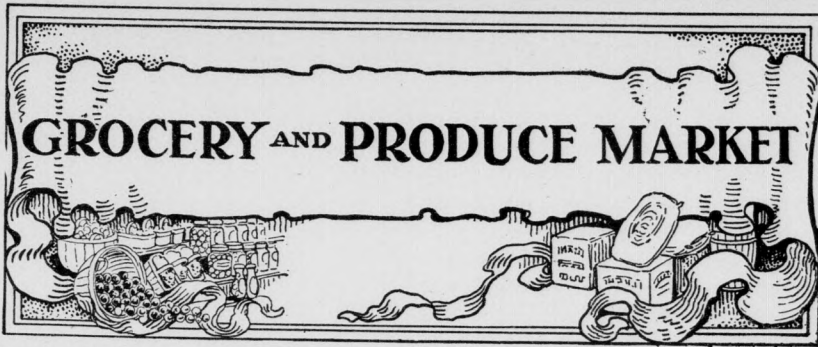
**Detroit**—The Cromwell Motor Co. has engaged in business with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

**Detroit**—Middleditch & Davey have engaged in the manufacture of tools, etc., with an authorized capital stock of \$1,200, all of which has been subscribed and paid in in property.

**Detroit**—The Hupp-James-Halloran Foundry Co. has engaged in business with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$2,500 paid in in cash.

**Plainwell**—The Plainwell Creamery Co., organized eight months ago, has failed and the matter is now in the bankruptcy court. Liabilities are scheduled at \$2,309.65 and the assets amount to \$862.34.

**Detroit**—The Michigan Smelting & Refining Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000, of which \$100,000 has been subscribed, \$5,587.28 being paid in in cash and \$94,412.72 in property.



**The Produce Market.**

Apples—\$3.25@3.50 per bbl.  
 Beets—\$1.25 per bbl.  
 Butter—There is an unsettled condition in the market, which is peculiar for this season of the year, as production does not show any possibility of an increase. The buying is light, which helps to make a weak market. Local dealers hold creamery at 29c for tubs and 30c for prints; dairy ranges from 20@22c for packing stock to 25c for No. 1; process, 25@26c; oleo, 12@20c.  
 Cabbage—75c per doz.  
 Carrots—\$1.25 per bbl.  
 Celery—\$1.25 per box.  
 Cranberries—\$5.50 for Jerseys and \$6 for Late Howes.  
 Cucumbers—Hot house, \$2 per doz.  
 Eggs—The supply of new laid eggs has been very light and, as a result, the receipts are light and everything in new laid eggs meets with an immediate sale at full prices. The present market price is extremely high for this season of the year, but we look for a better supply in the near future, which will cause a decline in the market. Local dealers pay 29@30c for country fresh, holding candled at 32c and fancy candled at 33c.  
 Egg Plant—\$1.50 per doz.  
 Grape Fruit—Florida is steady at \$3.25 per box for 96s, \$3.50 for 80s and \$4 for 54s and 54s. Cubans are 50c per box less.  
 Grapes—\$5@6 per keg for Malagas.  
 Honey—15c per lb. for white clover and 12c for dark.  
 Lemons—The market is steady on the basis of \$3.50@3.75 per box for both Messinas and Californias.  
 Lettuce—Hot house leaf, 12c per lb.; head (Southern stock), \$2 per hamper.  
 Onions—Home grown, 85c per bu.; Spanish are in fair demand at \$1.50 per crate.  
 Oranges—Navels, \$2@2.50; Floridas, \$2.25 for 176s and 200s and \$2.75 for 150s.  
 Potatoes—While no marked advances are shown in potatoes, the general tone of the market is on a firmer basis and more activity is shown in the movement than at any time during the past sixty days. Local jobbers hold at 45c. Outside buying points are paying 25@30c.  
 Poultry—Paying prices are as follows: Fowls, 11@12c for live and 13@14c for dressed; springs, 12@13c for live and 14@15c for dressed; ducks, 9@10c for live and 13@14c for dressed; turkeys, 16@17c for live and 19@20c for dressed.  
 Squash—2c per lb. for Hubbard.  
 Sweet Potatoes—\$3.50 per bbl. for genuine kiln dried Jerseys.  
 Turnips—50c per bu.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9c for good white kidney.

**Over the Telephone.**

Written for the Tradesman.  
 "Hello! Is that you, Jones?"  
 "No; this is Jones' clerk. Mr. Jones is out. Can I do anything for you?"  
 "No; I wish to speak with Mr. Jones."  
 "Then you'll have to call up later."  
 "Call up whom?"  
 "Call up later."  
 "How do you spell it?"  
 "Spell what?"  
 "Spell Later."  
 "Oh; l-a-t-e-r-later."  
 "Thank you; good-bye."  
 "Hand me the directory. The L's—O. Later. Not there. The O's—O'Later. No such name. Probably he has no 'phone."  
 "Hello! Is Mr. Jones there?"  
 "Yes, sir; this is Mr. Jones."  
 "Well, say, where is Later's place?"  
 "I don't understand you, sir."  
 "Why, Later's place of business, where you were an hour ago. Or perhaps it's O'Later. Your clerk told me to call him up if I wanted to speak to you."  
 "Don't know any such person, sir. I'll ask my clerk to explain. But there was some business you wished to talk about."  
 "Never mind that until later. Ask your clerk to explain."  
 "Hello! Smith?"  
 "Yes."  
 "I can't explain it now; but it was a misunderstanding—a very natural mistake. What was the business?"  
 "Can you meet me at 10 to-morrow to close that deal?"  
 "Yes, Mr. Smith."  
 "And then, Jones, will you tell me if Later's—or whatever his name is—is a good place to drop into when you want to get away from business for a while?"  
 "If I do, Smith, you'll have to treat. I'll see you later. Good-bye."  
 "See me later. See everybody. Later. Oh, later." E. E. Whitney.

**Why Not Be Reasonable?**

"Yes," she snapped viciously, "you said if I would elope and marry you we would fly to a land of milk and honey and live on the fat of the land. We have been here a month, and where is the milk, and where is the honey? Not even a pound of salt pork."  
 "Well," he replied meekly, "use your eyes. There isn't a place on this estate to keep a cow, and as for bees, there isn't a man in town willing to let me have a flock for their keep. As for pork, one can't keep a pig without the cow, so there we are."

**The Grocery Market.**

Sugar—Raws are lower and weak. Refined grades are without change.  
 Coffee—Retailers' stocks are very small, which caused buying to revive very soon after the usual dullness which comes at holiday time. There is no change in prices this week, but the whole line is very firm. There is a great deal being said about the valorization law, but as yet there has been nothing done and all reports from Brazil say the mild grades are very firm.  
 Canned Goods—Tomatoes are advancing and reports from Eastern markets say they are firmly held at present prices and sure to be higher in the next thirty days. Corn is strong, with just a fair demand. Most of the packers are not willing to quote future prices on corn. Cheap peas are in good demand, but stocks are low. Beans are firm and offerings are moderate. Asparagus is in demand and prices are firm. There is a fair demand for all kinds of canned fruits. Most of the trade are buying just as their needs demand, although this means some good orders as most stocks were low after the holiday trade. Prices are firm on all kinds of California fruits, especially extra and extra standard peaches. Southern fruits are dull, but are not being urged as supplies left in packers' hands, especially in the more desirable lines, are small. With the approach of the spring season the demand for gallon fruits is increasing. The market on salmon of all grades is very strong, but there is no change in prices since last week. Some grades are scarce and hard to get, as the consuming demand has grown rapidly the last year. The large pack of last season is cleaning up fast. It looks as though salmon is a good buy at present prices. Imported and domestic quarter oil sardines are in good demand, with prices the same as for some time past.  
 Dried Fruits—Prunes are somewhat unsettled and not particularly strong in the East; but on the Coast are about unchanged on a 27/8c basis, with a premium for large sizes. The demand is light. Peaches seem to be wanted at firm and unchanged prices. Apricots are scarce, steady and quiet. Raisins are still dull, demoralized and weak. The latest raisin pool has gone to pieces and the situation is back where it started from. Currants are in light demand at unchanged prices. Citron, dates and figs are all unchanged and dull.  
 Syrups and Molasses—Glucose and compound syrup are both strong at the recent advance. The demand for compound syrup is good and bids fair to continue good throughout the season. Sugar syrup is wanted as fast as made at firm prices. Molasses is firm and quiet; fine grades are scarce.  
 Tea—The market shows a slightly increased demand for all kinds and grades, with firm prices, and confirms our estimate made last month as to what the conditions would be at this time. We may still look for higher prices on low grade Japans before spring. During the month of December 76,684 packages, amounting to 3,824,775 pounds, were imported

through the port of New York and 316 packages, equal to 21,940 pounds, were rejected as not up to Government standard.  
 Cheese—Stocks are shorter than a year ago. Owing to the high prices the demand is very light. We do not look for any change during the coming week.  
 Rice—Prices are holding firm on all sorts, with, perhaps, a little firmer tone on Japan, which seems to have struck the bottom some time ago. The future market may depend largely upon the ability of the planters to secure financial accommodations which will allow them to feed the crop out according to consumptive demand.  
 Provisions—The consumptive trade is normal for the season. Stocks are light and we do not look for any change during the coming week. On pure lard and compound lard there is a good consumptive demand at unchanged prices. Dried beef, barreled pork and canned meats remain unchanged and are in good consumptive demand.  
 Fish—Cod, hake and haddock are in fair demand at unchanged prices. Red Alaska salmon is exceedingly scarce and firm, the price having been advanced several times. There is none left in first hands. Sockeye salmon is also very firm. Domestic sardines are unchanged and still rule in second hands below the first hands market. Imported sardines are unchanged and in moderate demand. There has been but a moderate demand for mackerel during the week. Prices are about steady and unchanged.

**Annual Meeting of Clark-Weaver Co.**  
 At the annual meeting of the stockholders of the Clark-Weaver Co., on Jan. 21, the old directors were re-elected with the exception of M. J. Clark, deceased. The vacancy caused by his death will not be filled at present. At a subsequent meeting of the directors the following officers were elected:  
 President—W. D. Weaver.  
 Vice-President—E. J. Clark.  
 Secretary—C. A. Benjamin.  
 Treasurer—C. L. Comey.  
 The business will be continued under the same management as before and, as soon as possible, a new catalogue, now in the press, will be sent out to the customers of the house and the retail hardware trade generally.

**Substitute for Gold.**  
 In France a substitute for gold has been afforded by combining ninety-four parts of copper with six parts of antimony and adding a little magnesium carbonate to increase the weight.  
 It is said that this alloy can be drawn, wrought, and soldered much like true gold and that it also receives and retains a golden polish. It is worth about 25 cents a pound.

The stock and lease of the U. S. Packing Co. have been purchased by the Schwarzschild & Sulzberger Co., of Chicago, which will continue the business at the same location under the management of Randall Hawkins.



**Some New Things in Store For the Women.**

Some of the advance spring styles in shirt waists show the sleeves in seven-eighths and even three-quarter length—quite a reaction from the hand covers of the past few months. Not so many silk separate waists seem to be sold as formerly, most women preferring to put the same amount of money into handsome lingerie waists. A special feature of these is that the sleeve receives a large amount of attention in the decoration. The same may be said of the collar. The coming couple of seasons are to be embroidery and lace seasons. These beautiful trimmings will run riot and nothing is prettier.

Princess slips in soft white muslin and in China silk and taffeta are going to be immensely popular for wear with lingerie gowns. If the latter are elaborately trimmed themselves, then these undergarments will be almost devoid of ornamentation, but the reverse will be true if the dress is plain. What an amount of work these combination garments will stand, from the lace ruffle at the top to the belt and from the feet to within a few inches of the waist line! It makes one pity the poor seamstresses who put them together.

A princess slip is the finest thing in the world for the lady vouchsafed an unhappy abundance of fat, eliminating, as it does, some surplus fullness of clothing around the waist and hips. There may be two, three or even four deep flounces around the feet, according to the size of the wearer. Of course, these would try the patience of a saint from Heaven to "do up," but away they fly to the laundry, where Miss Fluffy Ruffles may not be tormented with the sight of the poor girl who is struggling with her underclothing, and it comes back home a perfect dream of spotless loveliness.

The underwear that can not boast of quantities of pretty beadings is not "in it" nowadays. These cute "joiners" are quite essential to produce a neat effect at seams. Flounces are not considered properly attached to the foundation if there is no beading employed, and the latter is often three or four inches wide or even wider and fine quality ribbon is run in. The ribbon must either be white or carry out the color scheme of the toilet.

The Merchant Who Reads  
Is  
The Live Merchant  
Of  
The

Town  
The Customer Who Reads  
Our Advertisements  
Is  
The Live One  
Who  
Gets the Cream of the Bargains

The Bible Says  
"Thou Shalt Not Covet"  
But We Want You  
To Covet  
Our Merchandise  
To the Extent  
Of Examination  
for  
Examination  
Means  
To Buy

We Are Not Too Dull  
Nor Too Hopelessly Foolish  
As To Dream  
That the Buying Public  
Do Not Read  
Advertisements  
The Women Want  
Bargains  
Therefore We Advertise Them

Get a Bird's-Eye View  
Of  
Your Tout Ensemble  
Then Hotfoot It  
To  
Our Place of Business  
We'll Trig You Out  
As Fine as Silk

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, Jan. 26—Creamery, fresh, 28@31c; dairy, fresh, 22@26c; poor to common, 20@22c.

Eggs—Strictly fresh, candled, 34@38c; cold storage, 26c.

Live Poultry — Fowls, 14@16c; springers, 15@17c; ducks, 16@18c; old cocks, 10@11c; geese, 14@15c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 12@12½c; fowls, 15@17c; chickens, 16@18c; turkeys, 24@26c; ducks, 17@18c; geese, 13@15c.

Beans — Pea, hand-picked, new, \$2.20@2.25; red kidney, hand-picked, \$2.85@3; white kidney, hand-picked, \$2.75@3; marrow, \$2.85@2.90; medium, hand-picked, \$2.20@2.25.

Potatoes—New, 40@45c per bu.  
Rea & Witzig.

**Too Honest.**

Mrs. Youngbride—Mrs. Smith says there is lots of cream on her milk bottles every morning. Why is there never any on yours?

The Milkman—I'm too honest, lady, that's why. I fills my bottles so full that there ain't never no room left for cream.

**Those Ten Resolutions and What Came of No. One.**

Written for the Tradesman.

It is remarkable how the inanimate gets into us and controls us in spite of ourselves. I took up the last number of the Tradesman and there on the very cover were ten resolutions saying what "I will" do daily for the rest of the year. There is no need of copying them. Every blessed one of them has something of the burdock about it and the burdock, you remember, hooks and sticks. Now after a periodical that comes weekly has been doing that for a good many years it becomes the dearest of friends. Its serious articles are very serious indeed; its jokes the pleasantest and in due time we find ourselves consulting its columns for counsel and direction, whatever for the time being is engaging our attention. These ten resolutions, however, don't wait to be consulted. They butt right in, as it were, and looking right at you with an implied, "See here now!" say with an aggressive, protruding chin, "I will keep these resolutions and, my friend, you are going to or I'll know the reason why." Absurd? Of course it is and yet, my friend, with a good many "Wells!" and some very emphatic "Did you evers!" I cut out those resolutions and here they are now, placed on my desk, to keep me in remembrance of my "bounden duty and service."

Take that first one now: "I will finish each day's work before I leave it." It reads pleasantly enough and for a person whose day's work is mapped out for him with a fixed salary is not a hard one to follow; but for me who have to do the mapping and after that do the work it's quite another thing. Suppose, for instance, that I don't feel like finishing the work each day. When the fit is on and the thoughts flow freely and the pen finds trouble in keeping up with them I can finish the day's work early; but to-morrow comes and the brain is sluggish and the pen halts. Shall I insist on finishing that day's work before I leave it? There you have it, and still that resolution on the cover of the Tradesman without any ifs or ands tells me by the way it says its "I will" that this day's work of mine is to be done to-day on time and that I've got—notice the strongly implied imperative—to finish it, and "don't let's have any words about it!"

At first I rebelled. This is reaching the limit. No newspaper dictates to me. I do my day's work when and how I please. I finish or half-finish, as to me seems best; but the ten resolutions are where I put them and in spite of protest I think it all over and conclude that after all I'd better follow the advice that has been fired into me, to see how it works.

I have been particular about giving all this in detail because it will shorten matters later on, when the idea receives further development in what happened next door. There is where Dick Enderly lives and the ten resolutions hadn't been in his house twenty-four hours before the fun began; at least it was fun to me, for somehow it's a great deal more amusing to keep track of such things on

the other side of the back fence.

You see, Dick is one of these fellows who can always do his work to-morrow better than he can to-day, and while I don't pretend to know much about it, from certain remembered statements that have come to me, Mrs. Dick is troubled—perhaps I had better say isn't—in the same way. The breakfast dishes, for instance, are not always washed before they are needed for dinner, and there have been times and occasions when under the stress of circumstances breakfast and dinner's dirty dishes were not ready when needed. There have been times, too, when Dick's daily duties have been neglected. "Good provider, enough," the neighbors say, "but rather inclined to be slack. What Dick really needs is to have somebody take him in hand and stir him up."

When, then, Dick received his copy of the Tradesman he gave a rather explosive "Ten New Year's resolutions! One'll swamp me." He read them carefully and deliberately. "Well, they cover a lot, there's no mistake about that. Take that first one now. If charity begins at home it's a good one for Maria. Best wife a man could ask for and remain embodied in any man, woman or child that I know; and Maria, while she's the best that's made, has now and then a—a way with her that No. 1 stands for.

"Take No. 2. What will Neighbor Grosvenor's wife say to that? 'I will think no ill of my neighbors.' Caesar's ghost! That woman, so far as I know, thinks of nothing but ill of people, neighbors or no neighbors. That isn't the worst of it. She thinks and sets her tongue to keep up with her thinking; and here's a V.—it's a case where you don't have to 'bet your small change first'—that her gray matter is all tuckered long before the tongue shows any signs of weariness. If she ever brought back anything she borrowed I'd lend her this copy. It wouldn't hit her though. She'd take it and look at it and with her head tipped on one side say: 'I just like to take that over to Amelia Corbin and say to her out and out, "There, Amelia, is a resolution that you can practice to advantage, not only this year but as long as you live." Wouldn't she rave though!

"No. 3 is a corker for Bill Hayward. He and his wife are a good deal alike. Show is all they think of and live for. The idea of Bill Hayward's mortgaging his house and buying an automobile! His income is something less than mine and I couldn't afford to do it; and the way the Hayward auto rolls grandly up to the Hayward front door exactly at 3 o'clock is a caution. Two minutes later"—Don't ask me how Dick knows—"out comes her Imperial Highness in the costliest auto costume the shops can furnish—wonder if any of the mortgage money went for her last sealskin—and with her head up and her nose in the air off she rolls. Six to one the chauffeur doesn't get his wages when the month comes 'round. Humph! Strange what funny people there are in the world!"



So from the first to the last Enderly went through with the resolutions, assigning one to each of his different acquaintances and if that task constitutes a day's work, he had done a good one long before the sun went down. So far as Maria was concerned he decided that delays are dangerous and that, from the fact that Maria is a little touchy in regard to matters referring to her own individual self, he had better for the accomplishment of his purpose begin away off and work up to the main idea gradually. He chose the evening meal as the time and, armed with the Tradesman, he began, while Mrs. Dick was turning out the tea:

"I don't know when I've come across anything that has affected me like these resolutions. The very first one has got a grip on me and has got down into the flesh like a sandburr."

"Sort of an irritant?" asked Maria, with a "Now what's acoming?" look in her face.

"As near to that as anything, I guess. It makes me feel as if a little home treatment might not be a bad thing. I'm afraid, generally, that the day comes and goes and the day's work or the work we plan for that day easily slips over into to-morrow and we don't care. Monday's wash, for instance, is left in the tubs until any old time and where the week begins that way the rest of the week is a week of confusion. My mother used to say, 'Every day its duties make a life of beauties,' or something of that sort. What do you say, Maria, to starting in on that first resolution—well, say Sunday night? That's the time my mother used to gather the clothes for the wash and look them over so that on Monday morning bright and early—mother used to say that 5 o'clock is none too soon to be up and doing, if the washing is to be out on the line by 9 o'clock—all hands could be up and at it. She used to say that was the only way for the week to begin; that in that way the housekeeper drove the work, not the work the housekeeper, and that if the weather were favorable and the clothes could dry, a good many of the coarser things could be got off out of the way—a clear gain. Then with the washing done even on Monday the regular day's work went on without break with a chance for a little rest before getting dinner. In this way the work of Monday didn't step on the heels of Tuesday. So each day had its distinct duty and was finished easily 'before it is left,' as the resolution states. I think the idea is a good one to test; don't you?"

"I certainly do. I suppose in starting in at 5 o'clock your father used to get up and with the kindlings prepared the night before light the fire and get on the boiler and have the water good and hot by the time your mother was up and ready to use it. My father did and one of the things that came to him was pounding the clothes—not a bad idea and a man can help a good deal about the washing if he only will. How about the kindlings, Dick, and the rest of the firewood? If I remember I have hard work to get the kindlings, saying nothing about the rest of the wood;

and didn't I so lately as last week begin on Friday about getting the wood split and giving it a chance to dry? The result of that was that I split the wood myself and with a great deal of coaxing you did manage to cut up about half enough to finish the washing and Nora and I between us hacked off the rest.

"There is one peculiarity about these resolutions that you don't seem to grasp: that word with one letter that begins with every blessed one of them. It's 'I' all the way through. You read 'I,' but you think 'Maria.' Maria will finish each day's work before she leaves it. For my name read yours and then go ahead; but if you do, Dick Enderly, you'll do what you haven't done any day since I have known you. You remind me of old Hobson, whom Elder Roberts preached a sermon to one Sunday. Hobson was an old rascal, if there ever was one, and the Elder handled him without gloves. Of course, he didn't call any names, but everybody knew whom he meant and was glad that the old man had one scoring if he never had another. After church the men all gathered around Hobson to hear what he had to say about the sermon. 'Thou art the man' was the text and the old man tickled them almost to death by bringing up point after point, telling who was meant and asking him, the one supposed to be hit, how he liked it. I don't think, Dick, you are quite so bad as that; but don't you think, honor bright! that your day's work is as liable to step on to-morrow's as mine is? I do sometimes put off a piece of work, but I have a good reason for it and, my darling husband, if you were as busy with your own work as you ought to be, you never would know anything about it. The idea, too, of your telling me how your mother planned and carried out her work day after day for a week. Don't you suppose that my mother—something of a housekeeper, as I remember—was busy with the same plans or something like them and by precept and example wasn't she teaching me the same thing? If I'd let you, you'd be telling me that I don't sew on your buttons and that I don't darn your stockings and that, 'many a time and oft,' I have left undone those things which I ought to have done and have done those things which I ought not to have done and there is no health in me—which I hope you remember is from the prayer book—but, while that is true enough, it is not becoming for the pot to call the kettle black any more than it is for you to pretend that I am the only one in the Enderly family that ought to accept these ten resolutions and live up to them.

"There's another idea, Dick, that I don't like: Your knowing so much about other people's affairs and, if I may say so, so little about your own. We'll content ourselves with your own illustration. One would suppose you are 'up' in all that pertains to housekeeping. You are not and we both know it and the idea of your taking it upon yourself to tell me how to do the housework! Now I'm not going to object to the resolution; but,

Dick, let's be honest about it. Let's say 'we' and go in together. We are both miserable sinners. Both of us are inclined to put off until to-morrow what ought to be done to-day and both are inclined to blame the other for it. Let us stop that right straight off. Let's both get so busy with our own work, you and I, that we shall have no time to examine and criticise the work the other is doing, conceding that each knows best what is necessary and that each will do his best to accomplish it. I honestly believe that, if that first resolution be faithfully kept, the keeping of the others will be comparatively easy. I know to a certainty that when I am hard at work all day long, earnestly trying to do my best with what I have on hand, I never think about What's-his-name's automobile or whether he can afford it or whether his wife's seal skin is beyond her means. My work, to be my best, must have all that is in me to make it so, and that concentrating every energy keeps me from thinking or meddling in any way with the personal affairs of my neighbors.

"What do you say, Dick, to going into this thing together, body and soul? Let's make it a partnership, or, to be strictly up-to-date, a trust. Let's commit to memory the resolution, saying 'We' for 'I' and then piously devote every energy to carry it out in spirit and in truth."

They did and it wasn't long before the neighbors were saying, "That Dick Enderly is getting so that he minds his own business."

Richard Malcolm Strong.

#### Blood of Plants Like That of Animals.

The blood of plants is like the blood of animals. The red cheeks of apples and those of the children are produced by entirely similar processes and blood is not peculiar to the animal kingdom. And this truth was discovered by popular instinct long before it was discovered by science.

The farmer gives the name bleeding to the exudation of sap from cut stems, branches and roots, and wine is called the "blood of the grape," a designation which acquires new significance in the light of modern research. It has long been recognized that no sharp boundary line can be drawn between the animal and vegetable kingdoms and that the cleft which once seemed to separate them was artificial.

It is now certain that a complete understanding of the vital processes of plants can not be gained without reference to those of animals. It is well known, for example, that the process of respiration is essentially the same in animals and plants, both of which absorb oxygen and exhale carbon dioxide formed by the oxidation or combustion of food and bodily substances.

Prof. Palladin, of St. Petersburg, recently discovered that this identity extends to the details and successive stages of the respiratory process. The respiration in plants, as in animals, is accomplished by successive stages. The complex foodstuffs are split up by the agency of substances called

enzymes without the aid of oxygen. Different enzymes called oxidalis bring about a combination of atmospheric oxygen with colorless substances called chromogens, which are thus converted into pigments.

By the deoxidizing of the living cell the pigments are again reduced to chromogens and the oxygen thus liberated attacks the substances derived from the complex foodstuffs and converts them into carbon dioxide and water, the final products of normal respiration.

The similarity of the vegetable chromogens to the substances which serve as reservoirs and vehicles of oxygen in the blood of animals appears more clear if we compare the former not with the substances of higher animals but with those of the blood of insects and crustaceans, which is colorless, except when oxidized. In general, plants more closely resemble the lower than the higher animals. Hence Palladin calls the cell sap the blood of plants.

#### Notice of Trustee's Sale in Bankruptcy.

The United States District Court for the Western District of Michigan, Southern Division.

In the matter of Frank S. Kernan (in bankruptcy), bankrupt, notice is hereby given that by order of the United States District Court for the Western District of Michigan, I will sell to the highest bidder, on Thursday, the 10th day of February, A. D. 1910, at the building known as the Elon Conklin building and formerly occupied by the said Frank S. Kernan as a drug store, in the village of Hartford, Van Buren county, Michigan, at 2 o'clock in the afternoon of said day, the entire stock of goods of the estate of said Frank S. Kernan, bankrupt, consisting of stock of drugs, patent medicines, paints, oils, wall paper, druggists' sundries and specialties, soda fountain, tables, chairs, counters, showcases, wall fixtures, gasoline lighting plant, etc., being the entire stock of goods and fixtures belonging to said estate of Frank S. Kernan, bankrupt.

Said sale will be made subject to a certain chattel mortgage for \$1,439, with interest thereon from January 1st, 1909, at 6 per cent.

Notice is hereby also given that I will receive offers to purchase said stock at any time up to said time and date of sale, and that at the time of said sale any party wishing to may raise their said bid or new bids will be received.

Said stock of goods and fixtures will be open at any time for the inspection of prospective purchasers.

The highest bidder will be required to deposit with the trustee of said estate the sum of fifty dollars as an evidence of good faith.

All sales will be made subject to confirmation or rejection by the United States District Court.

The right is also reserved by the said trustee to reject any or all bids.

Volney E. Manley,  
Trustee of the estate of Frank S. Kernan, bankrupt. P. O. address, Hartford, Mich.

Dated January 21, 1910.



DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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E. A. STOWE, Editor.

Wednesday, January 26, 1910

**STABILITY LACKING.**

"All we, like sheep" begins an old time hymn and some irreverent joker diverted the devotional bouquet of the original by interpolating once upon a time: "And a majority of us are fond of beef."

Somewhat clumsy was this quip, but many people smiled in its honor, just as many are to-day smiling over the "meat strike"—another joke, they say, of doubtful quality.

Unlike the U. S. Army boycott against the tobacco trust last June, the present protest against the beef trust is not only an unorganized, headless proposition, but it is more or less sporadic in its operation and decidedly dubious as to accuracy and rectitude.

If the patronage of the U. S. Army handled as a single unit against an enterprise declared to be non persona grata can not win in a struggle for better conditions—and thus far no official evidence has been given to the public that the boycott was effective—it is almost hopeless to expect permanently good results from the scattered and differing efforts at present directed against the beef trust.

Notice is sent out that 15,000 people in some city have signed pledges to refrain from buying and eating meat for thirty days. Then the ubiquitous statistician gets busy and assures us this means that 37,500 people in that city have agreed to live thirty days without meat.

The juggler of multiplicands and multipliers stops there. He is not such a student of human nature as he is a mathematician. He offers no approximate estimate of the backsliders among the signers of pledges; he does not figure the percentage of those who peddle their autographs indiscriminately for gain—political or social.

Meanwhile, even as the prices of meat are declining seemingly it is a safe bet that fully 50 per cent. of those who for one cause or another have pledged themselves are to-day either surreptitiously or thoughtlessly enjoying the meat indulgence.

Even although convictions follow the proceedings against the meat trust which have been instituted by the Government, we have no assurance

that the high cost of living will be very materially and permanently affected. And we will receive no such guarantee—as to food, fuel, light and clothing—until about 80,000,000 people, living between the oceans east and west and our Canadian friends to the north and the Great Gulf to the south decide irrevocably and strive perpetually and patiently, each as an individual, for a less recklessly extravagant mode of living.

Such a condition of moral unanimity is, of course, a mere ideal, but until such an uprising, based wholly upon the personal, individual initiative, takes place no other concerted action will very seriously affect any great industrial, commercial or financial trust.

Meanwhile the daily papers may continue to publish those beatific menus so well calculated to drive all who really require good hearty food, and those others who merely hold their stomachs in high regard, to desert the meat strikers forthwith.

**NO ANSWER REQUIRED.**

The other day a poor young man with no end of money to his name died suddenly in New York City. According to his light he "went the pace" and when finally he found that pace too much for him the jocund candles of his youth were industriously burned out and all that was left was a charred candlewick, drowned in a pool of melted tallow, which, prayed over and wept over, was carried away to the family burying lot.

The comments have been the usual ones, kindness with blistering tears has declared that he never was a bad boy. He had in him a kind heart and if he had had the proper training he would be alive to-day doing the world's manly work, for he was a man in his wildest moments. Justice, with the majority of mankind nodding approval, takes opportunity to remark: "That's all well as far as it goes, but it does not go far enough. It takes only a little common sense in this country or anywhere else to see and to learn the cause and effect of dissipation, and a man at 20 or 40 or 60—as old as Methuselah, if you please—knows that his hands are blacked if he handles tar; that fire burns if your finger touches the flame and that dissipation kills him who indulges in it. He, this dead young man, has reaped the full harvest he so assiduously sowed and the "ashes to ashes" did not come a minute too soon.

That may be stern justice, but in this case and in others like it mercy should season justice—enough at all events to condemn the real violator. This young man—and there are many like him—did not have half a chance. He never was allowed to try his strength to see what he could do. The sums in his schooldays were too hard and he did not have to do them. What was the use with his family millions to sustain him? Verbs flunked him later, but what of it? With his wealth to back him what need was there of scholarship? Of course he began the vices early, took to them kindly and they to him, but the old man's money would straighten out all such things.

So when the wild oats sowing began and he paid \$20,000 for a dinner to show what a good, generous fellow he was and at another made presents of costly pearls to his admiring guests to confirm that opinion, he could hardly be blamed. From his youth up he had never known denial. The difficult and he had never become acquainted and so in the presence of those who had reared him he lighted the candle of his existence at both ends and joyously watched the consuming flames as they approached each other. Need the question, Who's to blame? be answered?

It would be a savage question to ask Old Moneybags if the \$20,000 supper and the pearls and the newly made grave were worth working for for so many years; but that is about all he can show for his accumulated millions so far; and, if other rich men who are gathering in the dollars for the same purpose would only stop and think, it is more than probable that the young life will be found to be more valuable than the coin and that something better than the graveyard will be the result of their endeavor.

**A GREAT POINT GAINED.**

Whatever the circumstances, foul or fair, the main idea is to find out exactly where we stand. Until that is ascertained every endeavor for betterment is only beating the air, an aimless, hopeless contest, that in nine chances out of ten amounts to nothing if not something worse. For years as often as the summer came the Southern states and the islands to the south of them were made desolate with yellow fever. Nothing could stay its coming or check its progress, and the instant the disease broke out that part of the terror stricken populace who could immediately fled from the death-dealing district. At last measures were hit upon to stay the scourge. The cause was located and grappled with and to-day there is no longer any fear of "yellow Jack," and that part of the footstool is again the paradise that it was intended to be. The cause of the fever was hunted down, and taken care of; and while the instance is purely physical, it more than suggests that the same method might be successfully resorted to in instances not physical.

Commercialism is honeycombed with graft. It makes no difference what is undertaken and accomplished in some form graft is sure to appear. "At least 40 per cent. of all the money appropriated for public use is lost in graft," said recently a justice of the Supreme Court of New York. "All things could be possible if this frightful leak could be stopped—roads, canals, libraries, asylums and hospitals—all these could be built out of graft could it only be saved," a statement well worth considering just now, because it brings the whole matter of the moral distemper to the condition the South was in when it located the fever-carrying mosquito. For years the graft complaint has been growing and spreading. As the judge said, no particular individual or class of individuals is responsible.

It is a product of our times and institutions. "It is," he said, "the people who are responsible, for by prescription they seem to have lost, or believe they have lost, their title to integrity." The statement of the condition of things is a great point gained, for without it the air-beating would have been indefinitely extended with results correspondingly disastrous.

What is to follow need not be stated. The evil located will receive the earnest attention of the nation at large. As it is grappling with intemperance and the white plague so it will grapple with this, and now, knowing what the trouble is and where it is located, it will eradicate it in time. The United States can be trusted to be true to itself. Once convinced of a misake, once believing that it is the people who are responsible and at fault, it will take itself in hand and keep itself there until the wrong is righted and the nation, cleansed of its impurity and its sin, will acknowledge its fault and correct it. Bad as we are and demoralized as we are a little looking back and comparing with what we were only a little while ago will convince even the despairing of at least a little improvement, and this is only another way of saying that as a nation we are on the gain and are sure to come out all right at last.

**THE PRICE OF A HUSH.**

When a contagious disease appears there is too great a tendency to attempt to conceal its presence or nature; to belittle the matter; to hush it up. "It will injure trade." True, the suburbanite will make trips to town few and brief if he finds that smallpox is epidemic, yet it is very much better, even for the commercial benefit of a place, to make no attempt to conceal existing conditions, no matter how greatly we may deplore them. The quickest way to stamp out contagion is to turn on the limelight and let people see just where the danger lies.

A practical illustration of what the reverse method may do comes to mind: In a town of a few hundred inhabitants there were a few cases of smallpox. The matter was hushed up and kept quiet. The result was that the epidemic became general. In many cases it assumed a mild form and some of the merchants kept at their posts except for a very short time; but the truth leaked out. Isolated cases were soon found in nearby towns and an indignant community traced the matter to its source. The ill will of a wide radius was gained. People were not only indignant, but they were afraid to purchase goods at stores where it finally leaked out that the disease had been present. They eventually gave the place for many months a good letting alone; and the citizens, as well as the municipal authorities who had permitted the lax work, realized in time that a few quarantine notices posted upon the start would have proved far less injurious to the business of the place than did this clandestine method of handling the matter.

**SOME PRETTY STIFF TALK.**

The Catholic Fortnightly Review has its convictions and here are some of them: "The American college is a failure. By doing away with religious instruction it has sapped its own foundation. Education without the aid of religion is a modern delusion of the most pernicious kind. The American college is bankrupt."

It will be conceded generally that such a question in the United States, at least, depends largely upon the point of view and there are those not willing to believe that the American college is a failure any more than they are willing to admit that religious instruction has been done away with and that, therefore, the foundation work of the American college has been sapped. The American college has never been so much thought of as it is now and never in its history have its halls been so crowded with students. East and West the congestion is equally remarkable. Time has been when the statement that book and plow have anything in common was met with jeers and laughter. Learning and business were acknowledged antagonists, but that time is not now. The boy on the Western plains goes early to college and, what is more to the point, his father, white-haired and bent with years of thoughtless toil, goes with him and when both come back to the farm the crops are doubled, trained intelligence has taken the place of blinded ignorance and a better manhood and so a better standard of American citizenship has been set up wherever the American college has been allowed to do its work.

Of course, what follows now is the religious feature of the question. No education is complete without that and the manhood, to be rounded out, must have something of the Divine in it, which Christ and Him crucified alone can give. It is granted; but ever since the separation of church and state it is pretty generally believed, in America at all events, that a nation, that a community, that a neighborhood even can be deeply religious without a union of these two, and history furnishes sufficient reason for such belief. It follows, then, that the college, as a part of the community in which it is located, like the patronage supporting it, is religious exactly as the State is religious and it must promulgate and foster that religion to be even tolerated. Public opinion in this country, in spite of contending sects and schisms, is religious and its healthy condition is due to that separation sometimes deplored, but a separation, which furnishes the individual the article in the church line he wants—the main thing after all.

If it be asserted here that the college without religion, if there be such a thing, is the inevitable result of the "Godless school," the reply is that religion does not depend on a school textbook nor upon the reading of it in the schoolroom once a day or more. It was found, however, that the Protestant Bible was not, according to some objectors, the genuine

thing after all; but it was the only version that the American public would countenance. It was dropped from the American schoolroom, and while the public school teacher no longer uses the Bible as a textbook, it would be hardly correct to say that he or his school is Godless, that the college is a religious failure and that school and college alike, by doing away with religious instruction, have sapped their own foundations.

**UNPARALLELED PROSPERITY.**

The saying is too trite for quotation marks but long ago some wise-acre who kept his eyes open observed that prosperity came out of the ground and that the ups and downs of the business world depended solely upon the crops. For a time at least iron and steel took matters in hand and as they rose and fell so the commercial world, keeping tab, controlled the market; but as time goes by it is the food products that govern the rise and fall of the scales and as the earth pours forth her increase and plenty meets all demands with bursting granaries so prosperity walks abroad and smilingly contemplates the abundance with which she is surrounded.

With this as the acknowledged standard, the year just closed has been one of unparalleled prosperity. Out of the ground have come farm products to the amount of eight billion seven hundred million dollars, an array of figures too large for the mind to grasp its full meaning. It is no wonder, then, that "the little hills rejoice on every side; that the pastures are clothed with flocks; that the valleys also are covered over with corn and that they shout for joy; they also sing." Abundance is abroad and it is this abundance that comes into the mansion and the cot that accounts for the shouts of joy and the singing.

Happy experiences come in here to relate how the generous harvest in the days of old affected all who lived in the farming neighborhood. Abundance meant better things and more of them for the same or for a less price. It meant a better spread table with extras which the larger income gives. The clothes were of a better quality and there were more of them. The new buggy and the new harness, long wished for, came then as a matter of course. The farm women took a day off to go to town and so, long before the tired earth had gone to sleep under its winter bedclothes, everybody was making the most of the earth's fatness, for everybody was sharing the prosperity so lavishly bestowed. Then full crops made things cheap. Apples, when the trees were laden, could be had for the gathering. Wheat by the square mile meant a large loaf for a nickel. Rivers of corn stood for barrels of meat at a few cents a pound—a condition the prosperity covered because it meant that everybody had what was rightfully coming to him and he was satisfied with his share.

Well, now, in the face of these eight billions plus of farm products how about the general joy? How does it happen that the cost of living on the first day of December, 1909, was high-

er than at any time since the early sixties of the last century; that in this land overflowing with abundance about one-seventh of the people are living close to the poverty line; that something like ten millions in this land of abundance do not have enough to eat and are not properly clothed nor decently housed? With farm products unparalleled in the abundance this is a condition of things also unparalleled in human experience and leads easily to the conclusion that a little more of this unparalleled prosperity and the world and they that dwell therein will have about all the unparalleled prosperity they can put up with.

**NEEDLES AND MEN.**

In this educational tumult which has begun and is going on in the world one fact is elbowing itself prominently to the front, the growing tendency of the sexes to be independent of each other. The woman—Heaven bless her!—restive under the irksome and increasing restraint with which time and custom have surrounded and hampered her, has under the most discouraging circumstances removed a great deal of the irksomeness and restraint and without sacrificing any of her womanliness still reigns supreme in her ever widening kingdom. Once forced to housework and needle and, if helped by luck, to teaching for support if the fates were unkind, she can now turn her hand and her genius to any vocation she may decide to make her own, so that more and more as the years go by the offer of marriage is less and less an opportunity to choose between evils. Nor is the man less on the lookout to free himself from what he is beginning to consider a needless bondage. His father and the long line of grandfathers behind him may have been and doubtless were forced into wedlock by buttonless shirts and undarned stockings and appalling rips and tears, but not he. Under the conditions it is a mere question of economy, a choice of evils as it has already been said: A shirt without buttons or a new shirt; a hole in the stocking or a new pair of stockings; a tattered garment or a new one. Expensive? Extravagant? Well, that's the question

"And makes us rather bear those ills we have  
Than fly to others that we know not of."

In the matter of expense, what is a new stocking or a new shirt to house-

rent and coal bills and furniture and servants' hire? The new garments have it more than ten to one and the happy-go-lucky bachelors free from the thraldom of the women insist on continuing that freedom and plans the perpetuation of it.

Well, now, that being the existing condition of things on both sides of the matrimonial line society might just as well consider it and govern itself accordingly. Therefore, the man has got to learn to use the needle. It is an implement industry of the use of which he has been ignorant altogether too long, and the time has come when it is simply cruelty to send the man out into the heartless world without a practical knowledge of an art that enters so largely into his daily life.

What is needed, then, is for the boy to learn to sew. It must no longer be looked upon as something purely womanly. Taken in time the boyish fingers can be made as deft as his sister's. He, too, can learn to darn and to patch and to repair, so when that time comes—and come it must—when far from home and his mother's work-basket and the weekly wash comes back buttonless and full of holes he can, without making a guy of himself, thread his little—not big as a crowbar—needle and sew on the missing buttons and darn his stockings skillfully and quickly and then exclaims with William Tell as he stretched forth his hands to the Alps, "I hold out my hands to you to note that they are free!" It is going to be men and needles and, as things are, the quicker the better.

Surely some special credit is due the devil that invented the delusion that debating a thing was the same as doing it.

If a man is anxious to learn by his follies the Almighty is not going to deprive him of the pleasure.

It is a common delusion that we are overcoming our own sins by advertising those of others.

Some men will not be content with their polish until they have ground all principle away.

Some are so anxious about their endings they never get around to making a beginning.

No man ever paid too little for a selfish indulgence or too much for the joy of sacrifice.

**THE LAW REGULATING CHARGES**

The charges for administering estates as administrator or executor are regulated by law, and are determined by the personal property of the estate collected and accounted for by the executor: briefly, 5% on the first \$1,000; 2½% on the next \$4,000, and 1% on all above that. Bear in mind that this is figured on personal property, such as cash and mortgages; real estate cannot be figured in.



**THE MICHIGAN TRUST  
COMPANY**



### NINE HUNDRED BUYERS.

#### Largest Number Ever Recorded During January Sales.

The opening of the spring furniture season ends with this week. Buyers will continue to come scattering along clear up to the next opening, but the rush is over, the traveling salesmen will hit the trail and in the factory the hour of industry will rise to a higher pitch. The season has been very satisfactory. The buying has not been profuse but the volume has been larger than a year ago and the optimistic spirit that pervades the trade is a good promise of mail orders. The number of buyers in market this season has been more than 900, or 100 in excess of the best previous January opening. There has been an unusually large number of strangers among the visitors, of men who have never before come to market. Some of these strangers were from the smaller towns; they bought modestly but were eager to see everything and to meet others of their kind and to learn, and as a result of their visit they will be better furniture men and prepared to become larger buyers. The West and the Coast, where small towns become sizable cities almost in a night, contributed many strangers, and they bought with a fair degree of freedom, for the New West is prosperous and progressive and has the money to buy good furniture.

The orders have not been phenomenal at this opening, but the local manufacturers have enough of them booked to insure a busy spring in the factories. The buyers want their goods early and the manufacturers are more than willing to get the shipments under way with as little delay as possible, as this tends to eliminate countermands, allows a margin for possible delay in transit and also clears the decks for those orders that are expected later by mail and through the travelers. As rapidly as possible more men will be put to work in the factories and very soon the factories will be working to capacity. There are economic reasons for a rush at this time. The labor market is easier now than it will be a couple of months later. When spring opens the finisher may become a house painter or decorator, the cabinetmaker may become a carpenter and the laborer may prefer an outdoor job, and the factory may have to look elsewhere for help.

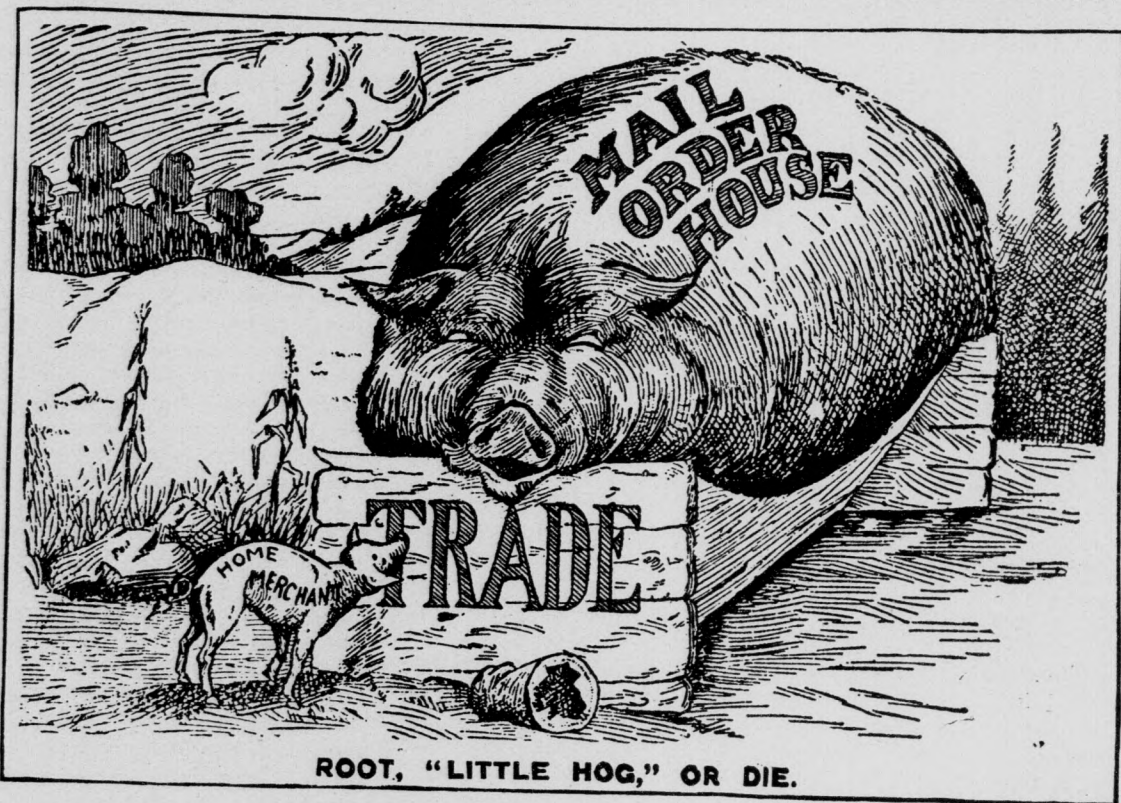
There was a genuine scarcity of skilled factory hands in this city last fall, and with many of the factories increasing their capacities a greater scarcity is anticipated this spring. The Employers' Association, anticipating the needs, has been active in bringing in more help. Since September, through the efforts of the Association, 334 artisans have come here for employment, coming from 128 different towns. It is hoped that many more will be secured this season—enough to supply the demand. These

men are not brought here by false hopes of extravagant wages and easy bosses. The wages here are equal to the wages paid elsewhere, but in this city there are forty-four factories and this means forty-four chances to get a job, while in other towns the factories are limited in number and so are the chances. Many factories mean steady work and that is an argument that appeals to industry.

One of the greatest problems of the manufacturer is to secure competent help. Men who half know their trade are plenty enough, but the high grade workman who knows his trade thoroughly is not easily found, and when he does appear he is treated with respect and consideration and is never out of a job. When work falls off the incompetents are the first to go, while the men of ability stay, even although the manufacturer

ket. It involves the right of shippers to unite to fill a car to secure the carlot freight rate. The official classification rules provide that to be entitled to the carload rate the goods must be delivered at one forwarding station in one working day by one consignor to one consignee and destination and that the consignor or consignee must be the actual owner of the goods. This rule was made originally to checkmate the forwarding companies who made a specialty of handling the household goods of migrants to the West. A single family would not have enough furniture to fill a car and would have to pay the less than carload rate. The forwarding companies would bunch up enough of these shipments to make a full car and split the difference in rate with the owners of the goods, who in this way could save about \$100 on a carload to the Coast. The rule originally

month. If the court holds that the rule is valid, that shippers can not bunch their consignments, the effect can not but be very harmful to this city's Western trade except in carlot orders, for the freight on small shipments will be almost prohibitive and will place too much of a handicap on the small dealer. If the decision is in favor of the shippers the Grand Rapids manufacturers will probably organize a forwarding company of their own to handle not only the Western shipments but the shipments to other districts as well. The plan would be to have a furniture warehouse where all the less than carlot orders would be delivered, there to be sorted and assembled and as soon as enough for any destination had accumulated to send it off. The forwarding company would have its own expert packers and loaders to properly handle the goods, and this in itself would be an



ROOT, "LITTLE HOG," OR DIE.

The mail order house is like some gigantic octopus which, not content with reaching every village, is going into the large cities. We believe that they must have started in business with the motto: "Get business, honestly if you can—but get it." Judging from this illustration they seem to be "getting it." The cartoon expresses it exactly.

must strain a point to keep them going. This condition is very well understood by the factory hands themselves and it would be supposed boys and young men would appreciate the importance of thorough knowledge. Some of them do and by home study and night classes strive to improve themselves, but how many live for the present only, with no thought for the future and little preparation for the time when a steady job is the thing most desired. The lack of a proper apprenticeship system is responsible for much of this carelessness and future incompetence, but the boys and young men are themselves to blame for not profiting by the examples on every side of them and guiding their own course accordingly.

The manufacturers are waiting with much interest for a Supreme Court decision that means much for this mar-

intended to apply only to household effects was soon applied to all freights. No interest was harder hit than furniture and no producing locality more seriously affected than Grand Rapids. The West and the Coast buy largely in this market and many of the orders are small. The manufacturers to save freight have been accustomed to unite to fill cars for the West, either by mutual understanding or through a forwarding company. When the railroad indicated an intention to enforce the rule the manufacturers sought to evade it by assigning the goods to the forwarding company, and then the forwarding company made affidavit that it was the actual owner of the goods. The question of the railroad's right to deny the shippers the privilege of assembling their freight to make full cars has reached the courts and a final decision is looked for some time next

important factor in insuring safe delivery.

#### Sign Language.

An English ethnologist has discovered that deaf-mutes are frequently able to understand the signs used instead of words by many savage tribes. Thus in Berlin he found that deaf-mute children understood, without previous instruction, the signs employed, according to Sir Richard Burton, by the Arapahoe Indians for such words as mother, sister, yes, no, truth, lie, food, thinking, seeing, trade, day.

This fact, together with others of a similar nature, indicating a striking identity in the sign language used in widely separated parts of the earth, has led to the suggestion that mankind may originally have had a "natural language" of signs common to all races.

# ANNOUNCEMENT

**I**N pursuance of our policy of giving our customers the best service possible, we have again enlarged our capacity in order to take care of the continued growth of our business.

We beg to announce that hereafter Mr. H. P. Winchester will be associated with Mr. E. D. Winchester as buyer. This addition to this department will enable us to obtain for our growing list of customers a continuance of the best grades and best lines procurable in the markets of the world.

We have combined our Coffee and Spice business with our Tea department, and have been fortunate in securing for the head of this department Mr. D. F. Helmer, who is a practical man of very high repute and ability. We will be able to give our customers the benefit of expert knowledge in these lines and believe it will promote our mutual interests.

**WORDEN GROCER COMPANY**

GRAND RAPIDS, MICH.

The Prompt Shippers



### Thoughts Suggested by High Prices of Butter.

The high prices that are prevailing for butter this winter, the so-called protective duty on butter coming into the United States, and the influence that oleomargarine will have upon the future trade of this country are the absorbing topics of discussion by the thinking men who are handling the product of our creameries at present. Sometimes the subject is talked about in the stores, and often a group of merchants take up the discussion on the Exchange, but whenever and wherever it is referred to, there comes at once the feeling that a crisis is approaching in the butter industry of the country. It is certainly time to sit down calmly and consider these matters and see where they are tending.

A few days ago I sat in a comfortable office in one of the large stores in the wholesale butter district talking with a man who is familiar with both the producing and distributing ends of the business, and I drew from him some statements that seemed to cover this problem as well as anything that I had heard. Quoting his language in the main, it was as follows:

"If I would not be misunderstood I should say without any qualification that the present import duty of 6 cents a pound on butter should be reduced to 1 or 2 cents, certainly not more than the latter. By the exclusion of Canadian or other foreign butters from our markets we create so great a shortage here that prices are maintained on so high a basis that we shall surely suffer from it later. The idea of the high tariff was to protect the dairy industry. We have passed that point and the great consuming public are demanding relief from excessively high prices of food products. Already they have turned large attention to substitutes and sales of oleomargarine are nearly 100 per cent. greater than at this time last year.

"Now, I am strong in my purpose of keeping people consuming genuine butter instead of substitutes. Public sentiment is still against oleo, but when the people get used to it and find that in character and flavor it can hardly be told from the best butter, it will be hard to get them to change back from oleo to butter. For that reason, if no other, it becomes absolutely necessary for farmers to learn to produce cheaper butter. It is doubtful that they would make much effort to do that if prices were to remain so high, but the competition with oleo is surely going to bring down the

prices of butter. If we should continue to sell butter at 40@45 cents at retail, oleo would have our market. Prof. Haecker, of Minnesota, stated some years ago that fine butter could be produced at a cost of 9 cents a pound. Suppose we double that cost and make it 18 cents to cover the increased value of feed, stock, etc. There would still be a handsome profit if the product were sold far below the prices that are now ruling.

"Statistics show that the production of butter in this country is not increasing in proportion to the increase in population and present high prices are due almost wholly to that fact. We may cast about for the causes that hold in check further increase in production and find some explanation in the fact that only a little new farm land is now coming into the dairy belt. In the older districts farms are expensive, feed high, labor scarce and there is not the same incentive to enlarge the dairy herds that there would be if conditions were different. But when I have said that I also want to say that in the great dairy States of Minnesota, Iowa, Wisconsin, etc., the importance of the dairy in retaining the fertility of the soil is being appreciated to such an extent that a well organized campaign is being started to show farmers that, if they do not want their land to run out as it has in the East, they must keep cows. Last year the Legislature of Iowa appropriated \$10,000, which is being used by a State Association in holding meetings in the towns for farmers, to show them what can be done in the way of improving the breed of cows, proper feeding, etc. Men like Governor Hoard, Prof. Haecker, Prof. Farrington and Prof. Curtis believe that the butter yield per cow can be nearly doubled. It is stated that the average yield per cow in Iowa is now about 140 pounds of butter a year, and that this can be increased to 250 pounds.

"So it appears to me that with oleo threatening, if not actually taking away a good deal of our trade, there is strong probability that the public will demand some modification of the duty. It means that the dairymen of this country will be forced to produce butter cheaper, and to accomplish this better breeding, greater care and more intelligent feeding must be followed. This will mean fully 50 per cent. increase from the same number of cows. In other words, it means intensified dairying."—N. Y. Produce Review.

Often the little kindnesses do most for the universal love.

**TRACE** YOUR DELAYED  
FREIGHT Easily  
and Quickly. We can tell you  
10W **BARLOW BROS.,**  
Grand Rapids, 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

**WANTED** White Beans  
Red Kidney Beans  
Brown Swedish Beans  
Mail Samples. State Quantity.

**Moseley Bros.** Wholesale Dealers and Shippers Beans, Seeds and Potatoes  
Office and Warehouse Second Ave. and Railroad  
Both Phones 1217 Grand Rapids, Mich.

**W. C. Rea** **REA & WITZIG** **A. J. Witzig**  
**PRODUCE COMMISSION**  
104-106 West Market St., Buffalo, N. Y.  
"Buffalo Means Business"

We want your shipments of poultry. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys for storage purposes, and we can get highest prices.

Extreme prices expected for all kinds of poultry for the holidays. None can do better.

REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers. Established 1873

**C. D. CRITTENDEN CO.**

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

**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.

**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.

**BEANS**

We handle all kinds. If any to offer mail sample, state quantity and we will make you an offer for them.

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

**The Vinkemulder Company**

Jobbers and Shippers of Everything in

**FRUITS AND PRODUCE**

Grand Rapids, Mich.

**Is Advertising Really Responsible for Extravagance?**

An alarmist in the West, while speaking at a public meeting recently, advanced the curious idea that advertising is responsible for the extravagance of Americans and stated that advertising has really made necessities of what were formerly considered luxuries. In other words, his claim is that modern advertising has educated the people of this country into spending money for things they do not really need. He claims that our present high rate of living is the result of advertising, because we never would have known about the attractiveness and the comfort of costly articles had they not been forced upon our notice by persistent publicity.

This is probably the strongest charge that has ever been brought against advertising as it is also the weakest. In parenthesis it might be remarked that in lands where luxuries become necessities there must be the wherewithal to buy them or they certainly could never be purchased, no matter how well or how persistently they were advertised. Really I should like to know just what the alarmist considers luxuries and what necessities.

Looking over the whole range of advertised articles to-day I think it will be acknowledged that those which receive the greatest—and best—publicity are real necessities, which the poorest among us might easily buy without being accused of "extravagance." Surely 10 and 15 cent packages of breakfast foods, of butter-saving syrups, of cleansing soaps and powders, or of baking powders, can not be called extravagant purchases. The "Uneda" Biscuit we buy for a dime is a mighty cheap luxury—if it be classed as such, although its advertising man is satisfied to class it as a "necessity." A scouring soap or a washing powder which the average housewife finds indispensable in her home can not be branded as a luxury simply because it costs a few cents and saves the woman a lot of time and labor!

The most largely advertised watch in the world is retailed at a dollar. Is the wearing of one of these a training in luxury or extravagance? And by a singular coincidence we find that the clothing, the hats, the shoes which are the most extensively advertised throughout the country are sold at what are called "popular prices." Far from advertising teaching us extravagance, in the majority of instances it leads us to thrift, to the absolute saving of money by pointing out where the best goods are to be had for the least money. In fact, were it not for widely advertised prices in big department store centers, the local dealers might often reap a great harvest of profits.

Probably there are a few high priced articles which are yet considered luxuries, but which intelligent advertising is rapidly turning into necessities. Under this heading might come high grade jewelry, furs, automobiles, pianos, etc. But are they not all evidences of refinement—of advanced civilization? Because our

grandmothers sat at the spinning wheel is no reason why our wives can not operate their own sewing machine.

It would be indeed a serious charge to bring against advertising if our alarmist could prove his claim that it induced people to spend money for what they did not need, because that would be proof positive of extravagance. But it gives no reason for his assertion. People are just as sensible now as in the past and it is one of the characteristics of us moderns that we do not give up our good money until we get the value of it.

It is perfectly evident from the remarks of the gentleman I am quoting that he did not mean his hearers to infer that he was alluding to the expenditures for advertising as a sign of national extravagance! He rather endeavored to cast discredit upon advertising generally as being an incentive to buy unnecessary articles—things one could easily do without and would have done without had he not seen them advertised. But I wonder if he has considered that part of the matter—what it costs the advertisers to give the public an education about their products and their uses? Does he believe—as a few misguided people still do—that it is merely a question of raking in the shekels from the gullible public, and that the advertiser gains all while the buyer loses all? The speaker seems afraid that advertising is the sole cause of our alleged national extravagance. Probably if he knew of some of the annual outputs for publicity among our big advertisers he would come to the conclusion that the real "extravagance" was largely the other way.—John S. Grey in Fame.

**Ten New Year Resolutions for the Butchers.**

- I will not cut prices.
- I will not give away fat or suet.
- I will attend strictly to business.
- I will treat my employes fairly.
- I will endeavor to do business on a nearer cash basis.
- I will use every legitimate means to increase my trade.
- I will give sixteen ounces to the pound.
- I will not advertise in programmes to favor customers.
- I will not buy tickets for fairs and entertainments, unless I want them.
- I will make a careful study of my business for the purpose of learning exactly what it costs me to run my shop.—Butchers' Advocate.

**To Sell Eggs by Weight.**

The grocers and other retailers in Toledo, Ohio, have formed a combination in an effort to sell eggs and many other articles by weight. The new rule went into effect the first of the year. The Retailers' Association announces that the public can be of great help in the new movement, as it is to the public's interest as well as the dealer's to have the system adopted. A pound is a pound the world over, they argue, and the grocer knows what he is selling and the housewife knows that she is getting just what she pays for.



**THE NEW FLAVOR**  
**MAPLEINE**  
Better Than Maple  
The Crescent Mfg. Co., Seattle, Wash.


**BAGS** New and Second Hand  
For Beans, Potatoes  
Grain, Flour, Feed and  
Other Purposes  
**ROY BAKER**  
Wm. Alden Smith Building  
Grand Rapids, Mich.

Our Slogan, "Quality Tells"  
**Grand Rapids Broom Company**  
Grand Rapids, Michigan

**PEACOCK BRAND**  
Leaf Lard and  
Special Mild Cured  
Hams and Bacon  
are on sale by all live, wide-awake, up-to-date merchants.  
**Why? BECAUSE**  
they are trade-winners and trade-keepers, on account of their being the "best in the land."  
The Lard is pure leaf and the Hams and Bacon are selected from choice corn-fed hogs and cured by the special "PEACOCK PROCESS" of  
**Cudahy-Milwaukee**




**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




**DON'T FAIL**  
To send for catalog showing our line of  
**PEANUT ROASTERS, CORN POPPERS, &c.**  
LIBERAL TERMS.  
KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

**Printers:**  
Send for Pica rule, mailed FREE on request.  
G. R. Electrotpe Co. H. L. ADZIT  
Printers' Supplies Electrotypers  
2 to 8 Lyon Street Grand Rapids, Mich.

**Absolute Phosphate**  
means that there are no other than the highest test Bone Phosphates used in the leavening power of  
  
**Jennings**  
Absolute Phosphate Baking Powder  
which has been thoroughly tested as to its quality. Will you supply your customers?  
Direct or Your Jobber  
**Jennings Baking Powder Co.**  
Grand Rapids, Mich.  
Established 1872

**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.**



Ground Feeds  
None Better  
**WYKES & CO.**  
GRAND RAPIDS

**Why not a retail store of your own?**  
I know of places in every state where retail stores are needed—and I also know something about a retail line that will pay handsome profits on a comparatively small investment—a line in which the possibilities of growth into a large general store are great. An exceptional chance to get started in a paying business and in a thriving town. No charge for my services. Write today for particulars and booklet telling how others have succeeded in this line and how you can succeed with small capital.  
**EDWARD B. MOON,**  
14 West Lake St., Chicago.

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

MEN OF MARK.

D. F. Helmer, Manager Tea Department Worden Grocer Co.

American citizenry owns to no aristocracy as it is accepted in older civilizations. Pride of ancestry it has, but from an American standpoint that pride is limited by a few generations, such, for instance, as are exploited by organizations—by many regarded as un-American—of the character of the Daughters of the Revolution and the Society of Cincinnati. It has a certain aristocracy, and will have to the end of time, based upon character and achievement. From among the country's composite population a large percentage of that aristocracy is of those who, seeking better things than their native countries afforded, turned their backs upon German homes and hopefully sought confirmation of the much advertised freedom and opportunity in America.

Without intending invidious comparisons—in effect, expressing none—American citizenship of the better class has been recruited no more largely from any one source than from German immigration. The average German immigrant, fleeing persecution and restriction, asking only that which may laudably be sought, acquires but slowly and in small measure the unattractive or actively vicious in American habits and customs and adapts himself quickly and generously to that which is best in American life. And he is not content with a negative or inert adaptation. In commerce and manufacture, in the arts and in political and professional life the German immigrant and his children have stood, and stand, high in quality and quantity among those throughout the United States who have reached distinction. In communities where a notable portion of the population is German-American this distinction is easily manifest. Cities such as Cincinnati, Milwaukee and St. Louis furnish good exemplifications of this fact. In the Missouri metropolis, in some lines, the adopted German element is almost a dominating one, not through numbers but by virtue of its aggressive, strong character. This element is of the real American aristocracy which makes for American supremacy.

Like the greater number of Germans of the better class cited, the subject of this sketch is thoroughly imbued with the characteristics inseparable from the making of the ideal American. While ever ready to grasp an idea and put it into effect his integrity of purpose has never been questioned. He is thoroughly representative of the highest class of foreign-born Americans who confer strength and dignity upon our citizenship.

Mr. Helmer, although a young man, has had a career in many respects remarkable. He has had trials and tribulations that would have bent or broken the average man, but he laughs at adversity, and his constant pertinacity and well founded faith in himself have always extricated him from the difficulties that have surrounded him. A glance at his past

career will indicate that his courage and ability will make him victor, in all likelihood, in any situation in which he may be placed.

Delbert F. Helmer was born on a farm six miles north of Lowell Sept. 26, 1877. His father was of German descent. His mother was born in Kent county, but was descended from Yankee ancestors. When he was 5 years old the family removed to Aldrich, Minn., where they lived six years. They then removed to Duluth, Minn., where they resided four years. Their next move was to Gould City, U. P., where they remained two years. The family then returned to Duluth, where Mr. Helmer remained four years. At the end of that time he removed to Milwaukee, where he began his life work in selling tea and coffee

working for some one else and concluded that Grand Rapids was about the right place for him to locate, and he came here on Sept. 8, 1897, and began business under the style of the Wolverine Tea Co. He operated from his residence at 61 Benson street and his soliciting force consisted of a horse, wagon and himself. Two years later he opened a tea store at 429 East Bridge street and subsequently opened a grocery store at 431 East Bridge street. He subsequently purchased the grocery stock at 425 East Bridge street and consolidated the two grocery stocks at that location. He continued that business until January of this year, when he sold the stock to Frank Maynard.

In the meantime he had removed the tea and coffee stock from his orig-

1908..... 130,454.09  
1909..... 166,059.42

Not satisfied with the success he has achieved in dealing with the retail trade and the consumer, and believing that there is an opportunity for still further expansion in connection with an established jobbing house, Mr. Helmer has concluded to liquidate the Wolverine Tea Co. and has, therefore, turned the business over to his partners with instructions to close it up as rapidly as possible. In the meantime he has made an engagement to take the management of the tea, coffee and spice business of the Worden Grocer Co. and beginning last Monday he assumed full charge of that branch of the company's business. This change is rendered necessary by increasing demands on the time of E. D. Winchester, who will hereafter be assisted by his brother, Harry P. Winchester, in the buying department of the Worden Grocer Co. This will enable H. P. Winchester to devote his entire time to the general line and relinquish his connection with the tea, coffee and spice department.

Mr. Helmer was married January 20, 1904, to Miss Iva Green, of Saranac. They reside at 249 North Union street.

Mr. Helmer is not a member of any fraternal order or secret society. He is an enthusiastic water sportsman and derives great pleasure from his launch at North Park. He also aspires to fish and hunt and spends as much of his spare time as possible on a ranch he is developing two miles east of Lilly. The ranch comprises 280 acres and is devoted mainly to the growing of stock.

Mr. Helmer attributes his success to hard work. He believes in the theory that a man gets nothing unless he goes after it and that the harder he goes after it the more he is likely to secure.

Putting the Blame.

"Nothing doin'," said the prosperous looking man with a plug hat on to the trampish looking man who halted him on the street.

"But it isn't for a drink."

"Can't help that."

"Nor for lodgings."

"Pass on."

"Nor for something to eat."

"Don't bother me."

"Nor to get to California on."

"Say, now, you beat it or I'll have a cop after you."

"And you listen to me," replied the tramp. "What kind of a patriot are you, anyway? I want to telegraph President Taft to go for old Zelaya until he gets his scalp. I can't do it for the want of 10 cents. I ask you for it in the name of our country, and you tell me to beat it, and Zelaya comes out ahead and brags about it! Yes, sir, he bluffs and brags, and our President has to eat snow, and—"

"Oh, it's for that, eh? Well, here's a quarter."

And the trampish looking man went down to the corner and told his pal he was five free lunches ahead—five free and patriotic lunches.



D. F. Helmer

fee by solicitation from door to door for the Grand Union Tea Co. Six months later he removed to Jackson, Michigan, where he pursued the same calling for eight months. He then removed to Detroit, where he carried on the same occupation six months. He was then transferred to Grand Rapids, where the business was badly run down, and he was employed to put in a new soliciting system. He remained here about a year, when his old employer summoned him to Detroit to accept a position as solicitor at \$17 a week, the former employer having in the meantime engaged in business on his own account. He secured 250 orders in ten days, when he made up his mind that he might as well be in business for himself as

inal store to 89 Canal street and established branch stores at Holland, Jackson and Cadillac. About eighteen months ago he leased the four-story brick building at 45 Market street and engaged in the jobbing of teas and coffees and spices on a much larger scale than ever before. The business was merged into a corporation in 1900, with an authorized capital stock of \$50,000, \$40,000 of which was paid in. The growth of his business for the past seven years is clearly shown by the following figures, representing the sales for the years named:

1903.....\$ 36,706.41  
1904..... 55,828.06  
1905..... 77,042.96  
1906..... 88,105.20  
1907..... 112,606.36



# The Best Milling Record in Michigan

During the year 1909 our Perfection Mills have run full time and full capacity more continuously than any other flour mill in Michigan.

This refers to the entire calendar year and not to a selected period wherein business was particularly good.

And the entire output has been sold and delivered.

If any further proof was necessary as to the popularity of our 1909

## NEW PERFECTION

“The Faultless Flour”

record would supply it.

And we're going to make 1910 a bigger and better year than last year.

The fame of **New Perfection** is rapidly spreading and today it is practically recognized as the leading flour of Western Michigan.

And yet with all its growth there are doubtless some people unaware of the excellence of this modern product of the best methods and machinery known to the milling world today.

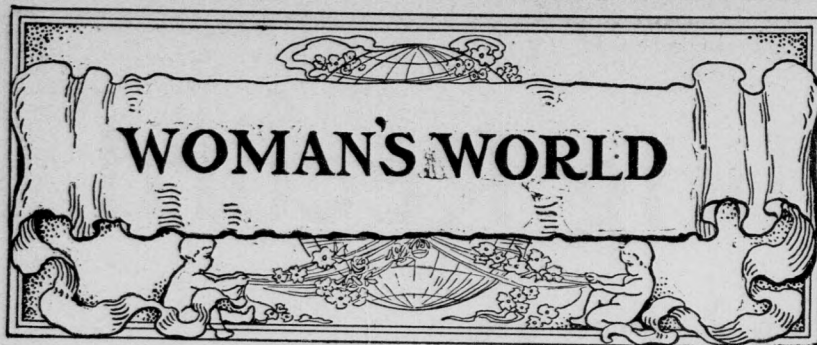
Get it in your town NOW and you've gained a big advantage over your competitors.

Write to us TODAY

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### Watson & Frost Co., Makers

Grand Rapids, Michigan



### Often Right To Break Engagements.

In all the tangle of love affairs there is no predicament more uncomfortable and perplexing than that of the man who, being engaged to be married, discovers that he is not in love with his fiancée; perhaps, still worse, that he is in love with some other woman; neither, unfortunately, is this an unusual case.

But wisdom seldom waits on love, still less love on wisdom; people frequently mistake emotion for lasting devotion, while many men apparently find it possible to be more or less in love with two or three women at the same time, and thus slide imperceptibly into the second love affair without stopping to be freed from the first.

Nor is this the less vexatious because of the fact that in most cases it principally is the sufferer's own fault. The saying of the old Southern mammy: "Well, chile, I sorry fuh yo', but yo' had no business dar," is cold comfort for the transgressor. To be in a hurry is characteristic of the age; men rush into matrimonial engagements, perhaps into matrimony, to find later on that they have made a mistake; lucky are they who have the good sense and the nerve to call a halt before irretrievably wrecking their own and other lives.

Many premature engagements are more or less due to the "zeal not according to knowledge" of officious friends. Society is much more liberal than of yore in the opportunities which it affords a young man to meet and discuss matters with a probably eligible partner, but still the openly displayed anxiety of intermeddlers sometimes unduly rushes the affair. They appear to imagine that an engagement is the first thing, and that after that, not before, is the becoming and proper time for the engaged couple to discover whether their tastes, habits and aspirations are not as divergent as the poles. People of this kind are by no means ready to agree to the breaking of an engagement when closer acquaintance convinces the disenchanted lover that the young woman is by no means all that his fond fancy painted her; and if he shows signs of cooling off in his attentions they are likely to make things unpleasant for him. Were the case reversed the woman might break off the engagement with no more hesitancy and little more concern than if she were dismissing an unsatisfactory servant.

Society, in so far as it is composed of the woman's friends, is apt to take the ground that the man must keep his word, even although he may have

come clearly to see that to do so may mean certain unhappiness to both of the persons most nearly concerned.

The man who breaks his engagement with the woman whom he has wooed and to whom he is pledged of his own choice, being a gentleman,

must of necessity feel himself more or less of a cad, unless, indeed, the woman openly and willfully disregards his wishes upon some important matter. Then his self-respect demands that he shall break with her, and none can blame him. But when the woman is devoted and anxious to please, most men will keenly suffer in secret rather than betray the bitter truth. One does not admire the nature which coldly can say to a loving heart, "My love is dead." Yet it is a choice of two evils. He who at the marriage altar swears to love and to cherish a woman for whom he feels no affection is a liar, and unless he can act the part of an accomplished hypocrite is on the way to become a brute, which is worse than being a cad.

Dorothy Dix.

### All Ready for Spring Cleaning.

"Mary," said Mrs. Brown, "have we enough cleaning powders?"

"Yes, ma'am."

"A good mop?"

"Yes, ma'am."

"A tack hammer and a stepladder?"

"Yes, ma'am. I think we have everything."

"Two pails and a window rubber?"

"Yes."

"Then we can start cleaning house this morning. But wait! Is there a cold ham bone in the pantry for Henry to pick at when he comes to-night?"

"Yes."

"Good! It would never do to start house-cleaning without a cold ham bone."

**But  
One  
System**





**Reaches  
Every-  
Where**

**YOUR**

Telephone is the  
center of  
the  
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IF  
you

**Use the Bell**

millions  
of people and  
millions of  
opportunities are  
at  
**your elbow**



**Michigan State  
Telephone  
Company**

**A FEW DIFFERENCES**

**Between Retail Merchandising To-day and Years Ago.**

Written for the Tradesman.

A gentleman who has been a retail merchant in Grand Rapids for over fifty years says: "As to methods and peculiarities of the holiday trade I am unable to discover any characteristics that are strikingly different from those which were in evidence forty years ago."

Admitting that the passage of the years, with their wondrous revelations in the processes of manufacture, has broadened, almost to infinity, the varieties of merchandise and allowing for the fact that, whereas the Grand Rapids retailers in the late 60's served a population of about 15,000, to-day such merchant answers the demands of ten times that number of people, there isn't much that is so very different in the calling of a retailer, he declares.

"Of course, our stores and stocks are larger, our rentals and other expenses are higher and the present volume of business is much greater, but," he added, "there are, proportionately, the same sort of intermittent rush of customers during the early weeks in December, the same more constant rush up to within two or three days of Christmas and the final and overwhelming crush thereafter and until late Christmas Eve.

"The transportation facilities which we enjoyed in 1868 were adequate for our business just as such resources serve us well to-day. And the people we meet are but elaborated copies of those we knew so well in the days just after the war. By 'elaborated' I mean that they see with a wider vision, are less captious and are broader minded, as well as more extravagant. Briefly, the masses are better educated and so their needs are greater."

"In which directions?" was asked.

"Well, for example," said the pioneer merchant, "I had a customer to-day, a lady of means, whom I have known well for twenty-five years. She called to purchase a set of beautiful novelties for her breakfastroom. And we had a good laugh together over her first acquaintance with a bathroom. My wife and myself, going to New York, took the young lady—she was then about 21 years old—with us, expecting she would be met by an aunt Down East whom she was going to visit. It happened that she had to remain at the hotel with us over night and after my wife had taken her bath she suggested to the young lady that a like experience would prove refreshing to her. The girl agreed that the advice was good and my wife tendered the use of our bathroom.

"Now, mind you, that girl now has two or three bathrooms in her own home; but, on the occasion of her visit to New York that I speak of, she confessed to my wife that she had never been in a regular bathroom and my wife had to fix her bath for her and give her directions as to how to proceed.

"And so I say that those who trade in retail stores to-day are 'elaborated'

copies of the old-timers. They rarely put a knife into their mouths—a common practice in the 60's; they are thoroughly familiar with beautiful table dainties—center pieces, doilies, spoons, knives, forks, and so on, for all sorts of purposes—and cut glass in a variety of forms, whereas in the old days napkins were about the limit."

The average young man or woman of to-day, on the lookout for Christmas things, has the same desire to get something elegant and novel and just a shade beyond their real resources as had the juveniles of old, but the difference is that the elegancies and novelties of to-day are more costly—that is to say, they are articles dictated by Fashion, things unheard of fifty years ago, and many of them are articles which are ridiculously superfluous and so more costly."

"Is it not true that Fashion is chiefly responsible for such extravagances?"

"No more so than of old," was the reply. "Fashion is only another word for pretense; and pretense is the desire to make people think we are better educated and of more refined descent and more exquisite in our tastes and habits than we really are. But it was just as bad in this regard when I was a boy as it is to-day. I recollect that when a little chap my most notable pride at our Thanksgiving dinner was my mother's silver dinner set—and it was the real thing, too. I have it yet and use it proudly—and the piece de resistance of that set in my eyes was an elaborate silver caster with cut glass cruets and vials. I get a good laugh now from all my guests when my wife puts the thing on my table, and we put it into service because we regard it as a treasure."

"In other words you snap your finger at Fashion?"

"Not exactly that. We're slaves, somewhat, to Fashion, but that caster is over a hundred years old—a family relic—and then, too, it looks well with a lot of other antiques we possess."

"Is money more easily gained to-day than when you began business?" asked the interviewer.

"Not a bit. Sometimes I think it is not so readily obtained," responded the merchant, "but, so far as my own business is concerned, I note this improvement: not nearly so many people ask for credit, and then, too, it is easier to collect bills than it was in the old days. Many a time I have taken cord wood, vegetables, butter and eggs and even manual labor in payment for money due me, but there is none of that now. To-day people are lavish—buy a lot of things they do not actually require and in too many instances live beyond their means. But we have commercial agencies and credit men's associations and are able from these to know something of everybody's ability to pay. Because of these aids it is not a difficult matter to avoid an unpleasant volume of 'bills receivable.'"   
 C. H. Seymour.

# Karo

*The Syrup of Purity and Wholesomeness*

ALL your customers know Karo. And the better they know it, the better they like it—for no one can resist that rich, delicious flavor—and every sale means a quick re-order.

Karo is a syrup of proven goodness and purity. Unequaled for table use and cooking—fine for griddle cakes—dandy for candy. It's never "dead stock," and every can shows you a good profit.

Karo is unquestionably the popular syrup. The big advertising campaign now on is helping every Karo dealer.

**CORN PRODUCTS  
REFINING COMPANY**

New York



## 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

## Klingman's

**Summer and Cottage Furniture: An Inviting Exposition**

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

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

**Klingman's Sample Furniture Co.**

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

## TALK THAT TELLS.

## Advertising Which Brought Good Results.

Written for the Tradesman.

Any clever plan which brings results is considered a good plan. It may even be extremely sensational or very unique, yet if it produces business or accomplishes some definite purpose it is credited as a profit-maker.

A large retail store in Chicago recently used a prize fighter to draw the crowds to their sporting goods department during the month of April.

Announcement was made through large newspaper space that "Cyclone" Johnny Thompson, the famous Light Weight Pugilist, who was to fight Battling Nelson, July 4th, 1909, at San Francisco, would appear in the sporting goods section for two days, Thursday and Friday, April 15th and 16th. The advertisement went into details explaining that "Cyclone" Thompson was considered by critics to be the greatest living example of what scientific physical culture will do to make men perfect. During this unique exhibition "Cyclone" Thompson demonstrated how he developed his wonderful physique. He went through all the stunts he used in training for fights. One of the advertisements said that "Cyclone" Johnny Thompson had fought one hundred and ninety-two battles and had never been knocked out; that his manager, Larney Lichtenstein, had placed a side bet of \$5,000 to back him against Nelson or any light weight in the world; that the price paid by this store for the pugilistic exhibition was probably the largest amount ever paid for an athletic exhibition in any retail store in the country.

In addition to this sensational attraction, a professional physical culture instructor gave exhibitions of expert bag punching at certain hours. It was announced in circus style that the Professor was not only a marvel of physical development, but was one of the greatest bag punching experts in the world.

The practical value of these exhibitions demonstrated to customers how anyone, in his own home, with the apparatus used by the demonstrator, might build up a perfect physique. All the apparatus was on sale, and a most profitable sale was the result of the retail store prize fighter sensation.

A successful store in New York City attracted much attention to their toy section by advertising a toy reproduction of Coney Island, the famous amusement resort. The mechanical contrivance was about 60 feet long and fifteen feet high. All the principal features of the real Coney Island were shown. The reproduction was true to life in every detail; operated mechanically, and gave a most vivid idea of the great Coney Island. It was 60 feet long, 15 feet high, and 20 feet deep. The spectator could look down Surf avenue, Coney Island's main street. On one side was Luna Park, on the other Dreamland. All the amusement devices on either side were shown in

full motion. If a person had never been to Coney Island this reproduction made it as familiar as though he had been a frequent visitor. Merry-makers, in the form of miniature dolls, could be seen on the roller coaster and on the scenic railway. A chute the chutes was in full operation. Several Ferris wheels were revolving. A steamship, one of the Coney Island Iron Line, could be seen sailing to and from New York. Even the searchlight on top of Dreamland's tower revolved just as at real Coney Island. A large number of children and parents were attracted by this novel feature, and it was a rare treat for children.

Plans for attracting children to a store are being used extensively by retailers. Children persuade their parents to come to a store that holds out some special inducement to them. Then the children of to-day are the customers of to-morrow. Retailers in general seem to realize that shopping regularly at a store is a habit best acquired when the customer is young.

Children's Day Sales are held at regular intervals in nearly all the large stores in the country.

A unique Children's Day Sale was held recently at a big store in Washington. The event was celebrated by giving away, free, Mammoth Balloons to boys and girls. One balloon was given to every purchaser of Children's goods of any amount. The large newspaper advertisement which featured the free balloon inducement contained only ten special bargain "leaders," but the low price of these offers was enough to fill the store with crowds to see and examine the enormous stocks of children's wearing apparel.

Another Children's Day Sale of almost equal merit was conducted by a concern in Kansas City, Mo. In order to fill the store with children and their mothers, a "Dolly Varden" bonnet was given free with each sale or to every little girl accompanied by her mother. The free bonnet was illustrated with a cut showing a small girl wearing a bonnet, and the border of the advertisement was made of pen and ink drawings of children's heads without bonnets. This sale was cleverly advertised and made a big hit in Kansas City.

There is continually a new voting contest scheme being originated and worked in some community. It seems the more big events to be celebrated the more contests bob into view.

A very clever trade-puller, which brought good business on a large scale, was the novel voting contest conducted by a store at Drayton, N. D. The most excellent thing about the plan was that it was most timely and had all the elements of a fast winner.

The contest was announced by newspaper and circular advertising of an extensive and thorough nature. The big headline of the mammoth advertisement read "Free Trip to Seattle, to the Alaska-Yukon-Pacific Exposition." The voting contest opened April 1st and closed June 30th. The free trip to the Exposition was the

first grand prize in the contest, but the others were just as eagerly sought after.

## Rules of the Contest.

Any young woman, sixteen years of age or over, could enter the contest. It did not make any difference where a person might live—anyone in the surrounding country was eligible.

Anyone purchasing goods at the store for cash was entitled to one vote for every ten cent purchase made.

If a customer's purchases amounted to 50 cents, he or she received five votes; if a dollar ten votes and so on. A customer might cast his vote for any young woman he desired to assist in securing one of the prizes.

## Conditions of the Contest.

Special thirty day credit accounts were conducted under the head "Contest Credit Accounts." This arrangement gave all credit customers the privilege of paying every thirty days and receiving voting coupons the same as for cash. The only provision was that a customer's June account had to be paid not later than June 26th. This left three days of the contest, in which cash purchases only were entitled to voting coupons.

The contest appealed to all the young women in that community be-

## COLLECT YOUR BAD DEBTS. NO FEES

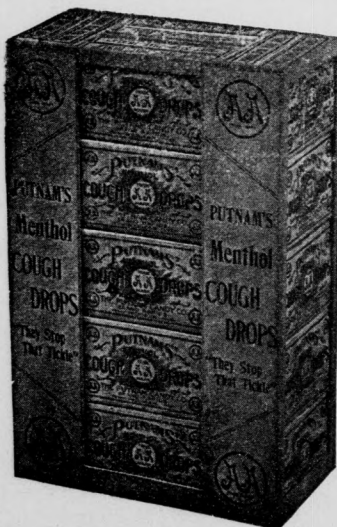
New System. No Other Like It. Guaranteed.

Ten days' examination. Free booklet, legal advice and information. One merchant says: Ten debtors paid the first week. Another says: The system has paid for itself 20 times over in 10 days. 3,000 sold; 1,800 repeat orders. 50c credit for return of this adv. C. V. King, Collection Attorney, Williamston, Michigan.



Assure the satisfaction of your customers with Jennings' Flavoring Extracts—for 38 years the highest standard of purity and strength.

**Jennings Flavoring  
Extract Company**  
Grand Rapids, Mich.  
Established 1872

Putnam's  
Menthol Cough Drops

Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

**One Full Size Carton  
Free**

when returned to us or your jobber properly endorsed.

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

## HIGHEST IN HONORS

Baker's Cocoa  
& CHOCOLATE

Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

**Walter Baker & Co. Ltd.**

Established 1780 DORCHESTER, MASS.

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

I Sell  
Coffee Roasters

And teach you to  
Roast Your Own Coffee

I can double your coffee business and  
double your profits in 6 months. Write me.

Get prices on my roasted coffees.  
You save 20 per cent.

**J. T. Watkins**  
**COFFEE RANCH**  
Lansing, Mich.

## H. LEONARD &amp; SONS

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

## Post Toasties

Any time, anywhere, a  
delightful food—  
"The Taste Lingers."

Postum Cereal Co., Ltd.  
Battle Creek, Mich.

## G. J. Johnson Cigar Co.

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

cause a trip to the coast and the Alaska-Yukon-Pacific Exposition was the most desired trip of the summer season.

This was an up-to-date contest and eclipsed anything ever attempted in that section. It was surprising to see how fast the votes came in after the contest was once launched.

With the first vote cast for each contestant 100 complimentary votes were given free. In case of a tie, prizes of equal value were given to each of the contestants tied. Votes were counted every Wednesday night at close of business, and the Bulletin Board, stationed in front of the store, showed how the contestants stood. This plan was followed out, except during the last ten days of the contest, June 19th to 30th, when the votes were counted every night, as the last days of the contest were very exciting and the contestants were anxious to know how they stood each day.

**The Prizes.**

**First Grand Prize**—The young woman who had the largest number of votes at close of business June 30th, 1909, received one first-class round-trip ticket to Seattle and return, and had her choice of the following roads: Northern Pacific, Great Northern and C. P. R.

**Second Prize**—The young woman who had the second largest number of votes received one first-class round-trip ticket to the Minnesota State Fair and return. This is a popular attraction every season and recognized as one of the best fairs in the country.

The final outcome of the contest was that it developed into a big money-maker as it possessed the elements of printed salesmanship necessary to make a great many large sales.

A very sensational sale, which was advertised as "The Great 8 for 7 Sale," was executed by a retail store in North Dakota. The plan of operation was very simple. When a customer bought seven articles the eighth was given free. If seven yards of silk were purchased the eighth was given free; if seven handkerchiefs, the eighth cost nothing. The eighth was absolutely free on all lines of merchandise with the exception of flour, sugar, produce and a few items in the grocery department. The 8 for 7 was an immense profit producer in all lines carried by this store.

The same advertisement which announced the sensational "Eight for Seven Sale" also contained a feature which assisted the advertising manager in arranging for his next special sale. In order to get the women of the town interested in the store, and to know what articles they would like to have placed on sale, a special inducement was made which secured the desired information. Every woman who brought the "Great Eight for Seven Sale" advertisement to the store with a suggestion of what she wanted put on sale on the next bargain Friday was given a 25 cent pair of stockings for five cents. At no other time were they sold at this price. Nearly every circular was returned with a suggestion, for 20 cents

could not have been made any easier. This offer excluded men and children. The women had to come themselves, and that was why the feature was a business getter.

A special sale which was very unusual in character was lately executed by a concern in Iowa. The advertising circular, which was distributed through the surrounding country, announced through bold display type "The Presidents' Wives Coming to Town." The reader of the advertisement was requested to watch for the Presidents' wives' pictures, which would appear on nearly every price ticket. The price cards which contained the pictures represented a special value at a very low bargain price.

In the center of the large advertisement the picture of the Presidents' wives was used. Mrs. W. H. Taft represented the wash fabrics department, and her picture appeared in the space devoted to that line. Mrs. Grover Cleveland represented the ladies' ready-to-wear garment department, and her picture was used as the attractive feature of the space devoted to this extensive line. Mrs. Wm. McKinley represented the staple dry goods line, Mrs. Benjamin Harrison represented the notions and hosiery department, and Mrs. Roosevelt represented the shoe department.

This plan was merely a scheme to attract attention to the advertisement and to induce people who attended the sale to read the price tickets in order to find the special bargains.

A new store in Georgia, worked a sale scheme that attracted a great deal of attention. The scheme was started by a little wagon drawn by a black mule parading the streets, on the sides of the wagon being seen large banners announcing that a bale of cotton would be given away at "The German Store." The big bale of cotton was mounted on a platform out in front of the store. The plan was that with each dollar purchase a ticket was given which would enable the holder to participate in a chance to get the bale of cotton at the drawing, which was set for a certain date. The sale proved a remarkable success. It was widely advertised and the country people, for miles around, came in to get a chance at the bale of cotton. G. L. Pancoast.

**Shop Talk.**

A Philadelphia distiller who desired to advertise his whisky visited the studio of an artist and asked him if he could paint a bottle of whisky, says Judge's Library.

"I want," said the distiller, "a bottle that looks real. Don't spare expense and use plenty of paint."

"Do you prefer to have it done in oil or water?" asked the artist.

"Neither," replied the distiller. "I'll take it straight."

**Catching On.**

"Euphorbia," he groaned, "after all these years of devotion on my part are you going to close the door of hope in my face?"

"Yes, Algy," she said; "but I'll open it when you—er—ring."

Algy understood. He brought a solitaire the next time he came.

**Child, Hulswit & Company**  
**BANKERS**  
**Municipal and Corporation**  
**Bonds**

City, County, Township, School and Irrigation Issues

**Special Department**  
Dealing in Bank Stocks and Industrial Securities of Western Michigan.

**Long Distance Telephones:**  
Citizens 4367 Bell Main 424  
Ground Floor Ottawa Street Entrance

**Michigan Trust Building**  
Grand Rapids

**Kent State Bank**  
Grand Rapids, Mich.

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

Deposits  
**5 1/2 Million Dollars**

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

**3 1/2 %**  
Paid on Certificates

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

**We Make a Specialty of Accounts of Banks and Bankers**  
**The Grand Rapids National Bank**

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres. F. M. DAVIS, Cashier  
CHAS. E. HAZELTINE, V. Pres. JOHN L. BENJAMIN, Asst. Cashier  
JOHN E. PECK, V. Pres. A. T. SLAGHT, Asst. Cashier

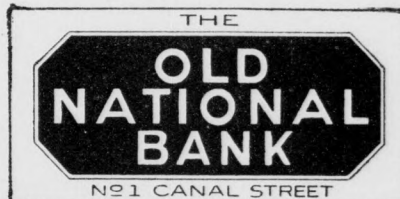
**DIRECTORS**

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We Solicit Accounts of Banks and Individuals

Many out of town customers can testify to the ease with which they can do business with this bank by mail and have their needs promptly attended to

Capital  
**\$800,000**



Resources  
**\$7,000,000**

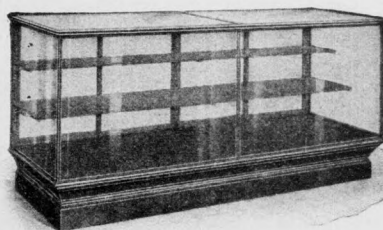
**THE NATIONAL CITY BANK**  
GRAND RAPIDS

**WE CAN PAY YOU**  
**3% to 3 1/2 %**

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

**49 Years of Business Success**  
**Capital, Surplus and Profits \$812,000**

All Business Confidential



**QUALITY**

Do you realize there is as much difference in store fixtures as in grades of merchandise?

If you can buy the BEST at the cost of the CHEAP you would surely buy the best.

Let us figure with you for one case or an outfit.

**Grand Rapids Show Case Co.**

**Grand Rapids, Mich.**

**ONE NICKEL PROFIT.**

**It Is the Buyer Who Always Fixes the Price.**

Written for the Tradesman.

"It is the buyer who fixes the price."

This from the traveling salesman. "Also, there is no value in a thing until it changes hands."

The salesman sat in Giles' grocery on a broken-backed chair, looking as wise as one of the stone things out by the River Nile, or a newspaper cut of Senator Aldrich, known the country over as the friend of the people—not.

"I reckon," observed the shoemaker, from the top of a box of onions, "I reckon that there don't no one fix the price on the shoes I make. I'd look like a Sunday school Willie in a pirate crew in about a week if I let my customers fix prices."

"A shoe is worth just what it will bring on the market, and not what it cost to make it," responded the salesman.

"Anyway," disputed the shoemaker, "it is worth what the leather, fixings and work on it come to, ain't it?"

"Nix," replied the traveling salesman.

"The foolish house," suggested the shoemaker, "is not in this city. You'll have to go South to find it."

"A man might pay too much for his leather and fixings," continued the salesman, "and employ a lot of cheap men who did not turn out good work. Under that condition, would the shoes be worth what they cost?"

"If I couldn't get what they cost,"

replied the shoemaker, "and a little profit on the side, they wouldn't be sold."

"Then they would be dead stock. They would have no value. You could not eat them nor pay taxes with them nor clothe your children with them. There would be no value in them. The money invested in them would be wasted. As I remarked before, there is no value in a thing until it changes hands."

"There wouldn't be any value in it then, unless the maker got out of it all that he put into it, would there?"

"There would be value in it for the buyer."

The traveling salesman leaned back in his chair until the back creaked and he was near falling to the floor.

"Of course," he continued, "a man may make an article and fix a price on it. A dozen men may combine to fix prices on the articles they make in common. These men may even dictate prices to retail men, as they often do."

"As they always do," grunted the grocer.

"They may even tell a retailer that he must pay their price or leave his rivals in possession of the trade in those particular articles."

"That is what your firm is doing," the grocer complained.

"But in the end the buyer—not the retailer, but the ultimate consumer—fixes the price."

The salesman looked about him expecting to hear vigorous protests, but the notion of a retailer or a consum-

er dictating prices to a trust looked so foolish to his audience that silence reigned. The shoemaker was first to dispute the point. He spoke with sarcasm, and not as a man fighting for his contention.

"What do you say about the gentle hen?" he said. "I guess any man that tried to put an unsatisfactory price for aigs over on a hen would come out loser."

Those gathered about the stove recognized this merely as airy persiflage, which word is from the French, and means to banter, and also from the Latin, and means to whistle or to hiss.

"The gentle hen," continued the salesman, "is at this time ace high and next to the throne, but even she has her limitations. There are substitutes for her product, and thrifty cooks are learning to make cakes and custards without eggs."

"Still," observed the grocer, "the egg is the only thing I keep in the safe. I predict that before long the egg sandwich will disappear, and that engagement rings and high-grade necklaces will consist of an egg in a setting of fine gold."

"Let us take the hen on for this argument," said the salesman, settling back and holding his knee with his clasped hands. "The hen produces an egg and comes up to the house and announces the fact in a selection from the latest operative success. The proprietor of this hen arms herself against robbery and goes out after the egg. When she has half a dozen eggs she becomes

impressed with the folly of hoarding such great wealth in a little old brown farm house and takes them to the nearest village.

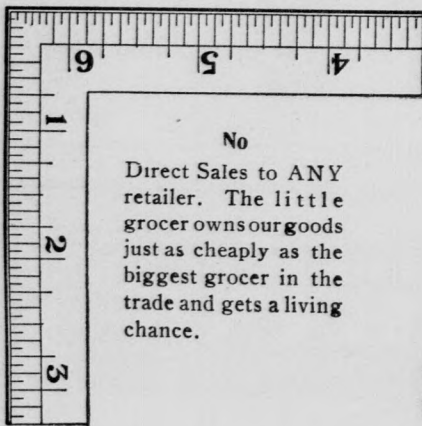
"The grocer says, 'I'll give you thirty cents a dozen for them aigs.' 'More,' says the proprietor, being puffed up much with the possession of 'em. So the grocer pays the multi-millionaire farmeress at the rate of 32 cents a dozen and promptly disposes of 'em to the commission man, who disposes of 'em at the rate of 40 cents the dozen, and the aigs travel in a guarded express car to a large city.

"Here another commission man takes charge of 'em, fixing the price at 45 cents the dozen. This commission man belongs to a syndicate composed of men banded together to prevent consumers dying of clogged colons, brought about by eating too much nitrogenous food, which is aigs.

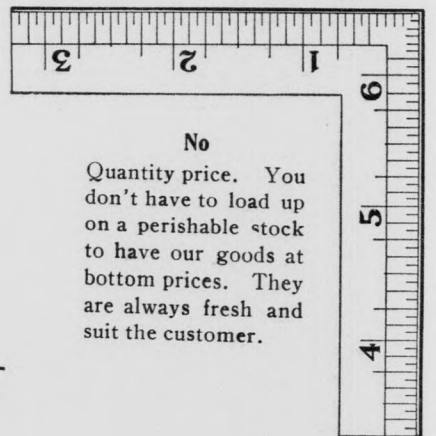
"He disposes of the lot to a fancy provision store man, who marks 'em up to 55 cents a dozen. The value, you see, is still in the aigs, for they are changing hands rapidly."

The grocer yawned and the shoemaker whistled softly.

"This fancy provision dealer puts the aigs in his window during the day and in his patent time-lock safe at night. In a few days he discovers that there is little movement in the aig trade. In fact, the only movement in his store is the movement from the window to the safe. The commission man comes along after a few days and says, 'How's aigs?' 'Quiet,' says the retailer. 'How many



No  
Direct Sales to ANY  
retailer. The little  
grocer owns our goods  
just as cheaply as the  
biggest grocer in the  
trade and gets a living  
chance.



No  
Quantity price. You  
don't have to load up  
on a perishable stock  
to have our goods at  
bottom prices. They  
are always fresh and  
suit the customer.

# Four Points of the Square Deal Policy

BEST SELLER ON THE MARKET

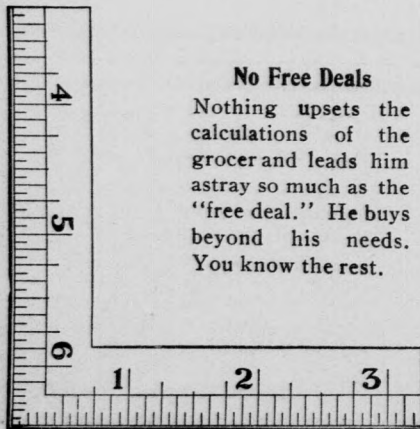


PROFITS SURE AND CONTINUOUS

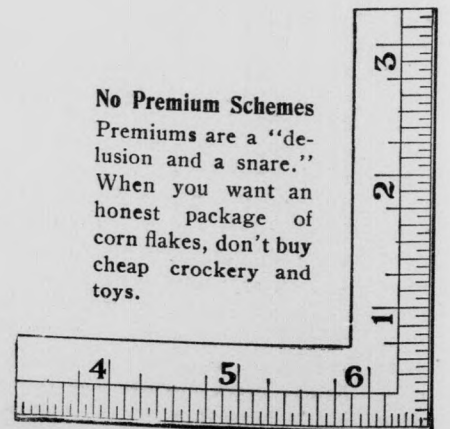
*W. K. Kellogg*

**Kellogg Toasted Corn Flake Co.**

Battle Creek, Mich.



No Free Deals  
Nothing upsets the  
calculations of the  
grocer and leads him  
astray so much as the  
"free deal." He buys  
beyond his needs.  
You know the rest.



No Premium Schemes  
Premiums are a "de-  
lusion and a snare."  
When you want an  
honest package of  
corn flakes, don't buy  
cheap crockery and  
toys.

do you want to-day?" asks the commission man. "I'm overstocked with that last dozen," replies the dealer.

"In a week the commission man comes back and asks, 'How's aigs?' 'How much?' says the dealer. 'Fifty,' replies the commission man. 'You keep 'em,' says the retail man. 'My trade won't stand for it. I sold out at 45.'

"This is a conspiracy against the noble hen," says the commission man, angrily, and he writes off to the village commission man that buyers are blind to their own best interests and won't pay 55 cents a dozen for aigs. The rural commission man conveys the news to the village merchant, and the merchant takes a fall out of the owner of the hen. 'They won't stand for it,' he says to the woman. 'I'll give you a quarter in trade for the next lot.'

"Now, what I want to know is this," continued the salesman: "Who fixed the price on them aigs? Was it the syndicate, or the city grocer, or the village grocer, or the owner of the bird? No, sir, it was the private consumer. What he said went. When the consumer bucked they all had to listen. So I say that in the end it is the ultimate consumer who fixes prices.

"You may build a house and put it on the market for \$1,800 and say that that is the price of it and the value of it. You may hold it a year, and lose interest on your investment, and sell it to a man for \$1,500. This \$1,500 is the value, for it is all that can be secured for it."

"I've known grocers," continued the salesman, fixing his eyes on the grocer, "to take on a lot of canned goods at top price and keep 'em in shining rows on the store shelves until their customers got out of the canned goods habit. The consumers wouldn't pay the price. They went without canned goods, and so robbed the grocers of their profit and the jobbers of their trade. The consumer has a keen sense of value. He knows that when canned goods go above a certain price he can fill his aching void with

beans. He insists on fixing the price."

"I suppose," growled the grocer, "that you're hinting at me. I've got a lot of canned goods up there that won't sell. I bought 'em when the price was up. They possess a certain value to me, because I paid money for them. Now, if I can't make a decent profit on 'em I'll keep 'em until they rot. What is the use of selling goods when you can't make a profit? You drummers make me tired."

"You're wrong," observed the salesman, getting his order book out. "You must never keep dead stock on hand. It locks up your money. It fills the store with out-of-date goods. If you can't sell what you've got at a profit sell at cost. Sell at cost and get a line of goods in that will sell. You've held onto that line of canned goods for a year. If you had sold out at cost when they didn't move you could have turned your money over three times. How much do you want to make on 'em?"

"One nickel a can." The salesman laughed. The shoe-maker looked amused. Laugh he dare not, for he owed the grocer a long account.

"They sell for 15, don't they? Or, rather, they don't sell at 15," said the salesman, who was getting at the point he had aimed at all through the illustration of the hen, "and they cost you less than 12. Now, you get a lot of empty barrels and throw these canned goods into them, careleslike, and put up a sign on the back of a box offering them two for a quarter."

"I won't!" roared the grocer. "Why should I do business without profits?"

"In this case, to enable you to get into something you can make a profit on. You sell out this truck as I tell you and let me fill up your shelves. You'll make 2½ on every can, which is not a nickel, of course, but you'll turn the money over four times during the year. That will be 10 cents profit on a can, won't it? That is, it would be the same thing as making

10 cents instead of 5 if you bought goods that moved only once a year."

The grocer arose and looked over the shelves.

"I ain't going to let customers fix prices for me," he said, stubbornly.

"They don't ask to fix prices," was the reply. "They refuse to buy unless they can see the value in the goods. They don't see the value you set on this canned stuff. Cut it out and let me stock you up with a lot that will sell—a lot with nice pictures on the wrappers, and fruit laying on red fields that will make your mouth water. See?"

"Well," said the grocer, "I knew what you were coming to all the time. I'll buy a supply of you and I'll move these away to make room for them."

The salesman winked at the shoe-maker.

"Do you carry that hen story right along with you?" whispered the latter.

"I keep something like it handy," was the reply. "Sometimes the hen story won't fill the bill."

The grocer ordered a big stock of the salesman and measured the shelves to see if there wasn't room for the old stock there, too.

When the salesman passed the store on his way to the station the next morning he saw several barrels of canned goods at the front of the store. And the signs said that three cans might be had for a quarter. But, then, the grocer might have needed the cash to pay for his new stock. Anyway, he was arranging to set that lazy money at work.

Alfred B. Tozer.

**Make the Best of It.**

It does not benefit a clerk to bewail the fact that his employer is not as energetic as his competitor or that he does not carry so good a line as his trade opponents. The clerk must succeed regardless of disadvantages in his support. He must do the best he can with the stock of goods at his disposal. He can't build his own trade with the other man's goods.

Your customers like it  
**BECAUSE**  
It is absolutely pure. It requires no soaking. It can be cooked in fifteen minutes. It is never soggy or lumpy. One package makes six quarts of pudding.  
You ought to like it  
**BECAUSE**  
It always satisfies your customers. It brings to your store the best class of trade. It moves; it's a real staple.  
It pays you more than an ordinary profit.



**MINUTE TAPIOCA**  
ALWAYS READY  
NO SOAKING

If you have Minute Tapioca in stock, push it. It will pay you. If you haven't it, send us your jobber's name and we will send you a regular package to try in your own home. A trial will tell you more in a minute than we can tell in an hour. When sending for the package ask for "The Story of Tapioca." It's free. We are ready to do our part. Are you?  
**MINUTE TAPIOCA CO.,**  
223 W. Main St., Orange, Mass.

**"MORGAN"**  
Trade Mark. Registered.  
Sweet Juice Hard Cider  
Boiled Cider and Vinegar  
See Grocery Price Current  
**John C. Morgan Co.**  
Traverse City, Mich.



McLAUGHLIN'S  
XXXX  
COFFEE  
One Pound  
Full Weight

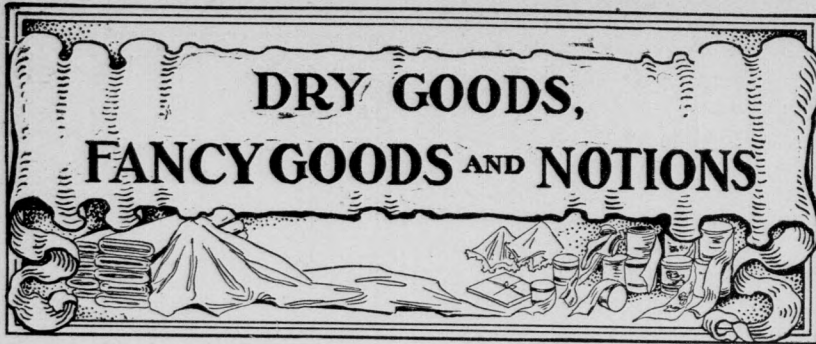
Mail orders to W. F. McLAUGHLIN & CO., Chicago

**General Investment Co.**  
Stocks, Bonds, Real Estate and  
Loans  
Citz. 5275. 225-6 Houseman Bldg.  
**GRAND RAPIDS**



**TRADESMAN COMPANY**  
DESIGNERS-ENGRAVERS-PRINTERS  
GRAND RAPIDS

CUTS OF QUALITY



### Does a Low Priced Gown Cheapen the Wearer?

Written for the Tradesman.

"The best is always the cheapest."

Dugald turned his smiling young face toward the old schoolmaster as the latter meandered down the length of Simond's grocery and sat him down on an upturned box back of the stove.

Dugald was the young commercial traveler from Wisconsin now on a short visit to a country cousin in the neighborhood of old Tom Tanner's small farm.

"Do you believe that?" remarked one of the three men who sat about the stove. "I think—"

"I know it," pompously broke in the Wisconsin drummer. "There's no money in cheap goods—to the wearer I mean."

"Then you go back on the milkmaid of our fathers," chuckled old Tom, shaking the snow from his hat.

"Milkmaids will do for poets like Bobby Burns; in America they never really existed. And if they did why should a milkmaid dress cheaply? Good garments will outwear dozens of cheap ones and there's a sense of satisfaction in having something on that is chic and up to date."

"Up to date it may be," nodded the old graybeard behind the stove, "but when the gown ceases to be new it hasn't the chicness, as you call it, of a cheap freshly made print frock. I'll admit that some people (referring to women, of course) never allow themselves the pleasure of a really good gown; such, of course, do not live up to their privileges. No woman in good bodily health is so poor in these days as to be eternally tied down to cheap gowns and faded headgear."

"I see that you are agreeing with me, Mr. Tanner."

"Well, no, not wholly, Mr. Dugald."

"I thought—"

"That I hold to the idea that dear goods were always the cheapest. No, that is a mistake. The best dressed little woman I know, and a smart, up to date little lady she is, has never in the forty-one years of her life known the luxury of a silk gown."

"A country woman, no doubt."

"Oh, yes, to be sure, but nevertheless the peer of any woman in America, be she from city or country."

"And she wears plain calico the year around, eh? Does she never attend church, the theater or go autoing? She must be a veritable female hermit to content herself always at home, and a country home at that. My contention—"

"See here, young man," interjected the schoolmaster, "you are making out a picture not at all true to life. I never said that my lady cooped herself up in the quietude of her own home, although that spot is the most wholesome and lovable on earth. She goes regularly to church, often visits the city, takes in an opera now and then, attends picnics and seaside resorts; sometimes even braves an auto trip without detriment to her good name, nor to the scandal of her good neighbors. She is always neatly and appropriately attired, and I think commands the respect of every person of her acquaintance."

"All of which is respectfully submitted," breathed one of those heretofore silent members of the group.

"And you mean to tell me that your lady, so gentle and refined, does all this in a common print gown?" Dugald lifted both hands in indignant protest.

"No, I do not mean any such thing, although Ann Brayce would look a queen in the plainest print. She has gowns of the best make, gowns of good fabric—not silk you understand. About home she seldom wears even print, but gowns of some woolen texture the fabric of which is totally unknown to the masculine gender; goods not high in price, yet nevertheless of a texture that is befitting any occasion, prettily made up, worn with the grace of a queen among women."

"You are wholly off the line of my argument," protested the Wisconsin drummer, "and I can not quite see the logic of your remarks. One might appear a very princess in your eyes and, judged by the world at large, fall lamentably low in the scale."

"Not so," protested the other. "My vision may be somewhat warped by age, yet I know when I see a woman well gowned as my heroine always is, besides being a happy wife and mother."

"Well, let her pass. She dresses well, no doubt, but I have in mind an altogether different sort of person," declared Dugald. "One woman I call to mind lives neighbor to my farmer cousin, an elderly woman, who has seen close times, no doubt, in the past, but who is at the present time able to wear nice gowns, either silk or satin, yet who never goes out dressed in anything more valuable than a 7 cent print. Her husband has money in the bank, cattle and sheep on many hills, a large valuable farm, yet he, too, does not care to ever wear a decent suit of clothes. It runs in the blood of a lot of otherwise good people to cheapen themselves

by appearing as dowdy as possible."

"I can account for the wretched taste of the woman in question," said the schoolmaster.

"How can you do it, Tom?"

"Many women learn economy because of necessity. Afterward, as prosperity comes, they fail to change the habits of early years. Then the woman with simple tastes and a slender income delights in new things. She can buy perhaps half a dozen new print dresses a year, the aggregate cost being no more than that of a single woolen or silk gown. Now, the desire implanted in every feminine heart to delight in novelty in the shape of new gowns, ribbons and what not gives her pleasure in frequent purchases of dress goods.

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.

## Becker, Mayer & Co.

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

# Boss of Michigan



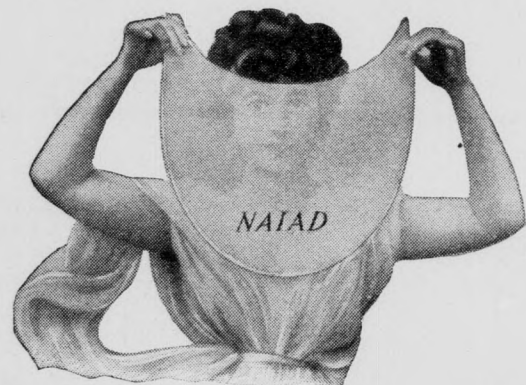
"Our Brand" means just what it says. Can't be beat in quality of material, make up of garment and price. We carry a complete line in all the staple and fancy styles of work shirts, as well as the laundried and soft dress shirts. **Special** good black mercerized shirt 50c retailer at \$4.00 per dozen, 10 dozen lots \$3.75.

**P. Steketee & Sons**

Wholesale Dry Goods Grand Rapids, Mich.

"The Crowning Attribute of  
Lovely Woman is Cleanliness."

# NAIAD



Odorless

Hygienic

## DRESS SHIELDS

Supreme in Beauty, Quality and Cleanliness

Absolutely free from Rubber, Sulphur and  
Poisonous Cement

Can be Sterilized, Washed and Ironed. Guarantee with every pair.  
All Styles and Sizes.

At the stores or sent on receipt of 25 cents.

**The C. E. CONOVER CO., Mfrs.**

101 Franklin Street

New York City



While one good gown will outwear a dozen cheap ones, the novelty of newness is lacking, hence the frequent purchases of cheap goods."

"Well, maybe you are right," said the Wisconsin drummer. "I know the fact of well to do women eternally garbing their bodies in cheap goods has puzzled me not a little. I think I shall accept your explanation until some more plausible one turns up."

"I might cite a dozen instances to prove my contention," said old Tom Tanner, "but I've said enough for now," and he walked out, whistling softly to himself. Old Timer.

**Buying Early and Late from Retailers' Viewpoint.**

Eighty millions left by one comparatively young man at his death gives the impression of money being easy in the United States. Nevertheless thousands of retail merchants, in spite of working hard and more than reasonable hours, fail to "get the money."

These are not "the good old times," but the times for science in all we do. Science means study, and it is a fact that you can not study, develop any clear thoughts nor properly connect them when you are bodily over-tired. Many retailers spend too many dollars and save too many pennies; they should take more chances of losing on wasteful expense in order to allow themselves more time to "think" how to benefit their business. Most money is made by the proper use of "gray matter;" all and everything else money will buy.

Talking about the good old times recalls the former conditions of buying from the wholesaler, and still more emphasizes that "buying," more than any other requirement, forestalls success or failure. Formerly, when "classy clothes" were not known, men judged quality and prices only, and bought in the market according to the demands of their business. Merchandise could always be bought, because the wholesalers manufactured the year round and carried stock. No doubt in those times stores were overstocked as much as they are at present, with the difference that an overstock now means a very much greater depreciation than in former days and for that reason requires more study to be avoided. In order to be successful it is of course necessary to acquire business in such volume that a reasonable profit will cover expenses and leave a desirable margin.

Present causes for overstock, with its resultant depreciation, tying up of capital, loss of business and other consequences, are mainly brought about by buying too early and too largely. There is a fear that the proper goods can not be had later, and an equal factor is the merchants' dread of losing business owing to insufficient varieties in their stock.

Taking it for granted that goods can not be bought when wanted—which is not only disputed but there are those who are ready to prove the contrary—it seems to leave the retailer upon a gamble "which is the greater risk."

A good, prosperous season is often

followed by "wise," "heavy," "early" purchasing in order to do still better "next time" and to enlarge the profits made the past season by being better provided with stock. In most cases "the next time" is not "it"—a strike, a flood, the weather, a panic, a what not, turns up just in time to upset all calculations, then there is an overstock and the good profit made the season before goes to correct what "could not have been foreseen."

But if Mr. Merchant had figured with paper and pencil, if he had liberally discounted a reasonable amount of business to be expected, if he had carefully discounted the receipts anticipated and made ample allowance for the paying of expenses and for goods to be contracted for, and for those that would naturally have to be ordered by mail, etc., such careful calculations would have caused him to buy just half what he would have bought who did not calculate thus specifically. The latter person belongs to the great majority of small dealers—especially retail clothiers—who feel sure that they "have it all in their head," particularly just after the close of a prosperous season during which they possibly lost some business on merchandise which they were unable to duplicate.

Calculating with paper and pencil would open the eyes of many to unsuspected conditions. It would cause not a few to buy early only what is necessary for making a good showing, with the mental reservation to go to the market during the first days of the new season. "Nothing doing!" says the great clothing salesman. "You will get left!" "You will get no goods!" "Possibly leavings or poorly made, refused styles, etc." Quite a number believe it justifiable to answer that salesman, "Rot."

When merchants wake up to the fact that they will lose less and that they will make more by missing business for lack of stock, that the bulk of their stock should be bought in that season for which the goods are required, then they will find wholesalers will be equal to the occasion, will meet "the demand" and be able to furnish the goods. Buying his stock just before and during the season for which it is required will enable the retailer to give his entire time to each season's business and will help him to give such attention to his business as will strengthen his hold on profitable custom.

A paper and pencil computation will cause the retailer to calculate whether it is better to risk buying stuff he may not be able to pay for or to risk losing some trade for lack of goods.

A retail merchant who always buys his goods very early just at the critical time became seriously sick. No goods were bought; he did not get back to his business until just before the new season began. As soon as possible he made a trip to the market, and a careful search through many more houses than he usually dealt with not only enabled him to buy for immediate delivery, but he got 10 and even more per cent. discount over early prices. He also learned of some styles that did not

take as well as had been expected, and, of course, omitted such. He was induced by this experience to buy not his complete stock, but mainly "fancies," and of those only enough to show to the "early birds." He then decided to go to the market again, and when he did this is what happened: He found so many wonderfully attractive goods that he was induced to "plunge," bought heavily, put on "a purchase sale," sold it all at a cheaper rate than any competitor could meet, acquired lots of good new trade and made a clean profit.

As the custom is now the retailer is approached by the manufacturer at the most inopportune time and, in order that he may look over all the lines required to post him, is obliged to give the manufacturer or his agents time he can ill spare and must buy when most inconvenient and injurious to him—usually just at the close of the season, when he should be devoting his attention to planning his opening to gain business, to laying out, to watching selling methods, to superintending and planning display and to the endeavor to get out effective advertising. Just then he must give up every spare moment. Of course, he has no leisure to make careful pencil calculations and when he completes his buying he finds that he has no time left for systematic and careful planning, but has to begin on the season then under way.—Apparel Gazette.

No man can silence his foes until he can silence himself.

**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.



**Grand Rapids Dry Goods Co.**

**Grand Rapids, Mich.**

**EXCLUSIVELY WHOLESALE**

**Dry Goods**

**Notions**

**Hosiery**

**Underwear**

**Etc.**

**Give us a trial**

### FULTON STREET PARK.

#### Its Stormy, Changeful History Under Various Ownerships.\*

The true history ought to go back to the time before the white man came to this region, for no doubt this little plot of ground has an Indian history as well as a white man's.

Unhappily, this Indian history is not on record, not even so much as the white man's, and that to the searcher appears at first to have been entirely lost.

It seems that this history must be only a paper telling the legends and memories of the few older inhabitants.

Finally, the manuscript testimony of the case—the three-cornered fight between the "Board of Supervisors of the County of Kent versus the City of Grand Rapids, George E. Pantlind, et al.," for possession of this valuable piece of ground—was unearthed in the Superior Court vaults and Judge Stuart kindly loaned the documents. All of the legal points are taken directly from the record of this trial.

The true history ought to give the human, social side as well as the legal side—the happy gatherings in early settlers' days; the impassioned political and patriotic speeches at Fourth of July celebrations; "The Horribles," which were the most exciting and attractive feature of early fete days; the premature discharge of fireworks to be sent up from this ground in an early day when rocket sticks flew where least intended, one going through a window in the low house on the east side of the Park, now the home of Miss May Godfrey; the narrow escape of a man—or was it a woman?—sitting by this window; the consequent excitement and hurrying beyond the danger line; all this is history of real interest in the making.

There must be people who remember the Decoration Day observances in this Park shortly after the war, when children (some boys and many girls) from the public schools met to sing "Scatter the Flowers" and other properly mournful or more exciting patriotic songs under the leadership of George Herrick, our pioneer teacher of public school music.

Surely this ground never saw a prettier sight than the sea of pink and white childish faces moved by solemn thoughts of the brave dead, and then by more satisfying thoughts of the rides in carryalls, all decorated in red, white and blue, when they should go to the cemeteries and really scatter the flowers. Those were great days for the boys and girls and few there were who did not crowd about the band stand which once stood where is now the fountain.

Some of our gray haired business men no doubt played ball there, for that has been a part of its history. It had no bleachers other than the fence which once surrounded it—a kindly fence which was not high nor tight enough to force the small boy to manufacture knotholes in it but just

right for a seat. No doubt there were "fans" in those days—although they were probably called by another name—who shouted out encouragement to the players.

But these old memories are not legal history.

In the year 1832 Samuel Dexter, of Herkimer, N. Y., rode horseback with Dr. Jewett, later of Lyons, Michigan, through the Grand River Valley looking up Government lands for himself and friends. After following the lake shore to Chicago and investigating the prospects there he came back to Michigan and located lands at Grand Rapids and Ionia—the first Government lands taken up, I think, in this region.

The next year—1833, in May—he returned, leading a colony of sixty-one souls, bound, most of them, for Ionia, for the land there had seemed to have the greater attraction.

The Guilds, Winsors and Arnolds were in the party. The story of their journey is an interesting one to the lover of pioneer life.

The land at Grand Rapids had looked good enough to induce Mr. Dexter to take up a strip of land eighty rods wide on the east side of what is now Division street, running from Wealthy avenue north nearly a mile.

The United States patent to Mr. Dexter is an interesting document. It was issued in 1833 and signed by Andrew Jackson, President of the United States. It was not recorded locally until September 13, 1852, probably owing to the difficulties attending traveling. It was used in the trial lasting from 1881 to 1886.

Copy of U. S. Patent to Samuel Dexter.

United States of America Patent to Samuel Dexter:

This patent was received for record September 13, 1852, at 9 o'clock a. m. John M. Fox, Reg'r.

Certificate No. 1660.

The United States of America.

To all to whom these presents shall come, Greeting:

Whereas, Samuel Dexter, of Herkimer county, New York, has deposited in the General Land Office of the United States a certificate of the Register of the Land Office at White Pigeon Prairie, whereby it appears that full payment has been made by the said Samuel Dexter according to the provisions of the act of Congress of the 24th of April, 1820, entitled "An Act Making Further Provision for the Sale of the Public Lands," for the:

West half of the northwest quarter of section 30 in township 7 north of range 11 west in the district of lands subject to sale at White Pigeon Prairie, Michigan Territory, containing one hundred and twenty acres and twenty-six hundredths of an acre, according to the official plat of the survey of said lands returned to the General Land Office by the Surveyor General, which said tract has been purchased by the said Samuel Dexter. Now know ye, that the United States of America, in consideration of the premises and in conformity with the several acts of Congress in such case made and provided, have given and granted and by the presents do give

and grant unto the said Samuel Dexter and to his heirs the said tract above described, to have and to hold the same, together with all the rights, privileges, immunities and appurtenances of whatsoever nature thereunto belonging unto the said Samuel Dexter and his heirs and assigns forever.

In testimony whereof I, Andrew Jackson, President of the United States of America, have caused these letters to be made patent and the seal of the General Land Office to be hereunto affixed.

Given under my hand at the City of Washington the second day of December, in the year of our Lord one thousand eight hundred and thirty-three, and of the independence of the United States the fifty-eighth.

By the President,

Andrew Jackson.

(Seal.)

By A. J. Donelson, Secretary.

Elijah Haywood, Commission  
of the General Land Office.

Recorded Vol. 4, Page 159.

This same year, 1833, finds Mr. Dexter in Grand Rapids to meet the Commission, which had been appointed by the Governor of Michigan Territory to locate the county seat for the county of Kent.

In the trial spoken of Zenas G. Winsor testified that he was with Mr. Dexter when the Commissioners drove a stake in the center of the Court House Square chosen. He carried the surveyor's chain. He said Mr. Dexter owned the land. He never knew of Louis Campau owning any part of it then or afterwards.

Many old residents were witnesses in this trial for the county or city and gave interesting testimony. Among them were T. B. Church, father of Fred S. Church, the noted artist; W. I. Blakely, W. N. Cook, W. L. Coffinberry, R. C. Luce, Judge Withey, Harry Ives and many others, all very early residents in Grand Rapids.

The report of the Commission is important and I give that in full:

Copy of Report of Commissioners to locate the seat of justice of Kent County. Certified by Harry A. Conant, Secretary of State, August 29, 1883.

The undersigned Commissioners, to locate the seat of justice of the County of Kent, beg leave respectfully to report that, having taken the legal oath required by them, they commenced their official duties in pursuance of the notice previously given by them in conformity with the statute of the Territory.

After giving to the county such an examination as seemed to them requisite they unanimously selected as the seat of justice of this county a point situated in the north part of the west half of the northwest quarter of section number 30 in township number 7 north of range number 11 west and marked accordingly a hickory tree upon four sides in the center of a piece of ground twenty rods square, to be conveyed by the proprietor to said County of Kent for public purposes. The title to the land is vested in Samuel Dexter. It is an eligible and apparently healthy point, situated

near and commanding a view of the rapids of Grand River. The Commissioners preferred a more central point, but aware that the geographical center is not, of course, the center of population and believing that the river, which is a fine stream, will be to a great extent the medium of communication, they gave a decided preference to the point designated.

Detroit, November 8, 1833.

James Kingsley,

S. V. R. Trowbridge,

Charles James Lanman.

The deed was duly made out and Samuel Dexter and Anna, his wife, gave to the County of Kent the plat of ground described above and chosen by the Commission for locating a county court house site.

Unfortunately, there is now no deed nor record of deed in existence, as these were burned in the fire which destroyed the first court house in 1844, when most, if not all, county papers were lost.

The fact of the deed and the county's right to the land have always been recognized by all of Mr. Dexter's children and their later descendants, as well as by the old residents, who have now nearly all departed from this life. I have often personally heard Samuel Dexter's son, John C. Dexter, executor of his father's estate, say that he knew his father meant this square as public property and, whether it was used as a court house square as intended or not, he should never make an effort to recover the property.

April, 1835, finds Mr. Dexter selling to Louis Campau the land north of and surrounding the north half of the court house square, sixteen acres of it. The deed of this and of the land south of the square to Thomas C. Sheldon and Lyman J. Daniels is also important, as the peculiar wording of locating the dividing line between these parts sold is the one weak point in which Louis Campau years afterward made his claim to the north half of the square and which resulted finally in much trouble and loss to Kent county.

Copy of deed conveying parcel of land to Louis Campau April 25, 1835. Copy made by L. S. Scranton when he was Register of Deeds. "True copy of deed on page 383 of Liber 'B' of Deeds in the Registers of Kalamazoo county, Mich. L. S. Scranton."

This indenture, made the twenty-fifth day of April, in the year of our Lord one thousand eight hundred and thirty-five, between Samuel Dexter and Anna, his wife, of Ionia, of the first part, and Louis Campau, of the second part, witnesseth, that the said parties of the first part, for and in consideration of the sum of seven hundred and fifty dollars, to them in hand paid by the party of the second part, the receipt whereof is hereby confessed and acknowledged, have granted, bargained, sold, remised, released, aliened and confirmed, and by these presents do grant, bargain, sell, remise, release, alien and confirm unto the said party of the second part and his heirs and assigns forever, a piece or parcel of land, being a part of section number 30 in township 7 north and range 11 west, commencing

\*Paper read by Miss Belle M. Tower before Sophie De Marsac Chapter, D. A. R., Jan. 20, 1910.



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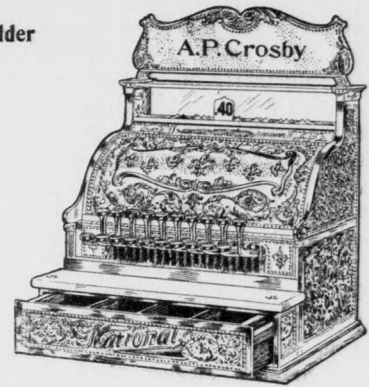
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Price  
\$40.00



No. 415  
Total Adder  
Price  
\$75.00



No. 1054  
Total Adder  
Detail Strip  
Printer  
Drawer  
Operated  
Price  
\$100.00



No. 416  
Total Adder  
Detail  
Strip  
Printer  
Price  
\$125.00



of the west line of said section 30, three chains and twenty-eight links north of the quarter post, thence east with a variation of two degrees and fifteen minutes east, fourteen chains and eighty-seven links to J. Guild's line; thence northerly on said Guild's line ten chains and seventy-four links, thence west parallel with the first line fourteen chains and ninety-three links to said west line of the section, thence southerly on said line ten chains and seventy-four links to the place of beginning, containing sixteen acres. Received for record and recorded the 19th day of May A. D., 1835, at 10 o'clock a. m.

Stephen Vickery, Reg'r.

Sealed and delivered in presence of  
A. S. Wadsworth,  
Lorenzo Dexter.

Samuel Dexter. (L. S.)

Anna Dexter. (L. S.)

Come before me this twenty-fifth day of April, 1825, Samuel Dexter, who acknowledged that he executed the within deed for the uses and purposes therein expressed, and also Anna, his wife, who, being examined private and apart from her husband, acknowledged that she executed the within deed freely, without fear or compulsion from her said husband.

A. S. Wadsworth,  
Justice of the Peace.  
Deed 1.

Samuel Dexter and wife to Lyman J. Daniels, et al.

Certified copy of deed received for record February 1st, A. D. 1881, at 4:30 o'clock p. m.

L. K. Bishop, Register.

Samuel Dexter, et ux., to Lyman J. Daniels and T. C. Sheldon.

I hereby certify that this deed was received for record Sept. 28, 1837, at 9 o'clock a. m. L. Beebe, Register.

By J. Barnes, Deputy.

This indenture, made the first of August, in the year of our Lord one thousand eight hundred and thirty-five, between Samuel Dexter, of Ionia county, Michigan Territory, and Anna, his wife, of the first part, and Lyman J. Daniels and Thomas C. Sheldon, of Kalamazoo county, Michigan Territory, parties of the second part, witnesseth that the said parties of the first part, for and in consideration of the sum of one thousand dollars, us in hand paid by the said parties of the second part, the receipt whereof is hereby confessed and acknowledged, have granted, bargained, sold, remis-

ed, released, aliened and confirmed and by these presents do grant, bargain, sell, remise, release, alien and confirm unto the said parties of the second part, and to their heirs and assigns forever, all that certain piece or parcel of land situate in the County of Kent, Michigan Territory, and known and described as the west half of southwest quarter of section number 30 of township number 7 north of range number 11 west, according to the United States Survey of said Territory and supposed to contain fifty acres and sixty-seven-one-hundredths, be the same more or less. Also a piece of land from the south end of the west half of the northwest quarter of said section number 30, in the town and county and Territory aforesaid, it being all south upon said



Samuel Dexter

lot of land of a due east and west line passing at a tree marked by the Commissioners to locate the seat of justice of Kent county as such location and bounded and described as follows, viz.:

South by the north line of the first mentioned and described lot, east by land entered by Joel Guild, north by lands conveyed by parties of the first part to Louis Campau and west by the Village of Grand Rapids.

Together with all and singular the hereditaments and appurtenances thereunto belonging or in any wise appertaining and the reversion and reversions, remainder and remainders, rents, issues and profits thereof and

all the estate, right, title, interest, claim or demand whatsoever of said parties of the first part, either in law or equity of, in and to the above bargain premises with the said hereditaments and appurtenances.

To have and to hold the premises as above described with the appurtenances unto the said parties of the second part and their heirs and assigns forever, and the said parties of the first part, for themselves, their heirs, executors and administrators, do covenant, grant, bargain and agree to and with the said parties of the second part, their heirs and assigns that at the time of the ensembling and delivery of these presents they are well seized of the premises above conveyed as a good, sure, perfect, absolute and indefeasible estate of inheritance in the land in fee simple; and that the above bargained premises in the quiet and peaceable possession of the said parties of the second part, their heirs and assigns against all and every person or persons lawfully claiming or to claim the whole or any part thereof, we will forever warrant and defend. In witness whereof the parties of the first part have hereunto set their hands and seals the day and year first above written.

Sealed and delivered in presence of  
Mary A. Tibbits.  
Celia Dexter.

Samuel Dexter. (Seal.)

Anna Dexter (Seal.)

Deed 3.

Territory of Michigan, County of Kalamazoo.

Be it remembered that on the fifteenth day of February, one thousand eight hundred and thirty-six, personally appeared before me Samuel Dexter, of Ionia, and Anna, his wife, known to me to be persons described in and who executed the within deed for the uses and purposes therein described, the said Anna, being by me examined separate and apart from her husband, acknowledged that she signed, sealed and delivered the within deed for the uses and purposes therein described without any fear or compulsion from her husband.

Thomas Cornell,  
Justice of the Peace.

Kent County Register's Office.

I hereby certify that the above is a true transcript from the records of deeds in this office.

Given under my hand and seal this 18th day of May, A. D. 1839.

J. Barnes, Register.

By C. I. Walker, Deputy.

(Seal.)

I, Henry F. McCormick, Register of Deeds of Kent county, Michigan, do hereby certify that the within and foregoing is a true copy of the original record of a certified copy of deed recorded the 1st day of February, A. D. 1881, at 4:30 o'clock p. m., in the Register's office for the County of Kent, in Liber 131 of Deeds, on pages 346 and 347, and that the same has been compared by me with the original record in my office and is a correct transcript therefrom, and of the whole of such original.

Witness my hand and seal this 20th day of August, A. D. 1883.

Henry F. McCormick,  
Register of Deeds.

From L. S. Scranton's true copy of

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A delicious morsel that confers an added charm to any meal. In them are combined the exquisite lightness and flavor demanded by the epicurean and the productive tissue building qualities so necessary to the worker.

## Wizard Graham Flour

There is something delightfully refreshing about Graham Muffins or Gems—light, brown and flaky—just as palatable as they look. If you have a longing for something different for breakfast, luncheon or dinner, try "Wizard" Graham Gems, Muffins, Puffs, Waffles or Biscuits. AT ALL GROCERS.

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JUDSON GROCER CO., Distributors, Grand Rapids, Mich.



a deed in July, 1835, on page 464 of Liber "B" of Deeds in the Registers of Kalamazoo county, conveying from Louis and Sophia Campau to E. B. Bostwick part of the Dexter property purchased in April, 1835, from Samuel Dexter, I will quote a description of the portion sold: "It being parts of a sixteen acre lot of land adjoining the county court house stake for the County of Kent, Michigan Territory, lying north therefrom, it being land late deeded from Samuel Dexter and wife to Louis Campau." The description hereof is taken from a survey of Carlos Barnes and laid down in a village plat as follows: "It being all of section 22, all of section 20, lots No. 1, No. 3, No. 5, on section 19, and of lots No. 2 and No. 4 on section 24 and of lot No. 2 on section 25, and lots No. 1, 3 and 5 of section 26, and lots No. 1 and No. 3 on section 30," etc., etc. (Campau received sixteen hundred dollars for it.)

This is signed by Louis and Sophia Campau and witnessed by R. Godfroy and Darius Winsor, Justice of the Peace.

He paid \$750 for the whole sixteen acres in April, 1835, and received \$1,600 for a part of it in July, 1835.

From L. S. Scranton's abstract:

Louis Campau to Henry Cottrell.

Received for record and recorded the 27th day of Jan., A. D. 1836.

S. Vickery, Register.

I quote the description of land deeded by L. Campau to Henry Cottrell on above date:

"It being lot No 3 in section No. 21, as described in village plat of

Grand Rapids, Kent county and Territory of Michigan, and on record at Bronson in the Register's office in Territory aforesaid.

Signed by Louis Campau and Sophia Campau and witnessed by R. Godfroy and Darius Winsor, Justice of the Peace.

The price paid was \$1,600. This made \$3,200 received for part of the parcel of land bought from Samuel Dexter less than a year before for \$750.

The fact, too, that the county built on this ground, in 1838, a court house costing \$3,000—a pretentious one for those times—proves that the county must have had a title to this square.

This first court house was quite imposing, with a Greek temple front with tall columns facing the west. A hall ran through the center with a stairway at the back and east leading to the second story, where were the court and jury rooms, etc. On the lower floor were the sheriff's living rooms, jail, etc. This jail was declared by old residents in the trial to have been so well built with beams, planks, boiler iron and more wood all crisscrossed that a prisoner could easier escape from our present jail on the island than from that old one.

General Withey, the father of the late Judge Withey, was sheriff and jailor when this building burned in 1844.

All of these six years and from then on until nearly 1850 the county held undisputed possession of the square. Immediately after the fire in 1844 the county built on this square a tem-

porary court house, something like a country school house, and held court there. This soon became too small for court house purposes and was not safe for records, so space was rented in brick blocks for offices and jail, etc.

This temporary building was then rented for school purposes, church or any public gatherings. The Swedenborgians used it and some of your members attended Sunday school there.

Sometimes a rental of \$30 or \$50 a year was more than the Supervisors could get. Then they would vote to let it be used free. "The Academy" and the Baptists were allowed free rent in 1846. In 1845 the Supervisors sold the stone that was in the old foundation of the burned building.

All of this time the county appeared to own the square, until Louis Campau set up his claim to ownership of the north half and served notice on the county June 22, 1847. The Prosecuting Attorney was appointed to investigate his claim.

In 1848 the Prosecuting Attorney was instructed by the Supervisors to go to Ionia and take the testimony of Samuel Dexter, to be used in evidence in any trial which might come. Apparently he did not do this.

From this time on until 1881 the Board of Supervisors were unsettled and numerous resolutions were passed, rescinded, committees appointed to look up title to the square, to look up new sites, to settle Louis Campau's claim, etc. At elections several times special ballots for voting funds

for the court house were submitted to the voters. Always the people were too poor, too stingy or too afraid of their title to vote funds and so nothing was accomplished, not even when funds were asked for to build elsewhere.

The court rooms, vaults, jail, etc., were moved from basement to attic, from street to street and from east side to west side. At one time George Kendall gave a site on Fountain and Barclay streets and even graded it, but in accepting it the Board resolved that "Nothing in this resolution shall obligate this Board or their successors in office to occupy the same for a court house site."

This property was later deeded back to Mr. Kendall and land on the west side of the river was accepted from Mr. Coggeshall, agent for Mr. Converse, in 1851. A jail and jailor's house were built there and used until the present jail on the island was built in 1869. Then they paid \$100 a year back rent from 1851 and abandoned that site. This building was moved across the street and became the "Planter's Hotel," which is still standing.

The Grand Rapids Enquirer of February 14, 1850, in an editorial has this: "Petitions are before the State Legislature for the removal of the county seat of Kent county from Grand Rapids. Plainfield is proposed as the new location. There being other propositions of a like character pending there is some danger of a log-rolling process that will affect the object of the petitioners. Remon-

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That's why Fanchon is the Flour of Quality. That's why a guarantee of quality is printed on the back of every sack which in part says, "We ask as an especial favor that you return at our expense every sack not exceptionally good."

Fanchon costs you more. Fanchon sells at a higher retail price—pays you more net profit. The selling price must gauge the fairness of the cost and of the value to you.

In selling Fanchon you have the satisfying knowledge that your customers will appreciate Fanchon superiority and will demand Fanchon when in need of flour.

If you appreciate the profit there is in building a business on a quality basis, we have a heap of fascinating Fanchon facts to tell you if you'll let us know you're interested.

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stances against the change should be sent to Lansing forthwith. They are to be found ready for signers in several places in the village, the store of Messrs. Winsor and elsewhere. Let property holders here see to this movement."

In 1857 F. D. Boardman and James Miller, lawyers, talked to the Board of Supervisors and declared the title to the court house square was good and the Board resolved that it was good, then decided it was not.

At this time the amount of money deemed necessary to put in a court house building had not reached \$18,000.

In 1860 the Board of Supervisors are found still wrestling with the court house question and the title to the court house or public square. They resolved to transact no other business until the court house question was settled in some way. They asked the city of Grand Rapids to give them a clear title to the north half of the square which the city had acquired in 1852 by buying up Louis Campau's alleged claim. Later on I shall give a little of the testimony about this sale which was used in the trial. The city did not give the county the title asked for, but in February, 1860, another disastrous fire on Canal street having burned most of the county's records, money (\$4,600) was finally voted to build safe offices and vaults for the county on a lot at the northeast corner of Lyon and Kent streets.

These were built and used until the present county building was built on Crescent avenue.

It is interesting to know that the window and door casings in this low one-story building on Lyon and Kent streets were made of Grand Rapids plaster stone or gypsum, painted over now. The question of building another story on this low building for a court house room often came up, but it was feared the foundation was not strong enough.

Meantime the city had been drawn into the matter, at first it appears rather innocently. The square was neglected and uncared for and private citizens petitioned the Common Council for permission to clean it up, to build walks and a fence and to plant trees, which was granted. At one time T. D. Gilbert was given sole charge of it for two years. To him we owe many, if not all, of the trees which were set out, not counting, of course, the native oaks and hickories. There are still living in Grand Rapids at least two people who saw the loving care with which he spread out the little rootlets and showed the workmen how to properly set out trees. The maples in the square and the small triangular park are a monument to his fine public spirit.

Another monument to his memory is the bronze bust placed there by the Gas Company and the National City Bank, two local business enterprises which he was instrumental in establishing. Colonel Geo. G. Briggs was chairman of the committee which had the matter in charge. It was made in Chicago by Lorado Taft and dedicated in 1896. One day of the Society of

National Charities, meeting here in June, 1896, was given up to this dedication. It was one of the great days the square had seen, being literally packed with people to listen to the dedication speech made by President James B. Angell, of the Michigan University.

In Mr. Gilbert's early life he was Sheriff of Ottawa county and arrested a man named Miller for killing an Indian—or squaw. He was confined in the jail on this square after his conviction, waiting to be hung. The gallows had been partly built when the capital punishment law was repealed. We can not be too thankful that this Park and this city were spared this dreadful deed. The Mr. Miller really was not guilty and was afterwards pardoned from prison. He went East and was a respected, good man.

Mr. Gilbert hired John Steketee to plow the square, which he did with an ox team, receiving therefor \$8 each time. He plowed round and round and in the center the soil was black and some blackened stones and brick were turned up, proving that the building had been in the center—a much disputed point in the trial.

H. H. Ives testified in the trial that he was hired by Louis Campau in 1849 or 1850 to move the little temporary court house. This building was a little east of the exact center, but was partly on the north half and partly on the south half. Mr. Campau had it moved wholly onto the north half, which he claimed was his. He also fenced in the north half. The county had ceased to occupy the square shortly before.

Mr. Ives testified that when Mr. Campau claimed the north half of the square his circumstances had changed. He had become poor and his condition was worse later.

Reuben Smith testified that "Mr. Campau asked \$300 for his claim, and the Board of Supervisors said they wouldn't give him 3 cents and did not regard his claim as good."

Thomas B. Church testified that Louis Campau said, "Now the court house has burned up (this was quite a while after the fire) and they are not doing anything or are going away"—some words to that effect—"I am going to have the north half of that square." I believe that Mr. Church was Mr. Campau's lawyer.

R. C. Luce testified in the trial that "the city bought the north half of the square from Mr. Campau—merely considered it a donation—because he was poor. They donated in the neighborhood of \$600. They did not consider his title amounted to anything." Mr. Luce thought Mr. Campau's friends had lost much money for him—\$10,000 was lost for him at Lowell. "He was too generous."

W. I. Blakely testified that he came here in 1837. In the spring of 1838 he with his partner contracted with Ezekiel W. Davis, Supervisor for Grand Rapids, and Julius C. Abel, Supervisor for Grandville (he thought there were only two of them), to build the court house for \$3,000 and he did build it. It was a fine building with a cupola on top, a bell in it and a gold ball on top.

An interesting bit of testimony came from Robert Hilton about the money for the court house. "The county borrowed the money from the State. Men were sent to Detroit for it. As it took four or five days to make the journey back, the weather being pretty warm, the money spoiled before it reached Grand Rapids." The fact was it was "wild cat" times and banks failed all over. The bank which had issued the money failed and it was worthless when it reached

here. The county tried for years to get it back from the State, but Mr. Hilton thought they never did and had to stand the loss.

The Common Council proceedings were used in this trial and are interesting and important as they show the city's grounds for claiming the square or park.

I will quote somewhat from their records:

July 13, 1852: After several motions were lost the Mayor and Foster (W. D.) were appointed a committee to offer Louis Campau \$400 for his claim and allow him to remove the building and fence, Mr. Campau having previously fenced in the north half in support of his claim.

July 20, 1852: This Committee reported that Mr. Campau was not ready to decide and asked to postpone one week. Mr. Campau proposed to submit the matter to Messrs. Yale, Almy and W. H. Withey and to be bound by their decision. The Council voted to grant one week's delay and gave notice that at that time the matter was to be settled in some way without more delay.

August 3, 1852: Committee reported Mr. Campau would not accept the \$400 and Alderman Dikeman moved to settle by arbitration.

August 12, 1852: W. H. Withey, for city, and H. P. Yale, for Louis Campau, submitted the award in writing: "The said Louis Campau shall make and execute and deliver to the Mayor, Recorder and aldermen and freemen of the city of Grand Rapids, within ten days from this date, a good and sufficient order of occupancy to the city of Grand Rapids of all that part of the public square, so-called, now held and possession claimed by the said Louis Campau, which said release and conveyance shall give to the city of Grand Rapids the use and

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occupancy of said premises for public grounds forever. The said Campau may remove within sixty days the old court house building located on said grounds and the fence that encloses the same. And the Mayor, Recorder, aldermen and freemen in the city of Grand Rapids shall pay or cause to be paid to the said Louis Campau the sum of five hundred dollars." On motion of Mr. Dikeman the above award was accepted and confirmed.

Nov. 16, 1852: The Council ordered City Treasurer to pay Louis Campau \$150 and his taxes on half of square for 1852, the rest to be paid later. After this the county and sometimes the city—much as it happened—paid taxes.

Dec. 21, 1852: The deed from Louis Campau to the city of Grand Rapids for a portion of the public square was presented by the clerk and ordered recorded.

Early in May, 1853, the Committee on Streets reported in favor of spending \$100 in improving the public square on condition that private subscription should fence the same.

Oct., 1856: The Council resolved "That the Committee appointed by the Board of Supervisors to receive proposals for a site for county buildings be authorized to offer to the county, on behalf of the city, all the right of the city to the public square for the purpose of locating the court house and other county buildings thereon," showing that the county had rights to half of it.

May, 1858, finds the Council wrestling with the question of letting

Messrs. Saterlee, Bell & Co. use the square for a circus ground. It was decided to do so and use the rental money to improve the square. People who let their swine and cattle run on the square were to be prosecuted.

In February, 1863, Loraine Z. was paid \$75, \$38.85 and \$113.85 for painting the fence on public square.

June 19, 1865: Council gave Mr. Gilbert (T. D.) the whole control of the square for two years, he to cultivate it and then to seed it. He planted potatoes one year and oats another and plowed in the crops.

June, 1872: The court house square began to be called City Park and Fulton Street Park and the Council began improving its walks, etc.

May 5, 1873: The Board of Public Works called the attention of the Council to the condition of the title to the south half of the Park and \$100 was voted for improvements.

May 24, 1873: Quite an important event was the opening to the public (on motion of Alderman Milmine) of the Park on Decoration Day and also allowing the Y. M. C. A. to hold open air religious meetings in the summer.

In this year a speaker's or music stand was built by the city in the center of the Park and gas pipes were laid to the stand. This stand cost \$368. This same year the City Marshal began caring for trees in "our Park" (square and triangular).

In June, 1874, we find the Council instructing the Marshal to repair fences and put locks on the gates.

In May, 1876, the gas meter was re-

moved from the Park and kerosene lamps were to be provided for summer evenings, but the gas meter was returned instead, and the grass was ordered mowed.

In 1876, as a part of the city's celebration of the one-hundredth birthday of our Nation, a log house was built on the southeast part of the square. It was decorated with deer heads and coon skins and a small birch bark canoe was on the roof over the door. This log cabin was said to be a fac simile of one built by Laframboise, a Frenchman, on the west side of the river in 1806.

August 28, 1876: Water pipes and two drinking fountains were ordered.

In June, 1877, benches were placed in the Park.

In 1878 leaves and rubbish were ordered removed—a new care—also the old fence was ordered removed. This year the Park was thrown open to an excursion party from Jackson. Walks running diagonally through the Park were built (gravel walks).

In 1879 and 1880 the city did nothing more important than to lay walks on the east, north and west sides of the Park and settle the question whether it was proper to allow political meetings to be held there.

As late as 1881 the Council is still resolving to cut the grass in "our Park." This year the matter of "wetting down" the grass first came up.

October 10, 1881: Mayor Geo. G. Steketee notified the Council that he had forbidden the county to proceed with building the fence around the public square, which fence the Board

of Supervisors had already begun building, the Mayor claiming that the Park was in possession of the city. The Board of Supervisors took this step and really did fence in the Park (it was up five days) as the first move in bringing the suit in Superior Court.

Matters were brought to this climax partly by the claim of George Pantlind that he owned the south half of the square, at least a part interest in it. Half was valued at over \$40,000 then. The county claimed in its bill of complaints that he, George Pantlind, had bought for one dollar a quit claim deed from E. B. Dikeman, who had it from some Daniels heirs, to the south half of the square.

In the county's bill also it was recited that some of the Sheldon and Tileston heirs claimed or "pretended to claim" an interest in this south half.

The county also stated that these Daniels heirs way back in 1842, through the administrator, had asked for a division of the property of Lyman J. Daniels, he having previously died. In the lands of Lyman Daniels they included the south half of the Park. This, we remember, is only possible through the careless wording of the deeds to Campau and Sheldon and Daniels from Samuel Dexter in 1835. Commissioners were appointed by the court and the lands divided, but they reported that, in the plats by which Sheldon and Daniels had bought their tract of land and also sold off lots, this square was marked court house square and belonged to the county and could not be



## We've Got the Newspaper Men Working for You

With the most thorough advertising campaign you ever saw—big, convincing advertisements that make your customers hungry for BEARDSLEY'S SHREDDED CODFISH are being published continually in the newspapers your customers read.

All you've got to do is to lay in a good stock, put it where people can see it and you'll have a big sale right away.

### J. W. Beardsley's Sons, New York

divided. It was not so divided and, so far as I could learn from the trial records, the heirs accepted the division.

Because of the above facts many have supposed that Sheldon and Daniels dedicated this land for public use. But, as Mr. Smiley said in the trial, "If Mr. Campau said he did not give this north half for a court house square, but for a park, then why did he take it back or want pay if he gave it? So if Sheldon and Daniels gave the south half, why did they want to take it back and have it divided? The county's bill of complaint calls all of these claims untrue pretenses.

The heirs of these three men, Sheldon, Tileston and Daniels, were defendants in this trial brought by the County of Kent October 15, 1881.

Prosecuting Attorney Fred A. Maynard, with Hughes, O'Brien & Smiley, were solicitors for the county, Champlin & More for George E. Pantlind, Andrew T. McReynolds for the Sheldon, Tileston and Daniels heirs, and Stuart & Sweet and J. W. Ransom for the city of Grand Rapids.

Isaac H. Parrish was Judge of the Superior Court and rendered his decision August 3, 1885, in favor of the county.

I will quote in part from his decision: "It was found by the court that, some time prior to 1843 and about the year 1838, the south half of the public or court house square, so-called, in said city of Grand Rapids, was platted, offered and dedicated by Thomas C. Sheldon, Thomas Tileston and Lyman I. Daniels, they then being the owners and proprietors thereof, to the public, and especially to the people of the County of Kent for the purpose of a public or court house square, and that about 1838 the people of the county of Kent accepted the said offer by erecting and maintaining a court house for several years on the said square and the same became dedicated to the public use. Thereupon, it is ordered and decreed that the said County of Kent has the right to use the same in connection with the north half thereof to erect and maintain thereon a court house and other county buildings and use the same for a county seat of justice for the County of Kent forever."

So, again, the square became for a short time the property of Kent county.

This would seem like the end of the story, but the ways of the law are many and past finding out and it was not the end. The city, Geo. E. Pantlind and other defendants appealed the case to the State Supreme Court at Lansing, Judge Montgomery presiding. The case was argued April 19, 1886, and decided April 29, 1886. Here it was decided that "had the land been conveyed to the county by unlimited grant"—that is, not for a special use as court house—"it would have remained county property until in some way transferred, but that even in such a case, after nearly thirty years' adverse possession"—by the city—"it would be rather late for the county to ask for relief."

So the court house square became

on April 29, 1886, the city's public square, or Fulton Street Park.

Let us hope its stormy, changeful history of the past will never spring into new life and that it may remain in peaceful possession of the city forever.

#### What Causes the Tail of a Comet?

The "three billion leagues of tail" of a comet puzzles the astronomers. Of the various theories that have been put forward to account for the repulsion of comets' tails, besides the electrical theories, probably the most popular ascribes the streaming away from the sun to the effect of light pressures. When radiation of any kind, sunlight or the heat from a fire, falls on a surface it exerts a pressure on that surface tending to drive it back.

Light pressure must act, and probably acts powerfully, on the minute particles which constitute a comet's tail, but a careful analysis of the strange motions and transformations taking place have convinced many astronomers that other forces are at work modifying, and in some cases increasing, the repulsion. The envelopes of a comet are wreaths or veils thrown out toward the sun and flowing away on each side. They are not like the streamers from the nucleus, for they seem quite detached, forming an arch over the head. A fountain consisting of a large number of jets of water in different directions shows a sort of dome, which when seen sideways exactly imitates the envelope of a comet.

It is not merely a bounding surface beyond which none of the water is projected. The arch is thickened along this surface. When the water is turned on fuller the arch rises. If it is turned off gradually it sinks, but if it is turned off suddenly the arch does not subside, but vanishes. The water subsides, but the thickening vanishes.

Prof. A. S. Eddington, of Great Britain, thinks it can hardly be doubted that the envelopes of a comet are formed in this way. The explosion from which the envelope results throws out matter with fairly uniform speed in all directions, this matter being under the influence of solar repulsion, just as in the analogous case the water was under gravitation.

Whatever may be the true cause of the phenomena of comets' tails, it is at least clear that the course of the power which forms them and which directs them is to be found in the sun. The exceptional activity of Halley's comet may be due to the physical state of the sun at the time rather than to the constitution of the object itself.

#### All Was Over.

"I can not marry you!"

The brilliant young chorus girl, her face naturally flushed with her high determination, gazed fondly but determinedly into the eyes of the young magnate whose wealth was numbered by millions.

"Can not marry me?" he repeated. "Surely there is some mistake. I offer you equality and all the financial privileges I command. You will own

your own home and be able to sip from the fountain of eternal gasoline. Why do you refuse me?"

She smiled loftily if sadly as she replied:

"I do it for my art. Surrounded by the temptations of great wealth I fear that I would lapse into an idle creature. No! No! Archibald, it can not be. My art must not suffer. I thank you for your kind offer. Believe me, I shall always be your true friend. But ask me nothing more. Art, always, and for all time! Besides, I am going to marry your father."

And putting her pink silk tights into her card envelope system she passed out into the night.

Vices and virtues both renew their youth as they are exercised.

## 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.



## "State Seal" Brand Vinegar

has demonstrated itself to do all that has been claimed for it. The very large demand it has attained is selfevident.

Mr. Grocer! It increases your profits. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

## YOU, Mr. Retailer,

are not in business for your health.

You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: Become a Sealshipt Agent.

Write us today and we will tell you how it's done.

The Sealshipt  
Oyster System, Inc.

South Norwalk

Connecticut





GOOD AT FIGURES.

Reputation Honestly Earned by Ex-Congressman Richardson.

Written for the Tradesman.

George F. Richardson, member of the Legislature several terms, member of Congress, later a milk inspector in Grand Rapids and at present a prosperous fruit grower and town site promoter in the State of Washington, in the profane words of intimate friends, "is hell on figures." Soon after taking his seat in the House of Representatives, at Lansing, in the year 1891, he obtained from the State Printer a piece of cardboard large enough to cover his desk, made a requisition on the stationery keeper for pencils, erasers and other tools furnished to members by the State, and with a bunch of statistics from the office of the Auditor General and data gleaned from the Railroad Commissioner, the Secretary of State and others in authority commenced making figures. In a few days he had covered the cardboard and then he called members of the House to his side to view his work. According to Richardson's figures the railroad corporations were not paying the amount of money they ought, in fairness and justice to contribute toward the expense of making the governmental wheels of the State of Michigan revolve, by \$1,250,000. The down-trodden farmer and the horny-handed factory hand were carrying the greater part of the burden and Richardson's patriotic blood bubbled with indignation. He would introduce a bill that would rectify the inequalities in the distribution of tax burdens and learn whether the Legislature possessed sufficient virtue to pass it.

The railroad interests ordered their lawyers to proceed to Lansing for duty, and in response Ambassador T. J. O'Brien, Harry Russell, Ashbel Green, Ashley Pond, William L. Webber, William Alden Smith, Judge Montgomery and other legal luminaries appeared at the Capital and sought interviews with members individually and hearings before the Committees on Railroads collectively. Several weeks of valuable time were devoted to the discussion of the problem and then Richardson introduced his schedule, calling for an increased rate on the earnings of the railroads that would yield one-half million dollars of additional revenue to the State.

Without much delay the bill passed the House and was taken over to the Senate, which body promptly referred the bill to the Committee on Judiciary. This Committee was so constituted as to favor the railroad interests, and in the course of time it reported the measure to the Senate with an amendment making a reduction of the increased tax proposed in the original bill from \$500,000 to \$75,000. By the practice of parliamentary tactics, in which the late Senator Wisner was an expert, the bill was so impounded that its release could be effected only by nearly an unanimous vote of the Senate. A Committee of Conference was appointed. The House was notified of the impounding of the

bill and a request was made that a committee be appointed to confer with the Senate Committee on the measure. The House ordered the appointment of a committee in response to the desire of the Senate, and Speaker Wachtel named Representatives Richardson, Diekema and White (Mr. Diekema is now the Representative of the Fifth District in the Congress of the United States). An hour was named for a meeting of the two Committees and when the members assembled Senator Wisner explained that the Senate would not impose more than \$75,000 additional taxes upon the earnings of the railroads and that the bill would remain in the pound unless the House would agree to the Senate's amendment. Richardson asked to see the schedule prepared by the Senate Committee and, in glancing over it, noticed that the schedule called for \$150,000 in taxes instead of \$75,000. He asked permission for the House Committee to retire for consultation and, when permission was granted, the schedule was presented to Mr. Diekema without a word of comment. The gentleman from Holland scanned the figures closely and then remarked: "I think there is a mistake here—a mistake in our favor." Three heads were quickly assembled and the unanimous conclusion of the trio was that the Senate schedule would produce \$150,000 instead of \$75,000. "The Senate controls the parliamentary situation," Richardson remarked, "and there is nothing for us to do except to join in a conference report to the two houses recommending the passage of the bill as amended by the Senate." This proceeding was agreed to and the Committee returned to the conference. Protesting that the House bill was just and fair, Richardson reluctantly agreed to the Senate schedule on behalf of the House Committee and in due time the bill passed and the Governor gave it his approval.

Several months later, during the noon hour, Senator Wisner, in his shirt sleeves, wearing a straw hat and carrying a fishpole and line, entered the House, creating great amusement.

"You have better lawyers in the House than we have in the Senate. Besides, you have Richardson, who is 'hell on figures.' But we have better farmers in the Senate," he remarked. Arthur S. White.

A Selfish Parent.

William and Jack are 8 and 6 years old, respectively. Both were liberally remembered at Christmastime, and when the first excitement had subsided and presents had been again inspected, William said to Jack: "What will you do with all your books when you have read them?"

"Keep them for my children. What will you do with yours?"

"I will never give away the books dad gave me."

"Not even to your children?"

"No, I want to keep dad's books."

"Oh, you selfish father!"

You can no more become pious by studying theology than you can become a pilot by the study of charts.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids  
Majestic Building, Detroit  
Mason Block, Muskegon

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

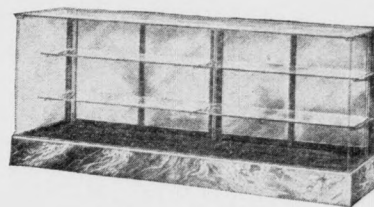
CHAMPION 70 TO 72 GRAVITY

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.

The Best All Plate Glass Case on the Market



This is Our No. 257

An all plate glass case suitable for nearly any line of goods, and which is the result of several years' experimenting with all plate glass construction.

If you want a case to be absolutely rigid when set up for use, and which can be bought at a reasonable price, and which you can get promptly in any desired size, you should buy a



We have a large stock on hand ready for immediate shipment at all times. Complete catalog and prices on request.

Drug store outfits a specialty.

WILMARTH SHOW CASE COMPANY

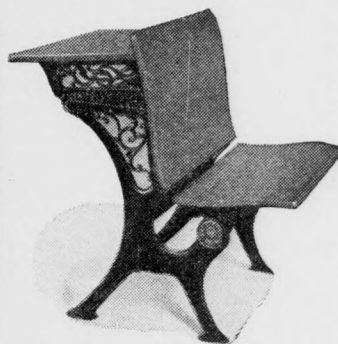
936 Jefferson Avenue

Grand Rapids, Mich.

134 South Baum St., Saginaw, Mich.

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More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs

Office Desks and Tables

Bookcases Blackboards

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Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

If you need the goods, why not write us for prices and descriptive catalogues—Series G-10. Mention this journal.

American Seating Company

215 Wabash Ave.



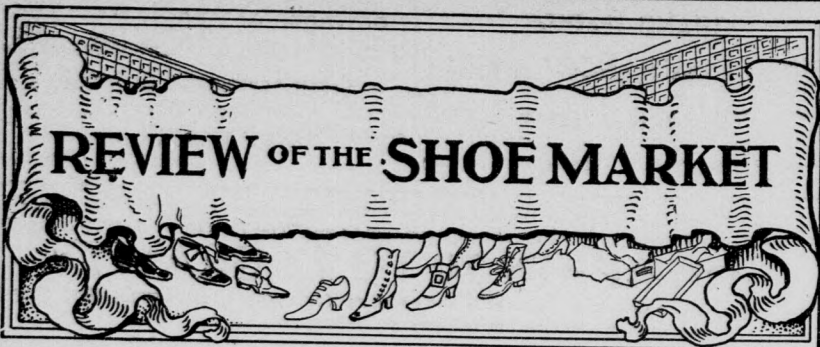
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



### Stock-Taking the Sure Test of Solvency.

Positive proof of business prosperity can only be obtained by taking an inventory. A recapitulation of the resources and liabilities of a firm will reveal truths as no other system can. The retailer who does not take an inventory of his store at least once a year is "sailing the financial seas without a rudder." The apparent success of a store running for years without an inventory may be found to be short of the mark by a good many dollars. Overvaluation may be one of the troubles, then again some clerks are at times overinterested in personal matters with the result that shortages may drain the assets. Depreciation in stock is inevitable and unless recorded at least once a year puts the business on an unsafe basis. The statement made to credit men, if based on an inventory, makes the purchase of goods easier and unintentional perjury an impossibility. From an inventory a correct basis for estimating insurance can be made, and in case of loss by fire the exact sum due from the insurance company can be easily and quickly obtained. These few facts hit the small as well as the large retailer. And there are many other reasons for taking inventory.

We would advise that every retailer postpone inventory until Tuesday, February 1, 1910. The month of January is a good trade month for every shoe man that we know. This year on account of the lack of wintry weather January augurs well for the trade in steady buying by the public. The clearance sales should be postponed until February 14, when the inventory will show just what goods can be sacrificed and cleaned up. The January inventory, if taken, would make the clearance sale premature, or if put off six weeks would necessitate another listing to determine goods to clear. The goods laid in last September would be far from exhausted during the early days of January, so that the listing of the stock would show a large amount of merchandise on hand. The ebb season of trade is the time for inventory.

The preliminary checking of the stock should be attended to first. The surplus stock in the basement or storeroom should be first gone over with great care. The entire available force should be employed, and each should work without interference with another. Shoes in unopened cases should be examined as to mating, price and sizes and same should be recorded on case in numbers of pairs, cost and selling price, size and widths and should also be recorded

on a slip of paper. Tack the record slip on the case. Shelved goods in store room should be examined, verified and recorded on slips of paper. Goods of a style should be recorded on one slip if racked together, but if in separate compartments should have individual slips. Rubbers and findings should be recorded in the same way. One retailer uses slips of paper tinted red to give them a warning color so that if any shoes are withdrawn the clerk is sure to note the slip and mark accordingly. Each slip should have the number of pairs, the cost and selling price, and if the inventory is to be very systematic the sizes and widths.

On Monday, January 31, the stock on the floor should be gone over in the same systematic manner, cartons examined, so that each has two shoes in it that are mates, also that blank cartons are not recorded as containing shoes. If this preliminary checking is inaccurate the entire inventory is made deceptive. Every space large enough to contain a shoe should be examined and every carton listed as to cost, selling price, size and width.

Depreciated goods from former seasons should be marked on slips at their proper or present price, for true inventory stands for present worth. New valuations should be placed on them before goods are recorded in inventory book.

The entire store having been gone over awaits the morning of February 1 for the entering of goods on permanent record. Rapidity can be obtained by having separate sheets prepared prior to the morning's systematic entering, stating styles, stock numbers and descriptions. This means no delay in completing inventory and makes inventory much simpler for the work of writing in a description on recapitulation sheets at the last minute on such surfaces as shoe cases, racks and benches is laborious to say the least. The proprietor or department managers should count and call off the numbers of pairs in each rack, prices, sizes and widths, and the clerk should make entry on inventory sheets. The slips of first record should be preserved, verified and used for comparison later. The system of double check makes inventory practically perfect.

Not only are the numbers to be called off, but the lots are to be examined, a carton pulled out here and there to see that the preliminary work has been done correctly by the clerk, and now and then an entire lot examined carton for carton. A clerk may not conscientiously pre-



## Shoes on Strenuous Boys Have to Stand Severe Strains

A boy has to be hard on his shoes. There is only one thing to do about it—put our Oregon Calf Star Shoes on his feet. They will stand the racket and outlive ordinary boys' shoes by some months of hard usage.

They are stout, strong and stylish and, quality considered, their moderate cost pleases the pocketbooks of the parents, who form no unimportant portion of every merchant's patronage.



Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



## Conservation Is the Topic of the Hour

### H B HARD PANS

Men's Boys' Youths'

Strike a practical conservation note. A shoe that will appeal to the mother with a family income to conserve.

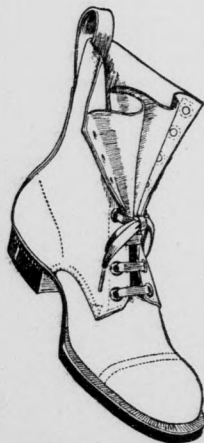
Uncommon wear in every pair—and good style.

Regular Hard Pan or Elkskin stock for Spring and Summer wear.

H B Hard Pans for Men are built of the best wear-resisting stock tanned.

There are no better medium priced shoes made anywhere and they are sold in H B Hard Pan stores. These dealers are the progressives in conservation and in value giving.

A sample order will get more of your business. Let us have a postal request for samples today.



H. B. HARD PANS are made in 26 carried in stock styles

Herold-Bertsch Shoe Co.

Makers of the  
H B Hard Pan and Bertsch Shoe Lines  
Grand Rapids, Mich.

pare the preliminary slips or mistakes might happen on either the first or second check. Then honesty is often bred by leaving no loophole for dishonesty, so it pays to examine stock carefully. The inventory well taken at this point assures the proprietor of a true record of facts.

A simple inventory sheet can be made by any printer: A heading of the firm name and a space for the initials of those who check and double check the contents of the sheet. The body of the sheet should have a space for checkings, viz.: (V) number of pairs (12), run of sizes (6-A, 7B, 7-B, 7-C, 8-A, B, 9-A, 9B, 9-B, 10-A, 11-D and 11-E), cost price (\$2.10), total cost price (\$25.20), selling price (\$3.00), and total selling price (\$36.00). The simpler the system the better and there will be no chance for errors in copying. Sheets are to be numbered consecutively and if the clerks are divided up into teams to "take stock" they should be sent out simultaneously, each sheet when double checked to be returned to the cashier. Original record should be used throughout with carbon copy if duplicates are really necessary. Go over every inch of space in this way and preserve the preliminary slips. Especial care should be taken of goods below value for errors can easily be hid in this grade of stock. The complete sheets should be immediately bound, to prevent loss, with a clasp or loose leaf slip, arranged and indexed. The book-keeper can then extend prices, make footings and give totals. The balance on his ledgers will give his assets and liabilities to February 1, and comparison will show actual condition, present worth of stock, and knowledge of whether the past year has been successful or not.

If the retailer finds his business has not been what he expected he must seek the error or leakage. An unknown loss is a serious thing and a careful investigation should be immediately made. His cash book, the accounts due, the expenses and all the stock records should be gone over for discrepancies. Few inventories flatter the retailer, for everyone is prone to overestimate. Cold figures are not always pleasing, but the accuracy of knowing just where you stand is worth twice over the self-deluding approximating of one's resources. The inventory tells the truth and gives confidence to everyone. The business retailer wants the truth at any price when it affects his pocketbook, and the inventory is but another name for "truth finder."—*Boot and Shoe Recorder.*

#### Before the Snow.

The yellow flame of goldenrod  
Is spent and by the road instead  
The flowers, like smoke-wreaths o'er  
the sod,  
Hang burned and dead.

The sumac cones of crimson show  
Beyond the roadside black and charred;  
The trees, a bloodless ashen row,  
Stand autumn scarred.

Dark are the field-fires of the year;  
Let all the flickering embers die;  
Without the cold white days are near,  
Within are warmth—and you and I.

He who thinks he is debtor to none  
Is usually pauper to all.

#### Making the Discount the All-Important Thing.

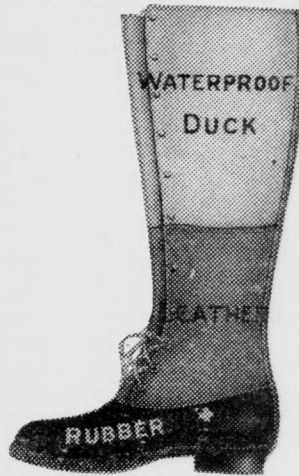
With the buying season well on, discussion of one of the trade abuses may not seem entirely out of place. This abuse is in the matter of discounts. Many buyers are devoting more time to searching for lines which offer the longest discount than they are to the selection of proper styles and values. They are undoubtedly forced to do this by the intimations of the merchandise men, whom they obey implicitly and to whom this matter of discount is considered a mark of ability. In their mind a man who buys a line of shoes for \$2, 7 per cent. off, is a heap better buyer than one who buys the same shoes for \$1.86 net, and it is no doubt due to this distorted vision that the department manager becomes biased in this matter of buying.

It is certainly up to him to make good with the merchandise man in order to hold his job, and herein lies one of the chief difficulties in the position of department manager for a department store. Oftentimes real ability to select values and styles will fall by the wayside in the search for a man who can get the larger discounts. Oftentimes salesmen can make sales at higher prices with these discounts than would be asked if one would purchase them at net figures. The insistence of buyers on this practice of allowing discounts causes a lot of trouble to the factory because it necessitates much book-keeping red tape that is entirely useless and unnecessary. For example, one buyer comes to a salesman with the story that he must get a discount of at least 5 per cent. or he can not order the goods. The adept salesman simply adds 5 per cent. to the cipher price on his samples and allows the discount, or he more probably takes it out of the shoe. Perhaps the buyer knows this and perhaps he does not, at any rate the deal goes through and the book-keeper keeps a little memorandum of the fact that Mr. Blank has a discount of 5 per cent. on his account.

The next buyer comes along as "easy meat," for others have offered him a bare 5 per cent. for his business, and as he wanders into this sample room the salesman ventures to suggest that if he will throw out the other lines he will give him a little extra discount. Immediately the ear of the buyer is cocked and he listens with pleasure to the 1 per cent. argument, etc. But the little game is still on, only the form is changed a little and it means a little more work for the book-keeper. He pays the same net price after all, and the book-keeper adds another item in the memorandum book and notes that X. Y. Z. gets a discount of 7 per cent. And away they go. The first buyer goes to the next salesman and gets 7 per cent., and the second buyer holds up the next salesman with the favor he imagines he has received, until he, too, tries the game, and then they are all in the same boat and the prices are just where they started at, with no benefit to anyone, except, perhaps,

## Red Cross Rubbers

To see these goods is to convince you of their unequalled selling and wearing qualities.



The Red Cross Combination Top Rubber is an especially strong number in our line of footwear. The leather is amply high to keep out the slush and the waterproof canvas reaches practically to the knee, making it a very desirable style of warm footwear, and the price is reasonable.

We were oversold on these goods this season, and we solicit your early orders so that prompt delivery to you may be insured.

Our salesman will call on you soon with a full line of Red Cross and Leather Tops, together with a complete line of Glove rubbers, prepared to take your blanket order for fall. Be sure to see the line before you order.

On request we would be glad to send you samples of the Red Cross and Leather Tops for your inspection.

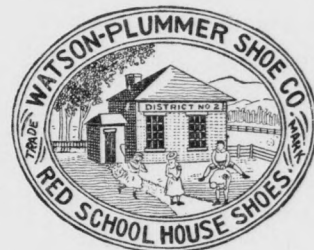
### Hirth-Krause Co.

Jobbers of Glove Rubbers

Grand Rapids, Mich.

## Spring Shoes For the Children

The new styles for children offered for the coming season are more attractive in appearance than ever before. That suits the little folks. Our shoes are made of extra quality materials, the soles especially containing very high grade leather; and they are made as well as we know how to build them. First-class material and workmanship mean durability, and that suits the parents. Prices are right and that suits the dealers. Each style is shaped over a practical juvenile last.



Our Red School House shoes are an important part of the stock carried by the largest dealers in America, men who are most discriminating in the matter of buying, and who prefer and select our product because it meets the exacting requirement they insist upon—a uniformly high quality at all prices, that is sure to satisfy their trade and develop permanent business.

### Watson-Plummer Shoe Co.

Chicago, Ill.

a sort of mental benefit in thinking that you can beat the game.

No, gentlemen, you can not do that, no matter how many times you try to bluff it out with a pair of deuces in your hand. You may do it once, but ten chances out of eleven you will get caught with the goods and forced to "show" sooner or later. The safest recourse after all is the knowledge of the goods. The buyer of today does not buy so much on friendship as he did formerly, as he realizes that it is not the up-to-the-minute game and in order to make his business successful he can play no favorites and can accept no favors which shall bias him in his judgment.

It is a question which party is to blame in this practice, and we are inclined to lay it at the feet of the fellow who is not here—"the merchandise man." If he insists on discounts regardless of other qualifications, then discounts it will have to be, for we realize what it is to hold one's job. But if, on the other hand, as is sometimes the case, the buyer thinks it a sign of ability to squeeze the salesman, let him look to his laurels before he finds that that "squeeze" is costing him a lot of money which he does not see at all. There is danger in an extra discount just as there is danger in a harmless cigar before the purchase. After this is all completed do as you please, but don't let anything come in between you and the main job before you place your order if you want to be honest with yourself and your house.

We know of a certain manufacturer of shoes who dearly loves to make a trade and in his anxiety to do this well he frequently will not purchase unless the prices are lowered a cent or two for his special benefit. As soon as this peculiarity was noted bidders for his business would advance the prices just this much when he entered their store. When he left he would leave an order at market price, but he fully believed that he was getting a cent or two off the market, when, as a matter of fact, the fellow who went right along and bought what he knew was right in price and quality, he was the fellow who got the benefit of any bargains that came into the market, and his entry into the store was one that was always met with real pleasure.

Truly, it is a fact that salesmen prefer to make a sale that is "dead open and shut." They don't like this "discount" method of doing business and they do it only because their main job is to sell goods. If one method does not apply they have to dig out another that will, and so on, until in suiting all the peculiarities of their trade they have the book-keepers about crazy with details. Perhaps when this world gets old enough and big enough we shall do away with all these things. Perhaps when buyers realize sufficiently that they are being "bunkoed" right along we shall see some reform in this matter. For the present we can only hope that this article will serve to set one single buyer right in the matter. If it does this much it will have accomplished its purpose, and if it does not

we shall hope that it has been good seed sowed on fertile ground.—Shoe Trade Journal.

#### Greatest Ruby Mines Located in India.

All the world's great rubies come from the mines of the Mogok Valley, India. There are four principal mines in the valley, in each of which modern tools and machinery are used, which facilitate the proper examination of a large amount of byon or ruby bearing clay every day. In adjacent valleys the Burmans still prosecute their searches in the old way, digging and washing by hand labor, but often with astonishing results.

In the large workings the system is reduced to a science, with corresponding results. The work goes on day and night. The byon is extracted by the open quarry method of removing all the surface down to the ruby bearing clay, which is then dug up, carried on trolleys to the steam cleansing mill, washed, passed through the sieves, and then examined for rubies and spinels. The byon stretches almost everywhere along the Mogok Valley and wherever this rich old gold crumpling clay exists rubies are to be found.

Besides the pure ruby, spinel or balas rubies are found in large quantities at Mogok. Wherever the ruby is found the spinel is certain to crop up close beside it. They are both crystals of alumina, but of different shapes. While the true ruby is pure corundum only, the spinel has a minute quantity of magnesium which lessens its hardness one-fifth. Except in a few rare cases the expert can distinguish readily between the two.

At the mines the rubies are separated to a certainty from the spinels by the use of the dichroscope. The gem is placed in the instrument so that a ray of light passes through it and is polarized. The true ruby shows a pure red ray, while the spinel shows a slight tinge of blue with the red. There are a few really magnificent spinels in existence, the first among them all being the great Agincourt ruby in the English crown. Although the mines in the Mogok Valley have produced practically all the rubies of ancient and modern times, it is difficult to learn how long these mines have been in operation, for it was always the policy of the Burmese kings to keep them as mysterious and secluded as possible.

It is known, however, that mines were in operation for a long time previous to 1600. At one mine alone 1,400 tons of byon is washed daily through the busiest seasons, with resulting prosperity to the population. During the season as many as 2,000 workmen, nearly all Burmans, are employed.

Rubies are more precious than diamonds and are practically indestructible except by fire. While a flawless diamond may be worth roughly about \$100, a perfect ruby of the same weight would be worth at least double. But the increase in value as the size increases is much greater in rubies than in diamonds. A diamond of ten carats is worth perhaps \$4,000, while a ruby of that weight may be

worth any price up to \$70,000, which was the value placed on a stone exhibited at the Franco-British exhibition in London last year.

The Burman is inclined to invest his savings in rubies and diamonds, which may be readily realized upon in times of financial stress.

#### A Call-Down.

If you get a call-down, don't get the idea that you are being mistreated, or that the boss has a "grudge" against you, because it will only lead to another, and another—and then—

Take what he says as the truth, whether you believe it or not—apply it.

If he says you are slow, "steam up." If he says you are sleepy, wake up. Be thankful it is only a call-

down—probably you deserved to be "fired."

A big Chicago merchant said once to an employe who thought he was being mistreated in such a way: "A man worth correcting is worth keeping. I never waste time picking the specks out of rotten apples."

Some men must regard religion as a rowboat, because they are never sure they are headed for religion unless they are facing the other way.

**MAYER Honorbilt**

Shoes Are Popular

## MICHIGAN SHOE COMPANY

**STYLE SERVICE SATISFACTION** You get them in the **MISHOCO SHOE**

Made in all leathers for  
MEN, WOMEN AND BOYS

You should have them in stock—every pair will  
sell another pair

**MICHIGAN SHOE CO., DETROIT**

Our BOSTON and BAY STATE RUBBER Stock is Complete

## Snow and Slush

Will be here now before you know it. The dealer who is well stocked with Rubbers will get the start on his competitors, but he must have *Good Rubbers*. We are well stocked with Good Rubbers—

## Hood and Old Colony

Get in touch with us NOW

There is no need to tell you about the famous Plymouth Line. Every one who has worn them knows that it is the best line of Rubbers made for good hard *Service*—extra stayed at every weak point. \* \* \* \* \*

**Grand Rapids Shoe and Rubber Co. (INC.)**

**NEW YORK MARKET.**

**Special Features of the Grocery and Produce Trade.**

Special Correspondence.

New York, Jan. 22—Spot coffee has been very quiet all the week. Most all transactions have been of a small jobbing demand from the interior. In fact, trade has been so quiet that some concessions are said to have been made where the seller was in need of ready cash. The stock in sight and afloat aggregates \$4,042,207 bags, against 3,776,331 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 8¾c. Mild coffees have been quiet, in sympathy with Brazil sorts, and the volume of trade is very light. Quotations are practically unchanged. Good Cucuta, 10½c.

The tea market is showing a little more activity, but there is still a difference of opinion between buyer and seller as to values and no large lines have been moved. Japans are the strongest, although all sorts are fairly well sustained, even Congous selling at 8½@9c.

Quietude prevails in the market for refined sugar and the little business that is being done is almost altogether of withdrawals under previous contracts. The general quotation is 5.05, less 1 per cent. cash.

There is a better jobbing trade in rice and it is not unlikely that the anti-meat crusade will give something of a boom to this cereal, as it is about the best thing to fall back on in case of emergency. Advices from the South report the growers still holding to their stocks, hoping for an advance. Good to prime domestic is quoted at 5@5½c.

In the spice trade there is simply an everyday demand and, of course, at this time of year not much activity is looked for in this line. Buyers take only enough to "last over Sunday." Prices steady and unchanged.

There is a fair demand for molasses especially for grocery grades. Quotations firm with good to prime centrifugal, 26@30c. Open kettle 32@42c. Syrups in light offering quoted to about 26c for medium grades.

Canned goods are very quiet indeed. Standard No. 3 tomatoes are quoted at 65c f. o. b. and anything less than this is likely to lack the quality of the higher priced goods. Sellers seem confident as to the future, but there is certainly room for a good deal of improvement. Two packers of Maine corn have made prices for 1910 pack, one at 90@92½c f. o. b. Portland. These were not large packers and it is thought the more prominent concerns will start at 92½c. N. Y. state at 72@75c for 1910.

Butter is a trifle off, except for top grades, which are quoted at 36c for creamery specials. Extras at 35c. Western factory, firsts at 25c; seconds at 24½c; lower grades at 24c.

Cheese, steady quotations well sustained. Stocks are in strong hands and these holders control the market. Full cream N. Y. state specials at 17½@18c.

Eggs about unchanged with the

best Western stock held at last week's figures.

**Trust Chattel Mortgage Sale.**

Default having been in the conditions of a certain Trust Chattel Mortgage made and executed by the Johnson-Colleton Company, a corporation, of Grand Rapids, Mich., to Peter Doran, Trustee, of Grand Rapids, Mich., dated the 19th day of November, 1909, and filed in the office of the city clerk of Grand Rapids on said date,

Notice is, therefore, hereby given that, by virtue of the power of sale in said mortgage and of the law in such case made and provided, there will be sold at public auction, or vendue, to the highest bidder, on Wednesday the 2nd day of February, 1910, at 3 o'clock in the afternoon, at the store of said Johnson-Colleton Co., 69 S. Division St., in the city of Grand Rapids, Kent county, Michigan, the property covered by and described in said mortgage, or so much thereof as may be necessary to satisfy the amount due thereon, including the principal and interest, and the costs of such foreclosure sale and the trusteeship, as provided for in said mortgage.

The property covered by said mortgage and to be sold as aforesaid is described as follows, to-wit: All of said mortgager's stock of merchandise, consisting of drugs, druggist's sundries, liquors and cigars, patent medicines, perfumes, combs, brushes, druggist's supplies, syrups, candies and confectionery, and all supplies usually kept by druggists in retail business, all furniture and fixtures and receptacles, glassware, jars, cases, chairs, stools, show cases, interest in soda fountain, glasses and all apparatus pertaining thereto, carbonator and bottling machine. An inventory of the property may be seen at the office of the trustee.

Peter Doran,  
Trustee and Mortgagee,  
307 4th Nat'l Bank Bldg.,  
Grand Rapids, Mich.

Dated Jan. 25th, 1910.

**Usual Proceedings.**

Fond Mamma (showing off Willie)—Haven't you anything to say to Mrs. Cackle, Willie?

Willie—Sure. Hustle up and tell me how I've grown and how much I look like ma and how you've got a little boy at home just my age and then ask me how old I am, whether I go to school, how I like my teacher and what I'm going to be when I'm a man. Then if you've got any candy trot it out and I'll stick up for you when ma begins to run you down just as soon as you go.

**Walter Shankland & Co.**

85 Campau St., Grand Rapids  
Michigan Agents

**American Gas Machine Co.**  
Albert Lea, Minn.

Send us rough diagram and measurement of your store, dwelling, hall, school house or church and we will send you detailed estimate of the cost of lighting same by the most economical, safest and best lighting system ever devised.

# Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

# Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.

**The Public School as a Field for Benevolence.**

Written for the Tradesman.

Reader, are you rich? Do you feel yourself permanently located on Easy street? Have you, by your own accumulations, or by inheritance, or by both combined, secured enough of this world's goods so that provision for all the reasonable wants of you and yours is assured?

Then are you looking for places to bestow your surplus wealth? Are you searching for opportunities to dispense some of those dollars with the same zeal you once sought chances to make them? You ought to be.

And have you ever considered what an opportunity the public schools offer for your liberality? Perhaps you sometimes have thought of it—that you would like to do something for the cause of education, and you have partially planned an endowment for some college.

Giving to colleges is all right in a way. It may save you from "the disgrace of dying rich." It is decidedly better than leaving all your money for your heirs to quarrel over or waste. A note in the papers that Mr. So-and-So, a wealthy citizen of This-or-There, has built a chapel, or a museum, or equipped a scientific hall, or given a number of thousands of dollars to some university or college, sounds very well indeed. We all should enjoy having such things said about us. But look the situation squarely in the face. As things are going nowadays, if you give to a college, which will you be promoting, culture or athletics, learning or football?

Even taking a more optimistic view, and assuming that a good proportion of college students expend some time and effort on the improvement of their minds, the fact remains that a great majority of them are the sons and daughters of well to do parents, who are only too glad to provide them abundant opportunities for education and advancement. And finally, taking the poor but aspiring young man or young woman, to aid whom is the desire of every high-minded college benefactor, the poorest freshman of them all has already had a full high school education, and is not burdened with the support of relatives. He or she is really having a far better chance in the race of life than the great number of boys and girls who, when they have finished the eighth or ninth grade, have to drop out of school and go to work to help out with the family income.

College students are the picked youth of our country. They rank high in mental and physical endowment. They come from the homes of intelligence and wealth. It is the case of "Them as has gits." Consider well before you give to these who already are the prime favorites of Fortune. Find out if there is not far greater need of your money in the elementary schools of the town where you have made it.

Visit the schools, of course. But do more than this: Investigate and find out the real conditions. Talk with the members of the School Board and

with the teachers and see whether the school treasury is able to supply the actual needs of the schools. See whether there are not many places where a gift, wisely expended, would do much to bring some lagging or neglected line of the work nearer to what it should be.

The schools are supported by taxation, lavishly supported it sometimes seems to the taxpayer. In new and growing places where buildings must be erected and equipped the burden of school taxes is a serious one to the average property owner. It is carried nobly, for it is one of the tenets of American faith that the public schools must be supported. And yet there is hardly a teacher but knows many urgent needs she can not ask her Board to supply; scarcely a school trustee who, if earnest and progressive, does not want to see many things go into the schools that he can not, under existing circumstances, ask the taxpayers to raise the money to provide.

These conditions, very generally prevailing, furnish the opportunity for persons of means and benevolence.

With our present compulsory law the child who is not mentally deficient is practically guaranteed the completion of the eighth grade of school work. How many, when this is done, drop out to take places in stores, mills, factories, or work on the home farms! How many more do not go beyond the ninth or the tenth grades! Only a small percentage remain long enough to be graduated from the high school. These early workers become voters and the fathers and mothers of future voters. The moral of it all is to make the schools strong in the lower grades. In the eight or nine or at most ten years that we have these children, let us do all that we can for them. Let it be remembered that the children whose school life is shortest have, as a rule, the least training and the least incentive and inspiration in their home life.

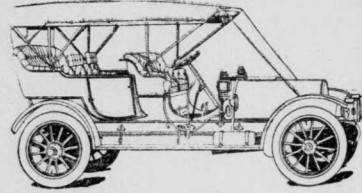
The man of means, particularly if he is somewhat along in years, is apt to draw comparisons between the opportunities for education in the time of his boyhood and that of to-day and to express the opinion that our schools as they are now are all that can be desired. Added expenditure seems to him preposterous.

We all have heard the stories about the puncheon floors and benches in that old log schoolhouse. Perhaps you had only a few years' schooling under a teacher having entire charge of seventy pupils, who had eighty-seven different kinds of text-books, and who, if only they had known it, were in about eleven different grades. What does it signify? Abraham Lincoln had even less chance than you and made a greater man. But that does not alter the fact that little Johnny Shea, or Schwartz, or Olson, or Shiapicassie, who, with his parents, has only lately arrived from Europe, needs the best we can do for him in the few short years that he is under school influences. It is a serious business making citizens and sovereign voters out of such as he. It

**THE 1910 FRANKLIN CARS**

Are More Beautiful, Simple and Sensible than Ever Before

Air Cooled, Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P. 7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important reliability, endurance, economy and efficiency tests of the 1909 season. List of these winnings will be mailed on request.

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 car) at Buffalo, N. Y., in the one gallon mileage contest, held by the Automobile Club of Buffalo.

Among 20 contestants it went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by 50 per cent.

If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin.

Catalogue on request.

**ADAMS & HART**

West Michigan Distributors

47-49 No. Division St.



**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

**BUICKS LEAD**

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts. Grand Rapids Branch

**MOTOR DELIVERY**



Catalog 182 Auburn, Ind.

**Grand Rapids Supply Co.**

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

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.

**Acorn Brass Mfg. Co.**

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

**Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys**

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**Fur-Lined Overcoats**

Our Fur-lined Overcoats are noted for their style, fit, warmth, durability and price. The special values which we have to offer mean dollars to your business in this line. They are made by some of the best coat factories in this country, and all skins are beautifully matched and thoroughly deodorized. If you want to get all the Fur Coat trade in your vicinity, get in touch with us.

Our line of Fur Coats, Cravettes, Rubber Coats, Blankets and Robes are noted for their durability.

Better investigate!

**BROWN & SEHLER CO.**

Grand Rapids, Mich.

**FOSTER, STEVENS & CO.**

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

is not alone the foreign born children whose school life is brief. A large part of the pupils of American birth and parentage stay in school only so long as the law compels.

What a field the public schools offer! Do you wish to inculcate some virtue, as patriotism, or honesty, or thrift? It will afford you no end of pleasure to work out a practical way by which stress can be laid upon this particular trait, and supply the means for putting it into tangible form.

It is better that a gift should partake of the character and individuality of the donor. A lover of art might put some really good pictures upon schoolroom walls, every one of which in time would be feasted upon by hundreds and thousands of hungry little eyes.

Perhaps your hobby is physical culture. These boys and girls, many of whom must make their way by manual toil, need good bodies. You may be able to furnish them the training that will widen narrow chests, expand cramped lungs and straighten round shoulders.

The efforts of whole-souled, practical women who have means at their command are needed. Every capable matron knows that the great mass of girls grow up with scant knowledge of cooking, sewing and house-keeping. It would be a most womanly and worthy undertaking to provide training for these future homemakers.

The great subject of manual training has hardly been touched upon at all in our smaller cities and towns. In very many places, if private initiative

would give the work a start, the people soon would be glad to sustain it as a part of the regular school system.

It will be the most natural thing in the world for the person who becomes interested in helping the public schools to confer his or her benefactions either upon the kindergarten or the high school, since at these two extremes the pupils are most interesting and appeal most sensibly to the average mind. Let me plead rather for that somewhat dreary stretch of grades lying between. In these the help is most needed, although the scholars are not so cunning as the very little tots, nor so full of immediate promise as the high school classes.

The public schools may well engage the attention of the wealthiest and large amounts of money can wisely be expended in improving them. But persons of limited means may accomplish much by gifts, small in themselves but intelligently planned to disclose latent powers and arouse dormant energies. The writer has in mind a little town in Northern Michigan in which a public-spirited resident every year offers four prizes of a few dollars each to the pupils showing the greatest proficiency in a certain branch. Surprising interest attaches to the bestowal of these awards and great effort is made to secure them.

The benefactor of the public school will not give from any desire for fame or praise but simply from an honest wish to do some good with

his money; yet what greater satisfaction than to bring some taste of beauty, some power of uplift, into lives that have scant measure of these, or who could wish a better or more enduring monument than to be enshrined in the grateful memory of children? Quillo.

#### Sure Success Prescription.

Learn to cast off self-love, self-pity and expecting much from others or placing a false value on large means. Take this humbleness all day long, and at night for sleeplessness, in a glass of trust. To prevent too strong an action mix with it an occasional teaspoon of resentment, to keep your self-respect and self-confidence. It wards off nervous prostration and nervous exhaustion and the ills which they promote.

Along with this moral dose take pills of resignation, swallow in a cupful of up-and-doing, to wipe the tears of disappointments and of bereavements, making for a cheerfulness which is nerve saving.

Mix these moral doses freely with clean living, moderate dining and decent habits.

In self-control give up smoking anger. One smoke daily of indignant anger is allowable.

Ventilate your soul with kindness. Bathe it in contentment. Exercise it in kind deeds, kind words and cordial laughter and let it breathe loyalty, gratefulness, honesty and gentleness.

Then let your rational being find God by penetrating into the cause of sorrows, pains and trials. In many

cases it conceives that they are builders of moral character. It evidences the purpose of life. This understanding tends to trust in God.

Finding, too, that the moral character acts favorably on the body, and the healthy body reverts to the good of mind we must conclude that the need of a rational religion, serving the health of the mind and the body, can not be left out of man's life.

Bertha Stern.

#### What Willie Wanted.

An atmosphere of solemn grandeur pervaded the church. The choristers in their somber robes had just finished the "Te Deum," and the clergyman in reverent tones was intoning the Litany. It was the little boy's first Sunday in church.

"Say, pop." His voice took on the sibilant hiss of a stage whisper.

"Sh-h-h-h!" Came an equally sibilant, if more cautious, whisper from his parent.

"But, pop, I want to ask you something, pop—"

"Willie, remember where—"

"But, pop, what—"

"Willie, if you—"

"Pop, I only want—"

"I'll take you right—"

"But, pop."

There was a hasty gathering of hats and coats, and as the pair wended their way down the aisle a shrill voice was heard exclaiming:

"Boo-hoo-hoo! I only wanted to ask you what was the feminine gender of hymnal!"

# Highest Grade Canned Goods

PACKED BY

## W. R. Roach & Co., Hart, Mich.

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors—all under personal observation of experienced packers—give to the

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS.

Send for Catalogue.

Ask Your Jobber for Hart Brands.

## W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Modern Plants.

Judson Grocer Co., Distributors, Grand Rapids, Mich.

## A BIT OF HISTORY

## Developed Through Marrying a Department Store Clerk.

Written for the Tradesman.

Just as there are caricaturists who, in depicting the battered face of a man who has been assaulted by loud-shouting crosses of black courtplaster—a practice rarely followed by skilled surgeons—there are men who, assuming that all other men are without memory or imagination, require only the faintest shadow of an opportunity to set them going with their advice and their prognostications.

So it happened one morning in January that Jack Brasted with his team was stalled at the Coldbrook bridge by his neighbor, Squire Woodard, who had, within a period of about twenty minutes, set forth a volume of reminiscences upon merchandising and marriage—practically his own life's history.

"You'll have to excuse me," said Jack as he started with his led horses for the store building—Jack's general store—at the top of the hill, "but I left the store open and nobody there;" and as he plodded along the young man made a firm mental promise to himself that before another winter he would have a gas engine and pump with connections to the creek. "This leadin' horses to water of a cold mornin' isn't what it's cracked up to be," he added.

And the squire, as he climbed the road on the opposite side of the valley, going carefully over his view of things, at last declared audibly: "Well, Jack kin take it or leave it, I guess I know what I'm talkin' about."

Jack Brasted, born and raised a farmer, appreciating the fact that the nearest mercantile establishment in the neighborhood was three miles away and that in two directions, east and south, there wasn't a store short of eight miles, had coupled a small general store enterprise with his operation of a forty acre farm. And in spite of dire predictions that came from the north and west, about three miles distant, he had made both farming and storekeeping profitable.

The only son of a widowed mother, whose two daughters had married and moved Out West, Jack had met with a pitiful loss through the sudden death of his mother, who had been his best adviser. And the blow came just when he was on the point of enlarging his mercantile business.

He had the sympathy of all his neighbors, which means that, for a month or so and from nearly every household in his township and many in the adjoining ones, grave and sincere doubts were expressed as to whether he would sell the store and devote himself wholly to his farm or vice versa.

Brasted did neither. He buckled down to his work, forgot his bachelorhood and, up early and late, always cheery, cordial and hopeful, he abandoned the enlargement of his store and for more than a year handled both enterprises with increasing success.

Then, just when everybody had begun to admit that he was a man of exceptional grit, wisdom and ability,

he upset the slow coming verdict by marrying "a girl from the city."

"An' the idee," said Mrs. Woodward or "Mrs. Squire Woodard," as she preferred to be addressed, "she doesn't know a thing about farm life and has spent most of her life teaching the piano."

When Jack drove his team hitched to a long boxed pair of red bob-sleighs loaded down with several barrels and boxes of merchandise, with his bride almost entirely concealed from view by robes and blankets, the ready and almost unanimous opinion in the homes they passed was that the girl wouldn't last through two winters of country life, she was "so frail and tenderlike."

Then, too, as it developed later, she had brought her piano along; "one o' them high toned parlor grands. And that was so silly. What Jack Brasted needs," said Squire Woodward, "is a good strong country girl who knows how to do things an' is willin'."

The reason that all of these spontaneous misgivings and thoughtless forecasts were passed quickly back into the musty, misty nowhere whence they had issued so gratuitously was that all of the many neighbors who made it their business to "go to the store" during the fortnight following Jack's return from his "wedding tour to the city" met the bride.

And they saw a woman who knew them and loved them because they were her husband's neighbors and friends. She was frank, unaffected and looked at them through a pair of blue gray eyes which had nothing to conceal. Then, too, while her shoulders were a bit too broad, perhaps, just suggesting squareness, they fitted perfectly to the proportions of a splendid head crowned with abundant—and palpably her own—brown hair; and her chin, strong yet feminine, was a dainty offset to a neck and a poise that were full warrant for the frequently half whispered: "She's handsome, isn't she?"

Moreover, she was at work in the store and did not hesitate the telling of the fact that in her earlier years she had "clerked in a department store and in that way had earned considerable toward paying for her music."

"No, Mrs. Woodward," responded the bride as she paused in the process of doing up a dollar's worth of granulated sugar, "I have never milked a cow, made butter, put down salt pork, cultivated corn or—oh, a whole lot of things I must learn. But I can learn them," she concluded, with a kindly enthusiastic smile.

And she did. Within a year she had high rank as an industrious, competent and thrifty wife and as a cordial, thoughtful, helpful neighbor and friend. "Ask Mrs. Brasted, she'll know," and "Send for Mrs. Brasted, she'll help," were common resources all over the countryside and in every instance Mrs. Brasted "made good."

When Jack Brasted decide to put up a new and larger store building and to use the old structure for a warehouse—an accessory much need-

ed through the expansion of his business—it was his wife Betty who urged successfully that the second floor should be finished off as a public hall. And when the building was completed, it was his wife Betty who presided over a meeting of neighbors, fourteen women and nine men, the result of which was the organization of the Poplar Hill People's church. And a few months later it was before that congregation, enlarged to over fifty persons, and in that hall that her first born was baptised—the Rev. David Yawkey, pastor of her old church (Universalist) coming out from the city expressly for that service.

And it was in that public hall that "one o' them high toned parlor grands" found a permanent resting place, as did one of the State's Circulating Libraries. Together, piano and library formed the nucleus of a comfortably furnished, well lighted and heated reading room, screened off from the hall proper, where the farmers and their wives could meet and chat and keep in touch with each other as they did their trading.

It was in this hall, also, that the Poplar Hill Choral Society, under Mrs. Brasted's direction, gave occasional entertainments for the benefit either of the People's church or the Poplar Hill Grange.

Did Brasted's mercantile enterprise expand? Yes, but not in a purely individual way. Dave Parsons, who owned the twenty acre farm adjoining Brasted's forty, and who was a blacksmith before being a farmer, established a wagon and implement repair and horseshoeing shop across the street from the store; Squire Woodward's son-in-law built and equipped a pickling station just south of Parson's shop; Doctor Porter put up a small building where he had his office and a stock of drugs and medicines, with stationery, confectionery, and such like, on the side and Jack Brasted donated a lot to Tom Castle, who built a small structure where he cobbled boots and shoes and carried a small line of similar merchandise, besides harness, saddlery and "horse clothing," as was announced on his sign.

In brief, within four years after Jack's marriage Poplar Hill had developed into a cluster of fifteen or twenty buildings—aside from stables, barns and outhouses—and boasted of a population of a dozen or more families whose children were sufficiently numerous to require the establishment of a district school. And there was talk of seeking incorporation as a village.

But Betty Brasted said, "No. Let's just keep going as a little family."

And her advice was heeded. That is to say, it was heeded un-

til one day two men—"splendidly dignified chaps and palpably city bred," observed Mrs. Brasted—contracted to pay Brasted \$10 for the use of his hall a fortnight hence for the holding of a mass meeting for the consideration of the Montauk South-eastern Railway proposition.

Brasted had offered the use of the hall gratis, but the promoters had courteously declined the offer, saying that they were not seeking something for nothing. "We've got a gilt edge proposition, one that'll open up this entire corner of the State and double its population inside of five years, and we want you people to know about it."

As though by common consent, all the Poplar Hill neighborhood was in line. Everybody saw in perspective a town of a thousand people around Brasted's Corners, with cars passing back and forth many times each day. And there would be a market town at everybody's elbow, with the city within an hour's ride.

"Don't you think so?" was the enquiry made of Mrs. Brasted dozens



## Sad, But True

It is true that there isn't enough good flour made to supply everybody, but there is enough made to supply all of the wise folks—both grocers and consumers.

It might be well for you to take advantage of the fact that a great many people lose their share of good flour by not knowing.

Then you'll be in a position to supply all of your customers with Crescent flour, thereby doing your duty to the discriminating customers and a decided favor to the others.

VOIGT MILLING CO.  
GRAND RAPIDS, MICH.



## Non-Freezable Bluing

Condensed Pearl Bluing is highly concentrated—it is non freezable

Order now from your jobber or direct

The Jennings Flavoring Extract Company  
Grand Rapids, Mich.

ESTABLISHED 1872



of times, and her reply was: "I hope so, but I don't know."

The much advertised meeting was held and about the first declaration made by "Col." Hall, the chief promoter, a man six feet four inches tall, perfectly groomed and decidedly oratorical in speech, was: "Our people have built upward of 500 miles of railway during the past two years, and why? Because we don't ask for anything. We've got the money and money talks. All we want is a right of way and we will do the rest. A tentative inspection of our proposed route convinces our people that the fifty miles of road we are to build can be put in running order, first class condition and equipment, for a million and a half. 'Supposing,' as Mr. Westinghouse suggested at a meeting we had last Tuesday, 'supposing it costs two million. What of it? The country to be opened up, the class of people to be accommodated, the fertility of the soil, the industry and thrift of the citizens in the territory to be traversed—in fact, every factor possible to desire exists sufficiently to justify an investment of two or even three million dollars.' At this I asked Westinghouse: 'Don't you think you're just a little over sanguine?' and his reply was: 'Over sanguine? I'll guarantee to raise the money on a three million bond issue inside of twenty-four hours! You can see for yourselves, my friends, what that means. It means that the General Electric Co. and the Westinghouse people are back of you—and all we want is the right of way—little strips of land worth, perhaps, \$50 an acre off the edges and back corners of your farms; donations on your part which will at least double the value of your remaining acres.'

Much additional blow and bluster were indulged in, which, to the people who were enjoying their first experience in railroad prognostication, took the form of sincere public spirit and splendid enterprise on the part of men eminent in the railway and financial world and so they became wildly enthusiastic.

"Have you a franchise through the adjoining townships?" asked Jack Brasted in a quiet way.

"I am glad you asked that question," responded "Col." Hall, and in reply he said, "Our experience has been without an exception that the instant we secure titles to our right of way through a township we have as good as secured—subject, of course, to conditions and specifications as to rates of fare, speed to be maintained, and so on—our franchise."

The meeting closed with an appointment for a second meeting, to be held two weeks hence. But that meeting was never held.

Jack Brasted spent a week in the city, incidentally visiting Pittsburg meanwhile, with the result that "Col." Hall and his associate were revealed as mere hired men representing a combination desirous of securing seven miles of flowage rights along Coldbrook. That the construction of a railway was not seriously considered except as a mere pretense.

"And I learned, also," said Brasted, speaking to a group of Poplar Hill

people who had flocked to his store on his return, "that those who own land bordering along those seven miles of Coldbrook's course, may, if they choose, form a company and for about \$2,500 build a dam and create a water power by means of which something like 300 horse power of electrical power can be developed."

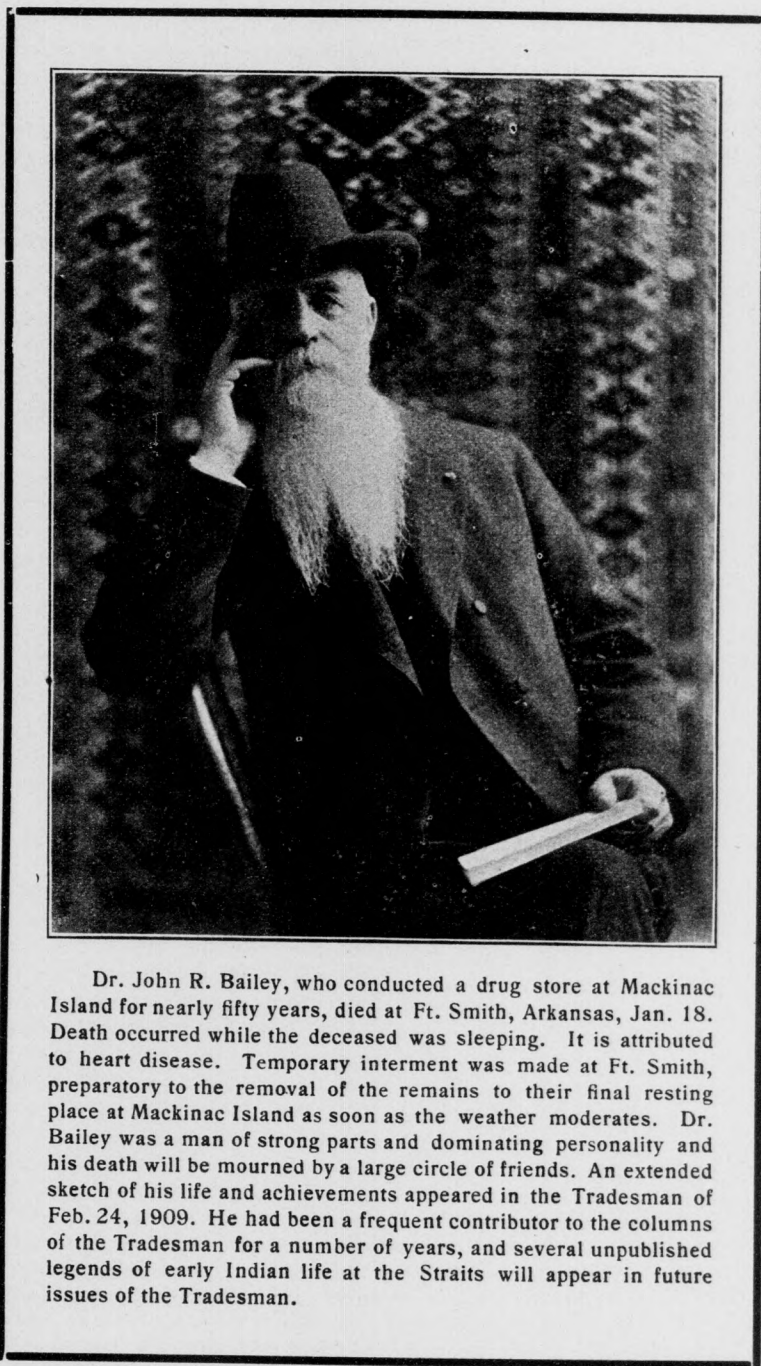
Because of this and much other information the Poplar Hill people hung on to their real estate, until, through the influence of Mrs. Betty Brasted with former employers in the

tion—Mrs. Betty Brasted, with Jack Brasted, Jr., a fine manly chap 16 years old, as master of ceremonies, was crowned and hailed with enthusiasm as the "Mother of Poplar Hill."

"An' the smartest dog-goned woman in seventeen counties," said Bert Parker, the village clown, who was also leader of the Poplar Hill Silver Cornet Band. L. F. Rand.

**Animal Instinct.**

Plainsmen on western cattle ranches have called attention to a new il-



Dr. John R. Bailey, who conducted a drug store at Mackinac Island for nearly fifty years, died at Ft. Smith, Arkansas, Jan. 18. Death occurred while the deceased was sleeping. It is attributed to heart disease. Temporary interment was made at Ft. Smith, preparatory to the removal of the remains to their final resting place at Mackinac Island as soon as the weather moderates. Dr. Bailey was a man of strong parts and dominating personality and his death will be mourned by a large circle of friends. An extended sketch of his life and achievements appeared in the Tradesman of Feb. 24, 1909. He had been a frequent contributor to the columns of the Tradesman for a number of years, and several unpublished legends of early Indian life at the Straits will appear in future issues of the Tradesman.

city and the influence of Jack Brasted with his fellow townsmen, the Poplar Hill Light & Power Co. was organized with \$50,000 capital, all paid in. Moreover, a dam was built and a hydro-electric power plant developing 500 horse power became a reality. Simultaneously an electric railway eighteen miles long and connecting Poplar Hill with a city of 20,000 population on the south and another city of 6,000 population to the northwest was completed and in operation.

And at a Fourth of July celebration held last year at Poplar Hill—now a village of nearly 1,500 popula-

tion of the adaptability of animal instinct to emergencies.

The cattle of former days were of the long horned kind. When the herd was threatened with an attack by wolves the calves were placed in the middle of the bunch and the older animals formed themselves into a solid phalanx about them, all facing outward. The cattle of to-day are largely hornless. If, as occasionally happens still, the herd is attacked by wolves the calves are guarded as before, but the herd faces in instead of out. Their hoofs, not their horns, are now their weapons.

**What Other Cities Are Doing.**

Written for the Tradesman.

Buffalo is planning to open an Industrial Bureau in connection with its Chamber of Commerce. A large office will be secured and many manufacturers will have an exhibit. Booklets advertising Buffalo-made goods and some facts about Buffalo will be published for distribution. "Buffalo means business."

The charitable associations of Minneapolis hope to establish a municipal lodging house in the early future, where homeless ones will be given a supper, bath and medical examination. During the night their clothing is to be carefully fumigated and in the morning work will be provided for those able to work. The chronic loafer will be taken care of as a vagrant.

Hillsdale will have a Home Coming in June in connection with the Quinquennial Reunion of Hillsdale College. The Business Men's Association has the affair in hand.

Washington is fighting the loan sharks.

Philadelphia will form a Central Chamber of Commerce, made up of representatives from the various trade organizations and exchanges, similar to the one in Boston.

Saginaw's new trade school opened with twenty-eight students. Woodwork, drawing and arithmetic are taught in the morning, iron work and civics in the afternoon.

Toledo laid eleven and one-half miles of new pavement during the past year. The city has 182 miles of paved streets, including fifteen miles of macadam, twenty-three miles of Medina block, 108 miles of brick, six miles of creosoted wood block, seventeen miles of sheet asphalt, ten miles of asphalt block and two miles of bitulithic paving.

Kansas City has laid twenty miles of new pavement, of which more than half was asphalt.

Topeka spent \$1,700,000 in new buildings during 1909.

The Chamber of Commerce, Dayton, has organized a Convention Bureau and will work in conjunction with the managers of the Memorial building in securing big meetings for that city.

Fort Wayne will build a model market house, the main pavilion extending 314 feet between Washington and Wayne streets. There will be 112 concrete tables for displaying products, also toilet rooms and drinking fountains. The building will be artistic, with Spanish tile roof, steel ceiling and will be lighted by electricity.

The Free Labor Bureau opened last November by Newark, N. J., proved a success from the start. The Bureau has so far confined its work to securing employment for needy male residents, but steps are now being taken to extend its good offices to unemployed females.

Almond Griffen.

Some men measure their truthfulness by their dexterity in juggling with the truth.

Some people who think they are grounded on the faith are only stranded on its shoals.



### Some of the Constituents of True Salesmanship.

When a man of the "Butcher, the baker or the candle-stick maker" type takes a load of groceries, milk, provisions, kindling wood or coal and goes from house to house or from one patron to another, crying his wares, or makes deliveries of orders, he calls himself a salesman—but he isn't!

He is a peddler—supplying a necessity. If people did not buy of him, they would buy of the next man who called; or, if no one called, they would go and search until they found what they wanted.

He depends upon convenience—not salesmanship.

When a man stands behind a counter or a showcase, and with greater or less intelligence submits for your inspection an article you request, he calls himself a salesman—but he isn't!

He is a stock clerk who knows where some things are. If you don't find just what you want at the price you are willing to pay, you go elsewhere.

He depends upon chance—not salesmanship.

When a young, inexperienced man "goes on the road" for some well-known house, with a thoroughly established line, provided with a carefully prepared list of customers, the names of the buyers and a summary of their previous orders, unless he is too greatly overwhelmed with his own importance or too persistent in airing his views of men and affairs, he will, undoubtedly, be given some orders which would otherwise be mailed direct to his employer. He calls himself a salesman—but he isn't!

He is a "fledgling accident," and his feathers may never grow. He simply happened to be on the ground when the customer needed the goods. He sells purely by accident—not salesmanship.

When a man who has traveled many years, taking orders for the same line from the same men, ultimately comes to depend upon long acquaintance, personal friendship and favoritism for his orders, he calls himself a salesman—but he isn't!

He is a "past performer" and a "has been." He will "go along" well until his friends fail or die or until another enters the race, then he will howl that his house is not up-to-date and can not compete and will begin to hunt another job.

He depends upon favoritism—not salesmanship.

When a man gets out of a job and

takes up the sale of goods because "he can't get anything else" or because it is the "easiest way" he can think of to earn a living, he calls himself a salesman—but he isn't!

He is simply a bore and a sponge who works his friends, acquaintances and confiding strangers, because he needs help and feels that the world owes him a living. If he is given an order it will be for the sake of getting rid of him, and on the next trip he will find the doors locked.

He relies upon cheek or gall—not salesmanship.

But when a man

Takes a new and untried article,

Being introduced by an unknown house,

Studies its merits and selling qualities,

Becomes enthusiastic as to its possibilities,

Finds possible users and creates an interest,

Sustains the interest and creates a desire for possession,

Turns the desire into a determination to buy his goods,

Secures the confidence of a customer and makes the sale;

In fact, creates a market and supplies the demand,

He calls himself a salesman—and so he is!

He is also a producer and a diplomat of high degree,

The kind of a man much sought after.

He sells by method and science—salesmanship.

He is the man who can sell specialties.

He is the man who can produce results.

He is the man we are seeking.

For the energy, determination and ability to accomplish that which is outlined above, if put forth in the interests of a thoroughly established, favorably known, fully advertised and strictly meritorious proposition, would produce for such a man an income and a permanent success above and beyond the realization of his wildest dreams.

True salesmanship does not depend upon

Convenience,

Chance,

Accident,

Favoritism and cheek.

It depends upon the scientific use of tact, ability and knowledge.

Having shown the difference in degree and in results between the unreal and the real in salesmanship, it seems opportune to define, if possible, the elements that make for success and, with this in view, let us

analyze, if we may, what we mean when we use the term salesmanship.

Statement of the proposition.

The vital principle of salesmanship is that peculiar ability or gift which enables one man to influence the mind of another and, through confidence, compel the acceptance of his own point of view.

This self-same principle is made use of by successful men in many other callings, for example,

Preachers.

Teachers.

Lawyers.

Orators.

Confidence men.

The basis of all effort on the part of the salesman is, therefore, built upon confidence and, unless the confidence of the prospective customer is created and maintained, all that may be said or done by the salesman will be like seed sown on barren ground.

It may, therefore, be said, that the greatest power of a salesman comes from his ability to create in his prospective customer a confidence in himself, in the truth of his statements and in the merits of the product he is marketing.

How, then, is it possible for one who is doubtful and inexperienced to assure himself that he is gifted with this peculiar power?

While this gift is undoubtedly inherent, it is also possible that it may be latent; but, if the seed is there, it can be cultivated, and upon the thoroughness of the cultivation will depend the results achieved.

In attempting to analyze the elements which go to create confidence it may be possible to point out the things essential to successful salesmanship, and with that purpose in view we shall proceed.

Successful salesmanship depends upon the possession by the candidate of character, inclination, knowledge, courage, faith and enthusiasm.

A consideration of the application of these things to success in the calling may be most profitably considered under the heading of the Ethics of Salesmanship.

Character.

To attain the highest degree of success in salesmanship, as in all other legitimate undertakings, the most important qualification is character.

Character represents what you are. Your reputation is what people think you are.

Your real self may be better or worse than the things people know about you lead them to think, but character determines what you are, and character is that which will control you without regard to the reputation you have gained, be it good or evil.

The man of character is the man of sincerity, integrity, fidelity and honesty.

Let us see if we can clearly define these elements of character.

Sincerity.

Sincerity consists:

In being free from pretense or affectation; in refraining from the making of statements for effect, not in accordance with your real beliefs and convictions.

In the avoidance of saying one thing and meaning another.

In scorning to juggle with words for the purpose of conveying an impression which you know to be false.

In refusing to lend your influence or good name for the purpose of gain, to the damage of another.

In avoiding the creating of ideas in the mind of another which the real meaning of your words may not admit.

In avoiding the semblance of promises which you are not absolutely sure you can fulfill.

In being in reality what you are apparently.

In maintaining your self-respect and manhood by virtue of your faith in your own trustworthiness.

It is being true to yourself.

## The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

## Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

## Hotel Livingston

Grand Rapids

## 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.

**Office Stationery**  
LETTER, NOTE AND BILL HEADS  
STATEMENTS, ENVELOPES, COUNTER BILLS.  
**TRADESMAN COMPANY,**  
GRAND RAPIDS

## TURN THE OTHER CHEEK.

### Application of the Doctrine of Non-Resistance.

While there are two sides to the doctrine of non-resistance, yet there is a place where it will apply with profit: where the cost of resistance would be more than the result attained.

The element of revenge enters into most of the resistance, and which is nothing more than lowbrowed vanity. It is not worth its cost; for most people have to live with their vices and they bring their own retribution.

All of us apply the doctrine of non-resistance every day without calling it by such a term.

A good many years ago there used to be a gambler in Indianapolis by the name of Major Russell. A wit and a wag, who had a good house and lot up on a decent street; for gambling was a legitimate profession in the Middle West twenty years ago—merchants and business men of a town tolerated and even encouraged it in the belief that it was the life of a community—it kept money in circulation. It never occurred to them that a gambler did not produce anything.

Well, anyhow, Major Russell was a respected citizen. He lived in that day and age when gamblers had to play square or get killed.

And, by the way, Major Russell was the author of that well known poem: "A Yeller Dog's Love fer a Nigger."

But to the story that illustrates the point: One night he won a very large sum of money playing poker in "Cap" O'Leary's gambling rooms. The "bank" had run out of paper money and Major was forced to take a large sum in silver when he cashed in, and which he deposited in his outside overcoat pocket. It was 2 o'clock in the morning and the only egress at that hour was by means of a narrow, steep stairway dimly lighted at the bottom by a wind blown gas jet, and leading into an unpaved alley.

Major started down this stairway jingling at every step like a keg of spikes.

He stood for a moment at the bottom looking into the darkness. A huge rough fellow appeared from a shadow, and by a ray of light Russell saw the raised and gleaming blade of a dirk knife.

"Gimme ten dollars," said the rough man in a hoarse voice, "there's goin' to be a ball in town to-night!"

"Here's twenty," said Major pleasantly, "there may be another ball in town to-morrow night."

Here you are. Nothing but the application of the doctrine of non-resistance—turning the other cheek. If a traveler commands you to accompany him one mile, accompany him another; for the first mile is as his servant, but the second is as his companion.

Major Russell bought his life cheap. The price the man asked was so low that Russell doubled the money. Yes, and the robber wasn't worth half the price he asked.

Major Russell was prosperous and

a member of a comparatively respectable calling, while the footpad bore every evidence of poverty.

The vicious neither expect nor ask much, so as an economic proposition, it is well to grant rather than resist.

When men have been robbed you often hear them say that they care nothing for the amount, but for the "principle" of being robbed. In reality it is the amount that disturbs these men; for the principle isn't worth the price.

What most people desire is peace of mind, but they are not willing to pay for it when the price is ever so low.

In New York on the Broadway surface car line the conductors have a graft of going in after a passenger has paid his fare and demanding another on the bluff that they have not collected.

The other day the writer saw this game worked: The conductor picked a fat old man for his dupe. The writer could not hear, but the controversy was evident from the pantomime. The conductor stood before the passenger holding out his hand in a perfunctory way. The fat man seemed surprised and began to explain that he had given 50 cents and had received a quarter and two dimes in change, and so on.

The conductor followed with a lot of loud talk.

The fat old man let it go to the point of the conductor stopping the car—so the passengers could hear a well planned non-resistant bawling out. If the fat man would have gone to the point of the conductor calling a cop, he, the passenger, would have been arrested and taken into police court, and you might as well try to get justice in a whirlpool as in a New York police court.

The fat man waited until all was quiet and all eyes were upon himself and the waiting conductor. One man near by put in hotly that he had witnessed him pay his fare, but the fat man put his hand down in his pocket, pulled out a quarter and handed it to the conductor, who promptly offered 20 cents in change. "No," he said, "just keep the change, it will save you coming around three or four more times."

The conductor's lower jaw dropped and he stammeringly insisted that the change be accepted, but the fat man shook his head, took his paper out of his pocket and began reading while the passengers laughed and the conductor put for the rear platform.

The fat man had pursued the doctrine of non-resistance, he had bought a grafter cheap and made him appear as a bargain before the whole car. He purchased his fun cheap, a better investment than the same amount in five cent theater tickets.

The fat man might have waxed angry, spoiled his appetite for luncheon and even impaired his faculties for a possible business appointment, and all over a "principle" involving five cents, but he bought peace of mind and satisfaction by turning the diminishing eyes of the whole car on the conductor at one price.

A principle involving five cents is no principle at all—that is, unless the one who considers it worth a fight isn't as cheap as the grafter.

The other night in Detroit a young man and a girl came into one of the cafes where the prices are not as low as the waiters. He looked like a "live one," as they say in lowbrowed circles, and the head waiter ushered them to places and handed them menu cards. The man said he wanted a sandwich, and the officious official began pointing out and suggesting some of the expensive ones, but the "live one," which he afterwards proved to be, selected one of American cheese with a pint bottle of Budweiser.

The girl said she would take the same. The head grafter snatched the bills of fare from them and called a bus boy and repeated the order in an impudent Swiss dialect.

The boy brought the order and served it well. The live one at once called for his check, which was 60 cents, paid it with a dollar bill and motioned the boy to keep the change. The head grafter noted that the boy had a dollar bill on his tray as he went to the cashier's desk and that he did not return with any change, and then there was a pantomime between the two as to the disposition of the change and in which doubt seemed to exist as to the receipt of a 40 cent tip. At last the head grafter returned to the "live one," bowed deferentially, asked if he had been properly served and finally helped the patron on with his coat.

The head grafter got a smile from the "live one" as he was leaving which conveyed plainer than words how cheap he thought him, and the head grafter got the laugh from his grafter students about the floor.

Minor grafters, like major grafters, can not stand ridicule. When their smallness is exposed by the largeness of those from whom they graft there is at once an invidious comparison.

When graft ceases to be respectable then it will no longer exist.

Every man demands the respect of his fellow men—that is, every man who respects himself, and when he finds he is not realizing the ideal of his fellows he will mend his methods.

These three applications of the doctrine of non-resistance do not contain the maudlin elements of humility that all of us have seen in camp meeting time, but they are rather to cast humiliation upon the one unresisted.

In these relations the doctrine of **non-resistance has its feudal significance** rather than one of obsequiousness.

Non-resistance has its social value in exhibiting the cheapness of the grafter—holding the mirror up to the grafter and allowing him to see his own image as compared with that of the object of his graft. It has its economic relation as it purchases peace of mind, when it is cheaper to comply than resist.

Tolstoi dwells very elaborately in his religious writing on non-resistance and its entire relation to life, writing which is based on St. Matthew V. 39: "But I say unto you, that you re-

sist not evil: but whosoever smite thee on thy right cheek, turn to him the other also."

But some of the modern philosophers, Nietzsche and Columbus Austin Bowsher for instance, take issue on the doctrine of non-resistance. They hold that it is unnatural; that it is a doctrine preached by the rich to keep the poor in subjection; that if a man puts his hand in your right pocket, turn also your left, but be satisfied. They say Tolstoi practiced the doctrine of non-resistance by giving all his property away—to his wife.

But—

The philosophy of Tolstoi is one of the heart, while that of Nietzsche and Bowsher is entirely one of the intellect.

Possibly there is a happy medium between the two—a co-operation of the head and the heart or a trinity of the heart, head and hand.

This combined heart and hand philosophy is perhaps the one applied in the instances of Major Russell, the fat man and the "live one."

David Gibson.

### Rush Order Easy for Burbank.

How Luther Burbank once filled a rush order for fruit trees in the same way that a captain of industry would fill a rush order for iron or any other manufactured product shows how "the wizard" has succeeded in applying modern business methods to Nature itself.

One of the great handicaps which Mr. Burbank labored under for years was his lack of money to carry on his investigations. He had to run a nursery to take care of his family and to furnish the money with which to carry on his really serious experiments.

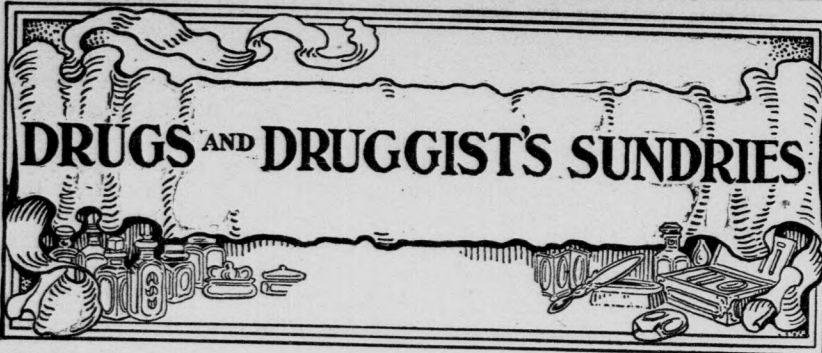
One day he received an order for 20,000 prune trees to be delivered in nine months. He did not have the stock under way, and to grow the prune plants from the seed would require at least two and a half years. The time limit was an essential feature of the order, and Mr. Burbank greatly needed the money. With his usual resourcefulness, he set his men to work at once planting a thousand almond seeds. These grow rapidly, and in a few months he had a great supply of young almond trees. Selecting the trees to fill his order, he grafted prune cuttings on them and in the contract time was able to deliver his 20,000 prune trees.

E. E. Parker, formerly with the American Tobacco Co., succeeds B. L. Bartlett as traveling representative for the Worden Grocer Co. Mr. Parker has been living at Port Huron, but will take up his residence in this city.

Geo. H. McNutt, of Stanton, who has traveled in Northern Michigan for the past three years for the Voigt Milling Co., has taken a position as Upper Peninsula representative for the Saginaw Beef Co.

There's a much ignored difference between beating our drums and beating the devil.

We can usually trust our friends to discover Providence in our troubles,



**Michigan Board of Pharmacy.**  
 President—W. E. Collins, Owosso.  
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 Treasurer—Willis Leisenring, Pontiac.

#### Convention of the Michigan Retail Druggists' Association.

Traverse City, Jan. 22—We cordially invite you to attend the meetings of our Association the first and second of February in Grand Rapids. This takes no note of whether you are a member, for if you are not we will take our chances on enrolling you when you find what is doing.

The sessions will be held in the Auditorium of the Hotel Pantlind, the use of which has been kindly donated. The banquet will be served Wednesday evening, February 2, at the Hotel Pantlind and will be better than the price would indicate.

Now, this meeting will develop some movements of real live interest to the drug trade. Dollars and sense matters. Be with us and one of us.

Tuesday, 2:30 p. m.

Tuesday, Feb. 1, 1910, 2:30 P. M.

Address of Welcome—Mayor Ellis, Grand Rapids.

Response — Mayor Bennett, Lansing.

(Mayor Bennett is also a pharmacist and member of the Association.)

President's address.

Secretary's report.

(The Secretary will read the report of the Committee on Constitution and By-Laws, which will be acted upon the following morning.)

Treasurer's report.

Appointment of committees for present session.

Tuesday Evening.

Committee meetings as designated by the President.

Wednesday, 10 a. m.

Report of the Committee on Permanent Constitution and By-Laws, and the matter will be put to the meeting for action.

Election of permanent officers.

Wednesday, 2 p. m.

Report of the Executive Committee.

#### Report of the Legislative Committee.

Address of Prof. C. S. N. Hallberg on Medical Dispensing.

Discussion and adoption of a legislative campaign.

Unfinished business.

New business.

Wednesday, 7 p. m.

Banquet, Banquet Hall, Hotel Pantlind.

Toastmaster—William McGibbon.

Toasts—Prof. C. S. N. Hallberg, of Chicago; Thos. H. Potts, Secretary National Association Retail Druggists, and from members of the retail trade, wholesalers, manufacturers and the traveling men.

The tickets for the banquet will cost you \$1.

H. R. Macdonald, Sec'y.

#### To Raise Sunday and Night Prices.

In Germany some time ago permission was given to pharmacists by the Department of Education to add 50 per cent. to the price of medicine delivered at night and at the meeting of the Deutscher Apotheker Verein, recently held in Berlin, it was proposed that this rule be effective from 9 o'clock in the evening until 7 o'clock in the morning, instead of as hitherto, until 6 a. m. It was argued that in this way the pharmacist would be still further protected from disturbance of his night's repose, while the increased price was justified on the ground of greater cost of labor and living, as well as the higher tendency of the drug market.

In America some pharmacists have long charged an added fee for prescriptions dispensed at night, although, where practiced, this custom, so far as we recall, has not been made the subject of concerted action, nor has it been given general publicity. It is a matter which could not well be regulated by law in the United States, but it could be made the text for informal agreements among druggists. It is a question if a general movement by retail druggists to charge 50 per cent. additional for goods sold, or prescriptions dispensed, late at night, or on Sunday, would not go a long way towards solving the early closing and Sunday rest problem.

#### Boston Enforces Cocaine Law.

The campaign against the sale of cocaine in Boston has been renewed with much vigor of late and as a result the 25th conviction for the illegal sale of the drug was made not long ago. Very few druggists or their clerks have been accused, the offenders having been mostly so-called dope fiends.

#### SUCCESSFUL SALESMEN.

##### William McGibbon, Representing Eli Lilly & Co.

William McGibbon was born at Bay City May 2, 1877. His father was a native of Scotland, having been reared in Montreal. His mother was born in Davenport, a suburb of Plymouth, England. While attending school in Bay City he clerked in a drug store, so that by the time he was 15 years of age he was competent to take the management of a retail drug store in Detroit. This he continued to carry on for three years. At the age of 18 he went on the road for Nelson Baker & Co., taking the entire Gulf States as his territory. He saw his trade every ninety days. He was subsequently made general representative for the South and Central West, in-



cluding Indiana. After remaining with this house seven years he went on the road for Eli Lilly & Co., of Indianapolis, taking Michigan as his territory. This was seven years ago and, in the meantime, he has called on nearly every druggist in Michigan and probably enjoys as large an acquaintance among the retail druggists as any man in the United States.

Mr. McGibbon was married June 15, 1907, to Miss Franc Lulla Leavenworth. They have a boy 20 months old and reside at 18 Thomas street.

Mr. McGibbon is a member of Grace Episcopal church and a member of all of the Masonic bodies up to and including the 32nd degree. He is also a member of the Iowa Traveling Men's Association and the Illinois Commercial Men's Association. In 1902 he assisted in the organization of the Indiana Pharmaceutical Travelers' Association as an auxiliary to the Indiana Pharmaceutical Association. This was one of the first organizations of the kind in the country. He is now Chairman of the Council of a similar organization in Michigan.

Mr. McGibbon is an expert billiardist and enjoys good fishing and hunting. He attributes his success to indomitable pluck and energy and keeping constantly at it. He believes that the first essential to success is absolute integrity in all business transactions and he undertakes to apply the principle of the Golden Rule at all times and under all circumstances.

Personally Mr. McGibbon is one of the most companionable of men. At first appearance he gives one the impression of being a Chesterfield, but his warm-heartedness and his graciousness of manner soon dispel that impression. He is a thorough gentleman at all times and under all circumstances. He has no bad habits and has never been known to relate a story that could not be repeated in polite society. He is not only an ideal gentleman, but an indefatigable worker and, unless the Tradesman is very much mistaken in its estimate of the man, he will some day be called to higher duties and an even more responsible position than the one he now occupies. As an illustration of the esteem in which he is held by the drug trade he was selected unanimously by the Committee on Arrangements to act as toastmaster at the first annual banquet of the Michigan Retail Druggists' Association to be held here on the evening of Feb. 2. This will be his first appearance before a Grand Rapids audience as master of ceremonies, and it is expected that he will capture his auditors in this capacity, the same as he has won customers in the occupation of traveling salesman.

#### Red Cross Mark Forbidden in Canada.

Prosecution, unexpected, now stares in the face the scores of Canadian drug stores and manufacturers of proprietary medicines who, all unwitting of wrong doing, have been using the quasi-sacred name of "Red Cross" upon their packages and signboards. The discovery of this is due to the investigation in the Attorney-General's department, which has revealed the fact that under the treaty of Geneva, and subsequently confirmed by an act of the Dominion Parliament, it is forbidden, under penalty of a fine, to use the name of "Red Cross" except in connection with the official Red Cross Society or its branches, and in regard to its operations in time of war.

#### New Hampshire Bars Cocaine Substitutes.

In legislating against the cocaine evil it has become necessary to take into consideration the existence of so-called substitutes for cocaine and while Ohio and other States are preparing to pass laws which will apply the anti-cocaine prohibition to substitutes for the drug, New Hampshire has passed a drastic law, which takes cognizance not only of synthetic evasions of the law, if they may be so characterized, but forbids the manufacture of any preparations containing the same. Possession also in an unlawful way is made an offense. Punishment is fixed at \$100 and (or) three months' imprisonment.

#### Baby Killed By Soothing Syrup.

A case of fatal poisoning of an eight weeks old baby by the excessive use of a soothing syrup was reported in Newark lately. The medicine, which contained morphine and heroin, was given by the mother to quiet a cough.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Aceticum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin, P D Co., P D Co. doz., P D Co. doz., Pyrethrum, Pyrethrum, pv., Quassia, Quina, Quina, S. Ger., Quina, S. P & W., Rubia, Saccharum, Salacin, Sanguis, Sapo, Sapo, M, Sapo, W, Seidlitz Mixture, Sinapis, Sinapis, opt., Snuff, Maccaboy, De Voes, Snuff, S'h DeVo's, Soda, Boras, Soda, Boras, po, Soda, et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Spts, Sulphas, Spts, Cologne, Spts, Ether Co., Spts, Myrcia, Spts, Vini Rect bbl, Spts, Vini Rect 1/2 b, Spts, Vini R't 10 gl, Spts, Vini R't 5 gl, Strychnia, Crystl, Sulphur Subl, Sulphur, Roll, Tamarinds, Terenbenth Venice, Thebromae, Vanilla, and Zinci Sulph.

Advertisement for 1910 products. Text includes: '1910 Our Sundry Salesmen will call upon you in the immediate future with a complete line of samples of Staple and Fancy Druggists' Sundries Stationery School Supplies Blank Books Sporting Goods Hammocks Please reserve your orders for them Hazeltine & Perkins Drug Co. Grand Rapids, Mich. LaBelle Moistener and Letter Sealer For Sealing Letters, Affixing Stamps and General Use Simplest, cleanest and most convenient device of its kind on the market. You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready. Price, 75c Postpaid to Your Address TRADESMAN COMPANY GRAND RAPIDS, MICH.'

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various market categories from A to Y, including Ammonia, Axle Grease, Baked Beans, Bluing, Brooms, Brushes, Butter Color, Candles, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Feed, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Salad Dressing, Saleratus, Salt Soda, Salt, Salt Fish, Salt Blanking, Seeds, Shoe Blanking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table listing various goods under categories A through Y, including Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candles, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Feed, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Salad Dressing, Saleratus, Salt Soda, Salt, Salt Fish, Salt Blanking, Seeds, Shoe Blanking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table listing various goods under categories A through Y, including Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Cereals, Breakfast Foods, Beans, Blueberries, Brook Trout, Clams, Clam Bouillon, Corn, French Peas, Gooseberries, Hominy, Lobster, Mackerel, Mustard, Soused, Tomato, Mushrooms, and Buttons.

Table listing various goods under categories A through Y, including Cheating Gum, Choclate, Cider, Sweet, Cocoa, Coffee, Coconut, and various other food items.

Table listing various goods under categories A through Y, including Cocoanut Drops, Cocoanut Honey Cake, Cocoanut Hon Fingers, Cocoanut Hon Jumbles, Cocoanut Macaroons, Currant Cookies, Dandelion, Dinner Biscuit, Dixie Sugar Cookie, Family Cookie, Fig Cake Assorted, Fig Newtons, Florabel Cake, Fluted Cocoanut Bar, Frosted Creams, Frosted Fingers, Frosted Ginger Cookie, Frosted Honey Cake, Fruit Honey Cake, Fruit Tarts, Ginger Gems, Ginger Gems, Iced, Graham Crackers, Ginger Nuts, Ginger Snaps Family, Ginger Snaps N. B. C., Ginger Snaps N. B. C., Hippodrome Bar, Honey Block Cake, Honey Cake, N. B. C., Honey Fingers, As. Ice, Honey Jumbles, Iced, Honey Flake, Honey Lassies, Household Cookies, Household Cookies Iced, Iced Happy Family, Iced Honey Crumpets, Imperial, Jersey Lunch, Jubilee Mixed, Cream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Fruit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Mottled Square, Nabob Jumbles, Oatmeal Crackers, Orange Gems, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzelettes, Hand Md., Pretzelettes, Mac. Md., Raisin Cookies, Revere, Assorted, Rosalie, Rube, Scaloped Gems, Scotch Cookies, Snow Creams, Spiced Currant Cake, Sugar Fingers, Sultana Fruit Biscuit, Spiced Ginger Cake, Spiced Ginger Cake Iced, Sugar Cakes, Sugar Squares, large or small, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Vectors, and Waverly.

Table listing various goods under categories A through Y, including Festino, Bent's Water Crackers, Cream Tartar, CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddies, ORIED FRUITS, Apples, Sundried, Evaporated, California, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, Cluster, 5 crown, Loose Muscatels 2 cr., Loose Muscatels 3 cr., Loose Muscatels 4 cr., L. M. Seeded 1 lb. 6 1/2, California Prunes, 100-125 lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, 1/2c less in 50lb. cases, FARINACEOUS GOODS, Beans, Dried Lima, Med. Hand Pk'd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50 lb. sack, Pearl, 100 lb. sack, Pearl, 200 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., East India, German, sacks, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman Brand, Lemon, No. 2 Terpenole, No. 3 Terpenole, No. 4 Terpenole, Vanilla, No. 2 High Class, No. 4 High Class, No. 8 High Class, Jaxon Brand, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Lemon, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Terpenole Ext. Lemon, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 1 oz. Full Measure, 2 oz. Full Measure, 4 oz. Full Measure, No. 2 Assorted Flavors, GRAIN BAGS, Amoskeag, 100 in bale 19, Amoskeag, less than bl 19, GRAIN AND FLOUR, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Seconds Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/2 cloth 5 1/2, Big Wonder 1/4 cloth 5 1/2, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse.

Vertical text on the far left edge of the page, including '1 50', 'TAR', '10012', '15', '8', '7%', '13', '13', '1 75', 'cr.', '5 1/2', '6 1/2', '7', '6 1/2', '7', '7 1/2', '8 1/2', 'GOODS', '1 60', '3 80', '1 05', '2 45', '4 80', 'box.', '2 80', '3 60', '3 60', '2 40', '84', '5', '41', '7 1/2', 'TRACTS', 'ka', 'nd', '75', '1 75', '3 80', '1 20', '2 00', '4 00', '1 20', '2 40', '4 80', 'Brand', 'Lemon', 'Doz.', '75', '1 50', '3 00', '1 50', '1 25', '2 00', '19', 'n bl 19 1/2', 'OUR', '1 15', '1 15', '6 10', '5 10', '4 70', '4 00', '25c per', 'er Co.', 'oth 5 50', 'oth 5 50', 's Brand', '5 80', '6 00', '5 20', '5 20'

Table 6: Kansas Hard Wheat Flour, Lemmon & Wheeler Co., White Star, Grand Rapids Grain, Purity, Patent, Wizard, Graham, Wizard, Corn Meal, Wizard, Buckwheat, Rye, Spring Wheat Flour, Golden Horn, Duuth Imperial, Wisconsin Rye, Judson Grocer Co's Brand, Ceresota, Lemmon & Wheeler's Brand, Worden Grocer Co's Brand, Laurel, Voigt Milling Co's Brand, Voigt's Crescent, Voigt's Flour, Voigt's Hygienic, Graham, Voigt's Royal, Wykes & Co., Sleepy Eye, Bolted, Golden Granulated, St. Car Feed, No. 1 Corn and Oats, Corn, cracked, Corn Meal, coarse, Winter Wheat Bran, Middlings, Buffalo Gluten Feed, Dairy Feeds, Wykes & Co., O P Linsed Meal, O P Laxo-Cake-Meal, Cottonseed Meal, Gluten Feed, Brewers' Grains, Hammond Dairy Feed, Alfalfa Meal, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, HERBS, Sage, Hops, Laurel Leaves, Senna Leaves, HORSE RADISH, Per doz., JELLY, 5lb pails, per doz., 15lb. pails, per pail, 30lb. pails, per pail, MAPLEINE, 2 oz. bottles, per doz, MATCHES, C. D. Crittenden Co., Noiseless Tip, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, MINCE MEAT, Per case, MUSTARD, 1/4 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, 100@120, Bulk, 2 gal. kegs, 100@110, Buk, 5 gal. kegs, 95@105, Manznilia, 3 oz., Queen, pints, Queen, 19 oz., Queen, 28 oz., Stuffed, 5 oz., Stuffed, 3 oz., PIPES, Clay, No. 216 per box, Clay, T. D., full count, Cob, PICKLES, Medium, 1,200 count, Half bbls., 600 count, Small, Half bbls., 1,200 count, PLAYING CARDS, No. 90 Steamboat, No. 15, Rival, assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98 Golf, satin fin., No. 808 Bicycle, No. 632 Tourn't whist, Babbitt's POTASH, PROVISIONS, Barroled Pork, Mess, new, Clear Back, Short Cut

Table 7: Short Cut Clear, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S. P. Bellies, Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 50 lb. tubs, 50 lb. tins, 20 lb. pails, 10 lb. pails, 5 lb. pails, Smoked Meats, Hams, 12 lb. average, Hams, 14 lb. average, Hams, 16 lb. average, Hams, 18 lb. average, Skinned Hams, Ham, dried beef sets, California Hams, Picnic Boiled Hams, Boiled Ham, Berlin Ham, pressed, Minced Ham, Bacon, Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, 1/4 bbls., 40 lbs., 1/2 bbls., 40 lbs., 1 bbl., Tripe, Kits, 15 lbs., 1/4 bbls., 40 lbs., 1/2 bbls., 40 lbs., Casings, Hogs, per lb., Beef, rounds, set, Beef, middles, set, Sheep, per bundle, Uncolored Butterine, Solid dairy, Country Rolls, Canned Meats, Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., Roast beef, 1 lb., Potted ham, 1/4s, Potted ham, 1/2s, Deviled ham, 1/4s, Deviled ham, 1/2s, Potted tongue, 1/4s, Potted tongue, 1/2s, RICE, Farcy, Japan, Broken, SALAD DRESSING, Columbia, 1/2 pint, Columbia, 1 pint, Durkee's, large, 1 doz., Durkee's, small, 2 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Deland's, Wright's Cow, L. P., Standard, Wyandotte, 100 3/4s, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Lump, bbls., Lump, 145 lb. kegs, SALT, Common Grades, 100 3 lb. sacks, 60 5 lb. sacks, 28 10 1/2 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. dairy in drill bags, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, fine, Medium, fine, SALT FISH, Cod, Large whole, Small whole, Strips or bricks, Pollock, Halibut, Strips, Chunks, Holland Herring, Pollock, White Hp. bbls., White Hp. 1/2 bbls., White Hoop mchs., Norwegian, Round, 100 lbs., Round, 40 lbs., Sealed, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs.

Table 8: No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Whitefish, No. 1, No. 2 Fam., 10 lbs., 8 lbs., SHOE BLACKING, Handy Box, large 3 dz, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rappie in jars, SOAP, J. S. Kirk & Co., American Family, Dusky Diamond, 50 soz, Dusky D'nd 100 6 oz, Jap Rose, 50 bars, Savon Imperial, White Russian, Dome, oval bars, Satinet, oval, Snowberry, 100 cakes, Proctor & Gamble Co., Lenox, Ivory, 6 oz., Ivory, 10 oz., Star, Lantz Bros. & Co., Acme, 70 bars, Acme, 30 bars, Acme, 25 bars, Acme, 100 cakes, Big Master, 70 bars, German Mottled, German Mottled, 5 bxs, German Mottled, 10bxs, German Mottled, 25bxs, Marseilles, 10 cakes, Marseilles, 100 cakes, Marseilles, 100 ck toll, Marseilles, 1/2bx toilet, A. B. Wrisley, Good Cheer, Old Country, Soap Powders, Lantz Bros. & Co., Snow Boy, Gold Dust, 24 large, Gold Dust, 100-5c, Pearloline, 24 4lb., Pearline, 3 7/5, Soapine, 4 10, Babbitt's 1776, Roseine, Armour's, Wisdom, Soap Compounds, Johnson's Fine, Johnson's XXX, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapolio, gross lots, Sapolio, half gro. lots, Sapolio, single boxes, Sapolio, hand, Scourine Manufacturing Co, Scourine, 50 cakes, Scourine, 100 cakes, SODA, Boxes, English, Kegs, SPICES, Whole Spices, Allspice, Jamaica, Allspice large Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. doz., Ginger, African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs, doz., Nutmegs, 75-80, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, 75-80, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 1lb. pkgs., Muzzy, 40 1lb. pkgs., Gloss, Kingsford, Silver Gloss, 40 1lbs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 1lb. packages, 16 5lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, 20lb. cans 1/4 dz. in cs., 10lb. cans, 1/2 dz. in cs., 5lb. cans, 2 dz. in cs., 1/2 lb. cans, 3 dz. in cs.

Table 9: Pure Cane, Fair, Good, Choice, TEA, Japan, Sundried, medium, Sundried, choice, Sundried, fancy, Regular, medium, Regular, choice, Regular, fancy, Basket-fired, medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, fancy, Amoy, medium, Amoy, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon, choice, Fancy, TOBACCO, Fine Cut, Cadillac, Sweet Loma, Hiawatha, 5lb. pails, Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, Red Cross, Palo, Kyo, Battle Ax, American Eagle, Standard Navy, Spear Head, 7 oz., Spear Head, 1 1/2 oz., Nobby Twist, Jolly Tar, Old Honesty, Toddy, J. T., Piper Heidsick, Boot Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, 16 oz., I X L, 5lb., I X L, 16 oz. pails, Honey Dew, Gold Block, Flagman, Chips, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, 1 1/2 oz., Yum, Yum, 1lb. pails, Cream, Corn Cake, 2 1/2 oz., Corn Cake, 1lb., Plov Boy, 1 1/2 oz., Plov Boy, 3 1/2 oz., Peerless, 3 1/2 oz., Peerless, 1 1/2 oz., Air Brake, Cant Hook, Country Club, Forex-XXXX, Good Indian, Self Binder, 16oz. ooz., Silver Foam, Sweet Marie, Royal Smoke, TWINE, Cotton, 3 ply, Cotton, 4 ply, Jute, 2 ply, Hemp, 6 ply, Flax, medium N, Wool, 1 lb. balls, VINEGAR, State Seal, Oakland apple cider, Morgan's Old Process, Barrels free, WICKING, No. 0 per gross, No. 1 per gross, No. 2 per gross, No. 3 per gross, WOODENWARE, Baskets, Bushels, Bushels, wide band, Market, Splint, large, Splint, medium, Splint, small, Willow, Clothes, large, Willow, Clothes, me'm, Willow, Clothes, small

Table 10: Butter Plates, Wire End or Ovals, 1/4 lb., 250 in crate, 1/2 lb., 250 in crate, 1 lb., 250 in crate, 2 lb., 250 in crate, 3 lb., 250 in crate, 5 lb., 250 in crate, Churns, Barrel, 5 gal., each, Barrel, 10 gal., each, Clothes Pins, Round Head, 4 inch, 5 gross, 4 1/2 inch, 5 gross, Cartons, 20 2 1/2 doz. bxs., Egg Crates and Fillers, Humpty Dumpty, 12 dz., No. 1 complete, No. 2 complete, Case No. 2 fillers, Case, mediums, 12 sets, Faucets, Cork, lined, 8 in., Cork lined, 9 in., Cork lined, 10 in., Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12lb. cotton mop heads, Ideal No. 7, Pails, 2-hoop Standard, 3-hoop Standard, 2-wire, Cable, 3-wire, Cable, Cedar, all red, brass, Paper, Eureka, Fibre, Toothpicks, Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Tub, 20-in. Standard, No. 1, 18 7/5, 18-in. Standard, No. 2, 7 7/5, 16-in. Standard, No. 3, 6 7/5, 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, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 12 in. Butter, 15 in. Butter, 14 in. Butter, 19 in. Butter, Assorted, 13-15-17, Assorted, 15-17-19, WRAPPING PAPER, Common straw, Fibre Manila, white, Fibre Manila, colored, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short c'n, Wax Butter, full count, Wax Butter, rolls, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., east Foam, 3 doz., east Cream, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, Per lb., Whitefish, Jumbo, Whitefish, No. 1, Trout, Halibut, Herring, Bluefish, Live Lobster, Boiled Lobster, Cod, Haddock, Pickerel, Pike, Perch, Smoked, White, Chinook Salmon, Mackerel, Finnan Haddie, Roe Shad, Shad Roe, each, Speckled Bass, HIDES AND PELTS, Hides, Green No. 1, Green No. 2, Cured No. 1, Cured No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Pelts, Old Wool, Lambs, Shearlings, Tallow, No. 1, No. 2, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy, Standard, Standard H H, Standard Twist, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb., Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream, Paris Cream Bon Bons, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Saited Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Bureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy-in 5lb. Boxes, Old Fashioned Molasses Kisses, 10lb. bx, Orange Jellies, Lemon Sours, Old Fashioned Horehound drops, Peppermint Drops, 60, Champion Choc. Drps, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, as'td., Brilliant Gums, Crs., A. A. Licorice Drops, Lozenges, printed, Lozenges, plain, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Cream Wafers, String Rock, Wintergreen Berries, Ola Time Assorted, Buster Brown Good, Up-to-date Assmt, Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't.

Table 11: Almonds, Tarragona, Almonds, Drake, Almonds, California st., shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shell, Walnuts, Marbot, Table nuts, fancy, Pecans, Med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts per bu., Ohio, new, Cocomanuts, Chestnuts, New York State, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy H. P. Sums, Roasted, Choice, H. P. Jumbo

# Special Price Current

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon ..... 55 6 00

## BAKING POWDER



Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

## BLUING



### C. P. Bluing

Small size, 1 doz. box .40  
Large size, 1 doz. box .75

## CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots ..... \$1  
El Portana ..... .33  
Evening Press ..... .32  
Exemplar ..... .32

## O'Halloran Bros. Brands

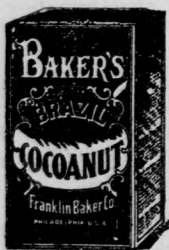
Tampa Smokers 5c ..... \$30 00  
Linfa  
Smokers 5c ..... 35 00  
Puritans 10c ..... 60 00  
Londres Grande 2 for 25c 80 00  
Estos Si  
Reina Fina 3 for 25c ..... 55 00  
Caballeros 10c ..... 75 00  
Panatellas 2 for 25c ..... 80 00  
Reina Victoria 15c ..... 85 00  
La Hija de Tampa 10c ..... 70 00

## Worden Grocer Co. brand

Ben Hur  
Perfection ..... .35  
Perfection Extras ..... .35  
Londres ..... .35  
Londres Grand ..... .35  
Standard ..... .35  
Puritans ..... .35  
Panatellas, Finas ..... .35  
Panatellas, Bock ..... .35  
Jockey Club ..... .35

## COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60  
86 10c pkgs, per case .2 60  
16 10c and 38 5c pkgs,  
per case ..... 2 60

## FRESH MEATS

Beef  
Carcass ..... 6 1/2 @ 9 1/2  
Hindquarters ..... 8 @ 10 1/2  
Loins ..... 9 @ 14  
Rounds ..... 7 1/2 @ 9  
Chucks ..... 7 @ 7 1/2  
Plates ..... 6 @ 5  
Livers ..... 6 @ 5

## Pork

Loins ..... @16  
Dressed ..... @11  
Boston Butts ..... @15  
Shoulders ..... @12 1/2  
Leaf Lard ..... @13  
Pork Trimmings ..... @11

## Mutton

Carcass ..... @10  
Lambs ..... @12  
Spring Lambs ..... @13

## Veal

Carcass ..... 6 @ 9

## CLOTHES LINES

### Seal

60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..

### Jute

60ft. .... 75  
72ft. .... 90  
90ft. .... 1 05  
120ft. .... 1 50

### Cotton Victor

50ft. .... 1 10  
60ft. .... 1 35  
70ft. .... 1 60

### Cotton Windsor

50ft. .... 1 30  
60ft. .... 1 44  
70ft. .... 1 80  
80ft. .... 2 00

### Cotton Braided

40ft. .... 95  
50ft. .... 1 35  
60ft. .... 1 65

### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

## COFFEE

Roasted  
Dwinell-Wright Co.'s B'ds.



White House, 1lb. ....  
White House, 2lb. ....  
Excelsior, M & J, 1lb. ....  
Excelsior, M & J, 2lb. ....  
Tip Top, M & J, 1lb. ....  
Royal Java  
Royal Java and Mocha....  
Java and Mocha Blend....  
Boston Combination

Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

Peerless Evap'd Cream 4 00

## FISHING TACKLE

1/2 to 1 in. .... 6  
1 1/4 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

## Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

## Linen Lines

Small ..... 20  
Medium ..... 26  
Large ..... 34

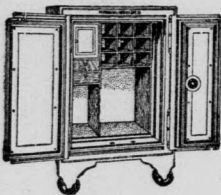
## Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

## GELATINE

Cox's, 1 doz. Large ..1 80  
Cox's, 1 doz. Small ..1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's ..... 1 50  
Knox's Acidu'd. dos. ..1 25  
Oxford ..... 75  
Plymouth Rock .....1 25

## SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

## SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size..6 50  
50 cakes, large size..3 25  
100 cakes, small size..3 85  
50 cakes, small size..1 95

## Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 3 25

## TABLE SAUCES

Halford, large ..... 3 75  
Halford, small ..... 2 25

# Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

New York

Chicago St. Louis

Minneapolis

**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.



**Sawyer's**  
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.

# 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.

Use  
**Tradesman**  
Coupon  
Books

Made by

Tradesman Company  
Grand Rapids, Mich.

**Tradesman Company**  
Grand Rapids



# 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—On account of other business, we have decided to sell our grocery, which is one of the best paying groceries in Grand Rapids. Address Heaton Bros., 704 Wealthy Ave., Grand Rapids, Mich. 355

A fine furniture business for sale. Address C. C. Sweet, Benton Harbor, Mich. 352

For Sale—A fine piece business property, also up-to-date 80 acre farm, well supplied with grain, stock and machinery. Write Owner, T. H. Brown, Eau Claire, Wis. 349

For Sale—A nice clean shoe stock, about \$5,000; county seat town; Central Illinois; a money-maker; will sell at a small discount. Reason for selling, going to California. Address Lock Box 462, Eureka, Ill. 348

For Sale—Well-established drug store in Northern Indiana city of 60,000. Reason for selling, poor health. Address Wm. M. Patterson, South Bend, Ind. 347

**To the Merchant**  
Who Wants to Turn Merchandise Into Ready Cash

Now is the time to convert surplus merchandise and slow selling goods into real money. "A dollar in the till is worth two on the shelf." My successful Sales Plan will throng your store with eager buyers and sell your goods at a profit. Stocks reduced and closed out. Give size of stock. Write me to-day. **B. H. Comstock**, the man with the Sales Plan that makes good, 907 Ohio Building, Toledo, Ohio.

For Sale—Quick at 75c on the dollar, \$11,000 stock dry goods, shoes, clothing, groceries. Fine business and location. Owner must get out quick account of health. If you mean business write P. O. Box 206, Mantou, Mich. 346

For Sale—Grocery and hardware stock and fixtures about \$2,000. Everything new and up-to-date. New farming town on railroad and river. Last year's sales about \$10,000. Good reasons for selling in 50 days or not at all. Cash. Faye E. Wenzel, Edgetts, Mich. 345

For Sale—Or exchange for farm, \$6,000 general merchandise stock. Good location in prosperous Michigan city. Good trade and low expenses. Address No. 343, care Tradesman. 343

For Sale—Nice clean grocery stock and fixtures; no old goods; everything up-to-date. Doing nice business. Address all enquiries to Tecumseh News, Tecumseh, Mich. 341

For Sale—Stock dry goods, men's furnishings and shoes. Invoice \$4,000. Profitable trade guaranteed. City growth 1,000 a year. Rent \$10 month. Will cut out any department desired and sell for 90c on dollar in thirty days. No trades. Spot cash or equivalent. Address XXX, care Tradesman. 340

For Sale—Michigan hardwood timber. 160 acres choice timber, principally white oak, elm, basswood, beech and maple. Situated five miles from Portland on the Pere Marquette railroad and four miles from Pewamo on the Grand Trunk. For particulars address Fred H. Knox, Administrator, Portland, Mich. 338

Great Opening—For Sale—My stock of dry goods, clothing and shoes; best established business in Southern Michigan; has always been a big moneymaker. Can sell each department separately. Best of reasons for selling. J. Kapp, Three Rivers, Mich. 335

For Sale—Furniture business in Northern Indiana. Good locality. Will sell stock or stock and building. S. S. Laudeman, Bremen, Ind. 334

Fine residence with three lots, good barn, desirable location. Physician's office fixtures and furniture, including library, worth \$700. Practice from \$5,000 to \$6,000 a year. Strictly cash. Will take \$1,000 less than cost to build home for all. Long time on part. Must change climate. Address No. 333, care Tradesman. 333

For Sale—A four drawer, total adding, with detail strip, National Cash Register. Good as new. Will sell at a bargain. Also McCaskey credit system. Three hundred account, double suction gravity movement. Write at once. Newell & Ponsford, Yale, Mich. 354

Who is the party that wants to buy only shoe store in booming Michigan town? Fine location. Up-to-date stock. Doing big business. Will sell at discount. Poor health. Wm. Axe & Son, Owosso, Mich. 352

Do you want to sell your business? We have all kinds of propositions to offer. Write us. Wm. Axe & Son, Owosso, Mich. 331

Position wanted by an experienced retail salesman in general merchandise lines. Twelve years' experience. Address Box 33, Gowen, Mich. 330

For Sale—Latest improved Toledo scale. Almost new. Not a scratch on it. Cost \$115, sell for \$75. Robert Adamson, Colon, Mich. 329

Wanted—To rent good store suitable for general stock. Address V. C. Wolcott, Muskegon, Mich. 325

For Sale—Or exchange, for small stock of merchandise, house and extra lot in Holland, Mich., on interurban. Address No. 324, care Tradesman. 324

For Sale—General stock, buildings and fixtures; sales for 1909 \$26,939.75; turned stock ten times; a money-making investment without an equal; your opportunity. Write for terms and particulars. Address A. R. Anderson, Box 43, Hynes, Iowa. 322

For Sale—Medical practice free to purchaser of paying drug store. Address Doc., care Michigan Tradesman. 320

For Sale—Stock of drugs and up-to-date fixtures. Will sell on easy payments or exchange for real estate. F. C. Brisbin, Lansing, Mich. 321

For Sale—Complete meat market outfit, refrigerator, electric motor, machinery. Apply immediately. Herbert N. Bush, Flint, Mich. 317

Drug Store—Finest in Southern Michigan town 6,000, wall paper, stationery, books, fine fountain, new building, new fixtures. Everything up to the minute, doing \$12,000 Other business. No trade considered. Address No. 316, care Tradesman. 316

For Sale—Cigar store doing good business. Best location, opposite interurban station. Will sell cheap. New fixtures. Other business, reason for selling. O. F. Phillips, Ann Arbor, Mich. 314

**Have You Land to Sell?**

D. & J.—We have an inexpensive but very successful plan in selling farms, garden and poultry tracts, cut-over timber lands, etc. We reach buyers in four states. Write for our plan. It costs nothing. Decker & Jean, Grand Rapids, Mich. Established 1892. Reference: Any bank in Grand Rapids. 279

For Sale—Cheap, shoe stock with modern fixtures in best industrial town in Illinois. Stock reduced to few thousand dollars; shoes left, clean and salable. Location central. Must devote entire time to tailoring department. Nate Lebensburger, Streator, Ill. 311

Drug store and well rented double brick store building, for sale. Located in a fine small town. Good schools and market. Store is first-class and complete. Soda fountain, etc., inventories about \$3,000. Building \$3,200. A fine opportunity, especially for a physician-druggist. Will make good terms. Will also sell residence. Address No. 310, care Tradesman. 310

For Sale—Only meat market in good Iowa town of 500 population. Doing a fine business. Address H. E. Evans, Macedonia, Ia. 305

Small stock general merchandise; fixtures and stock reduced to suit purchaser. Box 127, Crystal, Mich. 302

Bakery and confectionery business for sale, complete. Good business in good town. Will sell cheap on easy terms. Address P. M. Jencks, Windom, Minn. 300

For Sale—\$545 new model six-drawer National Cash Register, for \$380 cash. C. D. Owens, 210 E. Fulton, Grand Rapids, Mich. 299

Wanted—To lease or buy well located Michigan elevator. Address No. 292, care Tradesman. 292

For Sale—40 acres land Altamont Springs, Florida, 14 acres in oranges, part bearing. Some timber, a small clear lake on the place, 10 acres good garden land on side track, five minutes' walk from hotel, the finest winter resort in Florida. Good water, four large lakes within a few minutes' walk of each other. Good market, fine location for ducks and poultry raising. I guarantee it the most healthy spot in the United States. No buildings, two one acre lots from Main avenue. Will send photograph if interested. Address J. O. Therien, Altamont Springs, Fla., or Minneapolis, Minn. 263

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

Notice—We are desirous of interesting parties with \$50 to \$100 to invest in a loan company in a western state; any interested party will learn something to their advantage by writing to us at once. "Loans," Fithian, Ill. 282

For Rent—Large store building in live Northern Michigan town. Splendid opening for someone. Best location in town. Address L. H. Smith, McBain, Mich. 271

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

A splendid town site or irrigation proposition, very cheap. D. J. Myers, Boulder, Colo. 203

For Rent—Best and largest store building in Milan, Mich., completely furnished. Splendid opening for general store in thriving town of 1,600 population. For particulars address, A. E. Putnam, Milan, Mich. 195

**G. B. JOHNS & CO.**

**Expert Merchandise Auctioneers**

WE GUARANTEE to get you 100 cents on a Dollar for all goods sold, as per contract given  
1341 Warren Ave. West Detroit, Mich.  
Try Our Special 10 Day Sale

For Sale—At a bargain, first-class wall paper and paint business; well established and in excellent location; business growing nicely; will sell for cash or trade for good real estate; good reasons for selling. Address Bargain, care Michigan Tradesman. 995

For Sale—In Southern Michigan, a general store, complete stock, in fine location, best trading point in the State, with building if desired. Address No. 124, care Tradesman. 124

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

Notice—Cash paid for dry goods, furnishings and shoes. 177 Gratiot, Detroit, Mich. 284

**SITUATIONS WANTED.**

Wanted—Position by an experienced middle-aged Christian man as clerk in a general store. Good recommends. John Graybill, Clarksburg, Ill. 308

Wanted—Young man wishes position in clothing store with chance for advancement. Best references. Address 342, care Tradesman. 342

Wanted—Position by window trimmer and general clerk. Best of references. State salary. Address No. 339, care Michigan Tradesman. 339

**HELP WANTED.**

Salesman wanted to carry as sideline on 10% commission, the finest line of infant's soft soles in this country. The line most extensively advertised and most extensively imitated. Small, snappy sample outfit. If you want the best sideline in this country, write at once. H. H. Freeland, Mnfr., Established 1896, Rochester, N. Y. 300

Wanted—Tanners and hardwaremen to act as local agents for one of the oldest houses manufacturing gasoline lighting appliances in the country. Address No. 337, care Tradesman. 337

Wanted—Good shoe salesman with two or three years' experience, salary \$10 per week. Apply to S. Rosenthal & Sons, Petoskey, Mich. 353

Salesman—On commission or \$100 and up per month with expenses, as per contract; experience unnecessary. Premier Cigar Co., Cincinnati, Ohio. 198

Agents—Manufacturers' agents, jobbers, crew managers, general agents, to handle our 4-piece "Dutch Cooking Set." Fast selling household necessity. Big profits. Sells every house. Outfit free. Write us. Pace Brothers & Sons Pottery Co., Roseville, Ohio. 312

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

**FARM LANDS**

Texas Orange Groves—Five acres, 50 months old, \$1,500, \$250 cash, \$25 monthly for 50 months. No taxes, no interest. Absolutely favorable contract. Limited number. Texas lands for sale. Special excursions Jan. 18 and Feb. 15. Particulars free. H. D. Armstrong, Gen. Agt., 88 Griswold St., Detroit, Mich. 298

**SPECIAL FEATURES.**

Wanted—Small grocery or racket stock in exchange for good skating rink, 200 pair skates, gasoline lighting plant, stoves, chairs, etc. Good paying proposition in this or any dry town. Address W. A. Wilson, Crawfordsville, Ind. 344

Wanted—Stock of general merchandise or dry goods, shoes or furniture in exchange for fine grain and stock farm. B. A. Deffler, Elkhart, Ind. 351

Mentally deficient children, Osborne Hall offers ideal care and training. Strictly select. Thirty years' experience. Admissions at any time and for any period—for life if desired. All ages. Address Dr. Antrim Edgar Osborne, Santa Clara, California. 328

Tontitown, Ark. — Community 600; church, academy, schools, 3 factories, building now 25-room hotel; people pouring in; need drug store, general store, hardware store, cold storage, clothing and shoe store and lumber yard. Address Father P. Bandini, Trustee, Tontitown, Ark., ar. German-American Realty Co., Rogers, Ark. 323

The National Gas & Water Co. installs gas, or gas and water plants, in towns of 500 to 2,500, giving all city conveniences, light and water. Also private systems for stores and residences. Have opening for party with some cash, worth \$4,000 yearly. Address us Powers Block, Grand Rapids, Mich. 318

Interest in a live copper gold mining property, situated between two proven ore producers, new camp, on the Great Northern Railway; property working, miners taking pay in stock at 25c per share; will sell stock, part cash, part on contract terms; correspondence solicited. Address Close Corporation, P. O. Box 65, Spokane, Wash. 301

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

Want Ads continued on next page.

## Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

### OUT IN THE COLD.

For a good many years it has been rather the popular thing to sniff at New England. The Blue Laws and the land of steady habits and her half-inch soil and her rocks and her abandoned farms have been subjects to talk about and laugh at until one not born there and brought up there would suppose, if there were a good place to get out of and keep away from, it is this same "dog-gone" New England. It is coming to pass, however, that there is a growing belief that things there are not so bad as they have been painted and that all of her old-time virtue has not wholly gone out of her. Even some of the remarkable products of the remarkable West are not found to be quite up to the old standards.

Away from her rocks and hills where the smooth-gliding plow is unfretted with stumps and stones the fertile soil has astonished the farmer by the amount of the products poured forth; but when these same products are compared with the New England standard the yield is all right but the quality is another thing. The herds are by no means as extensive as those covering the limitless plains of the West, but the beef fed among the Eastern hills and on the scant pastures of the same limited territory has something about it which gives it the precedence in the markets where the two are bought and sold. Article for article and pound for pound the butter from cows grazing the New England grass and drinking the water that trickles down the same verdure-clad hillsides is prized higher ten to one than that which comes from the coarse rank grass of the prairies.

A Westener, New England born and bred, found at his grocer's the other day some bouncing big green apples. On being told that the fruit was the Rhode Island greening he ordered a barrel and fancied the good time he was going to have eating a sample of that old-fashioned fruit, which had been the delight of his boyhood. There was a biggest one on the dish brought in and he appropriated it to find that the apple was the Rhode Island greening only in name and color. The genuine thing had been left in the old rocky New England orchard and the Western fruit tried in vain to make up in size what was the real excellence of its famous ancestor.

No maple syrup comes from trees that grow west of the Green mountains. Where is the Roxbury russet worth the eating which slaked its thirst from any but the hidden springs of the old granite hills; and tell us, you who have tried it, is the barberry sauce the real thing made from berries grown anywhere except along the roadsides and in neglected pastures where "a barefoot boy with cheek of tan" you stopped on your way home with the cows to help yourself to "the sweetened berries?"

So the old homestead is coming again to its own. The old oaken bucket with its dripping coolness, the Rhode Island greening and Roxbury russet, the golden butter-ball and the

sage cheese, the maple syrup and the delicate and dainty everything that thoughtful and skillful motherhood and grandmotherhood produced are still found only there, and the boys and girls are finding their way home once more where quality and not quantity is the essential and the only essential that can stand the test of time.

### STUDY PUBLIC TASTE.

Did you ever think of how many times the goods which you especially fancied dragged in sales, while some less pleasing in your own estimation proved quick sellers? There is an object lesson in this which may be worked out gradually in two directions. It pays well to study the tastes of your various regular patrons and thus be better prepared to cater to them next time.

In some communities there is a decided preference for the gay and almost fantastic colors in dress goods or house furnishings, while in others the opposite type prevails. There are the extremists and the conservatives at all times. Which number predominate in your own circle? Which have the means to buy expensive goods and which must economize even at the expense of beauty? All of these matters should be held in sight when buying goods.

There is such a thing as working this taste in a measure to your own ideals, although it can not be done hastily. There is such a thing as getting those who have fancied themselves forced to take the cheapest to see that it is real economy in the end to buy the higher priced goods. The line should be mentally defined where we should mold our taste to that of the community; where we should commence to bend their notions to conform with our own.

This study of individuality comes in play in making sales. There is the fool woman who wants the largest "rats," the most gorgeous ribbons, the most immense hats when hats are large and the smallest ones when they are small; her sane and sensible neighbor abhors extremes. You can please both—but not with the same goods. Public taste is paramount when selecting, but one must be mindful of individual taste as well when selling them.

### VALENTINE DAY.

There are so many special days in the year that there is a temptation among the smaller dealers to slight some of them unless they appeal especially to their own line of goods. This is a mistake, for they appeal to some of your patrons; and by using a little tact almost all of them can be made to serve your own good directly; while even if you do feel that they are foreign to your trade, a trifle in the window in observance of the season will show that you are not a fossil, but wide awake and keeping abreast of the times.

You may not feel that Valentine Day appeals to you or your goods, yet it pays in some way to get in line with the procession at this time, to show your appreciation of their feelings. If you run a grocery store in-

stead of one making a specialty of post cards and valentines, place your heart-shaped cakes of maple sugar where they will be conspicuous. If your line is dry goods, drape your ribbons or handkerchiefs in heart shapes, suspend a cupid over them or festoon a string of hearts cut from red paper and attached to inch ribbon of the same color. The effect is ornamental in the extreme and sure to please the public. The cupid may be a picture that is really artistic. It may be a plaster cast, obtained for a small sum. Candy and fruit stores have an excellent showing. If you have the candy hearts arrange them to outline a large heart. Hearts filled in solid with chocolate creams will be more striking if outlined with a row of white or cream candies. Oranges or apples may be combined in the same way, the large heart being pierced with a dart to add variety.

Elaborate schemes are not a necessity. The unique and timely setting is the one which pleases the public eye.

### Manufacturing Matters.

Detroit—A new company has been organized under the style of the Sterling Auto Top Co., with an authorized capital stock of \$25,000, of which \$17,000 has been subscribed and paid in in property.

Detroit—The Detroit Lubricator Co. is extending its operations on a substantial scale. A permit has just been issued for a \$20,000 addition to the factory at Trumbull, Lincoln and the Grand Trunk Railroad.

Reed City—The stockholders of the Reed City Novelty Works have received a 7 per cent. dividend. The company was organized about a year ago. It manufactures patented wheels or runners for baby cabs.

Carson City—The Colapsible Steel Form Co. has been incorporated with an authorized capital stock of \$20,000 common and \$10,000 preferred, of which \$25,000 has been subscribed and \$25,000 paid in in property.

Rochester—E. A. Hudson has been re-elected Secretary and Treasurer of the Hudson-Kennedy Die & Tool Co., of Detroit. Mr. Hudson's time is divided about equally between his local grocery store and the Detroit enterprise.

Detroit—The Royal Hat Co. has been incorporated to engage in buying and selling hats, caps and other articles kept in similar stores, with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed and paid in in cash.

Detroit—The McNaughton-McKay Electric Co. has been incorporated to manufacture and sell machinery, motors, generators, etc., with an authorized capital stock of \$30,000, which has been subscribed and \$20,000 paid in in cash.

Battle Creek—The U. S. Pipe Co. has been organized to manufacture and sell metal pipe of all kinds, with an authorized capital stock of \$24,000, of which \$12,000 has been subscribed, \$4,000 being paid in in cash and \$8,000 in property.

Kalamazoo—The Kalamazoo Bread Co. has merged its business into a

stock company under the same style, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed, \$2,000 being paid in in cash and \$10,500 in property.

Detroit—A new company has been organized under the style of the Wm. W. Slocum Manufacturing Co. for the purpose of manufacturing and selling games, toys and novelties, with an authorized capital stock of \$25,000, all of which has been subscribed, \$24,000 being paid in in property and \$20 in cash.

Detroit—The Victor Manufacturing Co., of this city, and the Walkerville Carriage Goods Co., Ltd., have closed a business agreement in which the manufacture of automobile bodies and building of tops and painting and trimming of bodies will be done in the factory building formerly occupied by the Imperial Rattan Co., at Walkerville. The Victor company will see to the woodwork and the trimmings and the tops will be attended to by the Carriage Goods Co.

Detroit—E. Y. Howell, who recently moved here from Flint, has purchased the plant of the Magann Air Brake Co., in the Goodnow building, 46 Porter street. The Magann Co. manufactured the Magann air brake and the Harrison marine motor until a few months ago. Mr. Howell has organized the Howell Manufacturing Co. and will make automobile parts. The manufacture of the air brake will be discontinued, but Mr. Howell may possibly continue the manufacture of the marine motor.

### Grades of Milk.

"A city friend of mine went into the country for the summer," said Dr. John Fulton at a recent conference. "He found a model dairy farmer was one of his neighbors. He went to the farm after milk, and on the way saw a herd of sleek, well-fed and clean cows. Much encouraged, he approached the manager.

"My servant will come to you each morning for three quarts of milk," he said.

"All right; it will be 8 cents a quart."

"And I want your best milk," added the city man.

"Ten cents a quart," said the dairyman.

"That's all right," said the city customer. "So long as my servant can see your man milk the cow, that price will be all right."

"Fifteen cents a quart," from the dairyman broke off negotiations."

### Hard Work Brings Rest and Peace.

The idle man does not know what it is to rest. Hard work tends not only to give us rest for the body but, what is even more important, peace to the mind. Sir John Lubbock.

The best cure for worry is to find some one who needs your help.

### BUSINESS CHANCES.

For Sale—3,000 acre plantation, highly improved. 12 million feet fine hard timber. Also smaller farms. C. E. Morris, Port Gibson, Miss. 357

For Sale—Stock general merchandise. Good farming country. One and one-half miles from railroad. Invoices \$2,000. Address Binford & Thrasher, Stanford, Ind. 356

# If You Happen

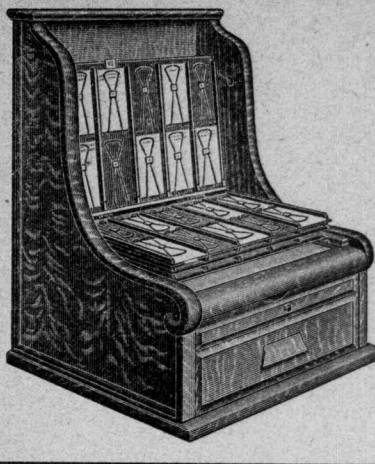
To need a stock of Bang-up  
Coffee that'll make your cus-  
tomers "sit up and take notice"  
there's

# "QUAKER" BRAND COFFEE

Always "on top"

**WORDEN GROCER COMPANY**

Grand Rapids, Mich.



## Duplicating Sales Books

The Famous Multiplex Duplicating Sales Books are acknowledged to be the best and quickest books on the market.

Every other sheet has a carbon back.

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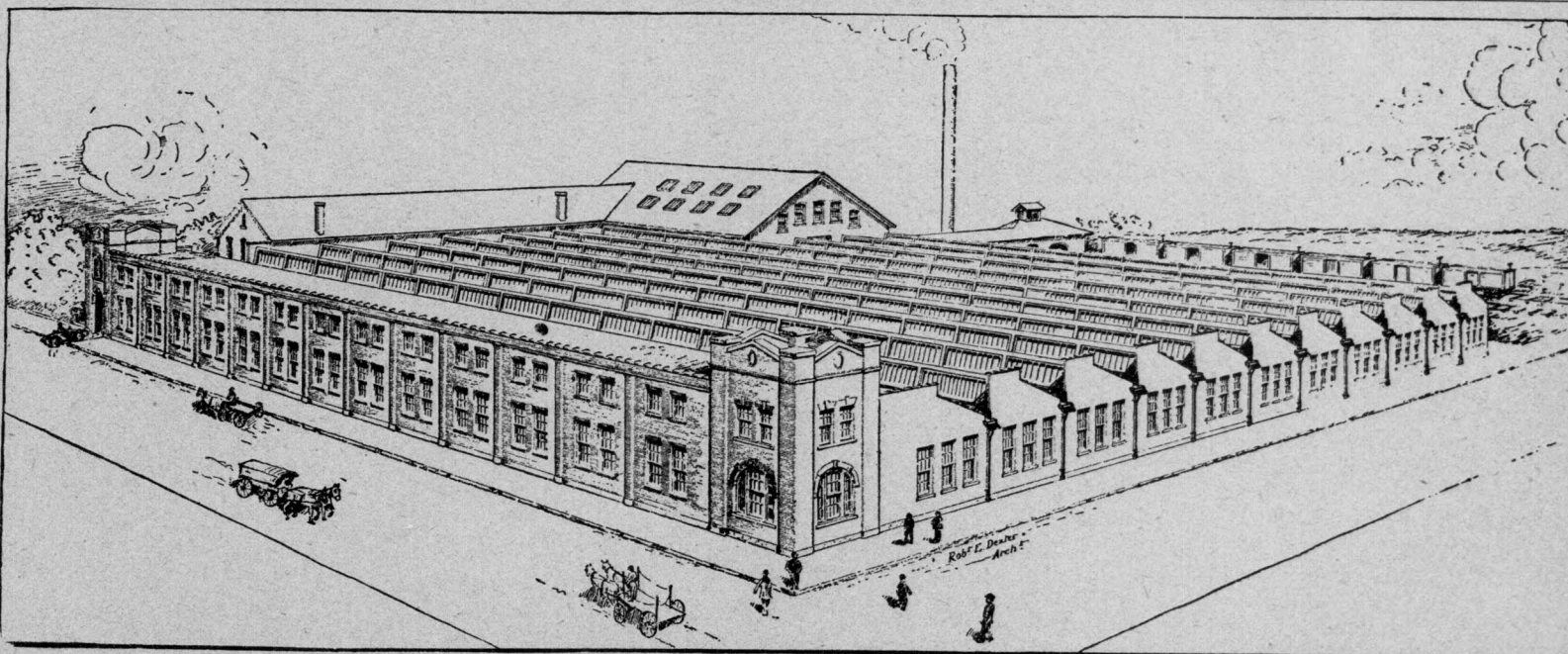
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## HOW DOES THIS LOOK TO YOU?

250 x 410 ground space. 150,000 square feet of floor space.

The construction will be of the most modern for factory purposes. The roof is of the well known saw-tooth style, assuring the greatest amount of daylight without the heat and blinding glare of direct rays of the sun.

This style of construction also facilitates the securing of perfect ventilation.

### FIRE PROOF CONSTRUCTION THROUGHOUT

Part of this structure is already in use and the balance is being rushed to completion with all possible haste.

All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices.

New building, new location, new machines, new tools and dies, new plating works, new enameling ovens and the old experienced mechanics and employees.

What better prospects could we have for the supplying of the ever increasing demand for the famous DAYTON-MONEYWEIGHT SCALES?

Shipment of our goods will be greatly facilitated by our own private switch track making direct connection with the Pennsylvania Railroad.

FACTORY  
**The Computing Scale Co.**  
DAYTON, OHIO

Please mention Michigan Tradesman when writing for catalogue

Sole Distributors  
**Moneyweight Scale Co.**  
58 State Street, CHICAGO

# If Ketchup Could Be Made Better

Than Blue Label, We Would Do It



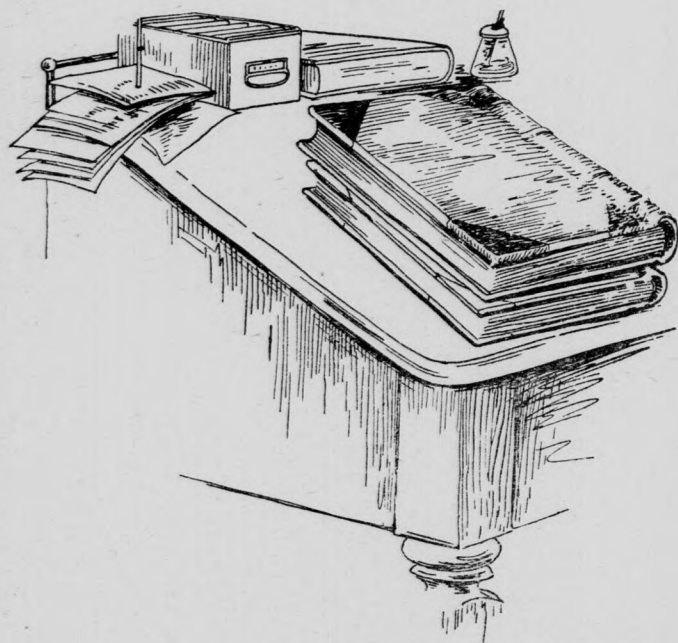
Every bottle of ketchup we ship is expected to act as a testimonial for us. The best tomatoes grown and the finest spices money can buy are so blended and so carefully prepared as to result in a ketchup which has become a household word.

Say "BLUE LABEL" to a housekeeper and she'll say, "CURTICE BROS. CO.'S KETCHUP." Our extensive advertising started people buying it. Its quality kept them buying it.

A good profit to the grocer and no risk as BLUE LABEL KETCHUP conforms to the National Pure Food Laws.

## CURTICE BROTHERS CO.

ROCHESTER, N. Y.



## Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

**"What a Wild Night for a Fire"**

Then you think of your own place of business and you say, "Well, I'm insured." Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

**Think Once More and Buy a Safe**

During the winter months we have the most fires. Better get busy and write us today for prices.

# Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.