



THE IDEAL GIRL

The Ideal WORK Shirt

Big Enough and Long Enough

Length 36 Inches



THE IDEAL GIRL

FAC-SIMILE OF TICKET

OUR WORK SHIRTS are made of such goods as the celebrated Dan River Chambrays in light and dark blues, grays, tans, and various other fancy colors and patterns. No Name Drills, in plain black and black and white stripes and figures, also Regimental Khaki Drills, in plain tans and fancy colors.

We also manufacture a fine line of sateens in blacks, browns and tans and would be very glad to submit a line of samples.



IF YOU sell the "Ideal Brand" of work shirts you will never be bothered by your customers saying they cannot get shirts that are large enough, for it is always our aim to make shirts that not only wear well but also fit well, being cut full around the body and sleeves, at armhole, elbow and wrist and measuring full 36 inches in length, assuring the wearer of a garment that is comfortable as well as serviceable.



THE IDEAL CLOTHING CO.

30-32-34-36 Louis St.
GRAND RAPIDS, MICH.



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 sub-
stances, 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

SPRING WATER
PURE
HYDRAULIC COMPANY
Peninsular Club Building
Grand Rapids, Mich.

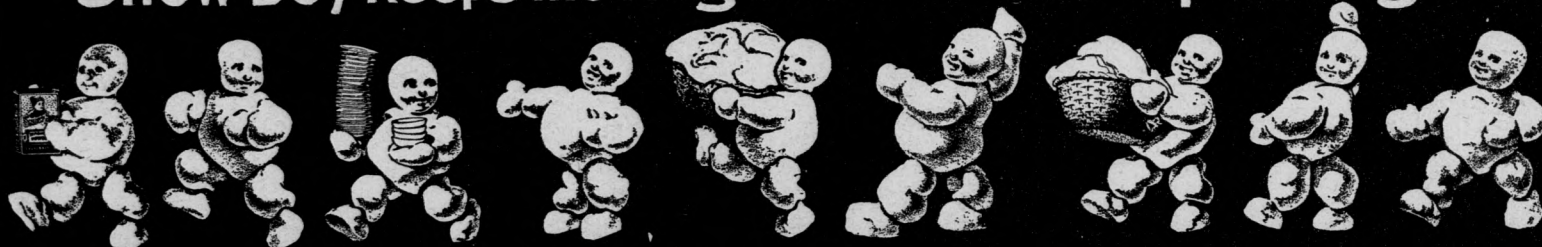
TANGLEFOOT

The Original Fly Paper

For 25 Years the Standard in Quality

All Others Are Imitations

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, FEBRUARY 9, 1910

Number 1377

SPECIAL FEATURES.

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GRAB-A-SLAB LOUIS.

John Widdicomb's Quick Wit as a Boy.

Written for the Tradesman.

When the late John Widdicomb was 13 or 14 years old his father's furniture factory was located between the Bridge street bridge and C. W. Hathaway's edge tool factory—which was located on the present vacant lot next north of the Valley City Milling Co.—on the east bank of the river.

Between the Widdicomb and the Hathaway factories was a swift running tail-race, the south bank of which was built of pine slabs and upon this bank was a helter-skelter accumulation of mill-wood scrap just as it came from the saws.

Like many another tail-race along the river front, the one here alluded to had various quiet little pools resting behind a projecting plank or stick of timber, each one of which was more or less favored as a safe resort by the black bass and the rock bass then so plentiful in our river.

This race was also known among the small boys of the town as a reliable "fishing hole" in those days when a good hook and line with a cork "bob" and a leaden "sinker"—usually a split bullet or two hammered down over, or a bit of tea-lead wrapped around the line—served every purpose of the wondrous rod, reel and fly of to-day.

True every "bite" hauled in did not reveal a bass or pickerel, because suckers, mullets and horned dace, dog-fish, bill-fish, bull-heads and cat-fish were common and not infrequently sought the lounging places of the other and more highly esteemed swimmers.

One delightful afternoon in June a 10-year-old boy named Louis Westlake and another boy a year or two his senior, Frank Cady, were fishing just where this tail-race came out from its passage under Mill street and were carefully picking their way along the slope of the mill-wood scrap pile. Presently a key-block gave away below them and the next

instant, along with a bushel or two of the scrap, the two boys were floundering in the rushing flow of the race.

John Widdicomb, who was standing in a doorway of his father's shop and who had cautioned the younger boys as to the hazardous character of the scrap pile, saw the accident and shouting, "Grab a slab, Louis!" ran along the top of the pile until he had reached the river bank and then slid down to the water's edge.

Meanwhile Frank Cady, who could swim, had permitted the current to carry him out into the river to a tiny island thirty or forty feet away. But Louis Westlake, striking wildly and spluttering as he struggled to get a hold on one of the projecting ends of the slab foundation, was choking with the water that had filled his throat and had just given up to his fright and distress to be carried on down the river when John Widdicomb seized him and pulled him ashore.

"You made a mighty good fight, Louis," said John, as he helped the youngster up the scrap pile, and Louis replied: "I heard you yell: 'Grab a slab,' and knew you'd save me."

All through the childhood and very brief youth of Louis Westlake—who died many years ago—he was familiarly known by his schoolmates and playfellows as "Grab-a-slab Louis"—and enjoyed the distinction.

Frank Cady, standing on the 75 or 100 foot strip of land out in the stream, called: "I s'pose I've got to swim ashore," at which John Widdicomb advised: "No, go to the upper end of the island, back of Sweet's mill and you can wade ashore," and Frank did as recommended.

Uncle Sam has a big print shop in Washington, but he has always let the contract for postal cards to outside parties. For several years all United States postal cards have been printed by a big concern in Massachusetts. The contract expired last week and hereafter the work will be done in the Government printing office. Until all the new presses required are installed the issue will be approximately 1,500,000 a day, afterward it will aggregate 3,500,000 a day. As soon as the especial equipment for printing has been established a new card, to be known as the index, or library card, will be issued. This card will be of an excellent quality of paper and of attractive design. The paper used will not be quite so heavy as that used in the present card, but it will be more flexible and will take ink much better than the old yellow card.

There may be germs in kisses, but lots of girls seem to think they are immune.

THAT MEAT STRIKE

Forgotten Already But the Government Probe Prospers.

Written for the Tradesman.

A nine days' wonder and then practically forgotten.

Such is the record, precisely as forecasted by the Tradesman, of the "meat strike."

The hundreds of thousands of enthusiasts who signed pledges to refrain from the use of meat remain unorganized and responsible to no one and no appreciable decline in the retail prices of meats is in evidence and, if the packers are to be believed, no important lessening has occurred in the aggregate of meats handled.

On the other hand the governmental probe as to the high cost of living continues and develops interesting features.

For example, we now know that during the past few months the great American beef trust—through individual representatives—has acquired the ownership of 50,000 acres of grazing lands in Montana at \$1 per acre; 500,000 acres of cattle range land in old Mexico at practically the same price per acre and 150,000 acres of grazing territory in Argentina at a trifle over one shilling (American money) per acre.

We are also informed that any man in Dakota, Wyoming or even in Michigan, or elsewhere, who owns 160 acres of land or any amount of land up to a thousand acres may apply for and will receive free as many calves from the trust as can be adequately pastured on those acres on condition that said calves shall be branded with some one of the various brands of the trust; and that when those calves are ready for market the trust will pay \$7 per head therefor, f. o. b. at the nearest railway station.

It is asserted also that the trust controls retail prices for meats in all cities of from 50,000 population upward through the following arrangement: Individual units of the trust have distributing depots in each of such cities with the exception that in each city one of those trust units acts as retailer. The retailing unit is bound to refrain from jobbing and distributing meats in the city where it is located and in return the jobbing units in such city are bound to protect the retail unit or its prices against independent competition.

For example, assuming that Jones operates an independent market on South Division street, Grand Rapids. He has a rival market across the street and another competitor a square away. Jones puts his retail prices below the prices asked by the trust's retailing unit on Fulton street, Canal or Monroe street or wherever it may be located.

Within a day or two—through the inquisitive observations of the drivers of the trust wagons or through information innocently given by the gossip of his rivals—Jones' cut prices become known to the trust's retailing unit and at once the local jobbers and distributors for the trust are notified.

Thereupon Jones' competitors, if not already served by the trust, are prevailed upon, if possible, to accept meats at prices which will enable them to undersell, and at a profit, their neighbor Jones. If they decline to take up with such an offer from the trust then a nearby store is obtained and fitted up with blocks, counters, scales, hanging frames and refrigerators and a second trust retailer is established. Either way the annihilation of Jones as an independent is assured because the combination will continue to "load up" Jones' rival as long as necessary to achieve the desired result.

There are neighborhoods, of course, in all large cities—neighborhoods where there is a minimum market for high grade cuts or where the dominating nationality of the people is a strong factor—where this forcing process is difficult to demonstrate; in such instances there is not "enough in it" for the trust to bother with and so they are ignored.

With the members of the United States Congress, both houses, keenly realizing that the high cost of living offers gilt edged campaign thunder and with Senators and Representatives and Cabinet Ministers even using every lever within their power to land this resource in behalf of their respective parties, some good may come from the investigating probe.

Meanwhile the pledge signers will, some of them, become near vegetarians; others will "return to our muttons" and yet others subsist on fish, eggs and poultry in the main. And speaking of eggs, the cold storage problem is on its way to a solution. New York, Boston and Chicago have taken the lead in a campaign which bids fair to result in the enactment of laws providing that every case of eggs, every side of beef, every dressed bit of poultry, each veal lamb or mutton carcass and all dressed hogs must be stamped with the dates upon which they go into refrigeration and come out, and in thus recording the whereabouts of eggs and fish the cases or packages of any kind must be sealed by the Government, so that there may be no "shifting of the cuts." Indeed, it will be no surprise whatever if this date-marking record is made to cover the putting up and holding in stock of every kind of canned goods—fruits, vegetables, meats, soups and condiments.

C. H. Seymour.

Lemon & Wheeler Company

Wholesale Grocers

Grand Rapids, Mich.

Greeting to the Retail Merchants of Michigan:

All the signs of the times point to an uninterrupted period of wonderful growth and prosperity. The farmers of Michigan were never so forehanded as now. The experience of the past few months has conclusively demonstrated that the earth and the products thereof are the basis of all real wealth and prosperity. The factories of Grand Rapids—and the same is true of every other city and town in the country—are literally bursting with orders; more extensions and improvements are being planned and carried into execution than ever before; more civic improvements are being made and there is ample employment for every man who wants to work in any and every avenue of human endeavor. More houses are being built than ever before; more barns are being constructed; more public buildings are being erected and more improvements of a general character are under way than in any previous year in the history of the world. Our iron and steel industries, which are the true barometers of trade, were never in such satisfactory state as now.

In view of the prosperous condition of business generally, there is no reason why the retail merchant should not share in this prosperity, because the volume of retail business will certainly be greater this year than it has ever been before in the history of the world; and the merchant who does not make more money this year than he has ever made before is not worthy to wear the mantle of merchant. In view of this situation, it behooves every dealer in merchandise to keep his stock complete; to keep his collections up; to pay his bills promptly and discount every bill, not only because of the increased profit that this will bring him, but because it will give him a credit and a character and a standing that will enable him to bridge over the times of stress which may come to us in the next ten or fifteen years.

In a business career of thirty years in Grand Rapids, during which time I have seen many periods of prosperity and succeeding periods of depression, I am frank to state that I have never entered upon a new year with so great a degree of confidence and hope as I do this year of 1910.

Yours faithfully,

SAMUEL M. LEMON,
President Lemon & Wheeler Company

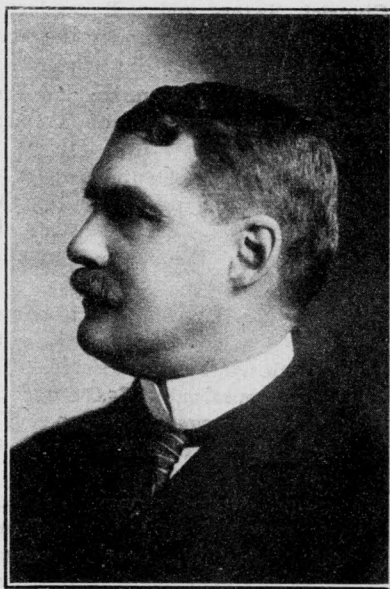
JOHN WIDDICOMB.

Death of Stalwart Citizen and Furniture Founder.

John Widdicomb, of the John Widdicomb Company, died suddenly Saturday noon of heart disease. He was in his office as usual in the morning. About 10 o'clock he went to the bank and spent an hour transacting his business and chatting with friends. He was seemingly in the best of health and spirits. He returned to his office and was dictating business letters to his stenographer when he suddenly paused, gasped a slight exclamation and his head fell forward. Physicians were called, but before they arrived John Widdicomb had responded to the summons which awaits us all.

John Widdicomb died in the harness. It was a harness he donned in youth and never put off. Other men loitered along the way or spent time in play; John Widdicomb worked. It was easy for him to work because he loved it and in it found content and happiness. There was nothing sordid nor money grubbing in his toil, for he had ambitions, hopes and ideals that were high, and he kept these constantly before him. Not the most costly furniture but the best in design, workmanship, finish and material that factory could produce was one of his ideals, and how well he lived up to it is known to the trade the country over. Into everything he made he put his own honesty, good conscience and high character.

In his factory there was no offense dealt with so sharply as carelessness and shirking. His ambition was to have the largest, the finest, the most efficient factory in the land, and had his life been spared for another year or two this would have been realized.



ed; but to his credit may be placed the building up of one great industrial institution and the creation of another, the one that bears his name. In the latter three "dead" factories were brought to life again, filled with the hum of industry, and his genius and enterprise made it necessary to double their capacities.

There was another side to John Widdicomb which his nearest friends knew little about and the world never saw. He had sympathies that were quick, a heart that was as tender as any woman's and a purse that was open far wider than the world knew. Ask almost any of the hospitals or homes where their furniture came from. Ask the churches that came within his sphere who has been their best helper in times of need. Ask the employees of the John Widdicomb factory who has stood by them in seasons of distress. John Widdicomb never spoke of these things. His name rarely was found on public subscriptions. The good he did was known only to himself and the recipient.

As an illustration of his method: One day a constable came to the factory to serve a writ of garnishee. The employee who had not paid was called in. He admitted that the debt was a just debt and that he wanted to pay it, but with sickness in his family and luck against him he could not. The cashier was directed to pay the amount in full and the workman was given a few words of good cheer and encouragement and sympathy and told that he could make up the amount in 25 or 50 cent installments at his convenience, and when a friend who witnessed the transaction mentioned the matter a few weeks later John Widdicomb seemed actually offended that it should be known.

Few employers have John Widdicomb's faculty in the management of

men. For nearly a half century he had men working for him and during all these years never did he have a strike to deal with. He was close to his employees, knew them, could see things from their viewpoint and meet them on their own ground. He may not have made more concessions than other manufacturers made, but his knowledge of his men made it easy for him to manage. In factory discipline he was strict. Those who worked for him had to put in full time and they had to work honestly. The deadliest sins in his eyes were carelessness and shirking. But John Widdicomb had the respect and affection of his men. There was not a department in the factory that he did not know as well as or better than the best of his workmen and they knew it. There was not a machine he was not as familiar with as any man on the job. It is easy under such circumstances for men to obey. The loyalty of his men to him is illustrated by a story that may not be true but which nevertheless well reflects the spirit of his employees: A revivalist at the Rescue Mission was exhorting his audience to salvation: "Who wants to work for Jesus?" he shouted. "Do you want to work for Jesus?" he asked, looking at a man in the front row. The man pondered for a moment and then shook his head. "I verk mit John Widdicomb," he said, and he seemed perfectly satisfied, for to "verk mit John Widdicomb" meant a

(Continued on page six.)

Build Up a Trade on Butter Color

If you have any buttermaking customers, you can easily build up a good-paying trade on butter color with Dandelion Brand.

For over 90% of the buttermakers in the country insist on Dandelion Brand Butter Color. They won't use any other kind. Because they know it's the best—the only safe, reliable, purely vegetable butter color.

And it's the easiest thing on earth, too, to build up a profitable trade. All you have to do is to let your customers know you're selling Dandelion Brand Butter Color. It means a steady stream of profits—just as dependable and reliable as your sales on sugar, coffee or flour.

Send us, or your jobber, a trial order today.

Dandelion Brand Butter Color Is
Endorsed by All Authorities

Dandelion Brand
Purely



Dandelion Brand Is the Safe and
Sure Vegetable Butter Color

Butter Color
Vegetable

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

WELLS & RICHARDSON CO.

= =

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Mesick—Chas. Dean and Frank McClish have opened a new general store.

Negaunee—R. G. Jackson has engaged in the confectionery business here.

Grand Ledge—Gundlach & Uhl succeed J. D. Davis in the tinning business.

Vicksburg—Pursel & Styles succeed C. A. Morse & Co. in the hardware business.

Lapeer—Clayton Ovaite succeeds George Mercer & Son in the bakery business.

Twelve Corners—Dr. W. H. Baker, of Coloma, has opened a grocery store here.

Bowen Mills—Edward Bird has purchased a lot and will erect a store building here.

Wayne—The Wayne Shipping Case Co. has been incorporated with a capital stock of \$10,000.

Shepherd—N. D. Gover, of Crystal, will move his stock of general merchandise here March 1.

Owosso—Frank Brooks has sold an interest in his grocery stock to J. D. Swarthout, of Ovid.

Bay City—Fred R. Mosher will open a haberdashery store on Washington avenue about March 1.

Northville—Otto Loomis, recently of Lakeview, has purchased the jewelry stock of Merritt & Co.

Benton Harbor—William Boardman is erecting a storage building to take care of his increased feed business.

Benton Harbor—W. P. Bradley has opened a grocery and feed store beyond the city limits on Pipestone street.

Dowagiac—John Crawford has sold his stock of confectionery and cigars to George Holmes, recently of Elkhart, Ind.

Standish—William Blumenthal will reopen the dry goods, boot and shoe store formerly conducted by his brother Harry.

Wells—C. H. Bisdee, of Escanaba, will engage in the drug business here as soon as the building, now under construction, is completed.

Mattawan—C. F. Hosmer has moved his stock of groceries to this place from Lowell and will consolidate it with his stock of general merchandise.

Newberry—The St. James Cedar Co. has sold its shingle mill and all its timber holdings and personal property to the Detroit Cedar & Lumber Co.

Maple Rapids—B. W. & I. E. Hewitt, dealers in hardware, have dissolved partnership. B. W. Hewitt pur-

chasing the interest of the retiring partner.

Holland—H. Wykhuizen, the pioneer jeweler of this city, celebrated his 80th birthday anniversary a few days ago. He is still actively engaged in business.

Adrian—Frank Earle has purchased the stock of groceries and meats formerly owned by T. E. Randall and will continue the business at the same location.

Port Huron—T. G. Hall has sold his interest in the hardware stock of J. B. Sperry & Co. to his partner, who will continue the business under the same style.

Sturgis—W. J. McLain has severed his connection with the American Kandy Kitchen at Traverse City and will engage in the confectionery business here March 1.

Shelby—Leo Spellman has taken a position as salesman for Pieters & Atwater. He was formerly with the firm, but has been with C. H. Tuller for nearly two years.

Fowler—Frank Becker has sold his interest in the flour mill of Becker & Martin to Joseph J. Martin, his partner, who will continue the business under his own name.

Muskegon—A. J. Hopperstead has purchased the grocery stock of L. A. Ellens, at 352 Webster avenue. Mr. Ellens will move to Shelby and lead the simple life on a farm.

Albion—Hugh Jennings has purchased the interest of Mr. Hill in the shoe firm of Hill & Young. Business will hereafter be conducted under the style of Young & Jennings.

Lapeer—George and William Rowden have formed a copartnership and purchased the meat market of Walter Rowden and will continue the business at the same location.

Adrian—George H. Lewis and J. G. Coe have formed a co-partnership and taken over the women's department of the Wood, Crane & Wood Co., dealer in clothing, boots and shoes.

Ionia—Henry Nelson, formerly engaged in general trade at Borland, has purchased the west end grocery stock of G. B. Fleming and will continue the business at the same location.

Otsego—J. I. Snow has purchased the interest of F. A. Eastman in the grocery stock of J. I. Snow & Co. Mr. Snow is now sole proprietor and will continue the business under his own name.

East Jordan—Miss Mina Hite has purchased an interest in the firm of B. C. Hubbard & Co., dealers in women's furnishings and clothing. A line of curtains and house furnishings has been added to the stock.

Kalamazoo—Gerald VenderVeen has sold his interest in the grocery stock of VenderVeen & Weesies to the junior partner, C. Weesies, and the business will be continued under the style of Weesies & Co.

Reed City—The Charles E. Gerhardt Co. has purchased the millinery stocks of Wood & Morgan and the Gingrich Sisters and will conduct a millinery department under the management of Mary L. Gingrich.

Grayling—R. D. Connine and Fred Narrin have purchased of T. Arnbjornson, of Seattle, his interest in the grocery and feed business of Connine & Co. and they, together with M. A. Bates, will continue the business under the same style as heretofore.

Adrian—J. B. Amphlett has been adjudicated a bankrupt and the store ordered closed by the referee. The assets are appraised at \$5,600 and the liabilities aggregate \$15,000. The first meeting of creditors is set for February 11 at Detroit.

Corunna—Morris Ormsby has sold his grocery stock to J. P. Ruedisueli, recently of Washtenaw county. Through the deal Mr. Ormsby gains a fine farm in Washtenaw, where he will reside. Mr. Ruedisueli takes over the agency of the National Express Co. with the grocery business.

Escanaba—Otto Gustafson, who has been employed in the clothing department of the Fair Savings Bank store for some months, has been engaged as manager of the North Star Clothing Co., to fill the vacancy caused by the death of A. A. Klassel four weeks ago.

Negaunee—F. Braastad & Co. have purchased the stock of merchandise of the Nicholas Laughlin estate and will continue the business at the old stand. The transfer included everything connected with the mercantile establishment with the exception of the buildings, which Mr. Braastad has rented for an indefinite time.

South Haven—James H. Johnson, formerly Judge of Probate of Van Buren county, has become sole owner and proprietor of the Gallagher Pickle Works. It is understood that he paid Peter Gallagher the sum of \$35,000 for Gallagher's interest in the chain of factories about the State. The factories are located at White Cloud, Newaygo, Woodville, Thompsonville, Grand Junction and South Haven.

Alpena—Greenbaum Bros. have sold their department store stock to Strauss Bros., of Indianapolis. The consideration on the stock is said to have been \$100,000. The building is estimated at the same valuation, but it is not stated whether this is included in the deal. The business of Greenbaum Bros. was established forty years ago by I. Greenbaum, Sr., in a store with a 12 foot frontage.

Owosso—The general merchandise business conducted by W. E. Hall & Son and the shoe business of B. M. Salisbury have been consolidated and hereafter will be known by the firm name of W. E. Hall, Son & Co., who will occupy the store buildings at 120-122 West Exchange street as soon as the postoffice is moved to its new quarters. The shoe stock now

at Hall & Son's store on North Washington will be moved into Mr. Salisbury's present quarters immediately.

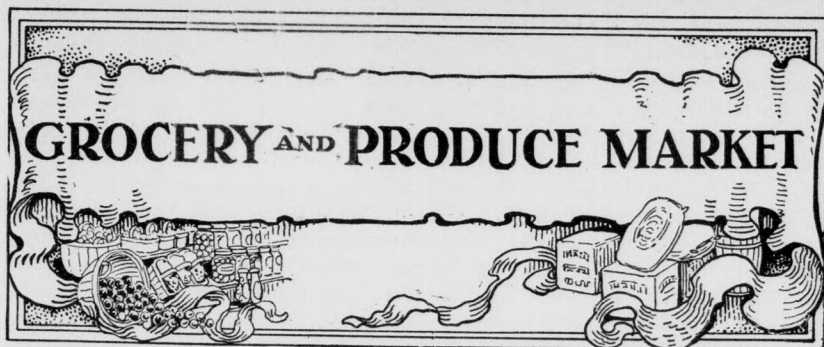
Kalamazoo—John I. Bushouse, who for some time past has been associated with the Edwards & Chamberlin Hardware Company in their kitchenware department, resigns March 15 to go into business for himself. After that date the sign of John I. Bushouse will swing over the door at 1611 South Burdick street and inside the shelves will be filled with household goods, small hardware, notions, etc. Mr. Bushouse is a Kalamazoo boy, having spent all his years in this city with the exception of a year spent in the kitchenware department of L. H. Field at Jackson.

Big Rapids—L. F. Bertrau & Co. and W. P. Almroth have formed a partnership under the firm name of Bertrau, Almroth & Co. and present stocks of the two firms will be combined. Mr. Almroth will move his stock of goods into the building now occupied by L. F. Bertrau & Co., at the corner of South Michigan avenue and Linden street. The consolidation of these two business houses will make it necessary to occupy the three floors of this block, together with the rear annex recently erected, forming the largest department store north of Grand Rapids with, possibly, the exception of Traverse City.

The United States Postal Department pays \$75,000 a year for twine used in tying up packages of mail matter. A Georgian has patented an invention which it is claimed will save half this expense and do the work quicker and better than twine. A knotted cord is run through a special patented clip. A bundle of letters can be tied up in a flash and untied with even greater facility. The cords can be used over and over. The invention has been in use six months at the Philadelphia postoffice, and the report of the device is understood to be quite favorable. Experiments conducted with the device by the railway mail service are also said to favor its adoption. A cordage factory at Atlanta, Ga., will buy the patent and manufacture the device as soon as it is approved by the Department.

When A. T. Lincoln, of Hillsdale, was elected Grand Counselor of Michigan by the United Commercial Travelers last June the organization had 1,830 members. The twenty-four Councils now have 2,035 members a net gain of 205. Mr. Lincoln says there are 55,000 members of the U. C. T. in the United States. He was in the city Saturday to attend a meeting of the Executive Committee and expressed himself as very much gratified over the results which have been achieved and the prospects for the future.

Urbana Egg Case Co., Urbana, Ohio: We have taken your magazine for several years and can truthfully say it is one of the best trade journals that we receive in our office; in fact, we hardly know what we would do without it.



The Produce Market.

Apples—\$3.25@3.50 per bbl. Some varieties show advances and values are gradually reaching a higher mark. As prices advance the demand shows a falling off. The poorer grades of apples are moving slow and the price declined 25c a barrel this week.

Beets—\$1.25 per bbl.

Butter—There was a sharp decline in the price last week, as a result of milder weather and some increase in the production, the local supply being added to by heavy marketings of creameries which had been held for higher prices. At the high prices during the early part of the winter the demand was limited and it was not to be wondered at that prices declined as soon as production increased. Local dealers hold creamery at 29c for tubs and 29½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26c; oleo, 12@21c.

Cabbage—75c per doz.

Carrots—\$1.25 per bbl.

Celery—\$1.25 per box.

Cranberries—\$4.50 for Jerseys and \$5 for Late Howes.

Cucumbers—Hot house, \$2 per doz.

Eggs—The supply of fresh is increasing every day and the market is weak and declining. Local dealers are paying 26c f. o. b. shipping point to-day, holding candled at 27c and fancy candled at 28c. These prices are likely to go lower before the end of the week unless the cold wave which is promised for Thursday interferes with the transportation of the staple.

Egg Plant—\$1.50 per doz.

Grape Fruit—Florida is steady at \$3.50 per box for 96s, \$4 for 80s and \$4.50 for 54s and 64s. 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, 14c 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 76s and 200s and \$2.75 for 150s.

Potatoes—The market is steady and dull at 25@30c at outside buying points and 40c in a small way at this market.

Poultry—Receipts have been light to moderate, but as a general thing more than sufficient to supply the small and scattering demand. Prices have held fairly steady. 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.

The Grocery Market.

Sugar—The firmness in raws, which was quite marked a week ago, has disappeared. Refined grades are quiet and weak, in consequence of the recession in raws, and all refines are now willing to sell 10 points under list.

Tea—There is a little business doing every day, but the aggregate is not much over half what holders would like to see it. Prices are unchanged and steady to firm. Rejections of cheap tea under the pure tea law have been rather larger than usual, owing to the fact that the season is drawing to a close.

Coffee—Prices are unchanged and as Santos shipments are now out of the way until July 1, unless the 20 per cent. additional tax is paid, which would mean higher prices, it looks as if retailers can buy with safety. Maracaibos and mild grades are also firm at present prices.

Canned Goods — Tomatoes are about the same as last week, excepting that there is an increase in the demand and the buying of large lots. Corn is about the same in price, but is also in better demand and some are buying futures. Cheap peas, as well as other grades, are in fair demand at unchanged prices. The movement in all lines of canned fruit is regulated by immediate requirements of the retailer and, consequently, there is only a fair demand. Pineapple is about the same as last week, with Singapore in limited supply. Peaches are receiving the most attention at present of any of the fruits, but the price on both peaches and apricots is firm. Gallon apples are in fair demand and prices are firm. Pie goods of all kinds are in demand, but some kinds are not plentiful. As Lent is nearly here the demand for all kinds of canned fish is increasing. The tone of the market is strong on salmon and some grades are very scarce, especially chinooks. Sardines are in good demand, both domestic and imported. The indications are for a small pack of the high grade.

Dried Fruits—Peaches are steady to firm and in only moderate demand.

Apricots are quiet, scarce and firm. Raisins are dull and weak. Currants are in very fair demand at unchanged prices. Dates are fairly active at unchanged prices. Citron and figs are dull at ruling prices. Prunes are quite dull at unchanged prices. When the spring demand opens the price may show some advance.

Spices—The market is about the same as last week, both in demand and price, although peppers are considered a little weak in price.

Rice—The demand is increasing on nearly all grades, as rice is much cheaper than many other foodstuffs of to-day. Low grades are holding about the same as for some time past.

Cheese—The prices on all makes of cheese remain firm. The stock of full cream cheese is light and the make is about what it was one year ago. The consumptive demand is moderate and we look for a firm market at unchanged prices the coming week.

Syrups and Molasses — Glucose shows no change for the week and compound syrup is likewise unchanged. The demand is fair. Sugar syrup is wanted as fast as made, at prices which show no change, but which are still strong. Molasses is in fair demand at unchanged prices.

Provisions—Everything in the provision line is quiet, and the consumptive demand is very dull. Smoked meats are firm at unchanged prices. Pure lard is steady at ¼c decline. Compound is steady at unchanged prices. The market on dried beef, barreled pork and canned meats is dull at unchanged prices.

Fish—Cod, hake and haddock are selling seasonably at steady prices. Domestic sardines are practically unchanged. One of the large holders has shown some disposition to ask an advance of 15c per case, but the other packers have not followed, and all the stock wanted can be bought at ruling prices. The demand is light. Imported sardines are unchanged and in moderate demand at unchanged prices. Salmon shows continued scarcity and firmness, especially red Alaska and Sockeye, and the demand is fair. Mackerel of all grades continues steady and in very fair demand. No change of moment has occurred during the week.

Change in Date of Grand Council Meeting.

Hillsdale, Feb. 5—To All Subordinate Secretaries of Michigan, Greeting: A request is being sent from Port Huron Council, No. 462, Port Huron, Michigan, asking that the date of the Grand Council meeting be changed from the date, June 3-4, 1910, to June 10-11, 1910. The reason given for changing the date was that the large summer hotel would be open by that time and there would then be ample accommodations to care for all visitors, and the management of the hotel agrees to arrange for car service for all time, and as late as required for all after the banquet and ball.

At a special meeting of the Grand Executive Committee, called by Grand Counselor A. T. Lincoln, at the Hotel Pantlind in Grand Rapids,

John W. Schram, John A. Hoffman and John D. Martin, members of the Grand Executive Council, were present, the meeting being presided over by Counselor A. T. Lincoln. A vote was taken granting the request of Port Huron Council, No. 462, and the date set for the Grand Council meeting June 10-11, 1910.

The above to be read at next two consecutive meetings of each Subordinate Council. A. T. Lincoln, Grand Counselor.

Fred C. Richter,

Grand Secretary.

Relieved From an Embarrassing Situation.

Lapeer, Feb. 5—A smoker and banquet were tendered the business men of this city last night at the Graham Hotel by the local traveling men. C. H. Phillips, President of the Michigan Knights of the Grip, made his first appearance in a speech, his subject being, "The Michigan Knights of the Grip." Blushing like a school girl he arose from his seat, while 200 men applauded. He addressed the toastmaster, then as if a severe pain was piercing his heart, he clasped his hands to his side and sat down. Trembling, he reached for a chair on which to support himself, he again rose to his feet and as great beads of perspiration rolled down his face he said he left home in a hurry and had forgotten his speech. The din was deafening and everyone yelled themselves hoarse. From a remote part of the room the joker passed several pages of typewritten manuscript and Henry was happy.

Presented With a Diamond Ring.

Muskegon, Feb. 7—At the annual meeting of the Muskegon Business Men's Protective Association the following officers were elected:

President—O. A. Peterson.

Vice-President—C. D. Richards.

Treasurer—E. E. Wells.

Secretary—A. R. Bliss.

In recognition of his assistance in organizing the Association the members joined in giving Secretary Bliss a beautiful diamond ring. Ole Peterson, Vice-President of the People's Milling Co., made the presentation speech, to which Mr. Bliss responded.

Lovett M. Wood, editor and publisher of the Trade Register, of Seattle, was in town two or three days this week. Mr. Wood has been engaged in the trade paper business for seventeen years and is not only well posted as to his business but is a genial gentleman and a good fellow withal. He is naturally very enthusiastic over the future prospects of the Coast country and believes that the trade Seattle is now opening up with the Orient, especially Japan, will result in making that city a second New York in a very few years. Mr. Wood is on his way home from an extended trip through the East.

The Musselman Grocer Co. has leased one-half of the building now occupied by the Putnam Candy Co. and will add it to its floor space about May 1, increasing its capacity one-third.

JOHN WIDDICOMB.

(Continued from page three.)

steady job and as good pay as at any factory in town.

For years in continuous service John Widdicomb was easily the dean of the Grand Rapids furniture trade. He learned his trade from his father, George Widdicomb, who came here in '57 and succeeded the Pullmans in conducting a furniture store on Canal street, and had a factory or shop where the Valley City Mill now stands. With his three brothers, William, Harry and George, he went to the war. Injuries and exposures proved fatal to George. When peace was restored the brothers started a little factory on the East Side canal, where the Grand Rapids Furniture Co.'s factory is now located, to manufacture spindle beds. In 1867 they bought land at Fourth street and the G. R. & I. Railroad and erected a frame factory building with a greater producing capacity. They selected this site because the land was cheap, and among the first in Grand Rapids they realized the advantages of a railroad siding. John Widdicomb withdrew from the enterprise to take a quarter interest in a lumber firm. The firm failed, and taking space in the Widdicomb factory he manufactured bed springs and in three years had made \$20,000. His partners in the lumber firm had compromised with the creditors at 10 cents on the dollar. With the money he made in bed springs John Widdicomb paid his one-fourth of the debts in full. He then rejoined

ed his brothers in the furniture industry, which in '73 was incorporated as the Widdicomb Furniture Company. A few years later William retired to become Cashier of the Grand Rapids National Bank and John became the dominant and directing spirit. Under his management the enterprise grew rapidly from a frame factory building producing spindle beds to the splendid plant of the Widdicomb Furniture Company as it stands to-day, manufacturing medium grade goods of the first quality. The panic of '93 caught the company with all sails spread and heavily in debt for new buildings and materials contracted for. The creditors assumed control and knowing nothing of the business they hampered instead of helped, and after a three years' struggle John Widdicomb stepped out. He had no money left and was heavily in debt. He went through bankruptcy. With such resources as he could scrape together or borrow he made a first payment on the Mantel factory, on Fifth street, which had been idle since the panic. He found some of his old employes and put them to work. For six months he had a desperate struggle to meet payrolls and current expenses. For six months more whether or not the morning mail would bring a remittance was a matter of great importance. But once fairly started he made rapid progress toward prosperity. He paid for his factory and enlarged its capacity. He purchased an idle factory across the street and soon had that working to capacity. He purchased the old Kent

factory, on North Front street, and has since doubled its capacity. When prosperity returned to him he sought out his old creditors and paid them in full. The bankruptcy proceedings had relieved him of these obligations, but with him legal claim and moral claim were not synonymous. The moral claim was the one he recognized, and it was this phase of his character that he put into his furniture. The goods from his factory were as honestly made inside as out; there was as good workmanship at the back as in front. He was honest clear through.

It is well known in furniture and social circles that John and William Widdicomb were not on amicable terms, nor is it to the discredit of either that this was true. Both were of strong character, of strong convictions. Both had self confidence and a will of their own. Both were masterful and dominant. Neither knew how, nor was it in the nature of either, to yield in convictions, in judgment or in policy. It was inevitable that men of such nature could not work together, and the unhappy part of it was that they ever tried to do so.

John Widdicomb's plan to build a great factory in the North End, a factory which should be larger than any other for the manufacture of furniture in the country and the most perfect in its arrangement, was not chimerical but, on the contrary, was intensely practical. In the purchase

of the old Kent plant he acquired thirty acres of land, ten acres of which he sold for what the whole tract cost him. He proposed to give half of what was left to the city as a river front park, and the remaining ten acres, which cost him nothing, were set aside as the site for the new factory. He was operating three factories, the two at Fifth street and the Kent plant, and this division represented added expense in management and operation. It was his plan to build his new factory large enough for all his needs and then to sell his old factories or convert them to other uses, and they would have more than paid for his new building. In his new factory he would have the very best arrangement and the resultant economy would itself represent a good return on the investment.

The only office John Widdicomb ever held was member of the Board of Public Works, to which he was appointed by Mayor Ellis. Although his own business was all-engrossing, he was most faithful in the discharge of his public duties. He never missed a meeting of the Board if he were in town, not even during the height of the busy season. To his public duties he brought that same keen insight that made his own business successful. He was just as impatient of the shirker who worked for the city as for the shirker in his own factory. He believed the man on a public job should work as hard and faithfully as the man working for a private concern. In many ways he impressed his

Ever figure the Long Profit on Postum?

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Thousands and thousands of people have dismissed coffee ills by changing to

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Heavy, continuous advertising moves it from the grocer's shelf—and the health-benefits make steady customers.

"There's a Reason"

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character on the public service that came within his jurisdiction, and all his influence was for higher standards and better methods.

John Widdicomb will live in the history of Grand Rapids as one of the founders of this city's great industry. He was a contemporary of the Winchesters, the Nelsons, the Berkeys, Elias Matter, Geo. W. Gay, W. T. Powers and C. C. Comstock. He outlived these masters of the craft. For some of these, as a boy, he worked; as a manufacturer on his own account he worked with them all and he did his full share alike in laying the solid foundations of this city's fame as a furniture center and in the erection of the superstructure. He put his own honesty and character in the furniture he produced and won success by deserving it. This city will mourn for John Widdicomb. The furniture world will regret his passing. His memory will be an inspiration for young men for years to come.

An Incident in John Widdicomb's Career.

Thirty years ago I met with a series of misfortunes which would tend to dismay almost any man. The business with which I was connected and in which I had invested all my savings up to that time was destroyed by fire. This not only threw me out of employment but involved me in a liability as an endorser with others. My associates on the paper ducked and I was left to meet the obligation

single-handed, which I did later on. Within a week the house in which I was living burned to the ground, depriving me of nearly every vestige of clothing and every article of household furniture which I possessed. I walked the streets of Grand Rapids for several months, seeking employment, earning scarcely enough to keep my family supplied with groceries and not enough to properly replace the furniture and clothing which had been destroyed by fire. In this emergency I was given an opportunity by Senator Dickinson to establish a weekly newspaper at Dickinson, North Dakota. Senator Dickinson had saved the land grant of the Northern Pacific for that road and, in gratitude to him, they had located a town one hundred and eighteen miles west of Bismarck, naming it Dickinson and making it a division headquarters. It has since become a town of considerable importance, being the county seat, with three newspapers and 5,000 population. There were eighty applications for the opening that Senator Dickinson offered and for some reason he gave me the first chance. I had fully decided to leave Grand Rapids for good and embrace the opportunity to remove to Dakota. Meeting John Widdicomb one day on the street, he took me in his buggy and asked me as to how I was getting along. I told him plainly that I had concluded that there was no place in Grand Rapids for me and that I was going to Dakota. In a very frank and friendly manner he told me that I was mis-

taken; that there was a place in Grand Rapids for me; that if I would be patient and faithful and hopeful all things would come around in good time; that so long as I was downhearted and dismayed every man I met would give me a kick down hill, but if I would keep a stiff upper lip and be courageous every one who met me would extend a helping hand and give me a lift. He was so much in earnest that—busy man although he was—he kept me in his buggy for two hours and at the end of that time he exacted a promise from me that I would stand my ground like a man. I kept the faith and if my career in Grand Rapids for the past thirty years has been worth anything to the city or the State—if, in my humble way, I have succeeded in putting hope and courage into some other fighting soul—John Widdicomb should be given the full credit for it.

After the panic of 1893 and the retirement of Mr. Widdicomb from the Widdicomb Furniture Company I met him one night in the Morton House and retold him this story. He said he had nearly forgotten the circumstance and that I was wasting my time repeating the story to him and asking him to make a personal application of it, because "an Englishman never knew when he was licked" and, although he was "down" at the time, it would be but a short time before he would be on his feet again. It need hardly be stated that Mr. Widdicomb's prediction proved true.

I have ever regarded Mr. Widdicomb as one of my best friends be-

cause when times were dark and I could see no ray of hope ahead he said the word that encouraged me to take a fresh start in the world.

E. A. Stowe.

No Need for a Lawyer.

A new qualified judge in one of the small towns of the South was trying one of his first criminal cases. The accused was an old darky who was charged with robbing a hencoop. He had been in court before on a similar charge and was then acquitted.

"Well, Tom," began the judge, "I see you're in trouble again."

"Yes, sah," replied the darky, "the last time, jedge, you was ma lawyer."

"Where is your lawyer this time?" asked the judge.

"I ain't got no lawyer this time," answered Tom. "I'm going to tell the truth."

An Embarrassing Question.

Police Justice—Have you any way of making a living?

Vagrant—I hev, y'r honor. I kin make brooms.

Police Justice—You can? Where did you learn that trade?

I decline to answer, your honor.



TEA

OF the numerous commodities dealt in by the grocer, there is none so important as Tea, its importance being due to its value as a trade-making, trade-retaining and profit-producing article, particularly when furnished of such a quality as to give permanent satisfaction to the general public as well as the regular customers.

The point is this: Cheap Teas should be avoided; they are dear at any price.

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E. A. STOWE, Editor.

Wednesday, February 9, 1910

THE NEXT STEP UP.

He is a young fellow and somebody had evidently been pouring the advice into him faster than he could dispose of it. Smothered by the excess, he found relief in words, short and sometimes forceful, but all to the effect that "a kid isn't the only human being needing advice" and that if a boy needs telling a thousand times a day to see where he is going and to "look out for the next step up" then all he wanted to say was that in his brief experience there was now and then an old duffer who needed to see where he was going and especially to look after that next step; otherwise his progress would be in the opposite direction.

Admitting candidly that "out of the mouth of babes and sucklings Thou hast ordained strength," experience has taught that the best of boys do want and need what this complaining young fellow was crossly objecting to, and that while now, as always, a little help here and there by hint as well as by suggestion is not a bad thing, there is so much meaning crowded into that "next step up" that at the risk of being disagreeable it must be said that on that next step depend the future and the fortune of the man who takes it. Grand Rapids to-day is full of young fellows taking now that step. They are in the workshop—a mighty good place for them!—and behind the counter, in the office and on the delivery wagon, and every one of them in a blind sort of way is having his eyes on the future. Too often, however, he is looking out for a place where the work is easy and clean and the pay heavy, and once in such a place as that—if he gets it!—he rests contentedly on his oars and "lets the wide world wag as it will," and why not? Because he has lost sight of that next step; because the ambition within him is dead and because his manhood is so taken up with the good times of the present that he sees and cares nothing about what the future has stored up for him. Edison wasn't that kind of a boy, neither was Harriman; and every life that has made itself distinguished has done so when, as a youth, it took good care to see whether

er that next step went up or down.

With the young fellow disposed of, the burden of his complaint may be worth considering, and complacent middle life may have known instances where it looks as if that next step was not carefully considered. At all events the wrecks that are constantly occurring and as often reported say pretty plainly, some of them, that the years have not removed men from the need of that advice that so many are constantly giving in overdoses to those of younger years. That gray-haired Senator, you know, who some time ago put on a striped sweater at the expense of the State is one instance; that San Francisco Mayor and his lawyer are others and the daily paper telling about the banker who has entered upon his sentence of fifteen years at the penitentiary has not yet been thrown into the waste basket. The young man is right; age does not render advice unnecessary and white hair as well as black, singly and together, may consider with profit that next step and the results, blessed or disastrous, sure to follow from it.

The fact of the case is, no age has been found to be free from temptation. Inexperience may account largely for the mistakes of youth. It does not account for the deliberate wrongdoing of maturity, and the one sure course for both to follow is to look sharply after that next step and to see that it goes up and not down.

OLD AGE PENSIONS.

Some time ago a movement was started in Great Britain to provide old age pensions, and all that a citizen had to do to get one was to live the required number of years. That would be costly business, of course, but it was urged that the money belongs to the people and that the people might as well get their share of it, and that those who received old age pensions could thus maintain themselves, whereas many of them otherwise would have to be maintained in public institutions and so the expense would be influenced somewhat by that fact. In Massachusetts they pride themselves on knowing all there is to know and upon keeping abreast with all that is modern in thought and action, especially where it concerns the public. Massachusetts wants to take up all the fads and fancies as fast as they come. By conducting a good many experiments it furnishes considerable valuable information for other states. In 1907 it appointed a commission on old age pensions which went into it very thoroughly and has recently made a report which when printed makes a book of 500 pages. The investigations and their results form a valuable contribution to general knowledge on this subject.

In a word, as the result of their examinations and researches, the commissioners are opposed to non-contributing old age pensions, and it is difficult to see how any other conclusion could be reasonably reached. People who have been for 20 or 30 years in the employ of the same corporation are frequently pensioned thereby and that plan is a good one,

and it is just as good for the corporation as it is for the employee. It insures the former in having experienced, reliable help and it gives the latter a sense of security and a certainty that the income will not be wholly cut off when he is not physically able to continue work. Contributing pensions where each sets aside a certain percentage of wages for investment against a rainy day are common and commendable. To make general public pensions for old age would be to promote and invite pauperism or dependence in many instances. More and worse than that, it would relieve children from the obligation they ought to realize and recognize to support their parents in their declining years. All sons and daughters ought to understand it to be a part of their business to provide for the father and mother if the latter can not provide for themselves. An old age pension would relieve them of that necessity and obligation, which would be a very unfortunate situation. It is difficult to see how there can be any very strong argument in favor of old age pensions as a general proposition.

THE REASON WHY.

The man was deeply in earnest and this was his complaint: "Somehow or other it's the grocer who always gets the best end of the poker. From smallpox to whooping cough he is the one to blame. Summer or winter, fair weather or foul, his store on the corner or in the middle of the block is the pest-center, no matter what the distemper happens to be, and the head-center when you get down to it is always dirt. The store isn't clean. The force from man to errand boy is unkempt and careless. We can open up in the morning with well swept floor and dusted shelves and counter, over-frock and jeans may be fresh from the laundry, paper cap to just brushed footwear may be spic-and-span clean and yet before night of that same day we shall be told in a thousand ways that we are a bad lot all around; our hands are not washed often enough and are first into the mackerel barrel and then into the sugar, and somehow mackerel-tainted sugar doesn't improve the cup of coffee in the morning. Why? How does it happen that the retailer is the one to scoop all the blame while the other men handling the same stuff go scot-free? It gets to be a little monotonous after awhile and I, for one, am tired of it. I don't sand my sugar and I don't oversalt my butter to increase the weight and I don't intentionally buy butter overloaded with not-worked-out buttermilk and yet from the kicking constantly going on the grocer has a man in charge of each one of these businesses who sees mighty carefully to it that he more than earns his money. Why the retailer more than the other fellows higher up?"

Candidly this particular pen-pusher does not happen to know why, but just as candidly he repeats what has been poured into his ears by more than one careful housekeeper. How does this strike the average reader

and how does the statement made fit into the facts so far as he knows them? "The average grocer is a man and so naturally dirty. Being a man, he sweeps in the middle of the floor and doesn't bother about the dirt under things and in the corners. He is not a believer in the cleansing properties of soap and hot water, a belief which accounts for the condition of the grocery store floor in nine cases out of ten. As a man, the grocer and his help have a man's habits and they are not always commendable. He smokes almost always and quite as often chews tobacco. This he necessarily handles and he doesn't always bother to wash his hands. When he does he does not completely dry them; hence they are grimy, chapped, sore and dirty. Being a man, he does not notice the dirt and governs himself accordingly and the result is not in harmony with the neat housekeeper."

There we have it, and both sides of the case having been duly and faithfully presented, the jury, in this case the much interested public, have only to reach a conclusion and render a verdict accordingly. The Tradesman's task, offering a reason for an earnest why, accomplished, does not feel that its own opinion is wanted as it certainly has not been called for.

THE SPEEDY ANSWER.

"I like to answer my mail the same day it is written. I expect replies to my own letters within that time." This was the statement of a good business man. And why is it not practical? It takes no longer to answer a letter when first received than after it is a week old; in fact, not so long, for by that time it is mislaid and one must spend time hunting for it, re-read it probably to recall the contents, and the interest in some instances wanes after it has become stale.

When a verbal answer is requested we do not like to wait a week for a reply. Why should we when the answer is written? Delay may mean lack of decision. The man who can give a clean-cut answer to the ordinary question is the one with whom most of us prefer to deal. It is the habit of the quibbler to dodge about and evade a straightforward answer. We may be excused for wondering if there is some scheme afoot; some plan to make a dollar or two at our expense.

Or if we are in any haste ourselves, while the questioned is taking his time to answer the question with deliberation we may easily get the information—and the goods—from a rival who is ready with a decisive answer to a simple question.

There are times when the correspondence gets behind. Yet these are the times when less is accomplished within a stated time than when all letters are promptly answered. For your own good as well as for that of your patrons strive to catch up with the correspondence, even if you must get an extra typewriter for a few days. Then keep up with it. It will seem more businesslike; it will be more satisfactory to your patrons and to yourself.

JOHN WIDDICOMB.

There are men of neutral tint and tone who seem to blend into the background of any company they may be in as indistinguishable fragments of it. They have no marked individuality, no personal force. It was not so with John Widdicomb. He stood out in the clear, sharply defined and differentiated from others, always identifiable and easily located. His qualities were those of the leader, not the follower. This was fitly illustrated in his long business career.

Blending with this impression of a vigorous and effective mentality which he made upon all who came into contact with him was the impression of a scrupulously high sense of honor, of rectitude of purpose, of candor, openness, integrity of character. His honesty was not of the pitiful sort that is content so long as it contrives to observe the forms of human law. It was that higher kind of honesty that has its origin in the deliverances of an enlightened Christian conscience. To do the right as fast and as far as he saw it was the rule of his life, a rule from which he would not swerve, no matter what was the stress of need or temptation. He was honest to the core by nature and by grace.

He was one of the most large hearted men Grand Rapids has ever known. His generosity was proverbial. No worthy appeal to him for aid ever met with an ungracious reception. He was one of the busiest of men, but he was never too busy to hear the claims of Christian and philanthropic work. This well-known trait cost him much in time and money. It brought him appeals innumerable. People representing worthy causes knew that he would give them a hearing, and that, if their work commended itself to his judgment, he would give them a more substantial evidence of his interest. It was his financial guarantees that made the Aldrich Home a possibility and there are flourishing charities in Grand Rapids to-day that would not exist or whose history would be far other than it is had it not been for his great heart and ever open hand. Philanthropies of all sorts found in him a friend. He gave to the congregation of which he was a member unfailing and greatly generous support. He was a Methodist from conviction and choice, loyally devoted to his church, intelligent regarding its work and keenly alive to its prospects and needs.

Not the least of his attractions was found in the contrasts which his character exhibited. For this strong, capable man had a heart of utmost gentleness. Under the quick, alert, forceful manner was a tenderness that could not endure to inflict pain. Joined with the robust, resolute mind was a nature singularly free from malice or guile, ingenuous, magnanimous, affectionate and sincere. An aggressive man among men, he was as a little child before God. His faith in Christ as his Savior and Lord was at once simple and profound. He loved his Bible and was familiar with

its pages. He was a man of prayer and a regular and reverent worshipper of God in the sanctuary. He was tested and tried by the stress of affairs and by the vicissitudes of business, but he rose superior to every trial and temptation and showed how a Christian soul may triumph over them all.

LINCOLN'S BIRTHDAY.

Abraham Lincoln was born 101 years ago next Saturday. He was but little beyond middle life when he fell by the assassin's hand, the first martyr among American Presidents. Since then Garfield and McKinley have been added to the list of American rulers who have been sacrificed by insane assailants. The shock produced by Lincoln's sudden departure was the more profound in that it came at a time when the Nation was just emerging from a crisis which his strong hands had prevented from developing into a catastrophe. To no other President since Washington has come such responsibility as that which Lincoln so bravely bore. The mighty task he performed in saving the ship of state from foundering on the rocks of disloyalty and disunion can never be too highly appreciated. His whole career was one of which the Nation can never cease to be proud. Lincoln was one of the noblest products of our soil, one of the finest flowers of our free institutions, justifying our belief that out of them we shall always be able to bring forth great men as great occasions call for them.

Lincoln's birthday is an occasion which is fittingly observed by recalling his achievements and drawing lessons from them which may be applied to present problems in our national life. Lincoln was a man who came from the ranks of the common people, and he always maintained that the people were to be trusted. He once remarked that he was sure God loved the plain people, or he would not have made so many of them. There are intervals during which it seems that the common people cease to control the tendency of public affairs, but the intervals are usually brief. Political managers and financial magnates manipulate matters to promote their selfish interests for a time, but the people eventually resume control and democracy rather than aristocracy, remains in the ascendancy. Conditions have greatly changed since Lincoln's day, but the spirit in which he wrought continues an animating force.

BEWARE OF FAKIRS.

The Tradesman has exposed jewelry and toilet goods assortment schemes more or less for years and has often referred to the same men, who are still in business, holding up the retailers. Well posted retailers are aware that large assortments of jewelry are being sold throughout the country with a piano as premium, outfits amounting to from \$500 to \$1,000. The price charged for the jewelry is more than double what it is worth at retail, and the order signed by the retailer is very technically drawn for the purpose of

trapping him. Most of these contracts contain a hidden note which the retailer is induced to sign. He thinks all the time that he is buying a large consignment of goods which he can return if not satisfactory, but, to his utter astonishment, he finds later on that he has given a promissory note for the amount. The fraudulent practices of these self-styled jobbing houses is akin to the Bohemian oats and lightning rod swindles which were so notorious in this country, especially in the State of Michigan, a few years ago. Mark Twain once remarked that when anybody wants to give you something for nothing it is a good idea to call a policeman, and this observation applies with especial force to propositions of the character above described.

Better be chary of any "redemption" scheme in connection with jewelry or toilet goods assortments where you seem to be getting something for nothing. This is where you are offered with your first order a bunch of coupons which will be taken "for real money" by the firm issuing them when you give your second order. Some firms offer a "cut glass" premium also in order to make you accept the more readily this piece of benevolence. But be assured that these commercial Santa Clauses, with gifts of coupons "as good as gold," for some far off future buying, are making you pay sure enough money on that first order and it may interest you to know that they are probably charging you two to four times the wholesale price for the goods. You may consider it a great joke at your expense when you learn that some of these firms ask you a "wholesale" price just double the retail price for the same goods elsewhere. You see, you are not well versed in jewelry and toilet goods, while they know exactly what they are doing.

Understand, there may be honest contracts that offer all these things, and the very next contract you meet may be of that sort, although it is past finding out why these glib salesmen-philanthropists stay in the jewelry and toilet goods assortment business instead of setting themselves up as generous Carnegies.

The most alluring piece of cheese that casts its fragrance abroad in a dark cellarway would only make the wise mouse peek about the more diligently for the hidden trap. The worldly wise mouse who likes cheese does not walk into traps after it.

When you find a contract worded like a note, which could easily be made into a note by cutting away the upper half, it may be you are receiv-

ing honey, but more likely you are going to get the other end of the bee.

Some of these "hidden note" contract houses, with an appetite that grows with what it feeds upon, get so greedy for all there is in sight that they give some pretext to have the customer sign twice, so that, after cutting out the note, they still have his signature to the order proper. To sign one of their technically worded order blanks and then to give them an unconditional note of hand for a large sum besides—that is what such an act means. Thus these enterprising chaps get you both going and coming.

Some of these firms, in order to obtain your contract, propose to file a bond to secure you. There is nothing wrong with a bond which really does secure, but these bonds have so many technicalities that they do not bind the house and so are worthless to the retailer.

If cut glass premiums are offered in connection with jewelry and toilet goods assortments, just casually run your eye along the edges of the "cut" articles to assure yourself they are not imitation pressed. If you are offered a piano with a toilet goods or jewelry assortment, just slip around to your local piano man and ask to see a musical trades piano rating book. Do this in order to assure yourself that the piano is of a good grade, reputable, not a cheap "stencil" or "commercial." But it is also possible for you to be deceived with the plan even where a good piano is offered with jewelry or toilet goods assortments, for it is known that several such assortment houses are making use of the reputable and popular piano premium plan to fool the retailer with undesirable assortments of jewelry and toilet goods. They charge an outrageous price for the complete proposition; they use a good modern piano as a blind for the sale of inferior jewelry or toilet goods; they foist technical contracts upon the dealer and in some cases they make use of the "hidden note" scheme.

The man who has no time for his friends will eventually discover that he has no friends for his time.

To refuse the friendship of conscience is to double the power of all your foes.

To make men good by force is to force out of them the dynamic of real goodness.

That is far from being a home where you can not see the family for the furniture.

A TWENTY-FIVE THOUSAND DOLLAR ESTATE

Total cost of administering \$350.

If \$10,000 of this was real estate the charge would be \$250.

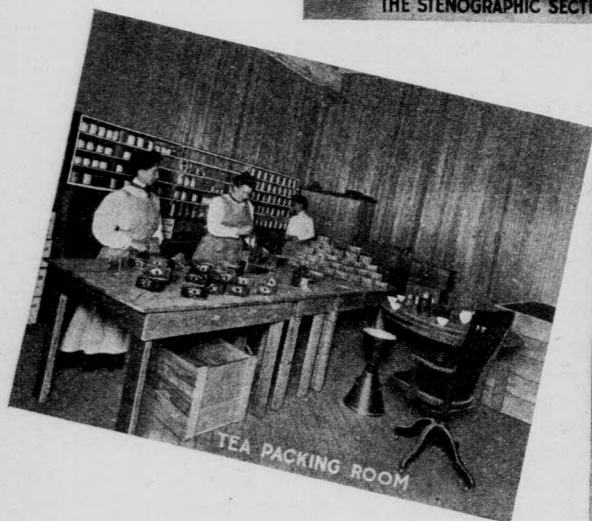
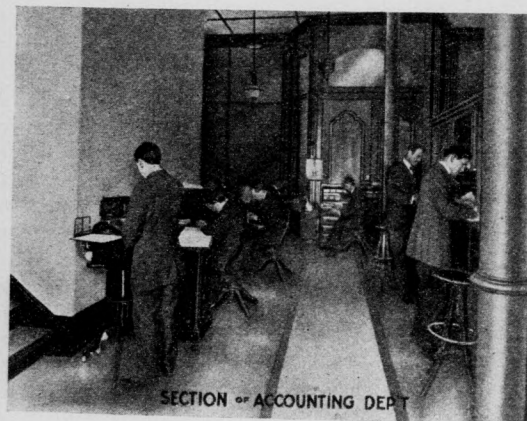
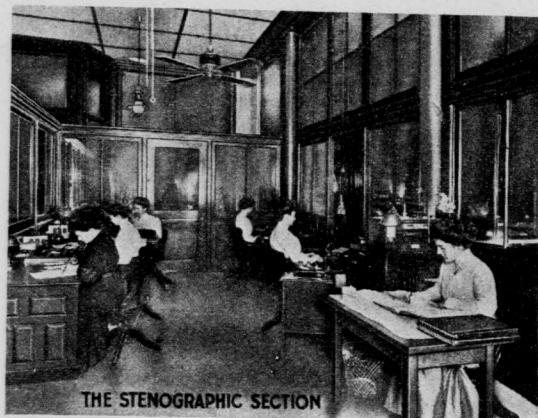
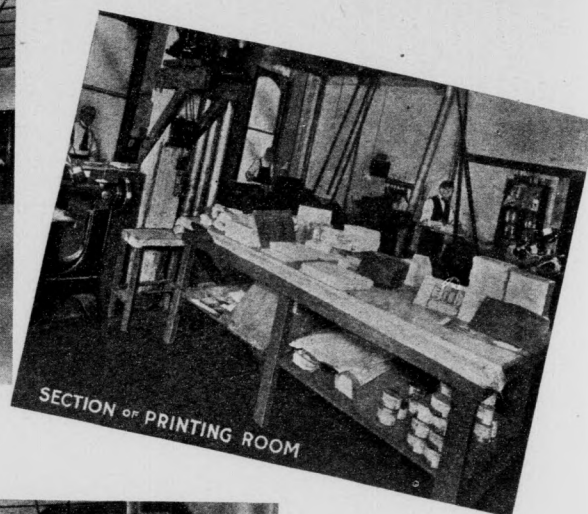
This includes all the work of settling the estate, paying debts and distributing to heirs.



THE MICHIGAN TRUST COMPANY



See Opposite Page



Interior Views of General Offices and Mills, 29-35 Larned St. West

National Grocer Company

Wholesale Grocers

Tea Importers, Coffee Roasters

General Offices 29-35 Larned St. West

Detroit, Michigan

See Opposite Page

This cut represents the present quarters of the

Musselman Grocer Co.

Branch National Grocer Co.

Grand Rapids, Mich.

Six stories and basement 66 x 100. The most complete and convenient Wholesale Grocery House in the City of Grand Rapids



OWNING AND OPERATING

PHIPPS-PENOYER & CO.
Saginaw, Mich.
GUSTIN, COOK AND BUCKLEY
Bay City, Mich.
JACKSON GROCER CO.
Jackson, Mich.
C. ELLIOTT & CO.
Detroit, Mich.
MUSSELMAN GROCER CO.
Grand Rapids, Mich.
MUSSELMAN GROCER CO.
Traverse City, Mich.
MUSSELMAN GROCER CO.
Sault Ste. Marie, Mich.

OWING to our heavy increase in business and our desire to more carefully attend to the wants of our customers we will, May 1st, increase the size of the above building one-third, giving us the largest floor space and most convenient Wholesale Grocery Establishment in Western Michigan.

A hearty welcome is extended to all our friends to visit our modern establishment.

This Means You

OWNING AND OPERATING

NATIONAL GROCER CO.
Lansing, Mich.
NATIONAL GROCER CO.
Port Huron, Mich.
NATIONAL GROCER CO.
South Bend, Ind.
NATIONAL GROCER CO.
Decatur, Ill.
NATIONAL GROCER CO.
Cadillac, Mich.
NATIONAL GROCER CO.
Escanaba, Mich.
NATIONAL GROCER CO.
Manistee, Mich.
NATIONAL GROCER CO. MILLS
Detroit, Mich.

THE PUBLIC CONSCIENCE.

The Best Antidote For Graft and Corruption.

There has been a great moral advance—a great National toning up—a great awakening of the public conscience in the United States during the past seven or eight years.

Under the inspiration of a President who has been styled by his severest critics, "The greatest force for good in this country," we have witnessed a great moral upheaval.

Probably no other American has done so much to improve the quality of our democracy, so much to advance public virtue, so much to awaken the public conscience as that strenuous Christian citizen, ex-President Theodore Roosevelt.

As a result of his activities exposure has followed exposure, investigations have revealed conditions so corrupt as to startle and shock the people.

Everywhere it has seemed that men in high places—men in whom the people had the greatest confidence—were shown to have been engaged in graft, so that, very naturally, people have come to believe that the times are corrupt; and very naturally, too, under such circumstances we are continually being pointed to the virtue and simplicity of our early fathers.

Now, to those who are thus decrying the times and continually looking backward let me recall a little early history:

First, let me say that, notwithstanding present appearances, there is proportionately very much less graft and corruption in this country than ever before in its history. There is more public virtue to-day, a more active and alert public conscience.

Senator Root, in an address to the students of Yale, made the statement that graft and incapacity were responsible for the distress at Valley Forge, "where the footsteps of our poor soldiers could be traced by the blood on the snow, not because there were no shoes and stockings but because the shoes and stockings were not delivered."

It is a matter of history that within five years of the firing of the last bullet of the Revolutionary War and before the word lobbyist was invented our fathers had mastered the art of putting through legislation. One illustration will suffice:

At the time the Northwest Territory was formed—that is, the territory northwest of the Ohio River of which Michigan was a part—Congress gave away to a company of private land speculators five million acres of the best land in the country. This graft was worked through by the Rev. Manasseh Cutler, a member of Congress, a man who had been Chaplain in the army during the Revolutionary War and who stood so high in the confidence of his countrymen that President Washington had intended to appoint him to a Federal judgeship. Those of you who have read an account of his manipulations in this regard will agree with me that the modern politician would have to take off his hat to Congressman Cutler.

In his diaries the whole story is told and the fact that he wrote down the details of his rascality, to be later given to the public, is very good evidence of the corrupt state of public opinion at that time.

It is a well known fact that members of the early Congress were in the pay of France, and when we were having a controversy with Spain over the possession of Florida, the commander of our army was receiving a salary of \$2,000 a year from Spain.

Thus the public conscience slumbered and graft flourished unmolested until Grant's administration, when it seems to have reached its climax.

Now, notwithstanding the corrupt conditions that still exist, we have, as I said, a more active and alert public conscience. There is more pub-

science was being awakened; the people were beginning to realize that special privilege to one meant a corresponding injury to another, and so they stopped the graft. We are now demanding a higher standard of justice in the control of all of our public utilities and we are getting it.

Time was, and not so many years ago either, when it was considered quite the proper thing to steal great tracts of grazing, mineral, timber and oil lands from the Government. No one was ever molested for doing so until the public conscience became aroused, and then Congressmen, United States Senators, District Attorneys and other officials high up in the public service and favor were indicted, prosecuted and imprisoned.

They cried out against the injustice

society to-day vastly superior to a conditions of the past. We have a better social order; more individual freedom and security; and, notwithstanding the increased cost of living, we have more of the physical comforts than any people that have preceded us.

Human life is broader and deeper. There are more justice, kindness, mercy and real goodness in the world than ever before.

Our present industrial system is better than any that it has supplanted.

Capital and labor are on better terms and have greater regard for each other's rights and a better understanding of each other's duties than ever before.

I do not mean to say that capital and labor have ceased their conflict or that they are yet in their dealings with each other applying the law of the Golden Rule: "Do unto others as you would that they should do unto you."

I rather think that a great many of them are still following David Harum's interpretation of that rule: "Do unto others as they would do unto you and do it first."

But they are progressing, and it is progress and not perfection that we must expect in this world.

We still have many great problems to solve, and if in solving them we progress slowly it is because we, the people, the real rulers in this country, are slow to interest ourselves in governmental matters.

The greatest peril of this Republic or of this State or of this city is found in the political inactivity of the best people.

Dr. Strong has said: "If we have bad government it is because of the bad citizenship of good men. * * * They are so absorbed with their own concerns that they have no time to give to the public. There are many men who recognize their obligations as husbands and fathers, as neighbors and friends and as business men, but who ignore their obligations as citizens. They are so busy protecting and increasing their own wealth that they suffer the commonwealth to be despoiled."

The Government plays a great part in the life and affairs of every citizen.

Let us, therefore, be no longer indifferent to the problems of citizenship. Let every man be a living force for good in the governmental affairs of his country and of the community where he has chosen to reside.

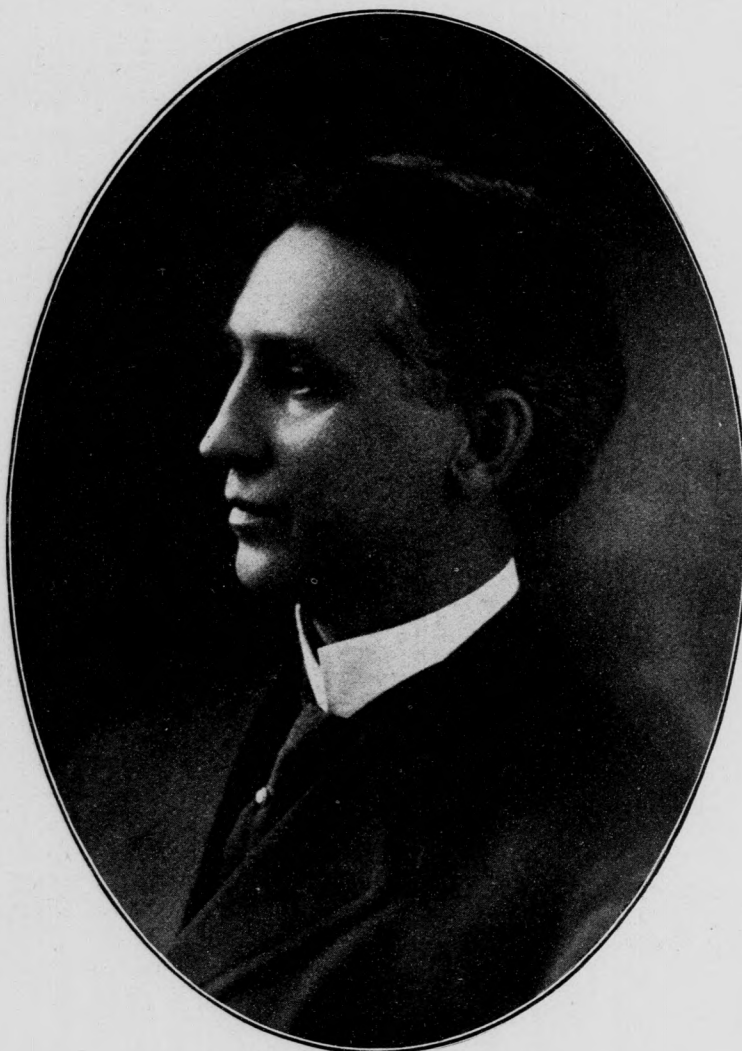
In short, let every man, especially the business man, be a politician and unite himself with some political party and work hard for the triumph of that party.

With this increased activity on the part of better men the standards will be raised, the public conscience will be kept alert and active and graft and corruption in public business will be a thing of the past.

John S. McDonald.

He can not keep his friends who fears to have foes.

Ignorance gives birth to a lot of eloquence.



John S. McDonald

lic virtue. We have a clearer moral vision. We condemn things to-day which the public formerly approved.

For instance, the vicious railroad practices which we now so universally condemn were formerly approved by the people.

For half a century and until recently, when Mr. Roosevelt began to arouse the public conscience, it was considered the proper thing for railroads to give special rates to shippers. It was not only to the Standard Oil Company that special rates were given but to other large shippers. Those shippers, large and small, who were discriminated against were forced into bankruptcy, and thus was competition crushed out while the favored few were made multimillionaires. But slowly the public con-

of enforcing what they called the "Federal Blue Laws," but the public conscience was awake and they found little sympathy.

There is nothing that will take the blue color out of a law like an awakened public conscience.

Thus far I have been endeavoring to correct what I think is the prevailing sentiment, that times are exceedingly corrupt and that graft is increasing.

I believe that there were never so many honest men in the world as there are to-day.

I believe, notwithstanding the deplorable conditions which we know to exist, that business was never conducted on such an honorable and upright basis as it is to-day.

I believe that we have a state of

CRESCENT FLOUR

The Bond of Friendship Between
Grocer and Housewife

Notwithstanding the high prices of food products in general and the agitation caused by the extreme cost of living, Crescent Flour has remained true to its standard of quality and its price, as in the past thirty odd years, has been based upon actual market values of wheat.

It becomes apparent to the keen observer that the result has been most favorable to the use of this brand, whose popularity among grocers and housewives is daily and hourly increasing.

The superb quality, the fairness of price and the guarantee of satisfaction which every grocer is authorized to make have indeed shown the policy of the manufacturers of Crescent Flour in a way that cannot be doubted.

Constant endeavor to improve has established a reputation for satisfaction that becomes the standard by which other flours are judged.

Reasons for buying and for continuing to buy are furnished every grocer and every housewife and you should see to it that your customers and yourself get the benefits from this sort of "flour protection."



Voigt Milling Company

GRAND RAPIDS, MICH.

ON TO LANSING.

Lansing Druggists United To Secure Remedial Legislation.

The Michigan Retail Druggists' Association has 366 members, and it is expected the present membership will be doubled before the next meeting, to be held in September in Kalamazoo. The Association was organized at a meeting held in Grand Rapids last September. Provisional officers were elected and committees appointed and then the meeting adjourned subject to the call of President C. A. Bugbee.

The first annual meeting of the Association was held in this city Tuesday and Wednesday of last week, with 100 or more in attendance. Mayor Geo. E. Ellis welcomed the visitors to the city and Mayor John Bennett, of Lansing, responded in behalf of the Association. President Bugbee succinctly pointed out the purposes of the meeting, the need of organization and the benefits to be derived, and then the Committee appointed at the first meeting to draft constitution and by-laws reported. The purposes in brief are to promote and protect the interests of the retail drug trade and the membership is confined to retail druggists, with wholesalers, jobbers, manufacturers and traveling drug salesmen eligible to honorary membership. The election of officers resulted as follows:

President—C. A. Bugbee, Traverse City.

Vice-Presidents — Fred Brundage, Muskegon; C. H. Jongejan, Grand Rapids.

Treasurer—Henry Riechel, Grand Rapids.

Secretary—H. R. MacDonald, Traverse City.

Executive Committee—Three years, W. C. Kirchgessner, Grand Rapids; D. D. Alton, Fremont. Two years, R. A. Abbott, Muskegon; George L. Davis, Hamilton. One year, John Bennett, Lansing; S. T. Collins, Hart.

The following committees were officially appointed:

Legislative—Herman Van Allen, Ionia; John G. Steketee, Grand Rapids; W. I. Benedict, Belding; L. W. Loveland, Vermontville; J. D. Gillo, Pompeii; H. M. Gibbs, Howard City; D. H. Meeker, Alba.

Trade Interests — A. Fanckboner, Grand Rapids; George A. Osborn, Luther; Van W. Furniss, Nashville; E. H. Leiphart, Cadillac; A. DeKruif, Zeeland.

Membership—F. E. Chappell, Grand Ledge; G. H. Jongejan, Grand Rapids; A. G. Clark, White Cloud; W. B. Govey, Honor; Fred R. Price, Sault Ste. Marie.

The Executive Committee, appointed last September, W. C. Kirchgessner, chairman, reported recommending that the Executive Committee be authorized to employ an attorney to draft such bills as the Association desired enacted by the next Legislature and to keep a representative at Lansing during the session to look after the drug interests; that the campaign for a larger membership be pushed with vigor; that the organization of county and local associations

be encouraged and that these associations keep in touch with their members of the Legislature; that the salary of the Secretary be \$100 a year, he to be authorized to employ such clerical assistance as may be needed; that the organization of a ladies' auxiliary be postponed until the next meeting, and that thanks be extended to the Hotel Pantlind, the Tradesman, the wholesalers, the traveling men and the local Association for favors extended.

The report was adopted, although the opinion was expressed that \$100 a year was too small a salary for a Secretary of H. R. MacDonald's high efficiency.

The Legislative Committee recommended that the next Legislature be asked to enact a law for the regulation

Mr. Englehart commented on the signs of hostility that greeted him on every side as he entered the city: "War," "To the Knife" and "Slaughter" were some of the words in big letters that met his eye, and he was inclined to be alarmed until he learned that the cause of it all was that a few druggists in town were engaged in a desperate struggle for self extermination. "Capital and labor everywhere are combining to make themselves stronger," he said, "and the druggists alone hang up the signs of war and price cutting. It is about time a stop was put to this and if the druggists engaged in this ruinous policy have not the intelligence to pursue a different course the trade as a whole should demand of the manufacturers that they enforce reform by

penses and administers, also writes the death certificate, and thus can bury any mistake he may have made or destroy the evidences of crime. This system clothes the physician with too much power, responsibilities entirely too great and public safety demands reform. In the countries of Europe dispensing by physicians is absolutely forbidden. In England ethics forbid the physician to prepare his own medicines. It is in this country alone that the dispensing physician is tolerated. They have so encroached on the druggist that the prescription business is not a third of what it should be, and this encroachment is every year becoming greater. If dispensing by physicians is to be permitted to continue the law should require that they shall give the patient a copy of the prescription they prepare, that there may be some evidence at least of what they intended to administer; also that when the patient dies the coroner be called in to give the death certificate.

"The law for druggists," continued Mr. Englehart, "requires certain years of study and training and rigid examinations must be passed before certificates are issued; but the dispensing physician, under the divine right which he assumes, can deal out life and death and no questions are asked as to his qualifications. The Federal and State laws fix standards of purity for the drugs that druggists handle, but the dispensing physician is superior to the laws and can hand out anything he wishes and no questions asked. The dispensing physician is not merely a trade evil but he is a menace to public safety and to good morals and the law should be made rigid against him. Only in charity cases should a physician be allowed to prepare his own prescription."

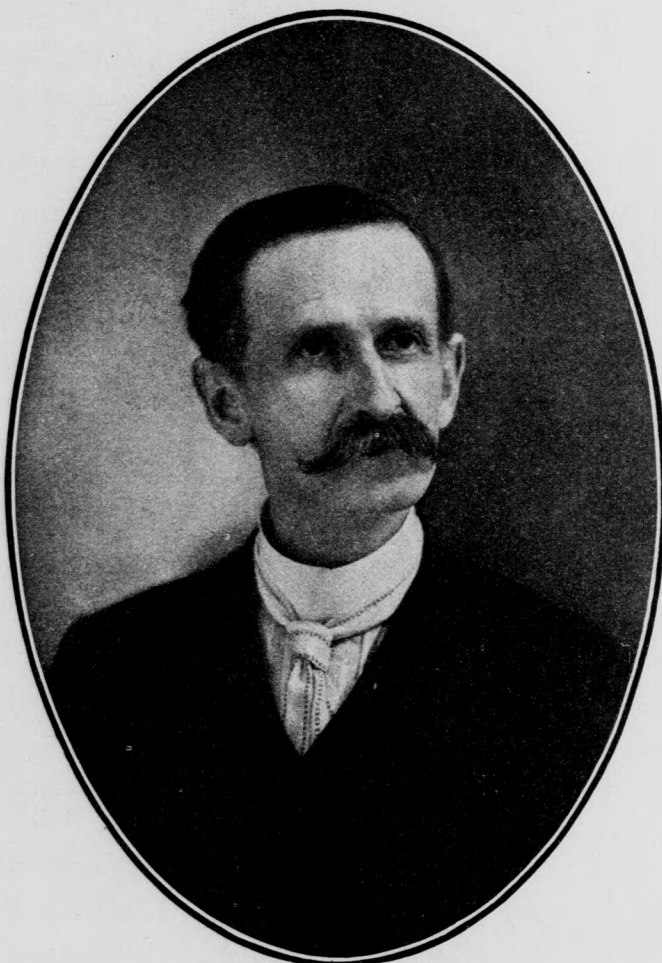
The convention heartily concurred in Mr. Englehart's remarks and adopted his views as the basis for the legislation that will be asked for.

Kalamazoo was chosen as the next place of meeting. The invitation was extended by R. W. Cochran, who said that everyone of the twenty-six druggists in Kalamazoo belonged to the local and to the State Association and that they worked together in the utmost harmony. John Bennett, for Lansing, and W. C. Kirchgessner, for Grand Rapids, endorsed the Kalamazoo invitation.

President Bugbee has suggested that at the State meetings the Association be independent of the wholesalers and manufacturers in the matter of entertainment.

Secretary MacDonald was authorized to have printed as many copies of the proceedings of the convention as might be needed and to send them to every druggist in the State with invitations to join the Association.

The convention closed Wednesday evening with a banquet at the Pantlind, to which the wives of the members were invited. It was a very handsome banquet and the large company thoroughly enjoyed the choice menu served. During the courses Fuller's orchestra discoursed music and the Sticky Fly Paper Quartette rendered vocal selections. The menus



President C. A. Bugbee

of itinerant vending of drugs similar to the Ohio law, except that the license fee for itinerants shall be \$300, and that the penalties for violation of the law be divided equally between the good roads fund of the State and the State Board of Pharmacy; that the proposed bill for the regulation of the sale of liquor by druggists be left open for further consideration and discussion, and that further light was desired by some of the members of the Committee as to the scope of a bill to cover the dispensing of medicines by physicians.

The liquor bill by common consent was put over to the September meeting. Following the report G. P. Englehart, of the Western Druggist, Chicago, made a stirring speech, in which he gave special attention to dispensing physicians and it was decided to embody his views in the bill to be presented.

making fixed prices at which the goods shall be sold. The manufacturers should be made to see the importance of protecting the trade against price cutters.

Then Mr. Englehart discussed the dispensing physician and he was caustic. "The dispensing physicians," he said, "seem to think they are endowed with divine rights, that their talents are ample to cover two professions, that they are superior to any laws that may be enacted fixing the standards of drug skill and experience on the purity of the medicines dispensed. Under the present lax system the physician may diagnose a case, prescribe for it, prepare the prescription and administer the medicine and nowhere is there a record of what he has done, a check against mistake or a safeguard against criminal intent. If the patient dies the physician who diagnoses, prescribes, dis-

were Sticky Fly Paper souvenirs, with covers made of the familiar fly paper but without the "stick 'em."

William McGibbon was toastmaster of the evening and served with a humor and wit that should entitle him to rank with Chauncey Depew or Frank Welton. Mayor Geo. E. Ellis toasted "Our Guests" and paid special tribute to the ladies. In closing he dwelt on the fact that those who attended the convention had made new friends and thereby had made life so much more worth the living, for it is in them that we find our happiness.

Thos. H. Potts, Secretary of the National Association of Retail Druggists, spoke of the purposes of the Association and what is being accomplished through it. "The Association," he said, "is trying to make the retail drug business pay better. No one man knows it all or can do it all, but by organization and co-operation much can be done. In every state legislation against us is being enacted which by organization one can guard against, and in every state we are in need of legislation for our own protection. The State Medical Societies are always stronger than our organizations. Some of the medical men are always ready to stand with us for what is right and just, but there is always an active and energetic minority which favors legislation that is hostile to the interests of the druggists. The pure food laws which the druggists must obey should be made to apply with equal force to the dispensing physician. The druggists must stand rigid examinations as to qualifications in pharmacy and the dispensing physician should be required to take the same tests. The law should be strict as to itinerants, with license fees so high as to be prohibitive, and the enforcement of the law should be lodged with the State Pharmacy Board and not with the Medical Board."

Thereafter Mr. Potts dwelt on the benefits of organization and urged that a woman's auxiliary be established as an important factor in success.

G. P. Englehart responded to "The Dispenser," and after paying a graceful tribute to the ladies repeated what he said in the afternoon regarding dispensing physicians.

Short and felicitous responses were made by W. C. Kirchgessner on "The Druggist," John Dooley on "The

Manufacturer" and Charles Walker on "The Traveler." Senator Carl Mapes and Representative Leonard Verdier, of the last Legislature spoke on the attitude of the lawmaking body toward the druggists. They agreed that the legislators averaged high in honesty and were like other men as to intelligence. The predominant spirit among them is to be fair and just and to do what the people want them to do. They are not gifted beyond other men, and it is necessary to tell them and to show them what laws may be desired. If the druggists want legislation they should ask for it and be prepared to show that what they ask for is fair, is just. Men are not always of the same opinion as to the merits of bills and compromises are often necessary, but in the main bills as they finally pass, while not entirely satisfactory to either extreme, come fairly near to being about right. No paid lobbyist is needed to get bills through the Legislature and no great sum of money is required to secure attention. But the lawmakers must be shown and such an organization as the Michigan Retail Druggists can accomplish much in presenting the desires of the drug trade and showing the need of the legislation asked for.

Lee M. Hutchins was the last speaker of the evening and his topic was, "The Jobber." He showed that the jobber, the manufacturer and the banker together make the small trader possible; that without them modern commerce would be almost impossible. "Commerce," he said, "is the greatest civilizer and all the world pays it homage. It is an optimistic upbuilder, never a destroyer." He spoke of the benefits to be obtained through co-operation and mutual helpfulness. "Your keynote and mine," he said, "should be not whether I am a wholesaler and you a retailer, but whether we are working together and both pushing up. Selfishness in commerce," he said, "is cowardice," and he told how the wholesalers in Grand Rapids worked in harmony and thus they helped themselves while helping others.

E. E. Miller, a veteran druggist of Traverse City, lent variety to the program by relating reminiscences of his dealings with the Indians and he closed with a short recitation in the Indian language and an Indian song.

Yuille-Miller Co.

Distributors of the Famous

Pacemaker Brand Redland Oranges

They Set the Pace

30-32 N. Ottawa St.,

All Sizes Boxes \$2.35

Grand Rapids, Mich.

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Conservative & Reliable & Dependable

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 5—Arrivals of coffee here from primary ports have been nil, but this fact has not caused any greater demand among buyers, and in every section of the country they seem willing to let matters go on in the every-day fashion. The best that can be said is that prices are steady. The auction sales of the Brazilian government are being watched with some interest, but there is no excitement. In store and afloat there are 3,844,454 bags, against 4,698,083 bags of Brazilian last year. At the close Rio No. 7 is well sustained at 8 $\frac{3}{4}$ c in an invoice way. Mild grades are dragging. Buyers take the smallest possible quantities and prices show no variation, good Cucuta being quoted at 10 $\frac{1}{2}$ c.

As noted last week, the trade in refined sugar is of rather small proportions, the amount of new business being almost negligible. This, however, is invariably the case with the first week in February. The general quotation on refined is 5.05c. After Feb. 15 Arbuckles will quote granulated sugar and invoice same at net prices, doing away with the rebate of 15 and 5 cents per 100 pounds.

Teas are in some request, but there is room for improvement. Stocks are not especially large and prices are well sustained. Holders look for a steadily increasing demand with the approach of warmer weather. In Formosas the cheaper grades are most in request.

Rice is cheaper here than in any other center, but the general report is of dulness notwithstanding the non-meat-eating campaign that might be expected to help out this cereal above all others. Prime to choice domestic, 5 $\frac{1}{2}$ @5 $\frac{3}{4}$ c.

There is absolutely no change in spices. Stocks are not excessive, but there seems to be plenty of everything to meet all requirements and buyers are taking only small lots to keep assortments in condition. Quotations are as last week and show no weakness, which is the best thing to be said of the market.

Molasses is steady with a fair demand at previous quotations of 26@30c for good to prime centrifugal. Blackstrap sells with some freedom for feeding purposes at 12@13 $\frac{1}{2}$ c. Syrups are unchanged.

Canned goods men are getting ready to attend the convention at Atlantic City and for the moment actual business is somewhat secondary in importance. This meeting promises to be a big one and a most interesting gathering. The market generally lacks animation. Tomatoes are working out at about 62 $\frac{1}{2}$ c, although probably 65c would be nearer the right thing for stock that will stand the test. Not much is being done in corn. Prices on Maine will probably be made within a week or ten days and are awaited with some interest. Peas are steady and other goods are moving about as usual and are unchanged in any noticeable manner.

Top grades of butter are firmer, but aside from such there is a liberal supply and the market is about as last noted. Creamery specials, 30 $\frac{1}{2}$ c; extras, 29 $\frac{1}{2}$ c; firsts, 28 $\frac{1}{2}$ @29c; Western imitation creamery firsts, 25@26c; imitation creamery, 25@26c; Western factory, 22@23@24c.

Cheese is steady and unchanged at 17 $\frac{1}{2}$ @18c for full cream New York State stock.

Eggs are reported as in buyers' favor save for the very freshest. Extra Western, 32@33c; Western and Southern firsts, 30c; seconds, 29c; refrigerator stock, 24@25@26c.

Fun a Rich Banker Can Have.

Henry Idema, of the Kent State Bank, attended the Roof Garden entertainment for the benefit of Butterworth Hospital last week and he had lots of fun. With him at the table was Robert W. Irwin. Together they admired the pretty girls, both on and off the stage, and Mr. Idema seemed especially interested in one of the dances.

"Bob, I'll give \$10 to the Hospital if you will go on the stage and dance the Merry Widow waltz with that girl," remarked Mr. Idema to his friend when the applause which greeted the performance had subsided.

"I'd do it and give \$25 more if you'd do it, too," replied Mr. Irwin.

"I'm not a dancing man and that shuts me out, but I'll give \$25 if you'll go."

Mr. Irwin was about to accept the proposition in the interest of charity, but what was pending reached Mrs. Irwin's ears and she headed it off.

One of the features at the Roof Garden was a band of strolling singers in Italian garb. The singers caught sight of Mr. Idema and lined up at his table. "How I do love a banker," they warbled. Mr. Idema laughed and threw out a quarter. The singers circled around the room and then coming back again warbled, "How I do love a banker." Mr. Idema dropped another quarter in the tambo. Three times they repeated this and then seeing they headed his way once more Mr. Idema hastily fished a dollar from his pocket and sent it to the singers with a request to go elsewhere.

Hardly Appreciated His Wife.

A Washington woman has in her employ as butler a dandy of a pompous and satisfied mien who not long ago permitted a chocolate-colored damsel, long his ardent admirer, to become his spouse.

On one occasion when the mistress of the house had occasion temporarily to avail herself of the services of the butler's wife, it was observed that whenever the duties of the two brought them in conjunction the bride's eyes would shine with extraordinary devotion.

"Your wife seems wonderfully attached to you, Thomas," casually observed the mistress of the house.

"Yes, ma'am," answered Thomas complacently. "Ain't it jest sickening?"

People who have nothing to do but visit are the worst kind of bores.

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McIntyre

Catalog 182

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

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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

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See Grocery Price Current

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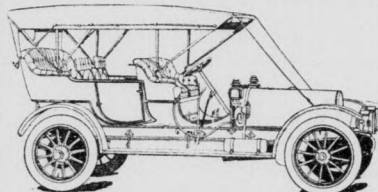
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Makes Gasoline Lighting Systems and Everything of Metal

THE 1910 FRANKLIN CARS

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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.

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The Only Exclusive Wholesale Hardware House In Western Michigan

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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

The Most Dangerous Trust in Existence.

Chicago, Feb. 8.—It is a very remarkable fact that at this time, when everybody from the President down to the workingman is crying about the high price of food and Congress is getting ready to make an investigation of the causes therefor, our wise lawmakers are unable to realize that they are themselves largely to blame. During the last eight or ten years they have passed many laws that are calculated to advance the price of food and have created a trust and monopoly far more dangerous to the people than the Standard Oil Company or an other corporation. This is the farmers' trust, and it has caused an advance in every kind of food and every kind of agricultural product.

For example, some ten years ago every laboring man could buy butter comparatively cheap. In some creameries, especially in Northern Illinois, about three pounds of butter fat were separated from the milk and from one to one and a half pounds left in the milk. The butter fat thus extracted from the milk was substituted by an artificial fat which is perfectly harmless and wholesome. After this cheese was made, which contained all the necessary fat which full-cream cheese should contain. This cheese was a wholesome article and could always be sold at a very reasonable price. I admit that many frauds were committed by unscrupulous dealers, who sold this article as full-cream cheese. If the cheese was properly made it was hard even for an expert to make a distinction between this filled cheese and full cream cheese.

It was only natural that these modes of manufacturing had a depreciating effect on the prices of cheese and butter in general. The farmer wanted to have the manufacture of filled cheese restricted, and a law was passed regulating the manufacture of filled cheese, but its provisions were so severe that the law is a dead letter, as nobody dreams nowadays of manufacturing filled cheese.

Next came butterine. To my knowledge I never ate any butterine in my life. I always bought creamery butter, but am convinced nevertheless that I have consumed lots of it without knowing the difference. At present the heavy tax on butterine is making the article comparatively expensive. The farmer knows this very well and acts accordingly.

Next came the high tariff, with a heavy duty on everything which is produced here. The farmer had to be protected, just as well as at one time our so-called "infant industries" had to be protected.

On top of everything else came the pure food law and the monopoly of the farmer was complete. Why should he not feel his oats?

The pure food law has certainly some very good features, but in many instances the officials are going too far. It has been necessary to create an army of inspectors, and every one of them wants to show that he is doing something; that he is a valuable officer whose services are necessary to the Government. Unless this

army of inspectors show their efficiency they will lose their positions, so in many cases they make themselves unnecessarily important and inflict hardships on the honest men engaged in the grocery or produce or any similar business. Ultimately the consumer has to pay this army of inspectors indirectly and naturally that adds to the cost of living. At the present high prices of all foodstuffs, wholesale merchants as well as retailers can hardly add their legitimate profit, otherwise they will not be able to sell the goods. It is not with the retail or wholesale dealer that our legislators have to begin their enquiries about the high prices. They must go to the root of the evil.

Suppose they would remove the tax on the much maligned butterine. This would have a wonderful effect in bringing down butter prices, and the prices of milk and cheese as well as those of all other farm products. The farmer is certainly entitled to the full benefit of his labor, but it is useless to pay him a premium.

Unless something of the order suggested above is done, the present tension will not be released. The farmers would be foolish to ask less for their products than the city people are willing to give them. George Ehrat.

Alaska Cold.

"I see by this mornig's paper," said the man next to the door on the street car, "that they are having it five below zero in Vermont and can't keep warm. I wonder what they would think of forty below?"

"Great Scotts, but you don't mean to say you ever saw it that cold!" exclaimed the man addressed.

"A hundred different times in Alaska."

"But I didn't know as anybody could live in that temperature."

"No? Why, man, we called that a sort of summer zephyr out there. No one hugged the stove on account of the weather. Indeed, many of us took advantage of the auspicious occasion to go in bathing."

"You don't mean to tell me!"

"And we'd sit around on the benches at the door and wonder when we were going to get a cold snap."

"Good heavens!"

"And we'd drink ice water to cool off on."

"Just think of it!"

"And some of us would go barefooted."

"Well, well, well!"

"You see, my friend, it's all in the imagination. Those Vermont friends ought to be told that. If it is forty below and you imagine it is sixty above you'll find yourself sweating and using your hat for a fan."

The other thought over it for a moment and then asked:

"Does the imagination also apply to other things? For instance, if I believe you are a liar would it turn out that way?"

"Assuredly, sir—assuredly. Yes, sir, it would; and now as I get off here you will have time to do your thinking and be glad that for once in your life you have met a man who lies and admits the fact."

Wholesale FLOUR, FEED BAGS, TWINE, Etc.

Flour Sacks, Bean and Potato Bags

New and Second Hand Bags
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Oil Meal, Cotton Seed Meal

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Supplies for the Bake Shop

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ROY BAKER

Wm. Alden Smith Bldg.

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Summer and Cottage Furniture: An Inviting Exposition

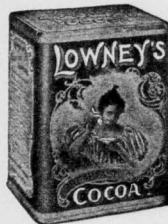
It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.

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

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

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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

TEA TALK.

Why the Consumption of the Staple Is Increasing.

Written for the Tradesman.

So here's a toast to the queen of plants

The queen of plants—Bohea!

Good wife, ring for your maiden aunts,

We'll all have cups of tea.

—Gray.

It is said that John Milton knew the delights of tea and that he drank coffee during the composition of *Paradise Lost* and tea during the building of *Paradise Regained*, all of which goes to show that the drinking of tea produces optimism.

What a pity it is that the tea table was unknown in Shakespeare's time, as we might have had added delights to his productions under the fragrant and exhilarating influence of the "bubbling and loud-hissing urn."

In a previous article I considered the origin and history of tea. The subject is a most fascinating one and researches into its "histories and myteries" bring new delights.

In this paper we follow a different line of thought, hoping that we may offer some suggestions which will bear fruit to the betterment of the tea trade.

Americans, as a rule, are not tea drinkers, the principal reason being that so little really good tea is offered for sale by the average dealer, and yet when one considers the fact that it is one of the cheapest and most beneficial beverages known, there is reason for asking why.

The grades of tea principally sold in the United States will average less than 50 cents a pound retail. The official weight, recognized the world over, in testing tea is that which a silver half dime will exactly balance in the scale or, more practically stated, about half of a level teaspoonful for one cup. Now a silver half dime weighs 19 2-10 grains and there are 7,000 grains to a pound avoirdupois so that by a mathematical calculation a pound of tea—and strong enough at that for most people—will make three hundred and sixty-five cups. About seven cups for a cent! And yet we sometimes hear people complain of the high price of tea!

When the Pilgrims landed at Plymouth Rock, tea was selling in England at \$10 to \$60 a pound and was somewhat of a luxury, but even at those high prices, its use grew in popular favor and the custom became so general that every wife looked upon the teapot, cups and caddy to be as much her right by marriage as the wedding ring itself. Tea in England is now regarded, especially by the laboring classes, as one of the prime necessities of life and last year the amount of tea imported into Great Britain was more than three hundred and seventeen million pounds.

Other Oriental countries besides China became interested in its growth and culture until the immense production and the strife for commercial supremacy have brought the price down to within the reach of every human being.

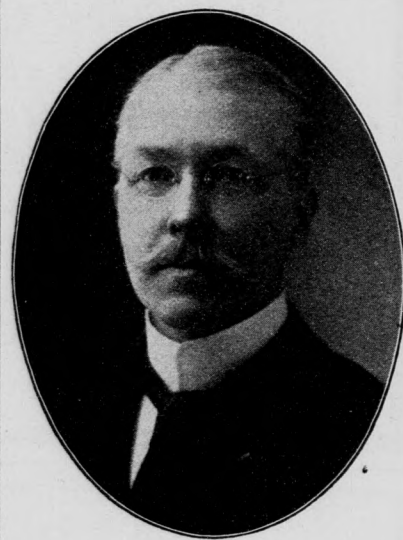
Over two hundred million pounds are annually shipped from India alone, the Darjeelings bringing the highest price of any tea in the world.

How few people in this country know anything about them or ever experienced the exhilarating effects of an infusion of their fragrant leaves?

The little island of Ceylon alone has nearly four hundred thousand acres under tea cultivation, yielding nearly two hundred million pounds.

It is said that some very high priced and really fine teas, such as a Giyokuro (or Dew Drop) Japan can not stand transportation across the sea. Why this is so is one of the mysteries and the Plant Bureau of the United States Department of Agriculture, through experiments now under way, hopes to find out.

While Great Britain and the Euro-



pean countries generally use the Black, fermented, Congous or the delicious blends of India and Ceylon almost exclusively, the United States varies somewhat in its preferences, Oolongs being most extensively used in New England, Formosas being the favorite of Boston and New York, while Philadelphia has always adhered to Foochow, simply a matter of taste and custom. The great Middle West and Pacific Coast prefer the delicate, fascinating flavor of the unfermented Japans and annually import from the little "Island of the Cherry Blossoms" more than forty million pounds, or a little more than two-thirds of all the tea exported from Japan.

Our foreign population consume principally the China Congous (Black) and Ceylon teas. Annual per capita consumption of tea in Great Britain is placed at six and two-tenths pounds and in the United States one and three-tenths pounds, so we can not claim to be a tea drinking people.

To the ignorance or indifference and want of knowledge in the proper making of the distributors of tea in the United States may possibly be assigned the low consumption here.

Tea is a very delicate and sensitive leaf, filled with oil cells, and will quickly absorb any foreign odor, and the careless method of handling by many grocers, the exposure of the



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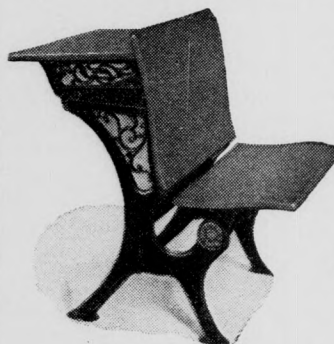
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We can fill your order now, and give you the benefit of the lowest market prices.

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

We can also ship immediately:

Teachers' Desks and Chairs
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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.

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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.

leaf in the chests in windows and often in boxes and tubs, to be contaminated by dirt and its fine aroma dissipated, is not conducive to the growth of the tea business, which is certainly profitable enough to deserve more consideration.

The air-tight, attractive canister should always command the most valuable space in the store and clerks should be educated to talk tea and prove to their customers, by a practical demonstration in serving it, that they are interested in their welfare and comfort, for what can be more comforting to the lady out shopping than a cup of tea and a wafer?

Once the consumer has become enamored of the beverage and can discriminate as to flavor and body, he ever after considers quality rather than price, and becomes a prized and profitable customer as well as a judicious advertiser.

The adulterated and impure teas that formerly had a foothold in this country on account of cheapness are now eliminated and every importation is subject to inspection by Government tea inspectors. Standards are fixed by the Board of Tea Experts appointed by the Secretary of Treasury for the lowest grades of teas that can be admitted into the United States, the result being that the quality is improved and, as the surplus stocks of low grades have been used up, we are now sure of fairly pure teas for, although the standard is not a high one, it can be safely said that anything that passes this rigid inspection is wholesome and drinkable.

Buyers of teas should remember that while anything they get from their grocers will be wholesome, yet it is very poor economy to buy cheap teas, and the grocer will find that he can never build up his tea trade with low quality.

The attempt to place a duty of 10 cents a pound on tea was justly defeated, but only after a fierce fight in Congress for its imposition on the part of those advocating the same. This duty would, without doubt, have been imposed but for the united and strenuous opposition of our Western grocers, who stood shoulder to shoulder in the fight. There could be no reason for such an imposition other than revenue purposes, which were already amply provided for. While the development of the American Tea Gardens at Pinehurst, South Carolina, is to be commended, it would never be able to compete with cheap Oriental labor except at the expense of American manhood, which would meet with the approval of the people of this country.

"This homely can of painted tin Is casket precious in my eyes; Its withered fragrant leaves within Beyond all costly gems I prize, For in those crumpled leaves of tea The sunbeams of long summer days, The song of bird, the hum of bee, The cricket's evening hymn of praise.

The gorgeous colors of sunrise, The joy that greets each new-born day,

The glowing tints of sunset skies, The calm that comes with evening gray, The chatter of contented toil, The merry laugh of childish glee, The tonic virtues of the soil Were caught and gathered with the tea.

Lifeless those withered leaves may seem, Locked fast in slumber deep as death, But soon the kettle's boiling stream May rouse to life their fragrant breath.

With sign of deep content we breathe The sweet mists rising lazily, With eager, parted lips receive The first ambrosial taste of tea.

For light and warmth and mood of men, Whate'er the plant hath heard or seen

Or felt, while fixed in field or fen, And stored within its depths serene Are now transmuted into thrills Of sense or feeling, echoes faint From peaceful, perfumed tea-clad hills, Of placid Orientals quaint.

And fancies born in other lands, Which dormant lie in magic tea, Dream-castles fair not made with hands,

By some mysterious alchemy Emerge from cloudland into sight, Transform the sombre working world, The gloomy hours of day or night From leaden hue to tint of gold,

Bring rest to wearied heart and brain, Kind nature's soul to us reveal, Enlarge the realm of Fancy's reign, Renew the power to see and feel The radiance of the rising sun, The sunset's glow, the moon's pale light,

The promise of a day begin, The rest from toil that comes with night.

And as I sip my cup of tea, Though not a friend may be in sight, I know that a brave company Is taking tea with me this night."

—Over My Teacup by Charles V. Everett.

Wm. F. Blake.

Good manners are the clothes worn by good morals.

**JENNINGS
C. P. Bluing**



Will not freeze. The 5 cent bottle will make one quart regular bluing. It's a repeater. Push it along.

JUDSON GROCER CO.
Distributors

Kent State Bank

Grand Rapids, Mich.

Capital - - - \$500,000
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Deposits
5½ Million Dollars

HENRY IDEMA - - - President
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3½ %

Paid on Certificates

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

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Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

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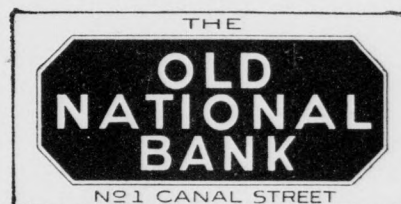
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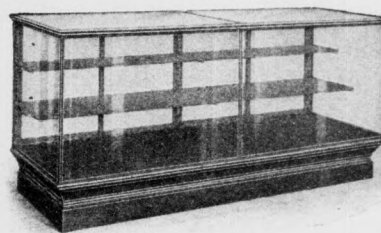
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49 Years of Business Success

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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.

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We Solicit Accounts of Banks and Individuals

PUBLIC SPIRIT PAYS.

A Young Merchant's Escape from the Doldrums.

Written for the Tradesman.

James Barnwell was inclined to be despondent as, at 6 o'clock in the morning when he had finished sweeping out and opening up his store for the day, he stood inside the front door looking out at the sidewalks deeply covered with snow.

He was wondering how his new venture would turn out; wondering if it would be good business policy to employ an assistant; wondering if it was poor policy for him to get down at 6 each morning and continue to be "the whole thing."

Barnwell was a newcomer. That is to say, while he had "made the town" every ninety days for nearly seven years as a traveling salesman and was well acquainted with nearly every merchant in town, he had been a permanent resident and one of the local merchants not quite two months.

It was fully half an hour too early for the regular morning travel work-ward, so that excepting office boys, store boys, porters and teamsters few people were passing and Barnwell suddenly realized that he was threatened by an attack of megrims.

"Here, here, Jim Barnwell, cut it out," he exclaimed as he grabbed a huge snow shovel, darted out upon the sidewalk and inside of five minutes had a yard wide path shoveled clean down to the concrete walk, along the front of his store. The crisp, dry, cold air coupled with the energy he put forth, drove every fear and all doubts from his mind, so that almost before he knew it he had carried his down-to-the-concrete pathway across the fronts of the stores on either side of his own establishment.

"Anyway," he assured himself as he returned to clean off the remainder of his own walk, "there's about sixty feet of good going." And then, accusing himself of being silly, he bent to his work. Every move counted because it was backed by good will for everybody. Not one of the infrequent passers-by failed to greet him cheerily with, "Good job you're doin'," or "Thank you," or, as one elderly, plainly dressed man put it: "Pretty big chore for so early in the morning."

"Yes, but I like it. It makes one feel alive," responded the shoveler as he went on without interruption and covertly priding himself on the fact that his walk was the first on the street that was free from snow. Presently, with his entire body aflame with the tingling pleasure of having completed a necessary task and noting that there was no likelihood of a customer appearing just then, he tackled the walk in front of the drug store next door. "The old man rarely gets around before 7:30," he mused as he shoveled away the snow, "and by that time his walk will be packed hard along the center," he added.

"This is something like it," observed a good looking, trim and appreciative young lady as she stamped her feet on the hard clean walk, and the young man coming just behind her—people were just beginning to show in numbers on their way to

their daily duties—hailed James familiarly with, "You're all right, old man."

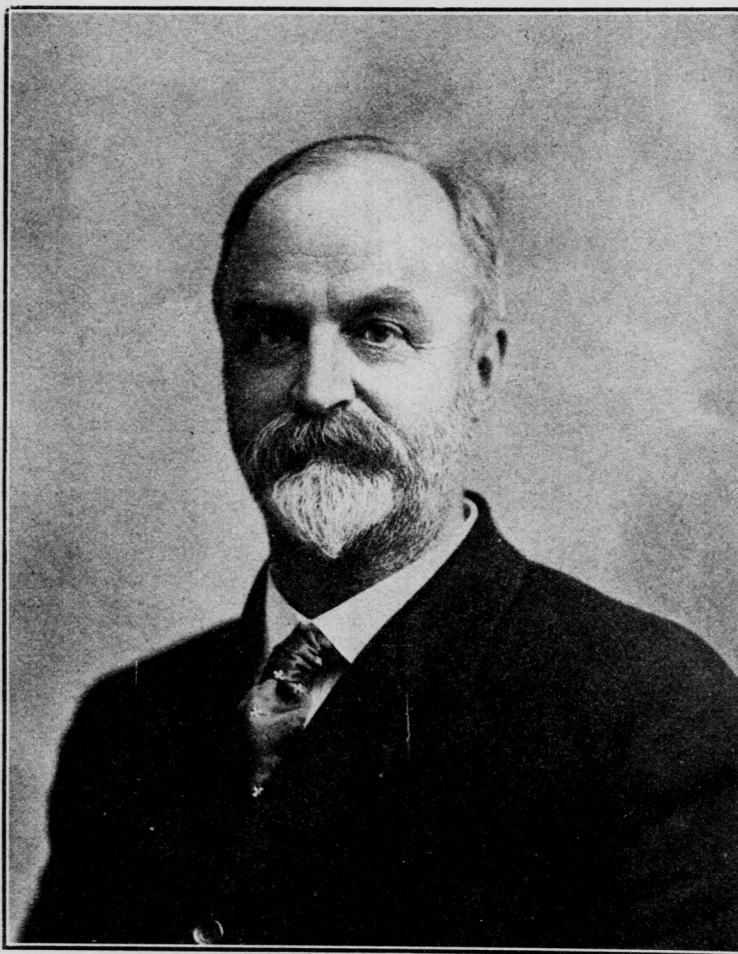
"James" turned to look at the speaker, assuming that he was an acquaintance whom he had failed to recognize; but, no, he was a stranger—a good natured stranger evidently—and so Barnwell called back: "Thank you, old man," and resumed the shoveling.

Once more standing in front of his own store and looking with satisfaction, pride almost, upon the extended area he had cleaned down-to-the-concrete he concluded: "About forty feet as slick as a whistle."

"Say, mister," said a roguish miss about 17 years old whose tiny lunch basket told him that she was "a working girl" who could not go home for

one fresh from the box, he observed: "One thing, if it snows to-night and this job has to be done over again in the morning I'll know enough to take off my collar and tie before tackling it."

Just then Mrs. Connor-Bell, proprietor of the millinery establishment next door, entered the store. Mrs. Bell, a tiny bit of womanhood, who, in spite of her 40 years or more, still retained a graceful, buoyant spirit and was a marvel of good taste in dress, declared, after she had closed the door, "Mr. Barnwell, I thank you very much for cleaning my walk and I want to confess that I'm ashamed of myself. Here you have been my next-door neighbor for two whole months and this is the very first time I have been inside your store."



Chas. S. Hathaway

luncheon, "the walk in front of the millinery store is waitin' for you."

The newcomer looked at his watch and noting that it lacked twenty minutes of being 7 o'clock took off his cap and wiping the perspiration from his brow informed himself: "She isn't due for forty minutes yet," in an inaudible manner. And again he buckled down to his shovel as though every breath recharged with gladness and strength the spirit of enthusiasm he had developed.

"Got the whole job, haven't ye?" called a broadly grinning teamster who had noted the young man at work when he was on his way to "hitch up," and when Barnwell replied: "Yes, I'm having lots of fun, in my way," the teamster answered: "Bully for you."

Once more inside his own store and having washed face and hands and replaced a badly wilted collar with

"Maybe if I were as busy as you are I could show no better record," responded James. "Who told you I cleaned your walk?" he added as he stepped forward to shake the hand she held out most graciously.

"I figured it out," she replied. "Nobody told me. You see, our walks are the only clean ones on the street and Dr. Harlow is not down yet, so he did not clean his. You are here, have been here for two hours probably, your walk is clean, so is the Doctor's, so is mine. See?" and the lady smiled at her own ability to solve mysteries, all of which made Barnwell feel the insignificance of his 28 years most keenly.

"My, but you have such a pretty store," continued Mrs. Bell, as though to change the subject, and as she turned to make a general survey, she added: "And you surely know how to display your goods."

"Thank you," said Barnwell, as his face beamed with pleasure over the first real compliment he had received from any of his neighbors, and he added, "I ought to know how, I have been in the mercantile business going on twelve years—began when I was 16 and was on the road about seven—"

"And had your eyes open every minute," interrupted the milliner. Then, as though she knew his entire history, she asked: "And how old were you when you married?"

Tossed bodily into the air by Mrs. Bell's comment as to his faculty for observing things as he traveled and stumbling blindly for an appropriate acknowledgment of such a compliment, Barnwell—as bachelors seem to do intuitively whenever marriage is made a topic of enquiry—landed at once and squarely on his feet by saying: "I'm not married; can't afford a wife and, besides, I can't find anyone who'll have me?"

"Say, my boy," said Mrs. Bell, assuming a serious air as though deeply regretting his reply and determined to become his good angel, "you are a bachelor all right, else you wouldn't have used the conceited and hackneyed answer they all use—the one about not being able to find the girl. Of course you can't—none of 'em can—so don't try to deceive yourself by assuming that you have made me think to the contrary. The fact is all bachelors are possessed with the idea that all the girls are crazy after them."

"Why, Mrs. Bell!" put in Barnwell earnestly. "No such idea ever entered my head. I know better."

"Of course, you do," laughingly admitted the milliner, "therefore you're no real for-true bachelor—you're just a pretender—a 28-year-old boy who needs a godmother temporarily," and she hurried toward the door as though she had overstayed the limit of her time.

The young merchant, appreciating the fact that he had a frank, wide-awake neighbor, whom he felt certain would prove a help to him in a business way because she was able to read character, crack a joke and carry on a business of her own, called out, just as she was about to open the door: "Mrs. Bell, are you married?"

The lady held the door shut long enough to reply, "Yes, sonny, and pa is up at the house alive, well and just the finest chap you'll find in a day's walk."

"Call again," he shouted just as she passed through the door.

"I will and I'll bring pa down to see you," was the reply as she stepped back. And then she added: "And I'll just bet you, Mr. Barnwell, that if you keep on in the way you have begun and remain in business in this town a year—there are cords of fine, competent and good looking girls in this town—I'll bet you a big red apple you will be married within a year."

With Mrs. Bell's departure James fell to ruminating over her prediction, but was very shortly interrupted by the entrance of Dr. Harlow, white haired, benignant and carefully

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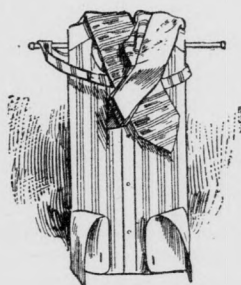
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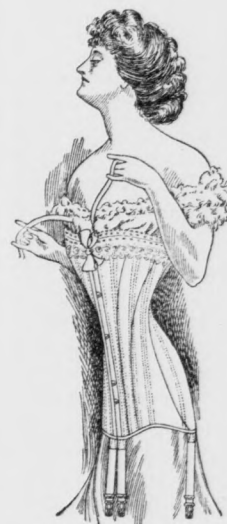
In this department we are showing some very nobby styles of soft shirts at \$4.50, \$8.50 and \$9.00, also some special values in work shirts, overalls, trousers, underwear, etc.



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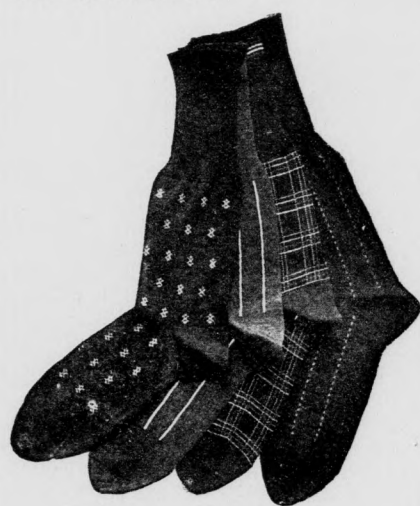
W. T. 98. This corset is designed to meet the requirements of a large range of figures. Is made of good quality Batiste, trimmed at top with a fancy Swiss muslin edged with narrow lace. Has a large corded silk ribbon bow at top of clasp. Boned throughout with non-rustable wire. Has four solid web adjustable hose supporters. Color white. Sizes 18 to 30. Price per dozen \$9.

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Exclusively Wholesale

Grand Rapids, Michigan

groomed, who called to thank the young man for his kindness.

"You're very, very welcome. Only too glad to be able to do it for you," said James.

"That's what makes me appreciate your kindness so deeply," replied the doctor, "and I want you to know that I am proud to have so good and manly a neighbor."

"Thank you, sir," and Barnwell's voice was fairly saturated with sincerity as he spoke. "The fact is I was on the edge of feeling blue," he continued, "and the work I did lifted me out of the doldrums."

"Of course it did, my boy," responded the old gentleman, who still held his neighbor's hand and was patting it affectionately. "Every act such as yours makes for good citizenship and elevates all who become acquainted with it and the one who performs it."

"Thank you, Doctor," again replied Barnwell. "By the way, Doctor," he added, "who told you I cleaned your walk?"

"Who told me?" repeated the doctor, "who told me?" And then, after a moment of silence, broken only by the sharp, metallic scrapings of scores of snow shovels. "Hear those shovellers? Everybody on the street is busy—bound not to let any young chap from the city get in town and show 'em something they don't know how to do. Mrs. Bell told me. She's done little else since she first came down but to travel up and down the street, telling them of your early bird and splendid achievement."

Both of the afternoon papers that day gave "James Barnwell, our public spirited and hustling newcomer in this business community," commendatory notices for his splendid example of enterprise—"an example which was so inspiring," as one of the papers put it, "that it resulted in placing the sidewalks on Main street in a better condition than they have been before this winter."

Beginning with that day Barnwell's business took a position among the respected and valuable mercantile establishments in the town. The young man, heartily welcomed as one who had the initiative; as one who had civic pride and, of course, a deep regard for others, was accepted gladly as a factor of value in behalf of the general welfare. And, having the manner and instincts of a gentleman, besides the skill and knowledge of a merchant who has great pride in his profession, he was in demand socially. Moreover, he was perfectly contented, which means that he was prosperous and happy.

Exactly seven months after Mrs. Bell's first visit to his store Barnwell became the husband of one of the prettiest, most competent girls—Bessie Dryden, only daughter of the elderly, plainly dressed man who on that fortunate snow-shoveling morning greeted him with: "Pretty big chore for so early in the morning"—in town and very prominent among the wedding gifts was a big and beautiful red apple, about which was entwined a dainty neck chain of gold, from which, as a pendant, was a miniature snow shovel, in the center of

which was a solitaire diamond. Upon the card accompanying this token was the inscription: "To Mrs. James Barnwell, with the sincere regards of Mr. and Mrs. Bell."

Charles S. Hathaway.

Pioneering Still Comparatively Hard.

Forty years ago the United States saw the great movement to the West. Everywhere in the Mississippi Valley country the resident saw the white prairie schooner drifting, as if with some vast tide wind, westward. "Kansas or bust" or "Any other place westward or bust"—was the motto painted upon the weather beaten white canvas of the wagons.

Within the last year or more history has been repeating itself in a great measure. The white wagons, lean horses and mules and the slinking foxhounds and mongrel dogs that trailed the caravans—all have disappeared in favor of homeseekers' excursion rates on the Western railroads. With the price of the round trip ticket and money for meals in his pocket, the young man to-day may cover in hours a territory which required weeks or months in the early '70s. Many of these young men have been doing this; more of them will follow. That "fields are green far away," will be sufficient to tempt many of them. Always youth rises to those faroff opportunities which are inviting merely because of the adventurous distance lying between.

But it remains a sordid, stubborn fact that the pioneer spirit always has been necessary to successful pioneer ventures. Christopher Columbus' crew chosen from the velveted times of Isabella were in revolt before his own inspired quest was completed. Homesickness and despair seized the hearts of half the early colonists of New England. Somebody's iron will and determination were necessary to hold the disheartened ones in restraint against more or less open revolt and desertion.

You may say that times have changed in the Great West. So they have or the young man of to-day would not dream of venturing into fields which forty years ago composed the map of the Great American Desert. But how much have these times changed? Everything is comparative. Forty years ago there were hardships to be endured in the small city of 5,000 population such as are not dreamed of to-day. Virtually every distinctive change that came over the small city in these years has been lending to greater comfort and softening ease.

From the great cities, where so much of this modern Calling of the West has been listened to, still greater attractions exist in comparison to the modern "roughing it" in even the modern West. Things which as luxuries were beyond the purse of the average man forty years ago are indulged every day without thought in present city life. In merely the life of the city streets the young man finds an everpresent companionship—slight enough as it may appear every day, but meaningful beyond his dreams when he misses it, with a thousand miles between.



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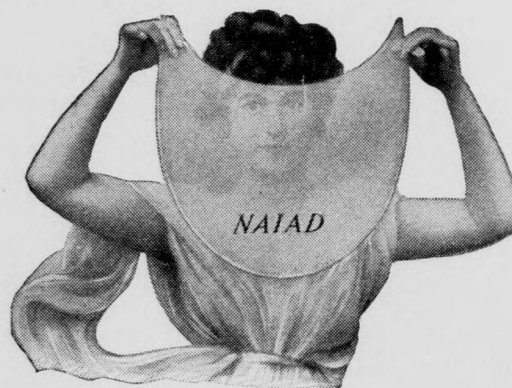
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It is characteristic of youth to seek adventure. In knickerbockers, drawing upon his imagination, the small boy of America has played the mighty hunter to the walls of barn and woodshed beyond the recollections of men now living. But at the present time a new regime has sprung up in his teachings. Sentimentalist and pedagogue have been trying to smother the natural savage in his makeup. "Indian fighting" in the backyard has been giving way to "nature study" as to the habitat and domestic relations of the caterpillar and the ladybug. Here and there in the autumn season, in high schools, preparatory colleges and universities, a chosen few boys of the time are allowed to kick in—or have kicked in—a chance face or two on the gridiron. But the fact is the young man of to-day is not of pioneering material. What is he to do, now that disaffection assails him in a civilization that has been undoing him?

At the least he has no justification in looking westward as the green field of his future, stripping it of every hardship, disappointment or chance of failure. Homesickness must be expected, searching him out. In the populating of this Newer West he is likely to find the influences of the cities in his fellows who have gone before him and who shall follow after. A generation may be necessary to amalgamate them into a homogeneous whole, with the spirit of the West and of home existing among them.

The old Westerner of to-day decries the degenerating of the West

as he found it. It is lacking in most of those old hardships and privations which required all his manhood to withstand when he was pathfinder in the wilderness. Sharp as present day comparisons may be between the city and the New West, the old Westerner looks upon it as child's play—dilettante, effeminate.

He has forgotten that his hardships are half a century behind him now. He overlooks the fact that the Desert upon which he settled has been blossoming for these many years. But blossoming as it may have been, civilized as the Newer West to-day is, that young man from the centers of city life will find crude flowering of the wilderness compared with the diversions and ease of the city which he has left so far behind him. He will need all the fortitude and spirit of his fathers.

More than all this he will need to have behind him a knowledge of that which he goes to seek as fortune and betterment of his conditions. If he shall till the soil from the rooftop of his little shack he must know what shack life is as an all important certainty stripped of imagination. If his home is intolerable, how shall he remain and work in that spirit that is necessary anywhere to success? Or if he shall find novelty and diversion and content in the wilderness life, how much more desirable is the knowledge of what and how to use his acres and where and how to command his markets?

The fact remains to-day that many men, grown old and stale and sick

of city life, are finding their opportunities in the wilderness of the newer, more circumscribed West. Jaded and worn by overcivilization and extravagance, and having within them the wider knowledge of men and things which are such necessities in the comparison of things, these men of another generation are planting the seeds of the West of this new, near future.

Let the young man counsel with them if he can and learn. At the least let him not fly blindly, rapturously away into something which by least of.

John A. Howland.

Use of Coal Tar in Roadmaking.

A revolution in road construction is predicted by many highway engineers, but many others believe the successful macadam method modified will be the only innovation. In that event the tar macadam method will surely be considered. A properly tarred road is similar to an asphalt pavement, but of a more resilient character. The stone is all bound together by the tar into a smooth firm surface, which can be swept and washed in much the same manner as an asphalt pavement.

The main agencies which cause deterioration of tarred or oiled surfaces are heavy rain, frost and the decaying organic matter which accumulates on the surface of the road. So far as can be determined, one kind of road withstands the action of these agencies as well as the other. Water gas tar is used in connection with coal tar, but not to any great extent

by itself. It has a greater power of penetration and less of it is required, but it is not so lasting. It really is in a class by itself and occupies an intermediate position between the temporary and the permanent binders.

In some cases, where a limited amount of money is procurable or where for climatic reasons it is available to treat the road with the idea of its lasting only through one season, water gas tar is expected to prove a valuable dust layer, and any extension of its use is thought to lie in this direction. The value of coal tar in the preservation of macadam roads and as a dust preventive is proved by the fact that in the majority of cases the life of a treated road has been materially lengthened, and by applying tar the complete rebuilding of many roads at an enormous expense has been avoided.

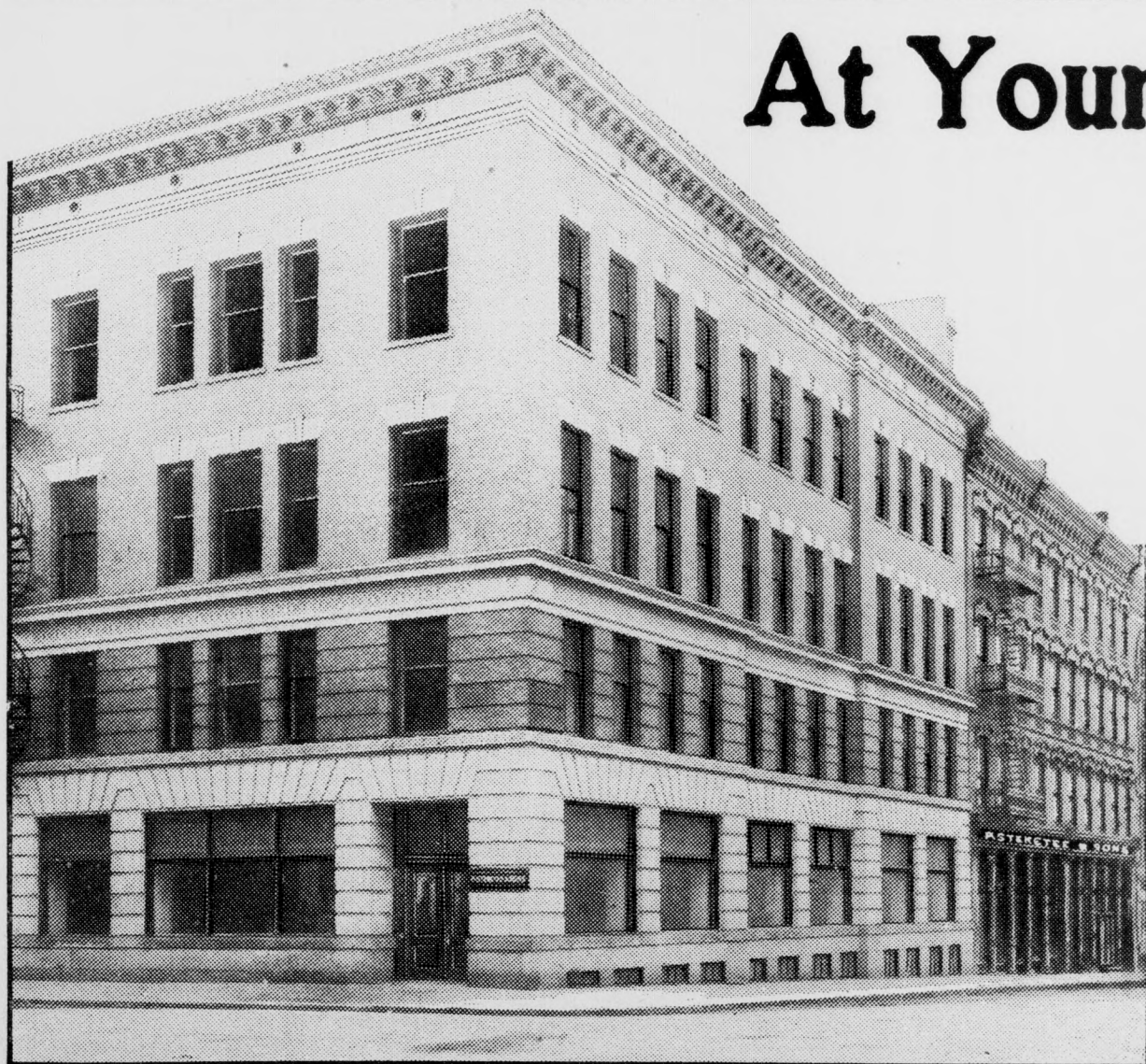
A great drawback in the standardization of tar treatment is the impossibility of securing a uniform supply of coal tar. Coal tar is purely a by-product, and the processes by which it is derived are never run with reference to the quality of tar produced but solely to obtain maximum yields of gas or coke.

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Grand Rapids, Michigan

FRESH CRACKERS.

A Reasonable Demand Which Some Grocers Ignore.

Written for the Tradesman.

Speaking of crackers we mean the standard butter crackers of to-day, the article which comes to mind when one speaks of sugar, tea, coffee, crackers, etc. By the way, some English people call them biscuits, which sometimes leads to amusing or embarrassing mistakes when American and Englishman dine together.

When is a cracker fresh? A cracker certainly is fresh the same day it is baked, and those who ever had the privilege of tasting crackers in such a state of freshness must ever after prefer them thus. Only a favored few can obtain their crackers in that condition, but everyone has a right to expect the crackers which they purchase at the grocery to be reasonably fresh. Without regard to the length of time after being baked or how long the grocer has had them in stock, they are reasonably fresh if they are crisp, flaky, easily powdered by the fingers, readily dissolve in liquid and have a new, sweet flavor.

In some stores such crackers are so rare that the customer is surprised and delighted when he happens to obtain them. Following this pleasurable experience the question will almost invariably arise: "Why can we not always have such delicious crackers?"

It is up to every grocer in the land to answer this question. The people want to know why. They wonder if the cracker factories bake and store up large quantities ahead; if the wholesale grocers buy in large lots and hold them for their trade, but they do not think their grocer, knowing as he should the preference of his customers, would buy more at a time than actually necessary to supply his trade until convenient to order again. If they knew that he bought in five or ten barrel lots to save a little discount, not striving to furnish crackers to his customers in the freshest condition possible, but hoping to sell them out before they became positively stale and unpalatable, they would discover why his crackers were seldom temptingly fresh.

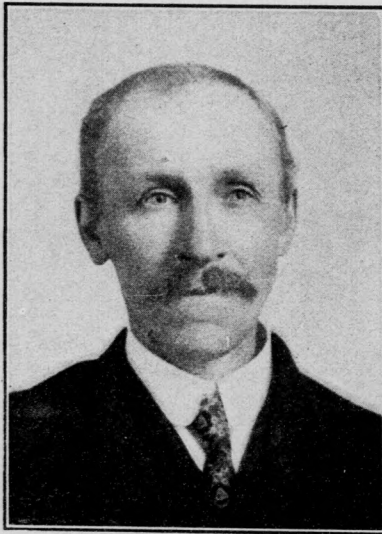
Some particular customer asks the grocer: "Are your crackers fresh?" and he replies, "Yes, I have just opened a barrel;" but he does not inform them that the barrel has been in his store two or three months. If people only knew the facts what would they say? What would they do? The grocer knows what they would do if he does not know all they would say. They would trade somewhere else if possible.

If a store were located ten miles from a railroad and the grocer must pay a full day's wages for man and team for hauling a load of goods he would naturally order enough crackers to supply his trade until another shipment of groceries arrived, whether it be three days or three weeks. But the grocer who can get a large or small shipment of goods on twenty-four hours' notice and is sending orders two to six times a week has no excuse for having crackers on hand

which are not in prime condition.

The length of time after a cracker is baked does not alone determine its freshness or palatableness. The care of it—rather the lack of care—counts decidedly. If kept in the old-fashioned way, in a barrel often used for a seat for loafers, anyone and everyone helping himself to a handful, the room many times clouded with tobacco smoke, or if left open near to offensive smelling oils or fish, or in a damp corner, it does not take long for the crackers to become undesirable for customers who are at all particular about their food.

The suburban store has regular customers who frequently trade at the larger downtown stores and they are quite apt to enquire for various brands of crackers or baked goods. The country store with limited trade



has the same condition to meet. It would be a losing experiment for either to attempt to fully supply such demands. By keeping one good grade of crackers and a few kinds of sweet goods and watching out to have the same always fresh and satisfactory the small store will please the greater number of customers, sell the most goods and make the most money.

It is the grocer's business to learn what his customers want and supply their wants if possible. Above and beyond that it is his duty to take the best possible care of all articles intended for food while under his control. Financial gain should be secondary to the welfare of the people. And yet the good of the people and their pleasure results in pleasure and profit for the dealer. The grocer should never let anyone persuade him that saving a few cents discount at the risk of displeasing and losing customers is good financial policy.

Let the retail grocer determine to do his best to give his customers prime fresh crackers and then if the wholesaler or cracker manufacturer is at fault he may be brought to time.

E. E. Whitney.

The Longest To Wait.

A physician, upon opening the door of his consultation room, asked: "Who has been waiting longest?" "I have," spoke up the tailor; "I delivered your clothes three months ago."

Spend Less Daily Than You Earn.

While we leave to financiers and political economists the solution of these great and difficult questions, which they only can be supposed to understand and upon which their opinion only is worthy of deference, we may with profit exercise our common sense in relation to the common saying: "Waste not, want not." Whatever be the state of trade, want is a thing we always see.

It is proverbially a useless thing to cry over spilled milk, but not altogether useless to enquire and to remember how the milk was spilled, what it was that we stumbled against and how we carried the jug so carelessly that its contents were shed upon the ground.

No man, however smart, can be successful in business unless he contrives to live within his means. Extravagance is one of the most destructive vices of our twentieth century. The waste of money is not confined to any particular class, and there seems to be an insane ambition to bring up the children "genteelly" and thus cripple all energy at the outset of life.

Every frog seems to be ambitious to swell himself to the dimensions of an ox, and if the frog is determined to do that he will have to burst. The multitude seem dissatisfied with living in a plain fashion and so they strut around like peacocks, but unlike them in a plumage not their own, for that which is not paid for is not yours.

False Pride Causes Downfall.

There is a constant struggle for front seats and many fine natures are crushed to death, with the result that frauds are committed by men who would rather risk to be dishonest than dare to seem poor.

Economizing for the mere object of boarding is meanness, but economizing for the purpose of being independent is one of the soundest indications of a manly character.

Most men forget that "one swallow does not make a summer," and having a run of good fortune for a time they say to themselves, "Summer has come," and they come out in summer style and soon learn their mistake when, in the height of their fancied summer, there come a bleak and wintry wind, a sharp and cutting frost and all their flowers are wilted.

Not alone do the rich spend extravagantly, but the poor also in relative proportion. The loose cash which many persons in moderate circumstances throw away uselessly would often form a basis of fortune and independence for life. Many a man spends his hard earnings recklessly to be called "a jolly good fellow," when the fact is that he is only "a jolly big goose" to spend his money for other people's gratification. Yet these same reckless wasters of money, who are so generous abroad, will demand of their wives, "What has become of the dollar I gave you two weeks ago?"

Steady Worker the Safest.

Never set anything up without reasonable assurance that you can keep it up. Of all men in the world the

steady working man occupies the safest position, whatever the times may be; the merchant and manufacturer, the banker and the broker may be irretrievably ruined, but the utmost that a working man can expect to suffer from hard times is to be out of work for a while, but if by dint of economy he laid up something for a rainy day he can weather the storm and as soon as business revives he is nearly as well off as ever.

No man can hope to reap success unless he acquires the saving habit. The man who runs into debt is always in danger. Those who are careless about personal expenditure and consider merely their own gratification, without regard for the comfort of others, generally find out the value of money when it is too late. Although by nature generous, these thriftless persons are often driven in the end to do shabby things.

How many men are to-day antipating their earnings, pledging their salaries and are thus under the necessity of dragging after them a load of debts and obligations which seriously affect their action as free and independent men.

Nothing lowers a man in self-respect like placing himself at the mercy of tradesmen. Running into debt is not only slavery of the worst kind, but it is hard for a man who is in debt to be truthful, for while he is framing excuses for postponing payment he is apt to contrive falsehoods. Many a man has dated his decline from the day on which he first borrowed money.

False Reasoning of Many.

Many a man asks, "What's the use of saving a few cents a day?" Thoughtless reasoning like that has kept thousands steeped in poverty. Take a man who drinks or smokes and suppose he spends only 10 cents a day—figure out at compound interest how much that would mean in twenty-five years. Or calculate what a saving of 25 or 50 cents a day would mean with interest in twenty-five years.

Whatever your means apportion your wants that your means may exceed them. The English nobleman who had an income of four millions a year and dismounted his horse to pick up a lost button and retraced his steps until he found it—this was not economy but penuriousness.

Prudence and frugality will do more to mend bad times than any tariff bill passed by Congress.

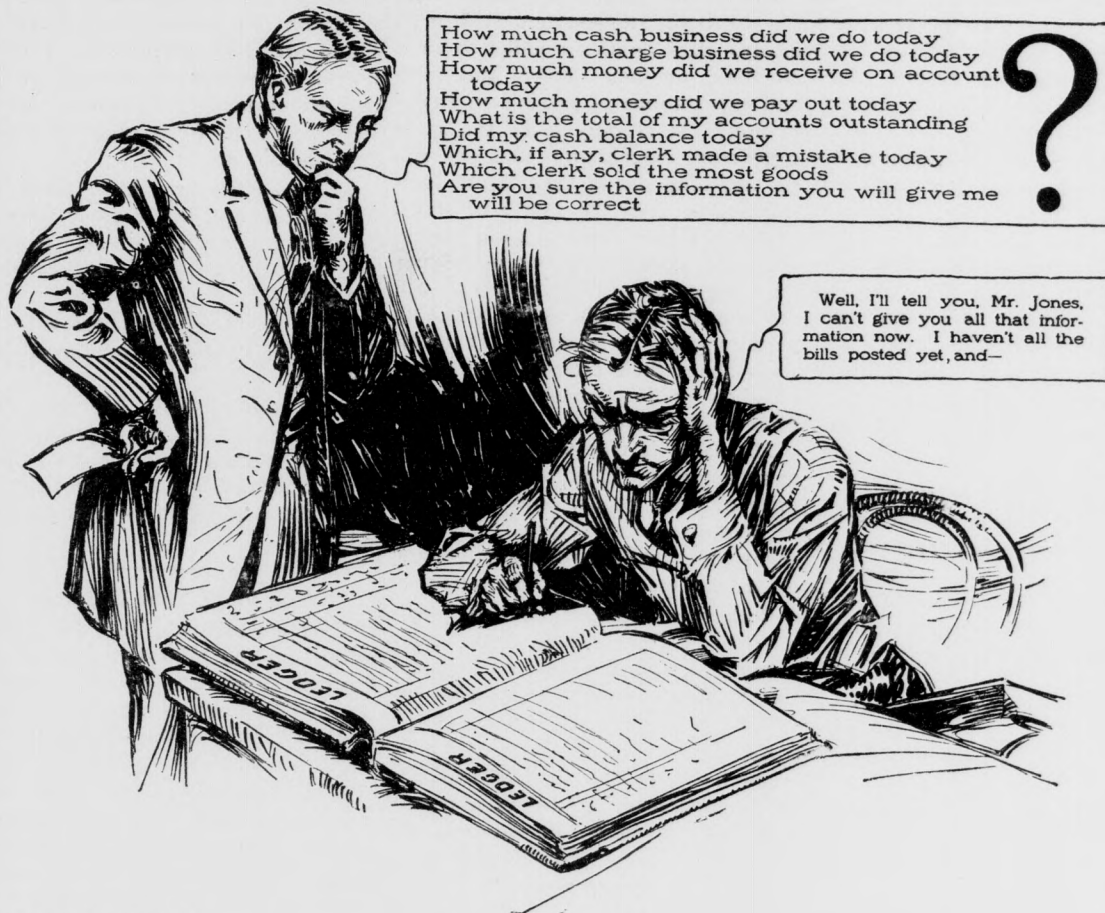
Douglas Jerrold said, "He who dines out of debt, although his meal be but a biscuit and an onion, dines in the 'Apollo,' meaning a fancy London restaurant of the time. The same authority exclaims: "What warmth in a threadbare coat if the tailor's receipt be in the pocket!"

All that has been written on the art of money getting may be condensed into four single rules: Work hard, improve every opportunity, economize, avoid debt. And these four can be condensed into one. Spend every day less than you earn.

Madison C. Peters.

Avarice makes every blessing a burden.

DO YOU KNOW



Mr. Merchant:

How often have you asked these questions? How long did you have to wait for the information?

After you finally got the information, did you know absolutely that it was correct, or didn't you have to take some one else's word for it?

This information, which is the gauge as to the condition of your business, should be absolutely accurate to the penny.

To be thoroughly in touch with your business you should have all this information, and more, every day.

If you depend on any human agencies to tell you these things you can expect delays, errors and added expense in pay-roll.

A National Cash Register will give you all this information, and more, every day of your business lifetime.

You will know what it tells you is absolutely correct, and that no mistakes have been made in any of the figures.

It will give you this perfect audit of your business, and give you many other business advantages, as long as you are in business, for considerably less than a book-keeper's salary for one year.

National Cash Registers are furnishing this information to hundreds of thousands of successful storekeepers every day.

Over 800,000 National Cash Registers have been sold.

We are selling 10,000, and over, per month, because National Cash Registers save money for storekeepers.

Prices as low as \$15.00. Easy monthly payments, or a liberal discount for cash.

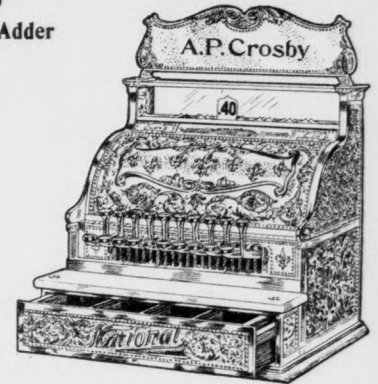
Write for Catalogue and prices and other information that will be of benefit to you. This will not obligate you in any way.

The National Cash Register Company

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No. 225
 Detail Adder
 Price
 \$40.00



No. 415
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No. 1054
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 Detail
 Strip
 Printer
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 \$125.00

WRONG MENTAL ATTITUDE.

The Pride of Men in Their Pay Envelope.

I am in receipt of a letter from a manufacturer in which he says that in his experience as an employer for twenty years he has found the only pride of men is in their pay envelope and not in their work.

While this is neither new nor profound, yet it has the basis for deeper thought unto a reason.

This is the ideal of most employers. It does not stop at the employed alone. When a man starts into business his first thought is on dividends rather than product. He does not consider that if he has the basis of quality the returns will follow easily, naturally and for the reason that he is making something for which there is a demand.

A man that is in business just for money will soon find that the business is running him rather than himself running the business.

A concern that renders a service, sells a device or material where quality is the ideal does not place money as the first consideration, yet the money return is large and certain.

As some one puts it: "Idealize your life, but you must make a living in order to live a life."

Money is the certificate of ability. Man's superior qualities over another are recognized in money.

Men become perverted, in the way in which the correspondent speaks, by reason that they attempt to get the certificate, the recognition (money), without the display of ability or quality—they attempt to get all they can and give as little as possible in return.

In this perverted relation men seek the credit of mastery rather than the actual display of mastery—they undertake to first master possession rather than to master the profession, business or trade in which they are engaged.

Possession, as a token of man's ability, has its origin very early in man's history.

Man originally dwelt in trees as a protection against larger animals and lived upon nuts and berries within the reach of his arms. One day some one of these tree dwellers discovered that by taking the flexible branch of a tree, stringing a strip of bark to the two ends, thus forming a spring, another stick could be thrown with such force as to kill a passing animal. Man first expressed his efficiency by the bow and arrow.

Man came down out of the trees.

When all men had bows and arrows there became a rivalry in skill in their use. Man roamed far over the land and away from his fellows in pursuit of game and the only evidence of his skill on his return was the hides, horns, tails and claws of animals—the fruits of the chase, and which answered exactly the same purpose to savage man as money does to civilized man of to-day.

No doubt some of these same savages managed to get some of the fruits of the chase without actually making the chase, just in the same

spirit as the correspondent mentions the man getting the contents of the pay envelope without a proportionate amount of work—getting the certificate of accomplishment without the actual accomplishment.

From the fruits of the chase man went to land possession in order to control the chase. To possess man co-operated with his fellows into tribes, and made war against other tribes, and territory became the evidence of strength.

Then man no longer supplied his own individual wants, but organized within tribes to supply individual wants. Money became the book-keeping system in man's transactions with man and through the extension of services to one another grew trade and distribution and the devices and systems that we now call industry and commerce.

Money became the token of efficiency.

The civilized origin of the spirit of which the correspondent speaks, the seeking of pay envelope credit rather than mastery of a trade and that of the business man who gets without proportionate giving are in our public school system.

While it may not be the intention, yet our public school system does encourage credit rather than mastery.

A child enters the kindergarten grade of a public school. It is told that if it passes this grade it will get into a higher one.

In the grammar grade the actual studies are not the object of the child, they are a means to an end and that end is a position in the class above some other child. By a series of these class marks the child passes into a higher grade, and after passing so many grades he enters the high school and after a course with a certain standing he is given the ultimate object—a diploma.

Now this diploma stands as a certificate of credit.

The whole course of a child's education is a system of credits. First there is a position to attain in the class above that of another; from a position in the class to a higher grade, and from the higher grade into a high school and finally a diploma.

The course of study ceases to be the object of the child, it becomes one of credit, and if the credit can be obtained without the study, why, so much the better.

When the child becomes a man and enters business or a trade, either for himself or as an employee, the dollars in the form of profits in his own business or those of the pay envelope from another's business take the place of the diploma in his school day—the habit is carried through his whole life.

The object is credit of efficiency rather than the actual efficiency, whether it is expressed in a diploma or in dollars.

Any wrong mental attitude which is given a boy in his school life will reflect itself in the nation's business life in just one generation.

In school life, as in business life, the object should be mastery first and the return for it in credit afterwards. While the credit is secondary yet its return in credit is large and certain.

Did you ever notice in a crowd of school children that you never hear them discussing any subject pertaining to their studies, but that it is always class politics relative to their standing, or their doubts and fears and expectations in passing an examination? It is only after the most rigid cross examination that you can get anything out of them as to their learning or even the course of study.

Did you ever notice a gang of mechanics around a shop or a new building during the noon hour? You will never hear them discussing anything pertaining to their work. It is always about their hours of work, job or shop politics or the amount of wage they receive.

The same is true with a crowd of manufacturers. They will discuss the price of their goods, how to dispose of them at the most profit, but it is seldom the quality of the goods—how to make them better at the price.

Both the employer and the employed get this attitude from their school life, and if we want to change this attitude we must begin where it originates.

As long as credit by diploma is made the only object of school life, then actual learning will be subservient; and its spirit will be reflected in all life.

David Gibson.

Look For Lessons Everywhere.

Adapt ideas from all sorts of sources. Some of the principles of football may be applied to salesmanship. Some of the working methods of a kindergarten, an Arctic expedition or an international peace conference may suggest ways and means for getting ahead in your own line of endeavor.

Every anthill is thick with lessons. Somebody learned about evaporation from watching the sun draw water. A falling apple coached Newton in the laws of gravity; a boy's kite started Franklin on the trail of investigation that led to the development of electrical science.

When you read do not let the book absorb your mind to the exclusion of your own affairs; absorb ideas from the book and adapt them to your affairs.

When you walk look about you. Observe your fellows as you pass them in the street. Every man's face is somewhat more than a cloak for bones—it is the contents page of a human history. That history may contain some matter which it would be worth your while to scan for its example of courage or its inspiration to success.

Although in the haste of business you may not stop to read the volume through, it is pleasant at least to say to yourself as you hurry along: "There passed a man who knows what I have learned of the value of time;" "There goes an unknown comrade who looks as if he had received scars like mine in the business battle, and like myself is cheerfully returning to the fight," or "There is a stranger

with good news written all over him, a man I should like to know."

Observe one fact about a person, and your mind at once is busied with inductions. Unconsciously you build a theory about him—the use he has made of his talents, the practical measures that he must have employed to attain this measure of success or this degree of development. You see him in your place, or yourself in his, and either fancy sometimes brings suggestions of fresh lines of action possible to you.

No two cities are alike. Each has its individuality, and there is sure to be some interesting fact about it if you are practiced in reading between the lines.

There are "tongues in trees, books in the running brooks" for the observant man.

Don't ride through life with the curtains drawn. Keep a lookout for the big things, and for the little things that may get a chance to grow. Take the world's lid off and look inside.

The Pluck That Endures.

Keep eternally "at it." The purest water and the richest ore lie at the greatest depth—the coveted order is the one that seems just beyond our reach. Persistent digging will bring them, one and all, to the top.

"The many fail—the one succeeds"—and that one is the persistent fellow. Fight your way through barriers of your customers' objections, even when the bones of those who half-heartedly tried before you are enmeshed in their thorny branches.

When everything goes wrong believe more steadfastly in your powers and strive harder to apply them to practical use. Keep in view this fact: that so long as the law of supply and demand endures there will be a need of salesmen and plenty of business for those who equip themselves with care. Persist; the reward is worth the effort.

Look to the novelist, Stevenson, as a model of manly persistence. Editors refused his "copy;" publishers ignored him. Hungry, ill and friendless he lay at night on the unsheltered hillside, "with the half of a broken hope for a pillow," and busied his brain with ways for making his work so wonderfully perfect that it should command fame. Success did not come to him; he pursued it and brought it down.

Competition is not so much a matter of warfare between your house and another as a trial of skill between yourself and the representatives of rival lines. In other words, the personal rather than the commercial element predominates in it. If you are to win against competitors you must study the game untiringly, accept hard knocks with cheerfulness and learn from hardship how to strengthen your selling method.

Salesmanship is the most comprehensive of all the arts, and the art which assures the biggest return. You do not require genius—you need just persistence—to get ahead in it.

R. R. Scotten.

OUR PLAN

Of Co-operation Makes Our

Car=Load Proposition

Of Distinct Advantage to Everyone Concerned

Wholesaler==Retailer==Consumer



Look the Matter Up if You Are Interested

Our representatives are now in the field and will be glad to
discuss the matter with you

We Are Shipping Many Full Car=Loads Weekly

DWINELL-WRIGHT CO., BOSTON AND CHICAGO

SEEING EUROPE.

Some Helpful Hints For the Foreign Traveler.

Rome, Italy, Jan. 15—The year 1910 will be a banner one for European travel, without doubt, as two great attractions offer themselves within this much traveled country during the coming months:

They are the World's Exposition to be held at Brussels, Belgium, and the Passion Play given at Oberammergau, Germany, the latter being held decennially. The former opens in April and continues until November and is already placarded all over Europe and can be seen from every railway train in many conspicuous places. The latter will not open until May 16 and closes in September.

Because of these two great attractions we predict that many who have been planning sometime to cross the ocean will do so this year and, as many of the Tradesman's readers may be included, we thought that in this week's letter we could write on no more timely subject than sightseeing in Europe.

Possibly it is in the minds of many, as was once the case with us, of supposing this country to be so large that it was beyond consideration of seeing the same thoroughly within any reasonable time one could allot to it, but we think differently now that we have been here and seen.

To say the least, we will make the statement that nearly all that is interesting here to the average American will be included west of a line

commencing at Berlin on the north, coming south to Dresden, Vienna, Munich and Venice.

Comparatively few go into Spain and Portugal, therefore the countries to be visited will be the British Isles, France, Belgium, Holland, Germany, Switzerland, Austria (Vienna only) and Italy.

The points worth visiting—those one should not fail to see over here—are about as follows: Landing at Queenstown, Ireland, one should see the lakes of Killarney, thence to Dublin, where passage can be secured across the Irish Sea to Liverpool, England. From here Manchester, York, Leeds and Sheffield should be made and, if one intends visiting Scotland, the chief cities of Edinburgh and Glasgow can be best made from this point. Returning to Liverpool, the next point will be London.

Several days can be spent here in seeing the world's metropolis, as also in Paris, France, the next point to be visited. While this is a very large country, yet to see its chief city well is to see France sufficiently to satisfy one; therefore, our next point will be to see Brussels and the Exposition. In Belgium one can purchase a five day ticket, good over all railroads, and at such a cheap rate that we recommend its being done. Then Antwerp, the second city of this little country, should be visited; also Bruges, a city noted for its holding to the old style of architecture and celebrated also for the art of lace making; and the balance of the time can be put in by seeing Ostend, a famous seaside resort,

and the southeastern section of the country, where will be found the cave district, chiefest among which are Rowpaine and Dinant.

In Holland the cities of Rotterdam, Amsterdam and The Hague should all be visited, as each has some interesting points to see.

A trip in Germany should include a day or two on the Rhine, and we would recommend taking the boat at Rotterdam and going up this beautiful river as far as Mannheim, and in so doing the cities of Duisberg, Düsseldorf, Cologne, Bonn, Coblenz and Mayence will have been made before arriving at Mannheim, from where one should make Heidelberg. The cities of Wiesbaden and Frankfort (on Main) should be made from Mayence. From here Berlin, Dresden and Munich should be made in the order named, and from the latter place Vienna can be best reached. It will also be the point from which to reach Oberammergau, to see the Passion Play. After these points have been visited Germany will have been pretty well seen.

In Switzerland the cities of Basle, Berne, Zurich, Lucerne, Geneva and some of the Alps Mountain resorts, such as Chamouni and the Matterhorn should be made, and these latter may be easily visited from some of the places mentioned.

Coming into Italy one will want to spend a day each in Milan, Venice, Genoa, Pisa, Florence, Rome and Naples, and in the two latter named places twice the time can be profitably spent, especially in Rome, for this

city is rich in ancient lore; at Naples one can engage passage on the steamer for home, several lines of boats calling here.

No better way of convincing one relative to distances over here can be given, it seems to us, than to name a few of the places and give the time required to travel between them.

For instance, five hours will be required to travel between Queenstown and Dublin. From Dublin to Liverpool by boat is one night's journey; Liverpool to Edinburgh or Glasgow a seven hours' journey is required. From Liverpool to London seven and one-half hours are necessary; London to Paris, about eight hours are needed to make the trip, which, of course, includes the crossing of the English Channel.

From Paris to Brussels only three hours will be spent aboard the fast trains between these two points, while the distance from the latter point to Antwerp will be made in forty-five minutes.

From here to Rotterdam three hours are required, which includes thirty minutes for inspection of baggage at Rosendaal.

The Hague will be reached in one hour from Rotterdam and Amsterdam in four hours.

On the trip on the Rhine two to three days can be used profitably, for the cities can be seen somewhat as the boat stops to load and unload cargo. Frankfort and Wiesbaden are only one-half hour from Mayence, and Heidelberg one hour from Mannheim. From Frankfort to Berlin ten

Four Points

of the

Square Deal Policy

BEST SELLER ON THE MARKET



W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

PROFITS SURE AND CONTINUOUS

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.

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 "delusion and a snare." When you want an honest package of corn flakes, don't buy cheap crockery and toys.

hours are necessary; Berlin to Dresden, three hours.

In Switzerland a fifteen day ticket can be purchased at a very low cost and we would recommend its being done, so as to take in the places mentioned in this very interesting little country, particularly so for its mountains and tunnels.

In Italy the city of Milan can be reached from Lucerne (Central Switzerland) in six hours. Milan to Venice will require the same time, and from Milan to Geneva four hours are consumed. Genoa to Pisa will take four hours; Pisa to Florence one and one-half hours; Florence to Rome six hours; Rome to Naples four hours. From Rome to Paris one day will be needed, provided one desires to return home this way.

Taking ten days to cross the ocean from Naples to New York one can now estimate the time necessary to see the European main points of interest.

As to expenses, from \$4 to \$6 per day will be necessary for each person, according as they travel, first, second or third class. (In Germany alone a fourth class car is run on several of the daily trains.)

The first class, or De Luxe, as it is here termed, ranks with the parlor car of our country. The second class averages about the same as our regular coaches. Third class cars have wooden seats only and those who smoke will find separate apartments.

The fare for third class is about one-half that of first class, and the latter costs over three cents per mile.

Everything is reckoned in time taken to travel and not distance. For instance, instead of saying it is a stated number of miles they will say it takes so many hours to go.

Baggage is charged for at about one-fourth the cost of your fare, second class, i. e., that which you need to have checked because too heavy to carry.

In Belgium and Italy time is reckoned from one to twenty-four; so in these two countries there will be no necessity of asking if by the 8 o'clock train morning or evening is meant, as 8 p. m. will be stated as 20 o'clock on all time tables.

Upon arriving at your hotel some differences will be noticed, one being the absence of bell boys. This work is done by a porter, who will be found to have much authority vested in him. It is to him that you will go for all information needed. When your room is reached you will find neither soap nor matches and when your bill is paid, if any have been ordered, you need not be surprised if the same are found charged thereon.

Two single beds, rather than a double one, will be found and no rocking chairs will afford you comfort while in your bedroom. At least, we have yet to see the first. In Holland, Germany and Switzerland feather beds are found, not to sleep upon, but as a covering in place of blankets.

Hotel service will include shoe shines and clothes pressed and cleaned.

Regarding meals, for breakfast you

will receive coffee, rolls and jam at a cost of from 25 to 37½ cents. A five course luncheon will be served to you for from 50 to 70 cents; and your 7 o'clock dinner—a seven to ten course affair—will cost 80 cents to \$1.

Rooms, including service rendered (but no tips expected), will run from six to twelve francs (20 cents to a franc), according to the grade of hotel you use. Some make a pension (pronounced pon-ce-on) rate for you, provided you remain several days, and this will cost from eight to twelve francs.

One thing can be said of the food—it is well cooked and you will receive plenty.

No ice water is given you, either at meal time or in your room, and many times a refreshing draught would

have been welcome to us. If you must have a cool drink, of course, wine or champagne will be served to your liking.

Butter will not be seen on the table, only for breakfast, and if ordered will be charged to your account.

With these scattering thoughts we shall trust that some of the points interesting to our American friends will have been given and possibly at a profit to any who may be contemplating a trip to Europe in 1910.

Chas. M. Smith.

Plans To Boom Corn Oil.

The Corn Products Refining Co. has decided to engage in the production and refining of corn oil on a large scale and will increase its plant capacity in this direction. The com-

pany officials say they recognize in corn oil a product having exceptional qualities for edible purposes, and this, coupled with the fact that the prices of lard, cotton seed oil, olive oil and other edible oils are very high, has encouraged the company to push this feature of its business. The departure will bring the Corn Products Co. into competition with the American Cotton Oil Co. and the Southern Cotton Oil Co. An official of the company says that the production of corn oil is now about 150,000 barrels a year.

The Way It Works.

"The time to save is when you are young."

"That's all right, but a fellow does not earn anything until he gets well along and then it costs more to live."



Father's Voice

— 1500 Miles Away —

No other Telephone Company

can offer a service that will center
the country's 40,000 cities, towns,
and villages in

Your Telephone

The Michigan State Telephone Company and Connecting
Companies form one system, under one policy and give
universal service.

Michigan State Telephone Company

WORST OF CRIMINALS.

Defaulters Betray the Trust Reposed in Them.

Bank after bank, trust fund after trust fund shipwrecked by officers, directors and clerks, millions of cash and securities stolen, depositors stripped, stockholders ruined, estates rifled, widows and orphans defrauded, hard laboring men and women robbed of their earnings, are such common occurrences that the daily chronicles no longer startle us. What does it all mean? Are we the most dishonest people on the face of the earth? Is our society hopelessly corrupt? Is there to be no end to such disclosures of dishonor? These awful financial crimes (and what crimes are worse, save possibly murder and treason?) force upon society the consideration of the most serious questions.

I do not believe that "every man has his price." There are in the world of business many more honest men than rogues, and for one trust that is betrayed there are a hundred that are most sacredly kept.

How are defaulters made?

First, there is the romance of fraud. The most skilled in swallowing trust funds and moneyed institutions are looked upon as heroes and our young men are dazzled by their brilliant exploits. Steal a loaf of bread and you go to jail, but swallow trust funds, loot the widow and the orphan and you will astonish the world with your magnificent entertainments. Steal a dollar and the world will kick you; take a million and the world will feel honored by being kicked by you.

Mere Name No Difference.

Felony is felony whether committed by a bank president or a bank burglar. It is high time that we look upon embezzlements, irregularities, defalcations and short accounts as rank treason against public property and public morality, and society should demand a speedy and effective execution of justice. The high social standing and influential family relations of these scoundrels only aggravate their crime. Too many financial crimes are "fixed up," while the interests of society are fixed down.

Second: Careless and unbusiness-like methods. Scores of directors in moneyed institutions are used as decoy ducks to draw in the unsuspecting. Directors should direct, but it is a well known fact that many prominent men know absolutely nothing about the institutions of which they are directors. Guilty of negligence, directors are as guilty as the acknowledged thieves.

I know that it is not possible to watch a thief and by no possibility can the directors know all that is done in a bank. I know that some one must in the end be the responsible man in charge and that this man must enjoy the confidence of the board of directors. Nevertheless it is the duty of these men of high character, because of the confidence reposed in them by the public, to be faithful in their work of supervision. Directors have no right to accept the word of a president, however honest he may be.

Third: The love of display, of luxury, of rivalry in family and social life, has tempted many men to steal. The most fruitful source of temptation and disaster is the attempt to lead \$50,000 existences on \$10,000 incomes. The prevailing spirit of extravagance is making more defaulters than any one thing and is one of the greatest moral evils with which this nation is afflicted.

Benedict Arnold sold his country to get more money for the family wardrobe, and many a man to-day is giving up all high ambitions for study, for self-denying service to his fellowmen, stifling the voice of conscience when it demands sacrifice and devoting himself to the one object of gaining the wherewithal to dazzle society by unlimited indulgence of his family. A few can live in princely style from their abundance, but the many must go slow and live moderately or get money by dishonorable methods.

Fourth: The great haste to be rich. A moderate desire for money is a valuable incentive to industry. Wealth is not an evil. It is a powerful instrument for procuring enjoyment and for doing good. If there was no desire for wealth there would be no need of it. It would soon cease to exist, and society would go back to a state of actual barbarism. The Bible warns us that "the love of money is the root of all evil," but it also says that "money is a means of defense," and that "money answereth all things." It would not assure us that "the blessing of the Lord maketh rich" if riches were a curse. If money comes to you honorably and goes from you usefully it is one of the greatest blessings you can possess.

Acquiring Wealth Slow Process.

Be content to get rich slowly. Do not for the power of the present, Esau-like, sell all that is dearest and most priceless for a mess of pottage. The sin of our business life lies in the devil's offer of immediate satisfaction. "All the world will I give thee if thou wilt fall down and worship me." "He that maketh haste to be rich shall not be innocent."

Fifth: Defaulting clerks have invested thousands of dollars not their own in brokers' offices and have never been met with a word of enquiry or request as to identity. Let this direct invitation to crime be done away with. Make every broker responsible for his dealings; make him liable for all losses if he negotiates deals with the irresponsible.

Sixth: The penuriousness of employers. It is not for any man to dictate to another how he should pay his servants. All such dictation is an impertinent interference with the freedom of the labor market; but for your own sake do not put the screws on too hard. Make every man about you feel that in your service he has a place too good to be lost, too good to be risked, and by a just compensation put him beyond the temptation of dishonest satisfaction and relief.

Honesty Matter of Training.

Seventh: Wrong education. Cheating in childish games, disregard of property rights of others, should not

go unrebuked by parents. Young men in stores and offices need observe strict rules. It may be a small thing to insist that they can not honestly use the postage stamps of their employers for their private correspondence. The amount involved is trivial, but the principle is all important. Men need to have their respect for the property rights of others strengthened and guarded by correct habits.

In your race for riches you may practice secret frauds and imagine the only harm is in being found out. You may cover up your transgression, but the fraud is there just the same. How about that wicked scheme you have now on foot?

Keep your private accounts separate from your accounts as trustee of an estate or an institution. Never use the property of others except for their advantage and never without their knowledge or consent. Remember that whether president of some great corporation carrying on a course of trickery and fraud, or engaged only in private transactions where false weight and false measures, deception and shoddy abound, you are sailing in a ship like that fabled one of old, which ever comes nearer and nearer to a magnetic mountain that will at last draw every nail out of it.

Madison C. Peters.

Character as an Element of Success.

Just as the customer sizes you up on appearances, so does he size up your general conversation, and from these he gauges the character not only of the salesman but of the firm he represents. Therefore, choose what you say, the opinions you air and the stories you tell with this in mind: "The character of the firm I represent appears to the customer in my every sentence." Now select your words so that if Mr. Customer deducts from your remarks the character of your house and its policy he will be impressed favorably.

Too many salesmen are long-winded.

They drop in listlessly and are careless and disinterested. The customer is bound to see that they regard this interview as a task. A patterning talk follows, with no body or heft. No start, no finish, no enthusiasm—just a ramble of words. No conviction, not a point scored in their delivery.

Around town, over many a business man's desk, is a small card. It says: "A Cordial Reception Is Not an Invitation to Stay All Day."

Get down to brass tacks. Show your customer that you respect him and his business too much to take up his valuable time idly, and at the same time you impress him that you, too, realize the value of time and are a busy man yourself. That is good salesmanship. Sit down and write out all your remarks used daily in your selling talks. Cut it short and chunky, make each word count. Root out and omit what might impress your customer unfavorably toward you or your firm.

Make your selling talk a series of long, straight punches, then quick, short jolts and finally a quick knock-out.

Then get out. Don't overstay. Many a man talks himself out of orders.

Every week there are hundreds of young salesmen who "get by" the boss in the morning with a heavy voice and blood red eyes, a big head and thick tongue, only to go out and impress the customer unfavorably toward a house which allows such a representative to call.

We allow your personal appearance is all that it should be, chiefly with a view to impressing people you come in contact with favorably. Now, don't go out and impose on a customer either by word or act and spoil what friendly fellow feeling your personality has won for you. Don't be "too familiar, too gay." Forget cheap jokes—they are too high priced.

Imagine a man considering an investment of his hard earned dollars with a silly, grinning joker trying to "jolly" an order out of him. Selling goods is a serious and cold blooded proposition. Be sound and dignified. Be hearty in your greeting. Do not flatter. Buyers watch for this, and flattery is a "don't buy" sign to them. Be earnest and sincere. Show by words and deeds that your character and that of the firm you represent are sound, stable and of dignity. Make few promises and keep them. Be alert, active and prompt.

Now go sell goods.

You will take orders.

Henry Baxton.

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

In the matter of Levinson Department Store, of Petoskey, Mich., bankrupt, notice is hereby given that the entire stock of merchandise, consisting of dry goods, notions, clothing, gentlemen's and ladies' furnishing goods, cloaks, suits, hats, caps, etc., together with store furniture and fixtures and book accounts and other evidences of indebtedness, constituting the assets of said bankrupt, will be offered by me for sale at public auction to the highest bidder, according to the order of said court, on Friday, the 18th day of February, A. D. 1910, at 10 o'clock in the forenoon, at the store building lately occupied by the said bankrupt, at Petoskey, Mich. The sale will be subject to confirmation by the court. All of said property is now in said store building and the inventory and appraisal thereof may be seen at the offices of Hon. Kirk E. Wicks, Referee in Bankruptcy, 212 Houseman building, and Peter Doran, 307 Fourth National Bank building, Grand Rapids, Mich.; Edward E. Gilbert, Petoskey, Mich., and the Credit Clearing House, 200 Monroe street, Chicago, Ill. The above assets are appraised at \$19,381.59. Cost price much higher.

Edward E. Gilbert, Receiver.

Peter Doran,
Attorney for Receiver.

Dated Petoskey, February 1, 1910.

True worship can not be kept within walls.

It is easy to bury aspirations under ambition.

The Best Way to Judge the Future Is by the Past



ON January 20 we distributed to the stockholders of the Citizens Telephone Company the fiftieth consecutive 2% quarterly dividend, making 100% which we have returned to the original stockholders of our company.

There has never been a dividend period that we have not earned more than the dividend disbursement, and there has never been a year when we have not made ample provision for renewals of material that has been worn out or is impaired to that extent that it should be replaced.

The item of bad debts, which is a discouraging feature in many businesses, is an insignificant factor with us, because everything but long distance service is payable quarterly in advance.

We have met with no holocausts; we have had comparatively few accidents; we have not been compelled to cope with any antagonistic spirit in any community. There have been occasional misunderstandings, but an amicable and satisfactory arrangement to both sides has always been arrived at.

We are today larger and stronger and in a better physical condition than ever before. Our earning power was never so great as now. Our relations with our patrons were never more friendly. There never was a time in the history of the company when an investment in its stock gave promise of better returns or more stable security.

We solicit an inspection of our plant and equipment here or at any of our branches at any time and shall be glad to answer any questions, either direct or through our branch managers, all of whom are informed as to our stock and are authorized to accept money in payment for stock in our behalf.

Citizens Telephone Company

COINCIDENCE IN NAMES.

How It Saved a Family from Starvation.

Written for the Tradesman.

It was the old story, always prominent at this season of the year, of helping the unworthy and of how far we ought to be willing to be imposed upon, lest in refusing all appeals some must suffer. At the front door and at the back that morning aid had been asked for and granted and as they were lingering a little over the coffee Mrs. Wayneright was expressing the wish that a real, genuine case of actual need might come to her, that for once, at least, she might have the satisfaction of knowing to a certainty that the assistance rendered accomplished its purpose and so alleviated the actual suffering. "I believe that most of the cases so far are genuine, but one has to take so much for granted; and so far as I am concerned I do hate to believe that I have been imposed upon, and such imposition is bad for both parties interested. It makes me suspicious and overcautious and the other one overconfident and presuming. Still it is better for me to be cheated now and then than for a case of real distress to remain unrelieved because I have been 'too easy.'"

At this point the mail-carrier rang and a minute or two later the letters were brought in. Among the half-dozen one claimed and received the earliest attention. It had every evidence of not only a long journey but several of them. New York and San Francisco and Boston had each stamped the envelope and here the letter was after all its wandering at the breakfast table of a thrifty town of the Middle West. Yes, there it was in a plain, cultured handwriting, "William H. Wayneright," and the gentleman bearing that name picked it up, first wondering aloud, as one is apt to wonder under such circumstances:

"Well, now, what have we here? New York and San Francisco and Boston and finally at this halfway house. I don't know anybody at either place who would be writing to me. We'll settle that question now," and the envelope gave up its contents. It was a woman's handwriting and began, "My own dear William." "As I don't happen to be anybody's 'own dear William' but yours, Minnie, I guess I'll turn over the reading of this letter to you," and the letter was handed across the table to the woman behind the coffee urn. Full of curiosity Mrs. William H. Wayneright, of Omaha, read the letter of Mrs. William H. Wayneright of somewhere else and this is what she read:

"New York, Dec. 12, 19—

"My own dear William—I can not tell you how anxious I am getting to be. Your long silence fills me with the most gloomy apprehensions. Your health, never too vigorous, adds greatly to my anxiety and your inability to secure a position is causing me the most serious alarm.

"My condition here is deplorable. I am in need of absolutely everything. The rent is overdue and the agent is getting to be exacting. I have long

been without service of any kind and my wardrobe is so worn and scant that to people who care for such things I am no longer presentable; and the children's clothes are in as bad a condition as mine. The shoes of both hardly keep their feet from the ground; both need overgarments and the sudden coming on of cold weather makes warm underwear imperative. Oh, Will, if you could only send me twenty-seven dollars I could do so much with it!

"Before the money was all gone I tried to get something to do here; but there are so many applicants for every position that I have met with no success. 'The cut of my garments' must be against me and some of the men to whom I have applied look at me so queerly that—oh, Will, I can't go on with applications and retain my self-respect.

"I wrote to father in my distress but he is under a cloud. He sent me a dollar, poor man—the very best he could do—but there is little relief in that except for immediate starvation and—and I'm afraid, Will, that it's coming to that unless you can do something for us soon.

"Do let me hear from you. That you are alive and that I am in touch with you, even by letter, will be a great comfort. Bob and Milly are both clamoring to be remembered and both are telling what they hope Christmas will bring them. I wish I could pay the rent as easily as I can manage the Christmas presents—go without. Isn't there some one among all our friends who will be willing to help us in this dire emergency? I have done my very best at this end of the line and failed, and now, unless you can do something for us, the good Lord alone is the only one who can help us.

"Hoping, dear Will, that you will write me immediately, I am, as always,
Your loving Nell."

"The poor woman!" exclaimed Mrs. Middle West Wayneright as she folded the letter and returned it to her husband, "My heart bleeds for her."

"Worst case I ever heard of," returned the man at the head of the table. "I hardly know which to pity more. Think of the poor fellow, sick and out of a job, a lunger, ten to one, with a continent between him and his family and both hungry. Tough is no word for it. I'll be hanged if I don't chip in and do something for them. It's a case, mother, where there isn't any doubt about its being genuine. Does the letter give the full address? Yes, here it is, 1267 Hoboken street, New York. What's your idea, Mary?"

"Send her the \$27. No; more than that, \$50."

"Good, I'll double it and I'll wire it now.—Hello, office. Wire at once hundred dollars to Mrs. William H. Wayneright, 1267 Hoboken street, New York; and, say, this money must be delivered right off at extra rates if necessary. Just see to that, will you?"

The reply was satisfactory and as Middle West Bill turned from the phone he remarked, "There's going

to be a happy woman in New York before long or I miss my guess."

That same day a few hours later a messenger boy at 1267 Hoboken street, New York, had a hard time delivering his telegram. To all appearances there was no one at home. At length after "making a nuisance" of himself, as the nearest neighbor most disturbed expressed it, there was a faint "What's wanted?" heard at 1267 and at the vigorously shouted "Telegram!" the door was cautiously opened. As the boy with the envelope was seen to be the only person at the door, it was swung wide open and a little pale-faced woman seemingly hardly able to stand wrote her name in the messenger's book with a trembling hand and clutched the message with an eagerness hardly in harmony with the feebleness just manifested.

Tearing open the envelope she glared at the paper before her trying to make out what it all meant. Omaha; she knew nobody at Omaha. It was signed 'Mrs. William H. Wayneright,' and who was she if not herself and in a strange handwriting—an old blunder but in this instance showing her mental condition? Then after all these unimportant matters the amount took violently hold of her. A hundred dollars! Who?—What? It was a comedy of errors from beginning to end with no head nor tail to it. Finally poor Will had come to Omaha, had found employment and had sent the money—one hundred dollars with every letter a foot high!—the tide had turned and at last, at last, the sorrow and the suffering were over, Will would soon be at home and the dreadful past would be something—well, if not to laugh over, to have lived through and to be forgotten as soon as time and joy could forget them. Then came the first long, deep breath she had breathed in weeks and the children, who since the arrival of the message had been dancing on the very tips of their toes without knowing why, began to receive a little attention, when two sharp calls at the doorbell—it was the rent agent—interrupted the proceedings.

"Rent?" It was the man's third call and he wasted no words.

"Can you cash a telegram order for a hundred dollars, and give me the difference between the face of the order and the rent?"

"May I look at the order, madam?" He might and did, and having done so, he found he was not able to cash the difference to-day. Would Mrs. Wayneright be greatly inconvenienced to put off the rent until to-morrow? She would not and with hat in hand the polite agent bowed himself out of the room, so great is the influence of one and two ciphers when they stand for the coin of the realm.

The door closing, the greatest activity at once began. Shopping became the watchword of the hour and the preliminaries were so eagerly entered into by a certain mother and two attractive children that within half an hour by actual watch-ticks they were on their way to the shopping quarter of the town; and it is safe to conclude when the three re-

turned the transformation scene which at once took place showed what another part of the Christmas present from Mrs. William H. Wayneright, of Omaha, to Mrs. William H. Wayneright, of New York, could accomplish.

In the meantime nothing was heard from the absent but not forgotten William. Hourly at first and then daily there was a straining of the ear to hear, but nothing came of it and although Omaha was besieged with communications they brought no reply. "William," therefore, had left Omaha and "the hope deferred that maketh the heart sick" brought back the old uncertainty, attended now with the fear that something must have happened and that the worst was to be feared. So three wearisome weeks dragged their sad length along and the hope-sparkle faded from the despairing mother's eye, when there was an eager ring at the door and an instant later there were an "Oh, William!" and the happiest home-coming which that flat had so far been the scene of; and with a boy on one chair-arm and a girl on the other was repeated the old story of suffering and want, to be ended at last by unexpected relief that came like a bolt—this time a friendly one—out of a clear sky.

"But how about your trip to Omaha, Will? There's where your letter with the hundred dollars came from. Did you come that far east and—"

"Omaha? I haven't been to Omaha. Wretched and forlorn I haunted the streets of San Francisco until my 'uppers' showed evidences of demoralization and then, when I was on the point of ending it all, a wire from San Diego took me to that place where I found the position awaiting me which I had been hoping for from the first; and as soon as we can get ready we are going to start for what I think is the finest city on that Western coast. But what is it you have been telling me about a hundred dollars from Omaha? I have not been near there and the hundred dollars is something I could neither beg, borrow—nor steal, I was going to add, for the temptation would have been great had it come to me. Did you get that amount from anybody?"

"I certainly did and it came in the very nick of time. The rent agent was insolently aggressive, the children had to wear rubbers to hide the shoe holes and I—shabby is the only word. Then came the money from Omaha from Mrs. William H. Wayneright, and I concluded that the man who sent the dispatch by mistake had put an s to the Mr.—a mistake that did not worry me at all since I had the money in hand. Where did my letter finally reach you?"

"At San Diego, the very day I started. It had been wandering about the country from pillar to post and when I got it it had been opened by mistake by somebody and 'moved on.' My, but that was a pitiful letter. Nell. It came just after I had secured my position or I should have cried like a baby. As it was, I hustled into my suitcase what little there



ESTABLISHED 1865



This Is Where the Double A Kind of Candy Is Made

*Lady
Vernon
Chocolates*



*Milk
Chocolates*

All High Grade Chocolates

Lozenges, French Creams, Caramels, Gum and Jelly Work, Stick Candy
Pan Work, Hand Made Creams

Latest Novelty: Chocolate Nut Puffs

Sole Distributors for
Western Michigan of

LOWNEY'S Chocolate Bonbons

PUTNAM FACTORY, NATIONAL CANDY CO.
Grand Rapids, Michigan

was to take along and here I am and we are all together once more with a bright future before us, thank God!"

Three years went by. San Diego proved to be all that it had promised to the despondent business man. The step from his long-coming position to his desk and chair in the front office was a short one and his rapid rise had been attended with almost no end of golden gain, so that late in May the Waynerights, with bag and baggage began their anticipated summer abroad. The Pullman so early in the season was not crowded and the section across the aisle was unoccupied until they reached Omaha, sometime during the night, so that in the morning when they returned from breakfast the Waynerights found the opposite section taken by a party similar to their own—a man, his wife and two children about the age of theirs. There was nothing remarkable in that; but when on the day of sailing they found at the table the Omaha party in their immediate neighborhood there flashed across the board a look of surprise and pleasure. Later after the securing and locating of the steamer chairs Wayneright came from the office bringing a couple of copies of the passenger list and giving one to his wife they settled down to its perusal. Both saw the same fact at the same instant and both exclaimed at the last two names on the list, "William H. Wayneright," "William H. Wayneright."

"Do you think it possible, Will?"

"More likely than not, my dear.

The world is very small and it is growing smaller every day."

So one early June morning before the waves were awake and chance—in such instances there is such a thing—had placed side by side the steamer chairs of the two ladies, Mrs. San Diego William pushed aside the reserve that had been restraining her by saying, "I have a great desire to satisfy a well-meaning curiosity and I want to ask you if some three years ago you opened by mistake a letter from New York addressed to William H. Wayneright of San Francisco?"

It seemed to the lady from the Pacific coast that she did recall such an occurrence. That letter was immediately followed by another, containing an order for a hundred dollars from Mrs. William H. Wayneright, of Omaha. Was she that Mrs. Wayneright? She was obliged to admit that she was; "but—"

"Oh, Mrs. Wayneright, don't say that. I can not even now recall without shuddering the dreadful conditions under which that letter found me, and the one great desire of my heart since receiving that letter and the order that restored life and hope to me has been to find the sender of it and pay, if such debts can be paid, for the delight of living again in a world brightened by such Christian charity as that;" and there in mid-ocean, with an unclouded sky arching above them and the sail-flecked sea, smooth as a looking-glass, reaching to the horizon's rim, the story was told again and again, and long before the voyage was ended

there were two families traveling under a single name with a friendship established between them, the end of which neither time nor tide shall ever see. Richard Malcolm Strong.

Find the Bargains Your Stock Contains.

Directly after the holidays a thorough overhauling of your entire stock would undoubtedly be the best method for ascertaining all the "leave-overs," broken lines, bad sellers, odds and ends, etc. which will interest your customers or someone else's customers. Why not hold a council of firm and employes for the purpose of estimating a value at which each one of these will sell quickly? If such a step is taken and on all such undesirable items are marked in plain figures the prices decided upon after such careful deliberation, the next thing is to make a statement to the public of what has been done. It would win confidence and make trade to describe different lines of merchandise separately and in detail. Tell the character of the material, style of making and trimming; if they are carried over from last year or from several years ago. The statement that limited lines have been carried for a longer time than is good business policy will not injure the standing of the firm as much as to sell old numbers to people who expect correct styles.

To make such a sale effective and to emphasize the fact that the stock abounds with the very best and newest, it is important to quote liberally

the best grades of goods the stock contains, giving the reduction which the firm sees fit to make. Where reductions are made of any noticeable amount it is well to mention comparative values. Where desirable merchandise is advertised without having been reduced, it is good advertising to be explicit in the description of this merchandise without mentioning reductions of any kind, but quoting the price at which it will be sold. For example:

"Gentlemen's overcoats of imported velour—that rich French fabric which is so pleasing to the touch and elegant to the eye, even in continued wear. These coats come in black, brown and gray. They are beautifully matched in lining of highest quality silk, with silk sleeve lining. The collars are of the finest quality silk velvet and put on by hand. Buttonholes and sleeves are also inserted by hand, and the finish of these garments is seldom excelled by the highest grade tailors, who charge double our price. These goods are marked in plain figures to sell at \$34."

A stock clearance for January and February will mark undesirable stock at prices to sell it regardless of the required sacrifice and will leave no carry-overs another year, at least from more than one season.

Many storekeepers consider such a policy wasteful, unnecessary and unprofitable. Such opinions and treatment of stock result in its falling back into the line of the "has beens."

Take your medicine. The first loss



How to Draw Trade Into Your Store

Let people know you are selling BEARDSLEY'S SHREDDED CODFISH—show it to them. We are doing the rest. Every family in your town will want Beardsley's Shredded Codfish when they see our advertisements and they'll keep buying it.

Push the Package with the Red Band

J. W. Beardsley's Sons, New York

is the best. Unusual value-giving will make new trade for future profit. It will establish confidence; it will realize cash. It will again put into operation capital which has lain dormant and no doubt has militated to injure the business.

The fact that a stock is not larger, neither any smaller, than it has been in previous years, but that business receipts and profits are smaller, may be due to the fact that too much had been tied up in stock of earlier years which the proprietor believes will please the trade as well as new goods, but it is not so. The new patterns, textures and models are missing in the usual or required variety.

One of the secrets of the retail clothing trade of the day is to have good variety of the novelties of each season; therefore, to increase each season's variety it is not only necessary to do more business, but also to sell out all perishable styles. Clean out each season, even at a decided loss. Get the money! And buy goods on which money can be made.

It is conceded that to advertise clothing effectively good items of furnishings are very helpful. Nothing will prove so profitable, particularly to the inexperienced advertiser, as "putting a few greenbacks into the advertisement in the shape of merchandise daily required, and a good quality at real, noticeably cut prices. Winter underwear, woolen hose, sweaters and many other daily necessities are bought at fixed prices by most people. Nearly everyone knows that collars cost 15 or 25 cents each, or the prices of neckties to be 25 cents, 50 cents, \$1, etc. A very unusual price reduction on some item of that sort causes "Tom" to tell "Dick" about what he read in your advertisement, or Mrs. "Tom" to tell "Tom" that you are selling very cheap and to go and see you before he buys his overcoat. Here again most merchants balk. Money for advertising in newspapers is necessary, but advertising with merchandise in one way or another is equally, or even more, essential. Not everyone has the ability or taste required to win what is known as "good trade" or "high-class trade," but "sledge hammer" methods, such as above roughly outlined, persistently and judiciously followed, backed by reliable merchandise and honest, although profitable values, courtesy and attention, will build up a custom of the masses as well as the classes.

If the stock is in good condition and is down to one-third or smaller than one-half of the amount of the total business done per annum, then January and February business should be pleasant. A merchant so placed can make reasonable reductions without any feverish efforts, and can devote his entire time and attention to pleasing his trade and acquiring new customers. But where a fellow wakes up about 2:30 a. m., and the thought of "Peter love me if I pay February first," and "Bust me if I do not," and company keep him awake, such a merchant worries, hustles and

works hard to turn his stock profitably. He knows he must have money, but often can not comprehend the point that merchandise may be sold at a loss and yet in the long run result in profit. This is in no way to be misconstrued as advice to dealers to give their goods away or to sell regardless, for the "bankrupt's discount." It is meant that the loss on imaginary profit—that of merchandise inventoried at full cost, regardless of style or age—had better be given away, with some other percentage of real value, in order to realize and to get on a firm basis, where the dealer can pay from the stock on his counters in preference to that bought on credit.

To make January and February business profitable and attractive, to keep your trade from running to everybody's sales, select from stock all that next year may be identified by yourself, your clerks and your customers as carried from this year. The healthy condition of your stock should dictate the most profitable course, although it generally does not appeal to clothiers as it does to the dry goods trade, or even to the wholesale clothiers, to cut prices so deep that it makes them wince in order that the purchaser may be convinced he has all that was promised him. The profit and part-cost lost will never occasion worry on the final balance sheet, because houses following methods of this kind will shortly obtain results which will cause them to smile at trifles.

Relative to remarks in the above concerning "putting a few greenbacks into the advertisement," nearly all merchants understand and almost all think it ample inducement to sell a 50 cent article at 39 cents, etc., but cutting prices on fewer items

and making unusual reductions on those that are cut will be found much more effective. It is considered legitimate, if so advertised, to limit quantities to be sold when the reduction is extreme.—Apparel Gazette.

G. J. Johnson Cigar Co.

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



Karo

The Syrup of Purity and Wholesomeness.

Unequalled for table use and cooking—fine for griddle cakes—dandy for candy. Now more favorably known than ever before. Everybody wants the delicate, charming flavor found only in Karo, the choicest of all food sweets.

Extensive advertising campaign now running assures a continued demand and will keep your stock moving.

Ready sales—good profits. Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.

IT WILL BE YOUR BEST CUSTOMERS,

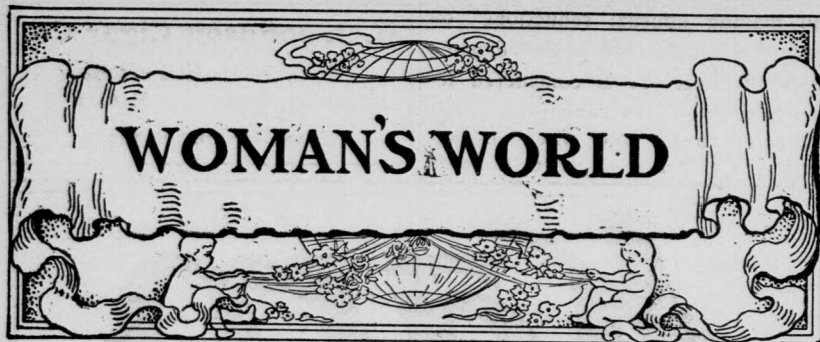
**or some slow dealer's
best ones, that call for**

HAND SAPOLIO

**Always supply it and you
will keep their good will.**

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



Let the Honeymoon Be Brief.

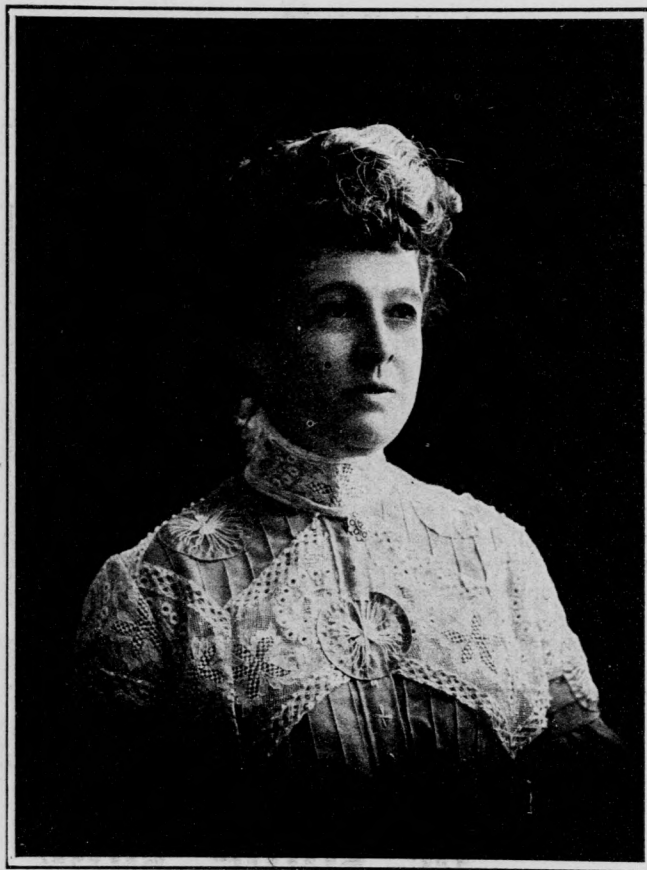
Among the numerous things that have been revised by society is the old fashioned honeymoon. It used to consist of four more or less happy weeks spent in a dual solitude and bridging the time between the wedding day and the installment in the new home. Now it means anything from a couple of days to a couple of years. This last is exceptional, the tendency being rather towards abridgment. Only the other day the bride of Monday turned up at the marriage of a bride of Thursday and no one was surprised. Commenting on this, some one remarked: "Who should turn up this morning but Angelina! She and Edwin have been three days wed and already are bored with each other's society. Their plan is to stop at an out of the way hotel and make a round of the theaters, sitting in the upper boxes to avoid detection. Edwin sneaks past his Club in the seclusion of a four wheeler."

Many happy pairs snub the honeymoon even more than this. They pretend that they are going away, but do nothing of the kind. They simply go home and amuse themselves with arranging their wedding presents to their liking. Or, if home is not quite ready, they go to a big hotel for a few days and secrete themselves. It is easily done. They have their meals in a private sitting room. Their names are unknown to any one but the manager, and they enjoy privacy.

One reads in the accounts of fashionable weddings: "The bride and bridegroom left later in the afternoon amidst a shower of rice and old satin slippers for the beautiful country home lent by someone for the honeymoon." The servants at the country house ask each other: "Where are they?" as the hours of the wedding day roll by. Perhaps someone thinks of sending the housekeeper a telegram. Perhaps not. But this is the case of the newly wedded pair. It is out of the question, they think, to drive up to the station with rice or confetti shedding itself from them every time they move. Why not do as the Lovewells did—go to a hotel? They are both so tired that the idea of the railway journey exhausts them, even if they could get rid of the rice or the too significant confetti. So the brougham is dismissed, the coachman tipped and a cab conveys the couple to a hotel. A day or two later they are supposed to take possession of the country house or proceed "to Niagara Falls or the Italian lakes, via Paris," as announced.

The middle classes are more orthodox about the honeymoon, but even

with them it is dwindling even from the fortnight to which it has long been reduced. There seems to be no medium between a few days at some hotel at a lake resort and a voyage to South Africa, a visit to Cairo, a journey up the Nile, or a trip to Japan. A



honeymoon tour of the world is not uncommon. In these busy days the bridegroom never may have had his opportunity for making the modern equivalent of the "grand tour," which used to mean a visit to London, to Paris, to Berlin, to Vienna and to Rome. That has now shrunk by comparison to a mere excursion. To share one's wanderjahr with a charming bride might be a project with a flavor of tameness in it, but this depends on temperament. To some men the plan strongly recommends itself.

The lakes have been in great favor as honeymoon resorts of late, although the European trip is more up to date. "Via Paris" legislates the bride. Now Paris has its dangers for the husband and it may be remarked that the young couples do not always return via Paris. The shops there are so tempting that even the bride whose trousseau is of the most complete and

sumptuous description can not always refrain from coveting supplementary articles of dress. The bridegroom is but too eager to indulge her; and here is one reason that the honeymoon occasionally has to be abbreviated, although reluctantly. Even those agreeable checks that it is now the fashion for relatives and intimate friends to give as wedding presents are like all other money in failing to do half what one expects of it. "Money melts!" And its melting mood particularly is observable when the owner is traveling. What wonder that anaemic purses often cause the happy pair to wend their homeward way a week or two before their friends expect them?

Sometimes a premature return is due to one of those little tiffs which

ing. Let such by all means cut it short. Three days are long enough when two have dragged unduly. Then it is time to pack the portmanteaux and away. The month of honey was devised for happy lovers. What of the loveless—the May and December couples, the "matched, not mated?" The partners in a marriage of convenience? The tete-a-tete is but a weary business to such as these and the honeymoon is sweet in name only. Let it be brief. Dorothy Dix.

Story of the Lost Document.

A few months ago a big office had need to consult a valuable paper. The President of the company remembered that at a certain hour on that day the paper had been lying on his desk for reference. A Secretary was on hand always to gather up those papers on each evening and restore them to place in the cabinet vault.

A few days ago the President of the company needed that paper for reference—and it was gone.

The Secretary was called in for an accounting. He hadn't seen that paper and he was certain of that fact. He was questioned and cross questioned, but he stuck to his statement. All the value in the document appealed only to the company itself. It couldn't have been sold even for blackmailing purposes, but it was valuable to the concern and the President of the concern needed it bad.

Well, the matter was passed over with this stipulation: That the Secretary and every other competent mixer in the documentary records of the institution should get extremely busy until that paper was found. And somebody found it on the third day. Where?

Well, the office had been using one or two or five or sixteen of the 1,713 different makes of paper clips, designed for holding paper, letters and memoranda of all kinds together. In some way this particular document lying on the President's desk had caught fast to the protruding under lip of one of these clips and instead of finding its way to the cabinet, where hands might have been put upon it in a moment, it was discovered in a bunch of office correspondence, eighteen feet away, outside the fireproof vault.

The company is using pins now for the purpose of binding papers together, so that if anything sticks to a pin head or point it will have to get its strangle hold on top of the pile. Irwin Ellis.

Explained.

"What happened in your flat last night? Have a prize fight?"

"Certainly not."

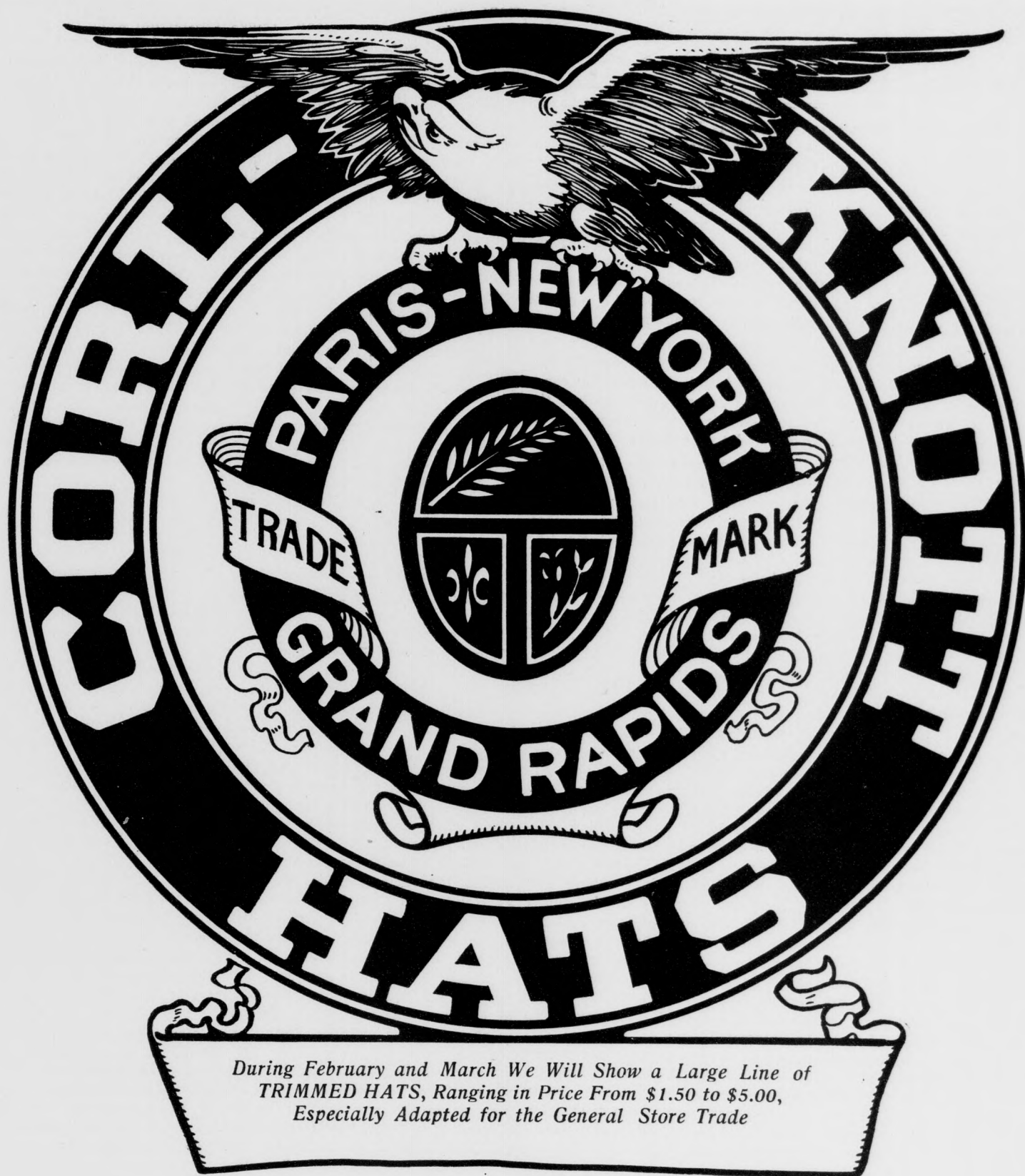
"But I heard subdued yells. What was pulled off?"

"A porous plaster, if you must know."

Didn't Mean Her.

The cross-eyed man was watching the activity of Niagara. "What a big waste!" was his comment sadly. A very stout lady standing near-by looked daggers at him and blurted out: "Mind your own business, sir!"

Largest Millinery House in Michigan



Corl, Knott & Co., Ltd.

Importers and Jobbers of

Millinery and Straw Goods

20-22-24-26 North Division St.

Paris: 4 and 6 Rue d' Hauteville.

Grand Rapids, Mich.

New York: 713 Cable Bldg., Broadway.

BEHIND THE COUNTER

Conservatism Often Mere Narrowness.

Once upon a time the young man received as a piece of advice universally applicable to himself and his ambitions: "Make sure that you ally yourself with a solid old business that is conducted on the square."

This is not intended as a literal rendition of this advice, but it covers the substance of the idea. That was that the old house on a solid basis of honesty and conservatism wasn't likely to tumble down about the ears of the young man connecting himself with it. In all likelihood it would continue conservatively prosperous to the end, in the meantime offering to the young man all the opportunities that such a business logically could offer.

The other day I met a business man old enough to have grown sons in business—but other than his own. This man was the Chicago head of the Chicago branch house of his employer. He had been connected with that one man and his business for thirty years. But the Chicago manager, with an open letter on his desk, was sore and disheartened.

The specialty which this manufacturer for years had been putting out was the first thing of the kind ever put upon the markets of the world. This builder of the business had patented the thing. Personally he had made the first of them ever put up for sale. Personally he had examined every one of these first articles sold, even looking for defects in them, using a magnifying glass to be sure of his judgments.

Starting in this way with the best and the newest of things in that line, this man continues along those old lines on which he started fifty years ago. In those early days, having no competition and having to make by the most careful methods only a comparatively limited number of these articles in order to secure his income, the head of the house now is far behind these times of sharp, competitive methods of the business world.

He is making the best thing of the kind that still is made. His old customers know this and they stand by his products. But with the increased demand for the thing, into the millions at the present time, this old head of the old, substantial, conservative house—narrow and close and squeezing at the wrong end of a business proposition—long ago fell short of the recognition that his goods deserve. How much short of it may be demonstrated in the letter which my friend showed me from an up to date young house in a Western

city, which as I went in I saw lying on his desk. Stripped of address and signature it read:

"We have been considering your proposition along with a number of others which have been made to us. At this time we beg to say that another offer made us seems so much more advantageous to us that we have decided to close the contract with others. Thanking you," etc.

"Do you know why I didn't get that contract from that firm?" challenged my friend. "I would bet every dollar I've got that I know just the reason—and it is a most serious one to me and to my house."

"That firm wrote me, along with other manufacturers, telling me that they meant to specialize in this product. They told me, as I presume they wrote the others, that it was 'the goods' they wanted; that the cost would not figure in the matter at all. 'Show me' was the one thing they desired. And how did I have to do it? I sent the house a full set of samples by express!"

"There isn't another manufacturing house in our line in the whole country that does not have its salesmen on the road. There is not another house of the kind that is not spending several thousand dollars a year in advertising. 'I won't advertise,' has been one of the fixed rules of my employer. 'I won't put traveling salesmen on the road,' has been another of these rules. He insists that no other manufacturer is 'touching' him in the quality of his goods—and I do not believe any of them are. But the trouble with this firm, as so many other troubles of the kind have come about, is that a good salesman in person, talking effectively for a fair article of any kind, can make such an interested firm as this one was forget to open a package of samples sent by express! I'd hate to bet that this contract wasn't closed before they did open the package of samples, which could be opened at any time."

"Yet my employer feels that he has been successful. He is worth about a million dollars after fifty years of hard, dulled, narrow work in which he has squeezed his employees wherever they could be squeezed. But there is not a thinking man in his employ to-day, open to the conviction of every day facts, who wouldn't tell him that if he had pursued the liberal methods of his competitors he could have broadened himself, made liberality his motto and been worth ten times the \$1,000,000 that he has made through obsolete methods that have made inferior men in inferior houses laugh at him and

us in public places. We have defended him for years, lying in order to do it. Why shouldn't we have had opportunity to defend him loyally and from the heart?"

What kind of "old established, conservative house" are you thinking of taking up your lifework in, young man? Age is something tending to ripen and improve many things that are material and necessary in life. Conservatism in many cases ranks high among the virtues. It all depends upon the time and the place and the matter. Conservatism would have precluded the war of the American colonies against Great Britain, while age in the man unfitted him for the military service which made that war successful.

Youth of all the periods in man's existence is receptive to modern things. It lives and breathes modernism. Its interest in the old time story of the past lies in the fact that it uses the past as a measure of the present, and always with the purpose of finding its present superior to any time that has gone before.

Will the modern young man continue to take this old advisory dictum of the past and, without thinking for himself, link his future with mere age and conservatism? Let him think a little over the proposition. There is need for it.

John A. Howland.

Children Much More Preferable Customers.

Written for the Tradesman.

The clerk was listless almost to rudeness in waiting on several grown-ups.

I had been watching her narrowly—but seemingly with no concern—as I sat waiting for my sister to put in an appearance at the picture and gimcrack counter of this particular store, and so had ample opportunity to study whatever went on in that immediate vicinity.

While the many grown-ups were making their selections the clerk was as stolid as a "wooden Dutchman."

Along came a boy of perhaps 8 or 9 summers—and, judging by the merry cast of his countenance, all of them had been happy summers. Immediately a transformation appeared in the face and manner of the girl in charge of the pictures and kick-shaws.

"How much're these here?" asked the small boy, pointing to one of the pictures in the row marked by the placard 25 c, which in his eagerness he overlooked.

"Twenty-five cents apiece," replied the clerk, her features now a pleasure to view.

The lad's face fell. Twenty-five cents plainly was a great disappointment in his mental calculation. "We have some cheaper pictures and they are real pretty, too," remarked the clerk, her eyes swiftly scanning the boy's telltale face.

"How much they cost?" eagerly asked the boy.

"Only 10 cents," was the answer. "I'll take one," came the quick decision.

Nothing was specified as to choice,

so the clerk wasted no time in parley as to which picture suited best.

She beamed on him: "Is it for your mother?"

The boy nodded with delight that the young lady had guessed his intention, and the girl picked out a picture that she thought would please.

The boy looked on with a grin of satisfaction while the picture was being carefully wrapped up in plenty of Manila paper, then handed over the counter a nickel and five pennies from a nearly exhausted horde in his bare hand and took a flying departure. "Those are the sort of customers I like best," the now thoroughly-waked-up girl said to a fellow clerk. "The children don't stand here forever and a day in making their choice and they rarely make you undo a parcel and want something else to take the place of the already-selected article. They display more celerity than grown-up folks, who are always changing their minds and making you all kinds of bother. Oh, the kids are the preferred patrons every time—and the boys are less vexatious than their sisters," ended the erstwhile dismal-visaged clerk, as she deftly set things in their correct positions and places, but now she had a smiling face.

Jo. Thurber.

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

In the matter of Fred G. Kleyn, bankrupt, doing business at Holland, Ottawa county, Mich., notice is hereby given that the assets, except the exemptions of said bankrupt, consisting of a stock of boots, shoes, rubber goods, store furniture and fixtures, will be offered by me for sale at public auction for cash, according to the order of said court, on Tuesday, the 15th day of February, A. D. 1910, at 10 o'clock in the forenoon of said day at the former store of said Fred G. Kleyn, No. 28 East Eighth street, Holland, Mich.

The sale will be subject to confirmation by the court five days after filing trustee's report of sale with the referee.

The inventory of said assets may be seen at the office of Diekema & Kollen & Ten Cate, at Holland, Mich., and at the office of Kirk E. Wicks, Referee in Bankruptcy, Houseman building, Grand Rapids, Mich. The purchaser at said sale will be required to deposit with the trustee at time of purchase three hundred dollars (\$300) in cash or by certified check as earnest money.

Dated Feb. 3, A. D. 1910.

Dick S. Boter, Trustee.
Diekema & Kollen,
Daniel Ten Cate,
Holland, Mich.,
Peter Doran,
Grand Rapids, Mich.,
Attorneys for Trustee.

Always the Same.

"Your name?" said the judge.

"Moses Johnson, youah 'onor," said the dusky prisoner.

"Your full name, Mose."

"Full or sober, de name am always de same."

Fourth National Bank

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Deposits
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Semi-Annually



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William H. Anderson
Jacob Kleinhans

BACK-STRAIN, EYE-STRAIN.

Two Great Overlooked Causes of Human Misery.

It is the prevailing habit, bred by routine and inobservance, to think only of the more striking and coarse diseases—accidents, those caused by infections, those that bring sudden death—as the chief causes of our cripples and misfortunes. These the medical profession must study first, but we now recognize that the great mass of physical infirmities are not “organic,” but “functional,” that is, they are morbid habits.

Headaches, indigestions, rheumatisms, nervous troubles, sleeplessness, incapacities for work, mental twists and disabilities and diseases of the will and memory — these things beget more tragedies than all the smallpox, all the tuberculosis, all the surgical diseases combined. And these functional and habit diseases finally wear down vitality and resisting power and are the genuine preparers of the soil for the organic diseases. Organic pathology has given an enormous amount of attention to the seed of disease, but quite as much has it neglected the equally important soil in which the seed falls. The “terminal diseases,” those which kill, are often—may I say generally?—the mere executioner of the long precedent functional diseases. Why blame the hangman?

Unrecognized, not fought against, nay, the truth about them hated and opposed, there are two sources of human disease and misery which, to my mind, far outweigh many of the others. These are lateral curvature of the spinal column and eye-strain.

The great majority of our young people from sixteen to twenty years of age are, I believe, afflicted with lateral curvature of the spine. I have been able to demonstrate that over 80 per cent. of the freshman class in a great university have this deformity. (The official physical examinations of 520 freshmen at Cornell University show that 83½ per cent. have lateral spinal curvature.) And such a source of suffering! A variation from an upright support, a curve or kink at the base of the single column which supports the human body! What architect would be reckless of such a fact in the steel beams of his bridges or skyscrapers? And yet how few of the several hundred thousand physicians and surgeons in this country have awakened to the truth concerning its causal relations to much suffering and to its easy curability. They go on treating its symptoms and effects with drugs, operations, institution life and “rest cures.”

I believe there are 50,000,000 of American citizens, probably more, who have lateral spinal curvature, and who ascribe the suffering it causes to other conditions. Its cause is known, it never gets well of itself when untreated, and the slight curves are often the worst. It produces a hundred symptoms; is an enormously powerful agent in weakening and abnormalizing, in producing suffering and yet it can be prevented, absolutely, in ninety-nine cases out of one hundred.

Dressmakers and tailors know much

about the prevalence of spinal curvature; even the shoemakers and cobblers, by genuinely scientific observation of worn-out shoes, often guess the truth. An hour's study of passersby in the street will show one interested that despite their clothing a large percentage of ordinary folk are humpbacked, head-tilting, lopsided, pigeon-toed, unequal-stepping, deformed in numberless ways. In the great majority of cases these defects are caused by spinal curvature. Artists have not discovered scoliosis because they have intuitively refused the scoliotic model, choosing straight-backed foreigners who never went to school. Not two school teachers dream that they are permitting and witnessing, even assisting, the creation of the millions of scoliotics of the adolescent generation, crushed as 90 per cent. of their pupils are to the left with wry necks, humping backs and twisted heads. Writing in the St. Louis Medical Review for October, 1909, Dr. Wisner R. Townsend, of New York City, says of the deformities due to defective vision that “one must not forget that round shoulders, torticollis, curvature of the spine and a symmetry of the upper extremity may follow untreated or imperfectly treated ocular defects.”

In some cases—a minority—these defects are due to certain axes of astigmatism which compel a constant tilting of the head to one side in order to see plainly. Any constant abnormal head-posture, such as tilting or twisting, will produce, first, functional, and, later, organic lateral spinal curvature.

In the majority of cases lateral spinal curvature is caused by the habitual morbid writing posture—produced by right-handedness and right-eyedness in the right-handed, and by left-handedness in the left-handed—whereby the head and body are wrenched to one side and in several ways distorted. The all-important seeing what is being written is impossible unless the child twists his back, and the habit of thus twisting will be confirmed if the child follows the advice of school teachers and writing masters.

Its prevention consists in giving to the little patient with astigmatically-caused head-tilting spectacles correcting the defects in his eyes. Then his head will be erect and his back will not become curved. Place the writing paper twelve inches from the eye, opposite the right arm and shoulder of the squarely-placed and erect-bodied pupil, on a desk slanted at an angle of thirty or more degrees, and there will be no functionally curved, writhing backs and heads in order to see the pen-point and what it is doing. Each case differs in curability, but the disease is still functional or largely so up to about the age of 20 years.

Whether or not it has passed the functional stage may be determined by making the patient stoop forward with unbended knees, as if to pick up something on the floor. If the morbid lateral curves disappear and the line of the vertebral spine becomes straight the disease is still largely

functional. When lateral kinking or curving does not entirely disappear, then the curvature has by that much become organic and the probability of complete cure is to that degree lessened. When there is no straightening of the line by this bending forward the disease is entirely organic and no amount of painful gymnastics or apparatus will bring about a cure. The sole successful methods of a cure are, and self-evidently must be, neutralizing and normalizing physical exercises, gymnastics, postures and trainings, individually adapted and varied with each patient and to the peculiarity of the case and to every stage of the disease.

The single good thing that one may say as to crooked backs is that the lateral curves, with the resultant kyphoses, lordoses and a dozen other sequent deformities of shoulders and chest become at the age of 40 or 50 entirely organic and fixed and symptoms disappear. The old humpbacked cripple is at last released and half happy, but with the seal of his condition stamped on his face. For the most differentiated, the most distinct, the most common of all the faces of disease you will not find listed in medical dictionaries—it is the scoliotic face. It is the result and attestation of long years of resistance to mysterious affliction, of combat with an unknown and ever-present enemy; it is a composite photograph of pessimism, irony, endurance, pain and grief—the face of a winded antagonist enjoying a brief truce with his conqueror before the final dance of death begins.

While 20 or 30 per cent. of us may escape curvature which is gained in school and comes to young manhood and womanhood with nearly or wholly erect and elastic spinal columns, yet few escape the maleficent influence of eye-strain.

Vision, accurate and physiologic vision, is the sine qua non, the precedent and continuing condition, of animal and human motion, of vertebrate evolution, of the progress of civilization. This accurate vision is dependent upon the shape of the optical instruments called the eyeballs. Perfectly shaped eyeballs, not more than 1-200 of an inch out, seem to be a physiological miracle impossible to nature. They do not exist in man, and in direct proportion to their imperfections, crippling perfect function, there is sequent disease with lessened efficiency of the person and of his life. In an amazingly large number this inefficiency is present, and in all it occurs at some time in life more or less. In 1906 the official report of the medical inspectors of the Board of Health showed that of 78,401 pupils examined in the New York schools 17,928 had defective eyesight. One must remember that the crude methods of making such examinations would not include the worst sufferers from eye-strain.

Ametropia is the technical name for such imperfection of the eyeballs, and eye-strain is the name given to resultant morbid functions. In addition to this the eyes, before civilization, were evolved for a definite and nec-

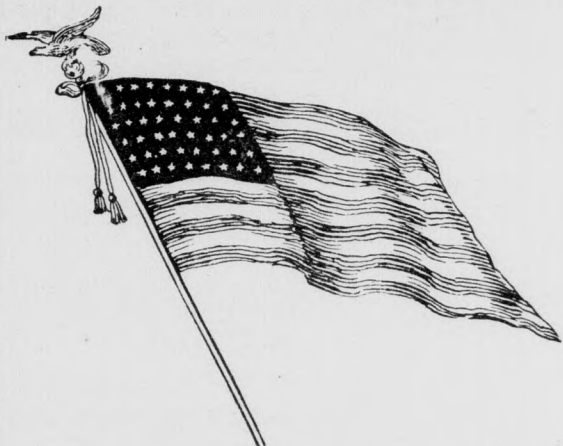
essary function—distant vision. In a few generations or centuries civilization has suddenly come demanding near-vision at one or two feet, and for this continuous “near work” upon tiny things, such as sewing and the printed page, the ocular mechanism is almost inadequate. The power of accommodation is unequal to the demand put upon it, and at 45 it begins to fail altogether. The result is a need for that most useful invention of civilization, optical lenses, but lenses properly fitted and properly worn. The trouble is not that there are too few oculists but that the great majority of these are interested only in the eye as an optical instrument and disregard any relationship between the eye and the rest of the body. And the oculists who can help their patients are not well supported by the opticians and the patient often does not obey directions.

Very many of the functional nervous and physical diseases now said to be of mysterious origin are directly or secondarily due to back-strain and eye-strain, either singly or, more usually, combined. The combination is certainly present in, and may be the cause of many cases of neurasthenia, hysteria and “nervous breakdown.” Thousands are afflicted with swooning or fainting attacks from the same causes. Meniere's disease is often little or nothing more than sick headache, caused by eye-strain, and preventable by correction of ametropia. Very many abdominal and pelvic disorders both of men and women are due to spinal curvature—the floating kidneys, gastropnoes, appendicitis and ovarian and uterine diseases—because the malpositions of the body strain or weaken the ligaments of the viscera, crowding certain organs and making morbid their functions. Neurasthenia is often due to eye-strain and spinal curvature. Relief of eye-strain cures a host of the disorders of indigestion. Headaches of all kinds, sick headaches, hemicrania, migraine or megrim and “rush of blood to the head”—the commonest and most health wrecking of all diseases—are almost always due to eye-strain.

Mental diseases, also, are frequently due to this cause, sometimes complicated by back-strain. There are few severe eye-strain sufferers who do not show the clear beginnings of mental deterioration in loss of memory and attention, lack of intellectual control or concentration, resolutions to commit suicide, attempts at it, monomania and other abnormal conditions.

Premature senility even and many of the social evils that come from a long-drawn-out old age are a product of bad ocular function largely derived from the ante-spectacle ages. Cataract, and indeed most of the inflammatory and surgical diseases of the eye after infancy, may be avoided by correct spectacles. In old people one eye often goes out of use and the other is weakened in acuteness, because lifelong astigmatism has not been attended to. Not one person in a hundred is properly glassed for the crippling defect of presbyopia, which comes to every one at the age of 45.

PEERLESS



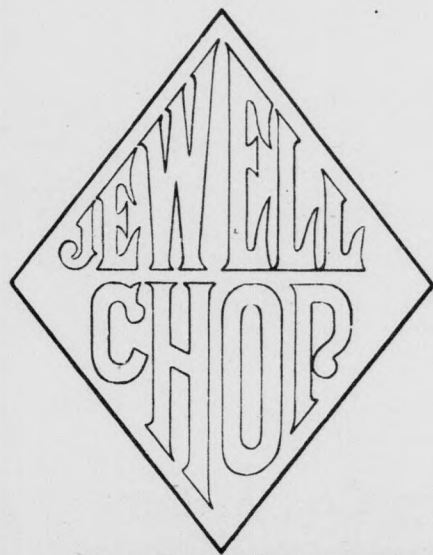
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The menopause in women is inaccurately charged with a host of ills which are really due to presbyopia.

To this long list must be added the influence of these two morbid agencies in "preparing the soil" for the infectious, organic, surgical and lethal or terminal diseases. Reports of the causes of death concern themselves with the diseases immediately preceding death. But he who wishes to prevent premature and unnecessary death, he who hunts for prevention of disease, will seek to know the precedents and origins of the terminal or death-dealing diseases. This search of the beginning of death must not be postponed to the post mortem table. The beginnings were away back in the years of morbid function. It costs life-force and health to hold a kinked spine in service, and astigmatism can not permanently be cured, it must be corrected.

It would a hundred times over repay every college and university to retain an expert refractionist and straightener of spinal columns, because they would vastly increase the working power of the students and prevent waste of health and life and even wreckage of both. The medical supervision of the public schools, if properly done, would consist, nine-tenths of it, in attention to curved backs and ametropic eyes. Millions of dollars are spent for institutionalizing the failures, the invalids, the wrecks of many kinds, who could have been happy, successful and useful if they had had at school slanted desk leaves opposite the right shoulder and throughout their lives proper spectacles before their eyes.

The first step to be taken is to emphasize to the people themselves the seriousness of eye-strain and back-strain. If they realize the problem and its importance to them and their children they will see that correct glasses are obtained and are properly worn. They will also learn the simple exercises to straighten a functionally curved back, which require no apparatus, no expense and little time. George M. Gould, M. D.

The Golden Rule of Other Peoples.

Do as you would be done by.—Persian.

Do not that to a neighbor which you would take ill from him.—Greek.

What you would not wish done to yourself, do not unto others.—Chinese.

One should seek for others the happiness one desires for one's self.—Buddhist.

He sought for others the good he desired for himself. Let him pass on.—Egyptian.

All things whatsoever ye would that men should do to you, do ye even so to them.—Christian.

Let none of you treat his brother in a way he himself would dislike to be treated.—Mohammedan.

The true rule in life is to guard and do by the things of others as they do by their own.—Roman.

Whatsoever you do not wish your neighbor to do, do not unto him. This is the whole law. The rest is a mere exposition of it.—Jewish.

CROOKED CONTRACTS.

Beware of Crafty Salesmen Full of Fine Promises.

The country is overrun at present with glib talkers trying to sell jewelry and toilet goods assortments to the retail trade. Generally they approach a merchant who knows nothing about jewelry or toilet goods, as otherwise he might test their wares and compare prices, and find that they were asking about four prices for inferior or cast-off goods absolutely unsalable.

These salesmen are successful through their cleverly worded contract, which states either that the merchant is taking the goods only on commission, or that he is guaranteed a certain amount of profit on them, or that the company will buy back at list price the unsalable items. So cleverly are these contracts gotten up that it would take a shrewd lawyer to discover that the "privileges" are worthless, owing to technicalities hidden in the contract. The dealer who signs one of these has to pay big money for cheap goods the same as if the contract promised nothing.

Often the contract is so arranged that the dealer signs an actual note for a large sum. This note is then cut out of the contract and sold to some bank or dealer in negotiable paper.

The dealer who discovers the catch in these fair-seeming contracts can pride himself on his shrewdness, for it is estimated that within the past few years between 6,000 and 7,000 merchants have been caught. The busy retailer, accustomed to dealing only with reliable jobbing houses, does not take time to scrutinize all contracts from a legal standpoint. He signs a large number without reading them carefully. So it is natural he

should get caught by the fraudulent ones now and then.

These firms parade under scores of different names, so that the disgrace of one name will not put them out of business. But a very few groups of sharpers control the whole crooked business, and have got rich at it. They are spread clear across the map, operating in Omaha, Iowa City, Minneapolis, St. Louis, Chicago, Detroit, Cleveland, Dayton, Philadelphia and elsewhere.

A rather thorough canvass of merchants shows that over 90 per cent. of those who have signed these contracts report them fraudulent and the money invested almost a total loss. These transactions have caused hundreds of lawsuits, but in no case, after paying legal costs, did the dealer come out even.

Our warning is: Read every jewelry and toilet goods assortment contract presented to you. Scrutinize carefully. Take it to your lawyer. Do not get caught napping.

Time Found By Never Losing It.

The most valuable asset in the world is time. We are living in a time when many are saving money, saving labor, saving health, but we are still prodigal of time. The little appreciation of time, of which a large part of society is guilty, has coined itself into the phrase "killing time." What a murder is that! When every moment of time gives space for some high thought, some noble deed, some gain in knowledge, it certainly is strange that time should be so lightly esteemed.

The Saxon King, Alfred the Great, when asked how he found time to do all that he did answered: "I find time by never losing it."

Napoleon, arriving on the plains of Waterloo too late in the evening to

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 1/4, 1 and 5 gallon cans.

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THE WHEAT

"Purity Patent" Flour is milled from the choicest blend of Michigan winter wheat, carefully selected for quality and goodness.

No adulteration or bleaching process is employed in its making. The pure, straight wheat kernels, cleaned and ground by our modern milling method, make the best all-around family flour—that's "Purity Patent" Flour.

THE FLOUR

"Purity Patent" Flour is the outcome of careful study of experienced millers to produce a flour that would meet every requirement that flour should.

It has been used for a dozen years by bakers who demand a flour of uniform quality—a flour that remains the same, year in and year out—that's "Purity Patent" Flour.

THE RESULT

Bread made from "Purity Patent" Flour contains all the natural nourishment of the wheat and is a real food.

Pies, cake and other pastry come out light and wholesome—the results are always satisfactory.

You may buy "Purity Patent" Flour under the guarantee that it is distinctly better than any other flour, and we will leave results to your judgment.

Send us your orders for Flour, Corn and Oat Feed, Dairy Feed, Mill Stuff, Corn, Oats, Etc. Carlots or less. Get our prices. Satisfaction guaranteed.

Grand Rapids Grain & Milling Co., Makers

L. Fred Peabody, Manager

"Purity Patent" Flour, "Wizard" Buckwheat and Graham Flour
Grand Rapids, Michigan

accomplish his purpose, pointed to the setting sun and sadly said: "What would I not give to be this day possessed of the power of Joshua and enabled to retard the march for two hours!" Those two hours might have changed the map of the globe.

Queen Elizabeth, dying, exclaimed, "Millions of money for a moment of time," and yet we place no value upon it until we find it fast slipping away!

Franklin said, "Time is money." If this is so, then we are all millionaires and don't know it. Time is more than money, for without it money is worthless. In time's hourglass the sands are opportunities and every tiny molecule may represent a mountain of success.

Socrates said: "Time is my estate," and by cultivating it he made it the finest estate in Athens. If you haven't time, make time. There is no patent on it. Goethe said: "We always have time enough if we use it aright." Every hour lost or wasted may be some future misfortune and make us join the lament of Richard II.: "I wasted time and now time doth waste me."

Time is the only word in our language that can be read up and down, backward and forward in Latin: Time—fear thou; item—likewise meti—to be measured; emit—he buys.

An officer apologized to Gen. Mitchell, the astronomer, for a delay of a few seconds: "Only a few seconds!" exclaimed the General, "why, I calculate the value of a thousandth part of a second." In the scheme of universes, worlds and systems the fraction of a second could cause a cataclysm of nature that would send the machinery of suns, stars and planets into the void and chaos of eternal confusion.

Napoleon defeated with 30,000 the Austrians with 50,000 at the battle of Rivoli because the latter failed to calculate the value of minutes.

We may save time by putting it to its best use, and its best use is determined by the true aim of life. If making money is the supreme aim then the best use of time is its persistent expenditure in striving to accumulate money, but money is only temporal in value, and even in time its worth and use are limited. Man has a nobler destiny than the satisfaction of animal instincts. There is something higher to which he should look forward.

Money may be a pedestal to stand on, as we look up, but not a god for us to worship. Sad indeed is the lot of him who, making the world his chief good, gains the world and loses himself, his true spiritual self, in which life attains a divine fulfillment.

We may save time by controlling it. This may be difficult to do, for most people are under the dominion of others and are paid for doing their work. Yet few men sell all their time to their employer. Most men have enough time left which can be expended in worthy ways, but, alas! how many are now, when relieved from toil, wasting valuable time for evil ends.

One of the problems in our indus-

trial life is to rescue our working people from the unnecessary exactions of soulless corporations which are making unrighteous gains out of the necessities of their fellow men, but emancipation must come partly from the workers themselves. Let every man solemnly resolve to so control his time that none of it shall be prostituted to the service of sin.

There is relaxation enough from work to make a good use of the off hours. We hear men talking about pastimes—something to pass away the time. You must have amusements. The mind kept on the continuous stretch of serious duty will prematurely lose its healthy action. Recreation recreates, but pastimes—they are quite another thing.

A reasonable amount of time spent in entertainment can not be called pastime. Cards is a pastime because it passes the time foolishly without profit, but even cards at times may be pleasant or profitable, but the fascination of cards in which the millions of Americans are finding their diversion has resulted in no time for good books.

I would most earnestly suggest that you have a hobby for your spare moments. Many of the world's richest contributions came from the spare moments of a man with a hobby. Elihu Burritt, while working and earning his living as a blacksmith, mastered eighteen ancient and modern languages. Sir Walter Scott, when employed as a Quartermaster of the Edinburgh Light Cavalry, was accidentally hurt by the kick of a horse and confined for some time to his house, but Scott was the sworn enemy to idleness and he forthwith set his mind to work, and in three days composed the first canto of "The Lay of the Last Minstrel," his first great original work.

You may save time by taking time to prepare for your life's work. Everybody is in a hurry. Buildings go up in a day and sometimes come down as quickly, and the vast amount of work done resembles our modern buildings—too quickly done to be permanent. Haste makes waste of life as well as of materials.

It is poor economy to give scant time to laying foundations and many young men to-day mar their future by haste in beginning life's work for which they are not fit.

Green lumber put into houses before it is seasoned leaves gaping cracks, marring the beauty and lessening the strength of the building. Untempered mortar in the hastily built wall requires constant repairs and insures speedy ruin, and time spent in seasoning and fitting yourselves for the serious business of life is not time wasted, but time saved.

Madison C. Peters.

Entirely Too Rare.

Mr. Fresh Boy—Waiter, has this steak been cooked?

Gaston—Yes, sir; by electricity.

Mr. Fresh Boy—Well, take it back and give it another shock.

The streets of our cities are the only practice grounds for walking the golden streets.

IF YOU CAN GET
Better Light
with a lamp that uses
Less Than Half the Current
what can you afford to
pay for the new lamp?



The G.E. Tungsten

is a masterpiece of invention, genius and manufacturing skill. We can supply it at a price which will enable you to make an important saving in the cost of your lighting.

**Grand Rapids-Muskegon
Power Co.**

Grand Rapids, Mich.

City Phone 4261

Bell Main 4277



The Crescent Mfg. Co.,
Seattle, Wash.

Our Slogan, "Quality Tells"

Grand Rapids Broom Company

Grand Rapids, Michigan

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.



**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

Printers:

Send for Pica rule, mailed FREE on request.

G. R. Electrotpe Co. H. L. ADZIT

Printers' Supplies
2 to 8 Lyon Street

Electrotypers
Grand Rapids, Mich.

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; 1,600 repeat orders. 50c credit for return of this adv. C. V. King, Collection Attorney, Williamston, Michigan

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.

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.

Jennings Phosphate Baking Powder

Quality guaranteed

Packed 1 dozen in case, \$2.25

Jennings Baking Powder Co., Grand Rapids

BRIN BURTON AND CHARM.

How It Helped Him To Win His Way.

Written for the Tradesman.

Ralph Conway, the man at the desk in the front office, sat scowling savagely at the paper on the desk before him and trying to make out what the letter meant. He was rapidly approaching the explosion line when a shadow, thrown by the light from the window upon his paper, made him look up. A glance and the man leaned back in his chair and laughed as he had not done for years. The scowl vanished and with it all signs of perplexity disappeared. Then, after taking all the time he wanted to look over the figure before him, he said, "Who are you and what do you want?"

There was a shifting of the weight of the body from one leg to the other and then with just enough of a drawl to prevent it from being disagreeable the shadow-thrower made answer, "I live out here some nine or ten miles from the city and I made up my mind that I'd had enough of the farm and here I be. Your folks live in my neighborhood and everybody round there are all the time telling how you shacked off to town one day with only a dollar in your pocket 'n' how well you done, and so I shacked, too. I don't b'lieve I'm 's smart as they say you was 'n' so I waited 'til I'd earned a dollar 'n' a half 'n' so I guess I c'n make a go of it if I do have a pretty tough time startin' in. Natur'ly I come here fust, 'n' 'f you don't want me I must out 'n' hoof it 'til my money's gone 'f my shoes hold out; stay I'm goin' to!"

Ralph Conway looked and listened but he neither saw nor heard. The "folks" and "neighborhood" had already absorbed him. Again he was back there in the old home, orchard-hidden, and he in shirt and overalls comfort itself, was roaming barefooted across the fields and over the pastures with Tige full tilt after a rabbit or winning the respect of the chipmunk which simple luck had rescued from a tragic death. After a while—a long one to the waiting boy—the man returned from his wandering and with an, "Oh!" of surprise and wonder asked, "Is your name Burton?"

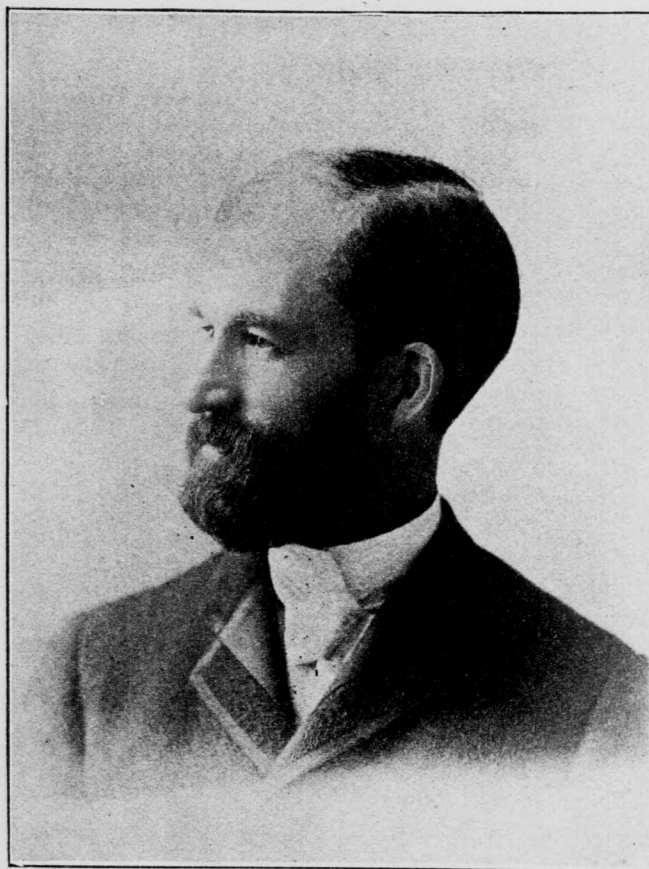
"That's what. Ma said I couldn't fool ye. The Burton sticks right out of me from head to hoof. 'F you've lived in the neighborhood you know that for generations there has always been a Burton with brindle hair, 'n' here 'tis;" and sure enough as the sunlight fell on his rather unkempt head the family mark appeared. "So while my name's John all right, everybody calls me Brindle or Brin, which 'mounts to the same thing; but, say, Conway, you haven't said yit that you want me; do you?"

That just then was something of a "corker." The "folks" and "the neighborhood" clamorously shouted "yes;" but the boy himself had "no" written all over him. Picture a long, lank 17-year-old, clad in shirt and jeans, the latter so turned up at the bottom as to display several inches of stockingless leg, and ask yourself the

figure he would make trying to wait on any customer that patronized the leading department store in that city of a hundred and seventy thousand plus. Fancy those hands, big as the hands of Providence, handling dry goods. What could he do with his feet in the meantime and how about the drawl and the country way of talking? Mentally the man's head began to shake long before the first question was answered and then the old home came crowding forward and saying things: "Don't you remember, Ralph, how you once—" and it was evident that he did. That day when with a dollar in his pocket he "shacked" to the city he was taller, if anything, than this boy and if his hair wasn't brindle it was red. He, too, wore a shirt and jeans and his straw hat was

swallowed up in the surging billows of business.

The thought in the mind of the manager was not complimentary to Brin as the two found their way from the front office to the foot of the business ladder in the cellar. For the sake of testing his own idea of the "gawk" that was following him the route took them through almost every aisle in the establishment and as long as the two were in sight the result was a laugh attended or unattended with an exclamation of amusement or words 'akin to contempt. The worst came last, for when with his hat off the boy was led to his fellowworkman that individual—a town boy, by the way—wanted to know "where in thunder that orangoutang came from" and before the question could be



Reuben M. Streeter

much the worse for wear for the summer was just over. Freckled? Humph— And so by the time he had finished the picture he made some thirty years ago he did not feel that he had scored many points against this lad who didn't believe that he was "as smart as they say you was."

Who knew—who could tell what was ahead? At this point he pressed a button and his manager came in.

"Mr. Aden, shake hands with Brin Burton. He's a boy from my own home and neighborhood and he's come to the city to make his fortune. Give him a peg for his hat and a chance to use his muscles. Pay him a little more than he is worth and report him weekly. We want to keep track of him. Brin, follow your leader," and leader and follower were soon

answered there was a certain town boy sprawling on the floor with a specimen of the missing link standing over him and asking with considerable curiosity in his voice if he was ready to take that back and at least be civil. If not, that was as good a place to fight it out as anywhere, for in that case one or the other was going to have the licking of his life. Knowing that another blow like that would annihilate him, "Towny" took it all back, sprang to his feet and, harmony restored, the work in department No. 1 from that time went merrily on. "I thought so," remarked Ralph Conway when he heard of the fracas. "The boy has it in him and I guess he'll be found as smart as that other country boy he told about."

Working down there in the dark, as one might say, Brin Burton disclosed some very desirable and so some very valuable characteristics. In the first place there wasn't any fun going on. Time and again the man in charge found his way into the basement only to see that the work down there was going bravely on. There was enough to keep the boys busy, and busy they were; but what surprised and pleased was the general air of neatness and order which had made its appearance. New brooms had been called for and provided. Boxes changed places and always into a clean place, and where these were constantly going out and coming in the genius down there seemed to know at once the place for the newcomers and with one handling put them in it.

"You and your orangoutang seem to get along all right. How do you find him?"

"Best fellow to work with in the world. He doesn't shirk and he isn't all the time leaving things for me which belong to him. He's strong as an ox and when there's something heavy to lift he don't wait for me or leave it for me, but the first thing I know the job's done. Another thing I like about him is he's clean. He don't think smut and he don't talk it. He don't cigarette and he don't beer. He seems to think that the business going on upstairs depends a good deal on how it goes on downstairs and if there's confusion in the basement it's going to get into the other stories and we down here have got to see that that don't happen. And say, Mr. Aden, after you've been with Brin for awhile you don't think of his looks and his awkwardness, and there's just the pleasantest smile lurking in his eyes and mouth and he's got the kindest heart in 'im that I've ever known of anywhere else. Oh, well, I know what you're thinking about; but I deserved it all right. He made a good clean job of it and he knocked an idea into my head I never should have got in in any other way; and generous? He's that as the day is long."

"I thought so," said the man in the front office when the facts were reported to him. "That's what comes from having folks at home who are folks and being born and brought up in a good neighborhood!"

"Say, Brin," remarked that boy's fellow-worker in the basement, "what do you say to my lending you a coin for a haircut? You are in out of the sun now and flowing locks are not especially becoming to your style of beauty. A haircut is mighty improving, it makes a feller look better and feel better and more than that I think it's dangerous for you to work in here with long hair. What's going to hinder your getting hung up one of these days as Absalom did? 'De-lays are dangerous' and I advise you to be sheared before bedtime. Here's your quarter 'f you'll take it."

"No, thank you. If one thing more than another has been hammered into me by the home folks it is not to spend my money before I get it and not accept money-favors from anybody. 'Neither a borrower nor a



Let "Sunbeam" Goods Help to Make Your New Year Successful and Prosperous

IN looking back over the year that has just passed, we find that we have many reasons to be thankful, not only for the increased patronage with which we have been favored and for the general expansion of business, but for the feeling of good-will and good-fellowship which has been the prevailing sentiment in all our business relations during the past twelve months.

Our country in general has been very prosperous, manufacturers have been able to obtain higher prices for almost every commodity than ever before, farmers have been able to command almost any price they wanted for their crops, in fact, every line of human endeavor has shown a progressive tendency. It may be that we have worked a little harder—perhaps we have endeavored to help others more than before—perhaps we have tried to make the world a little better for our having lived in it; and yet for all these things we have had our reward—we have had good measure, "pressed down and running over." How many of us are thankful enough—how many of us realize what we have enjoyed?

The expansion of our business has made it necessary for us to add a new department—a Clothing Department—in addition to the ones we have had. This department has been placed in charge of a competent head, who will devote his entire time and attention to it, and whose experience places him in a position to KNOW what is the best in this line. We have divided up our business as follows:

- "A" Department—Vehicles and Implements.
- "B" Department—Harness and Strap Work.
- "C" Department—Saddlery Hardware, Robes and Blankets, Etc.
- "D" Department—Horse Collars.
- "E" Department—Clothing, Trunks, Suit Cases and Bags.

This will enable us to take care of your wants in a more methodical way and enable us to give you better service both in the way of prompt shipments and the furnishing of goods of superior quality—goods that will help to make your business profitable.

To our many friends, both old and new, who have favored us with their patronage during the past year, we wish to extend our sincere thanks, and during the year that is before us we confidently look forward to receiving a liberal share of your business, which will receive every consideration.

Brown & Sehler Co., Grand Rapids, Mich.

Fanchon The Flour of Quality

Is milled from choice hard Turkey wheat, grown in Kansas, carefully selected at our 36 country elevators. Turkey wheat contains a superabundance of food-value elements. Our milling processes retain in Fanchon all these food-value parts of Turkey wheat. Fanchon produces better bread and more loaves to every sack. Foods prepared from Fanchon are the most healthful, most nutritious, at the same time the most economical.

We can make a flour to suit the price, but we won't. Fanchon is the product of wheat that costs more—methods that cost more—skill that costs more—care that costs more.

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.

C. Hoffman & Son Milling Co.

"The Quality Mills—Quality of Service and Product"

Enterprise, Kansas

Judson Grocer Co., Distributors, Grand Rapids, Mich.

lender be,' says Billy and I'm with him heart and soul. It can't make much difference how I look just now. Nobody knows me and down here nobody who cares sees me, and I'm going to wait 'til I can pay for things when I get 'em, and I'm going to get 'em just as fast as I can pay for 'em and not a minute before." So when his second week's wages were given him, with his board paid he stepped into a barber shop on his way home and left his fleece behind him. "You don't look like the same fellow," remarked the barber as Brin left the chair. "I don't feel like a sheep, anyway," was the good-natured reply; and feeling like a man among men at last, the boy mingled with the crowd with his head up, conscious of his strengthened right to citizenship.

A couple of months went by and one night the Conway doorbell rang. Was Mr. Conway at home? He was and shortly after into his presence was ushered the lad from "our neighborhood."

"Mr. Conway, I hope you won't think that it's a queer errand which has brought me here; but I've come to ask you to give me the name of a good tailor. It holds to reason that good tailoring is better and cheaper in the long run than readymade clothes. I've a notion that there is a good deal in fitting, which only comes from good tailoring and the time has come for me to make myself presentable, if I hope to stay in the store, and that's what I do hope. Who is the tailor whose work is good and whose prices are not too high?"

"How high do you want to go?"

"High enough to get good, well fitting clothes out of good cloth. A suit that lasts two seasons is better than one lasting but one, so mother says, and I want to start in with that idea. Clothes do make a difference and I want to begin as I can hold out; and I think, too, if you bring me to the right man it'll be money in both our pockets. If I can say that you sent me it sort o' locates me, don't you see, and gives me better returns for the same money?"

"What else could you expect?" asked Ralph Conway as he heard the closing of the front door on his caller.

Three months of faithful service in the basement found Brin Burton promoted to the first floor, and it hardly need be said that there was no laughing nor making fun when the good-enough-looking country boy, city clad, with the angles knocked off his talk and his manners, was put in charge of a certain counter. That very day he made a score. Into the store came a woman with a squalling baby whom nobody and nothing seemed able to quiet. Into the inner recesses the screaming penetrated and while mother as well as lookerson stood powerless, Brin Burton came to see what the trouble was. A glance at the passion-shaken baby and a rush to the toy department found Brin to the front with a big white-and-red ball bouncing babyward. That was all and when with a little deft manipulation the attractive sphere bounded first

over the baby-carriage and then into it the scream of temper became one of laughter and mother and public as well as appeased baby drew a long breath of heartfelt gratitude. For years afterward that woman traded nowhere but at the Conway store and the incident, related as many times as there were people present, resulted in making Brin Burton an attraction which an increasing patronage appreciated and admired.

Once the tide turned in his favor opportunities for increasing his popularity continually presented themselves. One day in summer when the sun had succeeded in making himself unusually disagreeable a woman overcome with the heat staggered in and, heated and tired as she was, would have fallen had not the strong arm of Brin supported her and helped her to a seat. Not satisfied with that, he fished out from somewhere an easy rocking chair, placed the white-haired woman in it, brought her a glass of cold water and saw to it that the electric fan did good service. Then when a much needed rest and the refreshing fan had done their wholesome work, with the smile that the basement boy had found and loved, Brin again came to the cared-for customer and assured her that it would be only a pleasure to wait upon her. She believed him and long and profitably did she keep him engaged. Rested and satisfied and delighted at last she went, leaving the young knight of the twentieth century to learn that Madam Acme, of Acme avenue, had been his customer and that "golden" was the only word which came anywhere near describing such smiles as she was indulging in when she went out. "What else would you expect from a young gentleman from 'our neighborhood?'" remarked Conway when told about it.

That, however, came as a matter of course. Here is something that comes under a different head: From the trolley, stopping at the corner, an old woman, as plain as she was evidently poor and ugly, was struggling with a basket of goods which came near prostrating her upon the pavement. Brin Burton saw her and was in time to dart from behind his counter, save her from falling and help her to the sidewalk, where he learned that the Conway store was the end of her trip and his the counter she intended to trade at. That might have made a difference in his subsequent treatment of her, but I guess not. He took care of her basket and bundles, he pulled down goods and displayed them until he was tired and, although she was of the fussy kind and very particular, when she did get through she was completely satisfied and did not fail to let her satisfaction be known, when with "that accommodating clerk's assistance" she was seated again in the homeward-bound car with piles of merchandise around her.

Some weeks after Ralph Conway received a letter, the sum and substance of which were this: I am in need of a man for a general manager and that man is now in your employment. Your customers to a man, woman and child know him as "that

accommodating clerk," Brin Burton. The position I want him for is a responsible one with a fine salary. This is an open deal and a square one, and I intend to offer the position to him. Do you object? and in about three minutes the typewriter in Ralph Conway's office was saying this: "Yours received and we say that your opinion of Burton and ours are the same. We do not object to your offering the position, but we have a similar place for him here and the salary will in itself be large enough to retain him. The 'accommodating clerk' is a rare bird in the commercial woods around here and when, as in this instance, it is the result of a kind heart, always on the lookout to help the other fellow, we couldn't afford to let him go."

Here's a good quotation to wind up with: "As ye have done it unto the least of these, my brethren, ye have done it unto me." You men and women behind the counter, for your own sake and for that of the appreciating public whom you so faithfully serve, think of this often.

Reuben M. Streeter.

He Shoveled.

"What's the matter with me?" replied the insurance man, as he sat down with a groan and carried his hand to his back. "The matter is that I made an ass of myself yesterday and am suffering for it. If I'd been bunted off the track by a street car I couldn't feel worse."

"Been to the skating rink?"

"No, not that. Yesterday morning after the storm there was a good eight inches of snow on my sidewalk. I've a fifty-foot lot, you know. Along came a fellow with a shovel who offered to clean walk and steps for a dollar. Wouldn't the price have looked outrageous to you?"

"Yes, rather."

"I told the chap that he was a blackmailer and a highway robber and offered him 15 cents; told him that I could clean the whole thing off in twenty minutes. He didn't seem to believe it, and in order to get the exercise and read him a great moral lesson I got out my snow shovel and went at it."

"And in twenty minutes it was done?"

"Don't be an idiot! In twenty minutes I had barely made a hole in it. In two hours I had barely cleaned the front steps."

"And then you gave it up?"

"Then I went right on making a fool of myself. I had to, for pride's sake. At the end of six hours my wife came out and dragged me in and I gave that loafer 75 cents to finish up. My back aches, my legs ache, I have a stiff neck and I paid out a dollar and a half last night for liniment. I thought I was a business man, but I'm not. I'm only a dub. I don't know a good thing when I walk right over it."

Never Make This Error.

"Cohen's ill in bed, I hear."

"Yes. He smoked a cigar from the wrong pocket."

A man begins to die as soon as he lowers his ideals.

Always More To Learn.

When you are in from the road regard the factory as a training school—not as a club or a lounging place.

"Know thyself" is an adage of the wise man. "Know your house and its goods" is as pertinent a rule for the salesman.

A poor salesman spends his time when in from the road in impressing the clerks and small fry in the office with the cut of his clothes and the halo of victory that he wears in from a successful trip. A good salesman spends his time learning more about the business.

Learn in detail every process in the manufactory. Learn the machines that are used and be able intelligently to discuss the development of the industry you represent.

Don't be too proud to take off your coat and assist in the watteroom. Fifteen minutes of practical effort to familiarize yourself with the details of packing and shipment will be valuable to you later.

Learn not only the minute details of your own line but your competitors' also. This is not to enable you to "knock" your competitors, but the better to enable you to show the merit of your own line.

Learn how the house's correspondence is handled and how its accounts are kept. Then your communications to the house will be more readily conformable with the prevailing system.

A true salesman is more or less a composite type of all the employees of his house—sales manager, book-keeper, operator and shipping clerk included.

Emerson was once asked if he would return to his alma mater as an instructor in philosophy.

"I lack preparedness," he answered. "But I should be glad to return as a student."

That's an attitude for the salesman to emulate. Don't hang around the house as an ornament. Be too jealous of your own interest merely to direct others toward achievement. The house is your training school. Go back by way of review to the rudiments of your business when you are in from the road.

They miss the place of power who dodge all pain.

You can not stir up love with the poker of anger.



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

A SECURE INVESTMENT

A 6 PER CENT. BOND

Secured by First Mortgage on the most valuable and productive Coal Property in Michigan, worth over three times the bond issue.

\$100,000 SOLD

We have purchased outright \$280,000 of this issue of bonds, of which we have already sold \$100,000 and now offer the remaining unsold maturities.

\$280,000

First Mortgage 6 Per Cent. Serial Gold Bonds of the Consolidated Coal Company of Saginaw, Michigan

Date May 1, 1909. Interest payable May 1 and November 1. Due Serially as below. Redeemable May 1, 1914, or on any interest date thereafter (upon sixty days' notice), at 103 and interest. Coupon Bonds—\$1,000 denomination. Principal and semi-annual interest payable at the office of the

Detroit Trust Company, Trustee
Detroit, Michigan

PRESENT ISSUE

To retire all indebtedness of the Company and furnish additional working capital; comprising the entire debt of the Company...\$1,000,000

RESERVED

For acquiring additional property and constructing additional improvements (subject to the approval of the Trustee and under the provisions of the Mortgage) at not to exceed 75 per cent of the actual cash cost of same..... 500,000
TOTAL AUTHORIZED ISSUE.....\$1,500,000

MATURITIES

\$12,000.....May 1st, 1911	\$18,000.....November 1st, 1911
14,000.....May 1st, 1912	18,000.....November 1st, 1912
3,000.....May 1st, 1914	1914
5,000.....May 1st, 1916	4,000.....November 1st, 1916
5,000.....May 1st, 1922	1,000.....November 1st, 1922
5,000.....May 1st, 1924	11,000.....November 1st, 1924
6,000.....May 1st, 1926	12,000.....November 1st, 1926
9,000.....May 1st, 1927	11,000.....November 1st, 1927
4,000.....May 1st, 1928	10,000.....November 1st, 1928
7,000.....May 1st, 1929	10,000.....November 1st, 1929
6,000.....May 1st, 1930	9,000.....November 1st, 1930

MORTGAGE

The mortgage covers all property both real and personal, now owned or hereafter to be acquired by the Company, and includes coal lands, coal rights, machinery, equipment and interest in other Companies, the real value of which is in excess \$3,000,000.

EARNINGS

The net earnings are more than twice the interest charges on the Bonds.

LOCATION

The Company now has nine mines in active operation located in Saginaw and Bay Counties on the lines of the Michigan Central, Pere Marquette and Grand Trunk Railroads, and in addition own lands and rights which are ready to be mined (as fast as any of the present mines are exhausted), all of which have been carefully prospected and their values determined. Undeveloped leases are held on 50,000 acres of coal lands in Saginaw, Tuscola, Bay and Midland Counties.

The Company also has a new and modern washer located in Saginaw for washing all slack coal mined, for the removal of all impurities and giving uniformity of product. This greatly enhances the profits of the Company, as this slack when washed has a staple selling value not affected by the price of unwashed slack shipped in from other mining regions.

The location of these fields gives the Company an advantage of over one dollar per ton freight rate over Ohio, West Virginia, Indiana and Illinois Coal Producers.

OUTPUT

The output in tonnage for the Companies now comprising the Consolidated Coal Company by years is as follows:

1897.....25,560 tons	1903.....573,743 tons
1898.....77,232 tons	1904.....753,320 tons
1899.....112,754 tons	1905.....714,314 tons
1900.....230,084 tons	1906.....700,271 tons
1901.....314,427 tons	1907.....705,466 tons
1902.....370,650 tons	1908.....859,717 tons

QUALITY AND MARKET

The quality of the coal is equal to that of Hocking Valley Coal for steam purposes and to Jackson Hill and Massilon for domestic use.

The mines of Saginaw and Bay City have the undisturbed control of a territory which embraces about three-fourths of the lower peninsula of Michigan.

In this territory are many thriving towns and many industries, all of which are steady users of coal, and which are increasing in size and number from year to year. Principal among these are the beet sugar factories, the cement factories, salt and chemical works, and some of the largest factories in the world for the manufacture of wood into vehicles, furniture, etc. A very considerable portion of the product of these mines is absorbed in domestic use. The highest prices realized are from this trade, and it is one that must continually increase, not only on account of the natural growth of population, but also by reason of the growing scarcity of wood, which has so long been the only source of fuel for the outlying districts.

APPRAISALS

The property and holdings of the Consolidated Coal Company have been examined by Professor F. A. Ray of Columbus and W. E. Fohl of Pittsburg, whose reports we have on file, and show the property to have a value in excess of \$3,000,000.

LEGALITY

The examination of titles and preparation of mortgage securing this bond issue has been made under the supervision of Messrs. Humphrey and Grant, Saginaw, Michigan, and Messrs. Miller, Smith, Paddock and Perry, Detroit, Michigan. Copy of these opinions we have on file in our office.

MANAGEMENT

As a further protection and to insure permanency of management a majority of the Company's Stock has been pooled and the management of the Company is vested in the hands of the following Board of Directors:

Walter S. Eddy, President C. K. Eddy & Sons; Vice President Second National Bank of Saginaw.
Wm. J. Wickes, President Wickes Brothers Boiler Company.
Stanford T. Crapo, Treasurer Huron Portland Cement Company; formerly General Manager Pere Marquette R. R. Co.
Otto Schupp, Cashier Bank of Saginaw.
Arthur D. Eddy, Vice President Saginaw Plate Glass Company.
Harry T. Wickes, President Wickes Brothers; Treasurer United States Graphite Company.
Robert M. Randall, General Manager Consolidated Coal Company.
Geo. L. Humphrey, Secretary C. K. Eddy & Sons.
James B. Peter, Attorney at Law and Real Estate.

SUMMARY OF STRONG POINTS

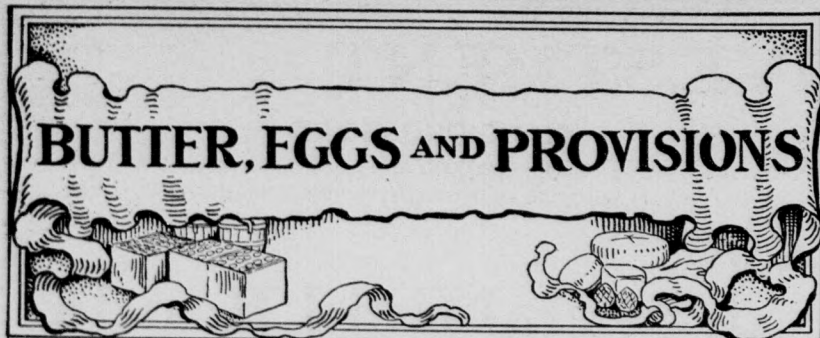
Over three times amount of Bond Issue in actual assets
Net earnings over twice the annual interest charges.
A sinking fund of 10 cents per ton on every ton mined.
A cash payment monthly to Trustee of a sufficient amount to retire bonds as they come due.
The high standing of the Officers and Directors of the Company and their demonstrated business ability.
Absolutely indestructible assets.

PRICE 101 AND INTEREST

CHILD, HULSWIT & COMPANY, Bankers
MUNICIPAL AND CORPORATION BONDS

OTTAWA STREET ENTRANCE
MICHIGAN TRUST BUILDING

GRAND RAPIDS, MICH.



The Grocer and the Butter Market.

Written for the Tradesman.

There is many a grocer who is so busy looking out for the needs of his customers that he does not take time to think as much as he ought about the management of certain classes of goods which are liable to cause him loss if not carefully watched. If it were not so how did it happen that so many grocers were loaded with dairy butter the last week in January when the drop came?

They did not think; they were too busy to consider a few facts which all must have known or ought to have known; ought to have known because except for a few factors the situation is similar every year, and he who deals in butter needs as comprehensive a view as possible of the situation. This means more than a close watch of market reports. It means an understanding of the conditions of buttermaking on the farms and the operation of the creameries and cheese and condensed milk factories. It includes the methods of the producer of dairy products as well as the temper of the consumer. As to the former we may mention several features farther on. Of the latter we may but remark that there is a limit to prices for foodstuffs beyond which they can not be forced, and he who handles such commodities should ever bear this in mind when prices are steadily working higher.

The grocer may be the least responsible for a condition which becomes almost unbearable and yet he may be the heaviest loser. He is the indispensable agent of both producer and consumer, yet to his own wits alone must he look for compensation for his services. The farmer who holds on to his butter as long as prices are advancing will dump it all on the grocer at the first indication of a fall in value. The consumer from the same moment will buy only a little at a time until the grocer becomes reckless of his loss or reconciled to it and puts the retail price so low that none can complain.

Now look at what we all ought to know: There were times last year when it was impossible for grocers to supply the demand for dairy butter. There was plenty of creamery, and customers had to take that or none. It is not alone the lower price at which dairy butter is usually sold why people desire it. Many like it better. Dairy butter is scarce in summer because so many more farmers send milk and cream to the factories and creameries than in winter. The few who make butter at home supply farmers who do not and furnish pri-

vate customers in the villages and cities. Except the country stores the grocers get only a little dairy butter now and then.

As winter approaches farm work is less pressing. The women folk have less inclination to work outdoors; there are less to cook for or getting the meals is less exacting; the men can help with the churning and buttermaking; they go to town oftener or have more time when in town to deliver or sell butter; the higher price is an incentive; no ice is required and all the conditions are more favorable for making butter at home.

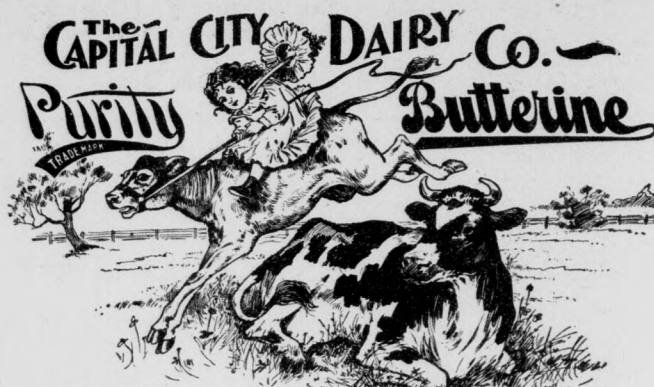
People who have been obliged to use creamery butter all summer can now indulge in old-fashioned dairy butter. And yet not old-fashioned in all respects when we remember the coarse salt and white winter butter of years ago. For a time there is no indication of overstocking the market. The consumption is, no doubt, greater because of the change to a different class of butter, and then people's appetites are augmented by the increasing cold, which continues until the holidays or later.

A glut in the market is due to several reasons: As intimated, there may have been some unusual factors this year, but the principal ones are constant or usual to the season. When cows are put in stable for the winter and fed grain instead of depending entirely upon pasture it takes a few weeks to get them in condition for winter—fortified, we may say, against cold. There is little increase in milk production until this is attained.

About the holiday season the farmers are well supplied with fresh meat, there is more game to be had, griddle cakes and syrup are in season. With city residents the same is true to a certain extent, and there the increased consumption of holiday cakes, fruits and sweets lessens the demand for butter. Man and also beast become accustomed to cold weather and the desire for meats and fat is not so marked after the days begin to lengthen.

The condition of the pocketbook in January is also a factor which must be reckoned with. There is a limit to the demands which can safely be made upon it. When it decides against high priced butter there is no appeal to a higher court. If people must they can live with less or no butter at all.

The weather being favorable for holding butter and the price apparently in no danger of declining stocks accumulate in the country stores without much thought from the storekeeper as to when, where or how he



OVER ALL COMPETITORS
Columbus, Ohio

"Purity" has become as much of a staple in the grocer's store as tea, coffee, sugar or butter, and it yields the dealer a far better margin of profit than either.

"Purity" BUTTERINE is the best advertised, the most eulogized and the best patronized of any similar product in America, and its selection will solve your "butter troubles" during this period of unprecedented high prices.

Our Factory Wholesale Distributors for Michigan are

THE MICHIGAN PRODUCE CO.

No. 78 West Woodbridge Street

Detroit, Mich.

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

will dispose of it. And then all these natural, separate and unallied factors seem to culminate and the result seems like a combination of plans to break the butter market. All at once dealers become aware of the fact that there are a big supply and a small demand and all want to unload at once to avoid loss.

Some will study this matter, will remember the circumstances until another year and try to avoid similar losses, but there is many a grocer who will get out of this the best way he can, pocket his loss and forget about it as soon as possible. And then the first thing he knows he will be up against some other condition which will cause him loss, all because he does not take more time to read, to obtain wider information, to study the factors which affect trade and is not on the watch against loss.

E. E. Whitney.

Two Banquets With Jobbers as the Hosts.

Two banquets are being arranged for the promotion of trade and the friendly spirit: One is by the wholesalers and jobbers who are members of the Wholesalers' Association of the Board of Trade to their traveling salesmen, and this will be given at the Pantlind Saturday evening, Feb. 19. Monday evening following some of the wholesalers will give a banquet in Press Hall to the retail grocery trade. It is expected that at the banquet to the traveling salesmen the attendance will exceed 200, and the wholesalers propose to make it one of the most sumptuous functions of the kind ever given here. The wholesalers themselves will turn out and both the house and the road will be represented on the Reception Committee. Fra Elbertus Hubbard, the sage of East Aurora, has been secured to deliver an address on "Modern Business." There will be other speakers and music, but the social feature will be given special emphasis. The purpose is to establish better acquaintance and more cordial relations between the wholesalers and

the traveling men and to develop to a still higher degree the sentiment that Grand Rapids is the greatest and only place on the map for Western Michigan business. Wholesalers and jobbers who are not members of the Association are invited to join that their traveling men may be included in the festivities and receive the benefits of the enthusiasm that will be aroused.

The banquet by some of the wholesalers to the retail grocery trade will bring out an attendance of between 400 and 500, and the purpose is to bring the retailers and wholesalers to a better understanding of mutual interests. Glenn W. De Nise, President of the Retail Grocers' Association, will be toastmaster, and Fred W. Fuller and Wm. Judson will be among the speakers. The banquet will be served at 7 o'clock, with Jan-dorf catering.

Faith should give meaning to the forms of religion.

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

Mr. Merchant, Do You Sell Clover Seed?

We want you to know about our "GROWER TO MERCHANT" PLAN. We are located in the heart of the clover belt of Northern Michigan. The quality of our "Heart Brand" clover seed is unsurpassed for growing quality, color and cleanliness. At the Michigan State Fair Montmorency county was awarded first prize in the clover contest—"There's a reason." If your trade demands clover seed that you can absolutely guarantee clean and free from all foul seeds, you should know about "HEART BRAND" clover seed.

The "Grower to Merchant" Plan not only saves you from 50c to \$1 per bushel, but assures you the finest quality seed that grows.

Write for Samples and Prices
Investigate at Once—NOW

ALPERN BROTHERS
In the Heart of Monmorency
ATLANTA, MICHIGAN



TRACE YOUR DELAYED FREIGHT Easily and Quickly. We can tell you how **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

SEEDS=== Are ready—fill your orders—all kinds clover and grass seeds.

EGGS=== Will be in market daily for fresh eggs.

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, both live and dressed. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys, and we can get highest prices.

Consignments of fresh eggs and dairy butter wanted at all times.

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

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





Ten Cent Store Windows Hard To Trim.

A Ten Cent Store window man was discoursing about his work.

Said he:

"People come along and gaze into a Ten Cent Store window that has just been trimmed as slick as a whistle, and they say, 'Well, that's pretty fine. I don't see how the fellow that got up that exhibit thought of so many articles.'

"And well they may ponder as to the multiplicity of objects on display.

"It takes a great deal more ingenuity to trim a Ten Cent Store window than that of a dry goods store or of a general one, on account of the immense variety that has to go into the sort with which I at present have to deal. Count if you can the tiny knick-knacks in even a quarter section of any Ten Cent Store window. The total would greatly surprise you, I know. These must be arranged so as to be congruous—not have hair goods, for instance, in close proximity to confections, as I saw in a recent exhibit in one of these stores, and, not only this, but the hair turbans were hanging over the candy. 'Twould not have been quite so startling had the two goods been next to each other, instead of so that the fuzzy particles were in danger of falling on the sweetmeats.

"This idea and a thousand others must be thought of in connection with Ten Cent Store exhibits."

I know a pleasant-faced young clerk in a department store who a number of years ago used to stand behind one of the counters of a Ten Cent Store. She was in the glass-ware section.

"Most people," said she reminiscently, "have no idea what a very deceitful store the Ten Cent Store really is.

"A Ten Cent Store is the most deceptive sort of store on earth—as deceptive to the one not posted on values as is a mirage to the untrained mariner at sea," continued the young woman who formerly was a clerk in one of these same "deceptive" stores.

"I wouldn't for anything in the world have you think that I have in mind the word 'deceptive' in any mean sort of sense," the girl hastened to add, "for I don't wish to infer anything like that. Ten Cent Stores are honest, are fair, but the trouble lies in the fact that the traders coming in and nosing around simply cheat themselves.

"In the first place, a majority of the goods are seconds, in everything put before the public, and oftentimes much worse than seconds. The stuff

looks pretty good, at first glance, but a lot of it won't bear even a casual inspection.

"A great many people don't give this truth a thought, simply opinioning that articles are a splendid bargain because they are so cheap.

"I'll not deny that much of the stock is attractive to the eye. Many of the things are really pretty, but—

"Take a 10 cent dinner plate, for instance. Hold it up to the light and it looks as thin as a piece of the finest Limoges. The little pink flowers appear to duplicate Nature's own and are dainty to a degree.

"So far so good; but there's a 'fly in the ointment' somewhere, you may be pretty certain.

"This is as far as most customers go in an examination to test merits of china, but had they gone two steps farther in their scrutiny they would likely have discovered that the edge did not 'true up' to a circle and that there were wavy lines that ran from a point in the circumference to the opposite side.

"Of course, while there are many, many purchasers whose sense of perfection is anything but acute, there are numerous others who might see flaws in things and yet those flaws would not spoil or even impair the plate or what-not in their eyes.

"And it is upon this last class that the Ten Cent Stores largely depend for their sustenance—the careless raff-raff of any community where they may chance to be located.

"Naturally, however, there are places and conditions and occasions when—we will again call upon china for illustration—10 cent articles are nice to use even if they have one or two faults. For example, dishes for the maids and the men servants in a large house may be selected from the Ten Cent Store and be very pretty for them. Also this tableware does very well for use in a cottage at a summer resort, it not coming under the head of an irreparable loss if the summer home be broken into by vandals and the contents looted. And these inexpensive dishes might be all right for a large garden party or a church dinner or festival, when it is safe to reckon that there will be a number of breakages and mislayings by heedless servitors.

"To go from one extreme to another—from fragile chinaware to steel hammers—is a rather far step in thought, but quite frequently in a Ten Cent Store they may be in close proximity—next door neighbors. A 10 cent steel hammer can not be expected to show anything but inferior metal, and yet for an occasional

pounding it will prove every whit as efficacious as one costing half a dollar. Likewise many other tools selling for a dime or yet a nickel are as good for intermittent and judicious use as if they retailed for many times the small coins mentioned.

"It can not be successfully contradicted that the Ten Cent Stores do get up wonderfully attractive window trims. I have noticed that as a rule the things that seem to be the best for the money asked—whether 5 or 10 cents—are made the most of in their displays. A large granite iron dishpan does look like an enormous bargain when retailing at 10 cents, even if, on entering the establishment and viewing the stock of same at close range, the enameling is found to be thin and chipped off in places. But all looks fine through the plate glass front, and the customer is the one to decide on the purchasing.

"There is this to be said in favor of the china and glassware department, however, and that is that right in the customers' presence the clerks generally test the pieces with their lead pencil to see if they 'ring true' before doing up the units.

"When people are buying at the sort of store under consideration they more than lose track of the cost of the separate items as they select them and before they are aware of it they have contracted quite an amount. And this is one of the great strongholds of these cheap-store merchants—a most important factor to be reckoned with.

"While, as said, the hoi polloi fairly dote on this Cheap John establishment, regarding it as a very Mecca toward which they direct willing footsteps, there are some wealthy people who do not entirely shun its precincts."

Here the chatty clerk who knew from experience what she was talking about paused for breath, while I cogitated:

"Let us not altogether 'despise the day of small things'—in other words, let us not utterly taboo the Ten Cent Store, which truly conserves a necessary part in any community."

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

Buffalo, Feb. 9—Creamery, fresh, 28@31c; dairy, fresh, 22@25c; poor to common, 19@21c.

Eggs—Strictly fresh, candled, 30@31c; cold storage, 25c.

Live Poultry—Fowls, 15@17c; springers, 16@17½c; ducks, 17@18c; old cocks, 11@12c; geese, 14@15c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 12½@13c; fowls, 17@17½c; chickens, 18@19c; turkeys, 24@26c; ducks, 18@20c; geese, 13@15c.

Beans—Pea, hand-picked, new, \$2.35@2.40; red kidney, hand-picked, \$2.85@3; white kidney, hand-picked, \$2.75@3; marrow, \$2.85@2.90; medium, hand-picked, \$2.35.

Potatoes—New, 40c per bu.

Rea & Witzig.

Even the close-mouthed man has an open countenance at mealtime.

The larger the soul the simpler the life.

Interesting Meeting of Grand Rapids Council.

Grand Rapids, Feb. 7—Feb. 5 will go down in the history of the United Commercial Travelers of Grand Rapids as one of the best, if not the very best, meeting ever held by No. 131, Senior Counselor W. S. Lawton presiding. The meeting was called to order and Conductor H. R. Bradfield sent to the ante-room to ascertain the cause of the alarm and there found Grand Counselor A. T. Lincoln, Grand Conductor Geo. B. Craw, Grand Secretary Fred C. Richter and John W. Schram, John A. Hoffman and John D. Martin, members of the Grand Executive Committee, in the charge of the Sentinel clamoring for admittance. The Conductor reported the cause of alarm and was commanded to show the visitors in. The sight that greeted Grand Counselor Lincoln was truly a feast for his eyes, for all available seats were filled with members of Grand Rapids Council, No. 131, and there were also present visiting brothers from Detroit, Petoskey, Muskegon, Toledo, Mansfield and Indianapolis. The honors of the order being given to the Grand Council officers, they were conducted to seats provided at the right of the Senior Counselor and all Past Senior Counselors were seated at his left. The work done by all the officers was very commendable and praise was given them by the Grand Counselor. A class of five was initiated and then the Council dined their visitors at a feast royally gotten up by the caterer and his assistants. Senior Counselor W. S. Lawton, acting in the capacity of toastmaster, introduced the speakers and some very interesting talks were listened to. Grand Counselor Lincoln certainly has his heart in his work and the results in the increase of membership in the Councils under his jurisdiction reflect credit on him and the methods he has worked out. His talk to the Council was very impressive and the suggestions he made, if carried out, can not help but be productive of good results. Grand Conductor Geo. B. Craw and Grand Secretary Fred C. Richter and the members of the Grand Executive Committee all gave interesting and impressive talks and told the boys how pleased they were to be able to visit the largest Council in the Grand Jurisdiction of Michigan. Many of the visiting brothers, some of the old members of Grand Rapids Council, No. 131, and also some of the new members responded to the call of the toastmaster. At the close of the festivities of the evening everyone went away feeling better satisfied with themselves for being a member of one of the grandest fraternal organizations in the world.

J. A. Dee.

The aspiring author should remember there is always room at the top—of the waste basket.

H. LEONARD & SONS

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

Largest Shippers of Baked Goods in Western Michigan

Our business has gone forward as with leaps and bounds during the last year.

Our "Wholesome," 10c loaf, wrapped in oiled paper, has become so popular that an imitation has appeared with word differently spelled.

Our "Potato" and "Blue Ribbon" loaves, similarly wrapped, which retail for 5c, are meeting with an equally heavy demand.

"Our Fried Cakes," such as mother used to make, have so captured the market as to fully tax our capacity to fill orders.

We furnish now 175 stores in Grand Rapids with baked goods and ship to over 100 outside cities.

Our annual payroll is now \$19,000. Increase of our business over that of last year, 50 per cent. We keep eight wagons and sometimes ten constantly busy filling orders.

We were the pioneers in placing "Potato" bread upon the Grand Rapids market; also in using only pure well water for all purposes in this line of business.

Grand Rapids citizens are evidently rapidly finding out what bakery turns out the best and most wholesome baked goods of all kinds.

We have provided ourselves with a large quantity of the most unique toy ever invented, the Novelty Rattle, which we are prepared to hand out to our customers or the customers of our agents in exchange for 5 wrappers from our "Potato," "Blue Ribbon," or "Banner" loaves. This prize is bound to create an enormous demand for our brands and enterprising dealers who are not now handling our goods would do well to get in their applications at once.

Before Placing Your Order Write Us For Prices.

CITY BAKERY

A. M. Scott, Thos. Wasson, Weldon Smith, Proprietors

CORNER COMMERCE AND OAKES STREETS

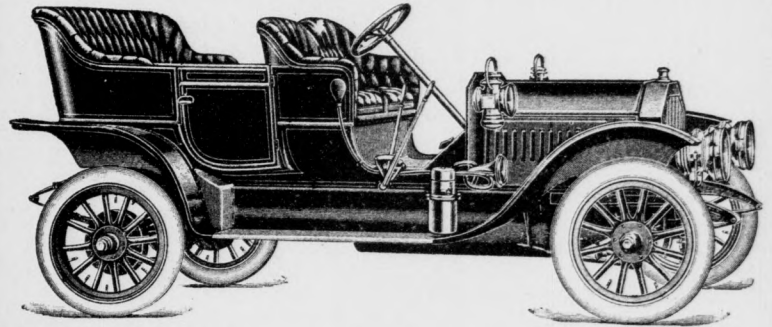
GRAND RAPIDS, MICHIGAN

SEE THE

Buick Motor Cars

At the Grand Rapids Auto Show

Feb. 16, 17, 18, 19



We Will Show Our Entire Line Consisting of the Following Models:

Model 10—Single Rumble

Model 17—Touring Car

Model 10—Surrey

Model 16—Surrey

Model 10—Toy Tonneau

Model 16—Toy Tonneau

Model 19—Touring Car

Model F—Touring Car

Buick Light Delivery Truck

BUICK MOTOR CO.

G. P. DOWLING, Branch Mgr.



Burnham, Stoepel & Company



WHOLESALE DRY GOODS AND CARPETS
19-41 Larned Street East, DETROIT

PROSPEROUS SHOWING.

Healthy Condition Disclosed by the Bank Statements.

The bank statements published last week, showing conditions at the close of business Jan. 31, are very encouraging. They reflect expanding activity in business and industry and in the rapidly accumulating deposits tell of prosperity among the people. Since Nov. 16 the loans and discounts have increased \$704,000 and since Feb. 5 last the increase has been \$2,413,000. A very large proportion of this increase, especially since Nov. 16, represents money borrowed and put into business for the purchase of materials for the factories and stocks for the stores. The statement of Feb. 5, a year ago, showed loans and discounts at their lowest ebb, following the panic of '07, the period when liquidation had reached its limit. There has been a recovery in confidence of nearly two and a half million within the year, but the total is still short of high water mark. In August, 1907, just before the collapse, the total was \$19,125,803.98, or \$588,000 more than now, and for a year prior to that it was as high as or higher than at the present time. It is probable the next statement, usually called about May 1, will show the old high mark surpassed. There will be a difference, however: The expansion now is legitimate and wholesome; in 1907 there was more or less fever in business operations.

The total deposits make a new record with a total of \$27,906,387.82, which is \$720,000 more than on Nov. 16 and a gain of \$2,241,000 in the year. Of the increase \$408,000 is in the commercial department, \$1,035,000 in certificates and savings and \$797,000 in bank deposits. The large increase in the deposits made by the up-State banks is significant of rural prosperity, but the city savers have also done very well.

The cash on hand and in reserve is 21.6 per cent. of the total deposits, which is the smallest margin since panic days. On Nov. 16 the banks had 22.6 per cent. of the total deposits in quick asset form, and a year ago it was 26 per cent. On Aug. 22, 1907, just before the panic, the per cent. was only 18.

We give below a summary of the consolidated bank statements, with comparisons:

The statements of the State banks are made to show details as to the commercial and savings departments, how much money is in each, how the money is invested and how much is kept in reserve. This will add to the

The savings book accounts in the six State banks show a total of \$5,292,187.65, or about 41 per cent. of the total deposits in the State banks. The savings certificates reach a total of \$4,746,681.26, the commercial deposits \$2,473,787.86 and the bank deposits \$371,587.08. The National bank statements do not show the savings book deposit separate, but their total is probably about \$4,000,000, or approximately 27 per cent. of all the deposits. With the savings books representing so large a proportion is it strange that the banks all show an earnest desire to cultivate the acquaintance of those who put by a little of their earnings each week or month against the rainy day?

The Grand Rapids National has

Only three of the banks have such assets, while all the others are clear. This is one item the banks are not fond of. It means usually that default has been made in payment and seizure or foreclosure has been necessary to save the bank from loss. Following the panic of '93 all the banks were more or less encumbered with "other real estate owned" to a total of nearly half a million dollars. These real estate holdings were gradually disposed of, in many instances at less than cost, and the decks are now practically clear, and there is not a banker but hopes the decks will so remain.

The banks, of course, are the largest and best known depositories of the money that is saved from the

be gained from the fact that one association, the Mutual Home, holds 765 mortgages and sixteen land contracts to a total of \$1,049,222.59, and every mortgage and contract represents a home buyer or home builder. The Grand Rapids Mutual has \$964,695.83 in mortgages, but how many mortgages is not given. The other associations have smaller amounts, but the aggregate is large.

The building and loan associations in this city date back to 1888 or thereabouts. There never has been a failure among them, and not one of the six has record of a loss sustained. The only loans made are on first mortgages, and the usual maximum is two-thirds of the value of the property. The borrower begins paying interest and principal the first week or the first month after making the loan, and with each payment the incentive to continue to pay becomes greater because the amount to be lost through default will be larger. The usual payment on a loan is \$1.30 per month on each \$100 borrowed, and at this rate the obligation is wiped out in a little more than eight years. Larger payments than the contract calls for can be made at any time and the installments can be made weekly or monthly as desired. Weekly payments, in fact, are encouraged as this strengthens the saving habit.

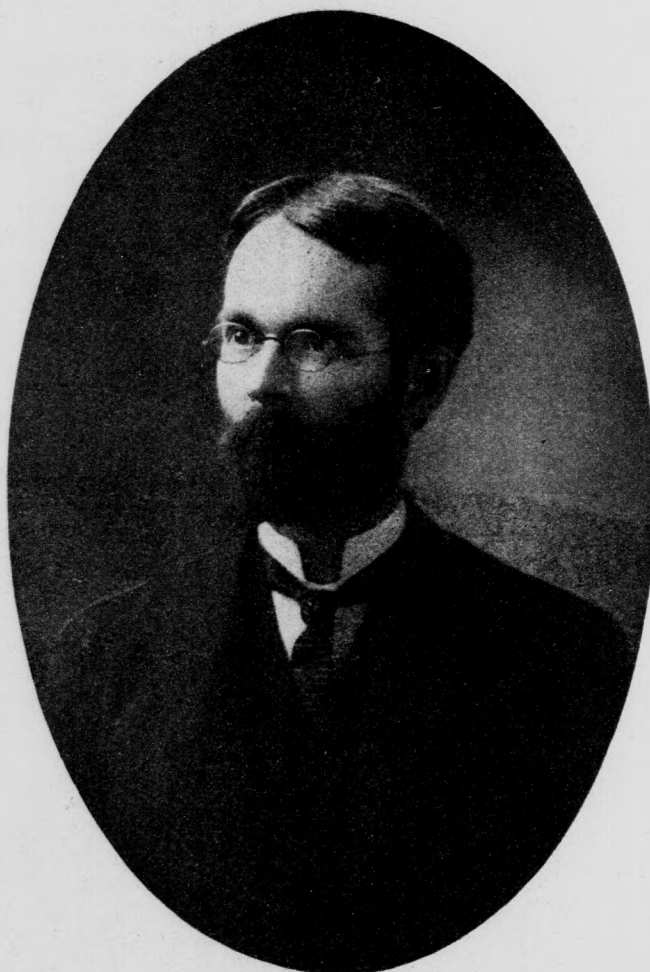
The building and loan associations are used as savings banks as well as agencies for buying and building homes. The payment of 85 cents a week will scarcely be missed from the envelope and yet this small payment patiently and persistently made will in eight and a half years mean \$500 to the holder of the book. The return on the money put in is about 6 per cent., while the banks allow only 3 per cent. Money deposited in the building and loan associations can be withdrawn at any time, but under such circumstances the interest allowance is not so generous. A girl employed in one of the city offices paid \$1.70 a week into one of the associations and when her shares matured invested the \$1,000 that was paid her in good dividend paying stocks and began the accumulation of her second \$1,000 by continuing her payments. There are numerous instances of this kind, and there are numerous instances of where loans have been made to buy homes and then to buy property to rent. The building and loan associations certainly are doing a great work and are really entitled to more attention than they receive as money saving institutions.

Quality, Not Quantity.

"It's such a small chunk of ice you give me for fifty pounds," complained the housewife.

"But notice, ma'am, the firm and excellent quality of it," said the iceman. "In buying ice your motto should be 'Not how much, but how good.'"

Love is not so blind that it can not distinguish the difference between a pedigree and a bank account.



Lewis G. Stewart

written off \$5,000 on its furniture and fixtures account, the Kent State has deducted \$1,500 and the Grand Rapids Savings has done the same for \$2,095. These deductions reduce the showing of surplus and undivided profits, but

weekly or monthly pay envelope. When the agencies of thrift and encouragers of steady habits are considered, however, the building and loan associations should not be overlooked. Few outside of those who have especially looked into the subject have any idea of the splendid work these associations are doing. This city has six of these associations, five active and one moribund. They have assets totaling in excess of \$2,500,000, practically all of it paid in small weekly or monthly installments. The members number about 5,000, and among them are wage workers of every grade and description. How many homes have been paid for through these associations can not be estimated, but an idea can

	Jan. 31, 1910
Loans and discounts...	\$18,537,703.64
Bonds and mortgages...	7,288,146.42
Resources	6,062,159.23
Surplus and profits.....	1,709,440.17
Commercial deposits ..	10,426,086.15
Certificates and savings.	13,864,548.27
Bank deposits	3,461,383.21
Total deposits	27,906,387.82

	Nov. 16, 1909
Loans and discounts...	\$17,833,560.40
Bonds and mortgages...	7,288,897.47
Resources	6,120,676.38
Surplus and profits.....	1,799,929.32
Commercial deposits ..	10,130,480.52
Certificates and savings.	13,714,830.31
Bank deposits	3,151,530.85
Total deposits	27,186,427.13

	Feb. 5, 1909
Loans and discounts...	\$16,124,205.93
Bonds and mortgages...	6,856,353.12
Resources	6,597,761.33
Surplus and profits.....	1,572,981.84
Commercial deposits ..	10,018,538.36
Certificates and savings.	12,829,531.21
Bank deposits	2,664,480.76
Total deposits	25,665,803.81

interest in the statements on the part of bankers, but it is a question if the general public will notice the difference or understand what it is about.

it is good banking and on the safe side.

"Other real estate owned" is a small item with the banks these days.



Do You Have a Continuously Prosperous Shoe Trade?



Men's Velour Calf



Our Hard Pan



Our High Hard Pan

THE largest factor in a continuously prosperous shoe business is your stock of moderate priced goods of unquestionable wear-value, having a neat appearance and thorough foot comfort, in fact, bigger value than their price in shoe-satisfaction.

Here are half a dozen of just this kind that have not only made good on thousands of feet but made dollars upon dollars in profits for our customers. Besides these there are many others in our line, many of which you will find exactly suitable to your trade.

We go everywhere for business and it's always a pleasure to show samples. The try-out of some of our numbers on the feet of your trade always brings that word-of-mouth advertising which wearers of our shoes do for you, one man to another, in praise of style, fit and wear. The power of such advertising is very great. It brings prosperity through the medium of continuously increasing sales.



Our Easago Bal



Our Easago Blu

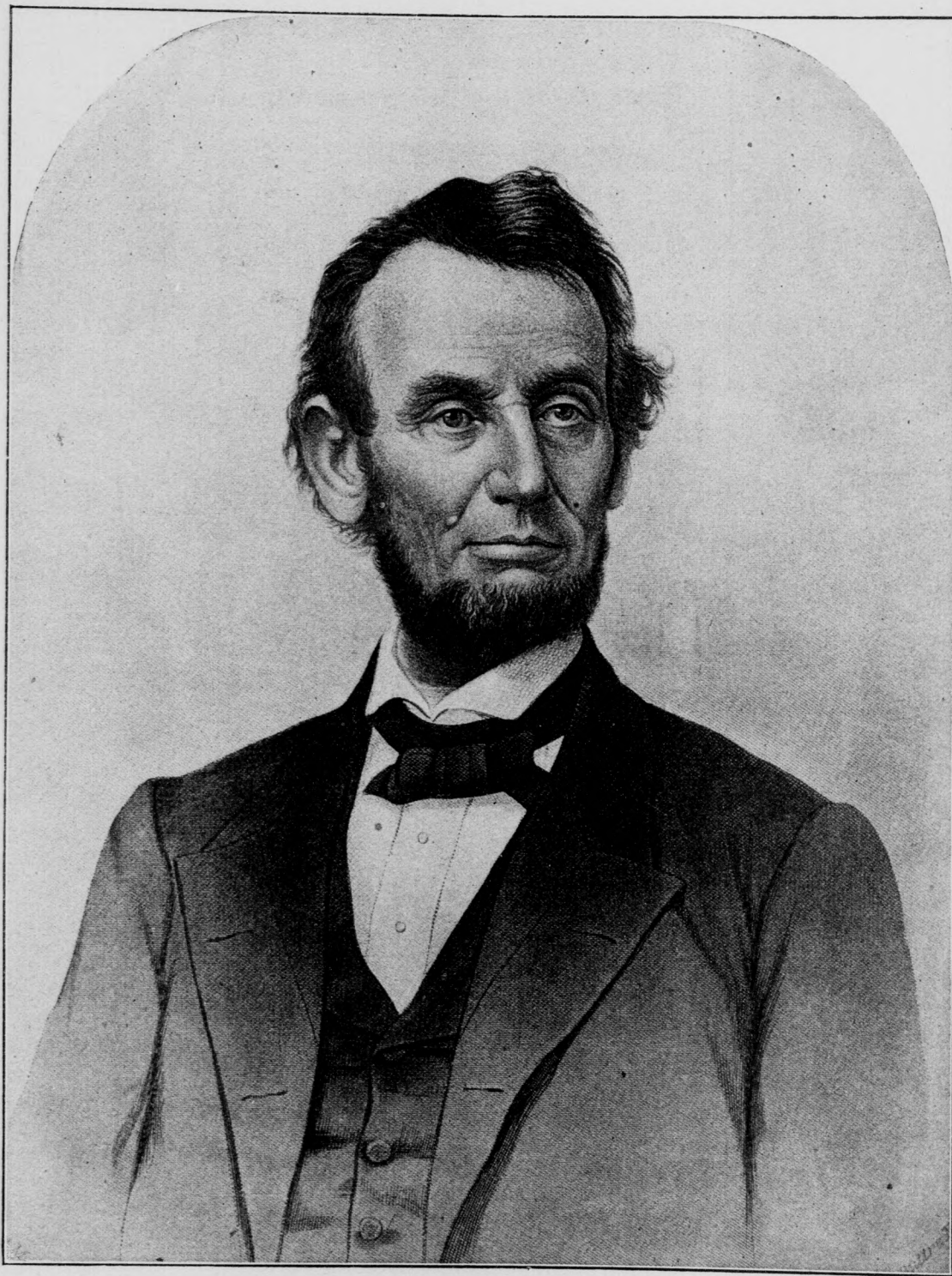


Boy's Star Calf



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





Lincoln's Creed

I AM not bound to win, but I am bound to be true. I am not bound to succeed, but I am bound to live up to what light I have. I must stand with anybody that stands right; stand with him while he is right, and part with him when he goes wrong.

ABRAHAM LINCOLN.

The Younger Trade=== Are You Getting Your Share?



If you are not, see the "Viking" line of clothes for Young Men and Little Fellows.

If you are getting your share, see the "Viking" line anyway—buy it and get some of the other fellows' trade.

If you're coming to Chicago, come in and see us. Remember the place, corner Congress and Franklin Sts. No matter whether you are in the market to buy or not—we'll be glad to help you in the way of suggestions.



You simply cannot afford to stand still with the Younger Trade. You must develop it for it is the trade of to-day, to-morrow and the day after.

Upon request we will send to you specimens of our forceful advertising equipment

"Graduate" Styles for Young Men and "Viking System" Clothes for Boys

If there is anything you want now, sign and return the coupon to us at once.

BECKER, MAYER & CO., Manufacturers of Young Men's and Little Fellows' Clothing, Chicago.

Sign and Mail This at Once

Please send sample swatches, charges prepaid, of such goods before which I have marked X.

- ☐ The complete line Young Men's, Boys' and Children's Suits, etc.
☐ Young Men's Suits.
☐ Boys' Knee Pants Suits, ages 6 to 16.

- ☐ Little Fellows' Suits, ages 2½ to 8.
☐ Little Fellows' Top Coats, ages 3 to 8.
☐ Pants Line } Odd Knee Pants
 } Long Trousers

Kindly mark an X in square before line or lines you desire samples of.

Name _____ Town _____ State _____

Please write your name and address plainly and in proper space, so that it can be easily read.

(Michigan Tradesman)

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
BEST MADE CLASSY CLOTHES



Some of the Constituents of True Salesmanship.

Third Paper.

Enthusiasm.

The salesman must have enthusiasm. Without it he can not hope to gain attention to or sustain interest in that which he wants others to know. His enthusiasm must be genuine and based upon knowledge, courage and faith, or it will lack sincerity and be as "sounding brass or a tinkling cymbal." Nothing is quite so empty and barren as manufactured enthusiasm, which is primarily excitement.

Enthusiasm is not necessarily that ignorant trait of the fanatic, who allows imagination and excitement to supplant judgment, but rather that earnestness of purpose and determination to win which comes from:

A love for his work.

A knowledge of his business.

A courage of his convictions.

A faith in himself and his mission.

It is that quality which keeps a man's thoughts on the bright side of his business and makes him an optimist.

That which enables him to see the rift in the cloud, be it ever so narrow.

That quality which will not admit of defeat and which will rise from apparent failure and press on to success.

That quality which enables him to see the weakness in his opponent and to wait with patience until the right time and then to strike—swiftly, surely and unerringly—in the vital spot, having supreme confidence that the blow will go home and accomplish that which he intends.

Summary.

For the sake of clearness let us review what has been said in the foregoing paragraphs:

We started off with the fundamental proposition that the basis of true salesmanship was the creation of confidence; that confidence depended upon character; that good character involved sincerity, integrity, fidelity and honesty.

Given the foundations of character, the next important point to determine was whether the love of the calling was definite and permanent, and we called this inclination.

It was then shown that inclination made the acquirement of knowledge easy.

That knowledge cast out fear and developed courage.

That inclination, knowledge and courage developed faith.

That inclination, knowledge, courage and faith created enthusiasm and

that the combined influence of these qualities developed confidence.

We started with the statement that the vital principle of salesmanship was the creation of confidence, and enumerated and analyzed the special qualities that develop it. Having confidence in ourselves we create confidence on the part of others and the creation of confidence is the basis of salesmanship.

The Specialty Salesman.

The subject of the previous chapter was the definition of the term salesmanship and a consideration of the ethical and theoretical principles involved in its conception and development.

While these principles are fundamental and, therefore, adaptable for use in any form of marketing, it will be found instructive and profitable to make a direct application of them to our specific use and consider in what follows the specialty salesman:

There seems to be more or less confusion of mind in regard to the definition of the term specialty salesman. Many seem to think that any man who introduces and sells an article of merchandise not already well-known and established in the trade to which it pertains is a specialty salesman. This would seem to be a broader and more general definition than we should give it, for if this were true then every salesman would be at some time or other a specialty man, because, without exception, there are times when every manufacturer or merchant has something new to offer.

A closer and more careful definition of the term, as used in this article, would say that:

One who takes a commodity, creates in others an interest in it, develops the interest into a desire for possession and gratifies the desire by selling direct to the user instead of through the ordinary channels of trade—in other words, the man who can create the demand and supply it is a specialty salesman.

Concrete examples of those men who may be classed as specialty salesmen are, among others, those who sell safety deposit and bank vaults, fire and burglar proof safes, typewriters, cash registers, arithmometers, computing scales, comptometers, filing devices and card indexes, time stamps and clocks and autographic registers for use in business houses; or those who sell pianolas, pianos, organs, aeolians, sewing machines and other articles for use in the home; or paintings, art furniture, implements and instruments for dentists, physicians and surgeons, hospital furniture

and fixtures and many other articles for professional men. Also high-grade bond and stock salesmen and those giants of confidence known as life insurance agents.

The men who can do such work successfully are in a class by themselves and are not to be confused with men who work on established lines of merchandise, taking orders from merchants for goods to be sold again to the consumer.

The man who can sell specialties must use a higher order of intelligence, knowledge and accomplishment than the merchandise salesman and is, consequently, able to earn and secure a greater compensation for his efforts.

This is fully recognized by all intelligent producers of specialties and, in consequence, the men who can successfully produce results in the sale of specialties are much in demand and are given much larger compensation than applies to regular lines.

A striking peculiarity of the successful specialty salesman is his intense love and enthusiasm for the work. He would rather sell his specialty than to do anything else. The income without question is very acceptable, but it is not the controlling incentive in his life work. The meeting and crossing of swords with bright and intelligent business and professional men, the sharp debate and flash of wit and repartee, the clash of differences of opinion and the interchange of ideas are a constant source of inspiration and mental growth.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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.



The cash register, computing scales and 'phone save your time.

The housewife appreciates time-savers too. Then tell her about

MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

MINUTE TAPIOCA CO.,

223 W. Main St.,

Orange, Mass.

Homelike

You will notice the difference in the cooking immediately. There are a dozen other things that suggest the word homelike at

Hotel Livingston Grand Rapids

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

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.

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.

Movements of Working Gideons.

Detroit, Feb. 7—Geo. S. Webb, the Gideon Singing Evangelist, was with J. E. Fleming at Centerburg, Ohio, during the first of January, holding special meetings in the M. E. church.

Gordon Z. Gage, Michigan State President of the Gideons, addressed the Grand River Avenue Baptist Baraca class Sunday afternoon. Subject, "Laaman, the Leper." It is expected that this class will take charge of the Griswold House service the first Sunday evening in March.

The Griswold House Service Sunday evening was led by Appleton Smith and he was followed by Robert A. Anderson, President of Milwaukee Camp, who gave a very interesting talk. Brother Anderson represents Edgar Allen & Co., Limited, New York and Chicago. Wm. Hjorth, of Wm. Hjorth & Co., Jamestown, N. Y., was present and gave an interesting talk on the benefits of true living in doing business of any kind.

H. L. Siddle, of Tampa, Florida, was present and gave some of his experiences covering forty years on the road.

Mrs. Appleton Smith and Mrs. Gates, with several of the hotel guests, were present and all enjoyed one of the best meetings yet held.

Wheaton Smith and Gordon Z. Gage, with special singing, will be some of the attractions for next Sunday evening. Aaron B. Gates.

Grand Rapids, Feb. 8—Grand Rapids Camp of Gideons will have a rally in this city on Saturday and Sunday, Feb. 19 and 20. W. E. Henderson, of Chicago, the National Secretary, and Nels Rylander, of Chicago, together with the State officers, will be present.

The programme will consist of a campfire on Saturday evening in the Y. M. C. A. parlors; a praise and testimony meeting in the Division Street M. E. church on Sunday morning at 9 o'clock, following which Dr. Birney, the pastor, will preach a special sermon to the Gideons and all traveling men, with their families, who attend; at 3 p. m. on Sunday an Evangelistic meeting for everybody at the Division Street church and at 7 p. m. at the Wealthy Avenue Baptist church the closing meeting of the rally will be a regular Evangelistic service.

To all of these meetings a special invitation is extended to all traveling men and their families, and to the Evangelistic services on Sunday afternoon and evening everybody is invited.

f anyone can not stand to hear or

witness religious enthusiasm they had better not come, because these earnest Christian traveling men would not know how to talk any other way. They have learned that the "abundant life" which Jesus came to bestow and which He offers is a good thing to have. It is a good thing for the soul. They want all the people that the houses will hold to hear them tell about it.

D. W. Johns.

The sympathy of the fraternity will go out to Aaron B. Gates and wife in the death from scarlet fever of their only daughter, which occurred at their home in Detroit. The little one was sick about five weeks and Mr. Gates and his wife were constant attendants at her bedside.

An Alden correspondent writes: The Main House, which has been closed for several months, re-opened Feb. 1. The hotel has been thoroughly renovated and repaired and first-class service is promised, assuring Alden a first class hotel.

The best way to get the help of heaven is to give some other fellow a little help.

A chill manner is not the best preparation for a warmer climate.



**Antiseptic Detergent
Germicide Insecticide
Disinfectant**

For the Household, Hospitals, School-Houses, Public Buildings, Institutions, Steam Cars, Steamships, Stables, Kennels and Poultry Yards.

SPECIAL ASSORTED CASE

12-1 oz. Bottles Sell for	\$1.20
8-3 oz. Bottles Sell for	2.00
3-8 oz. Bottles Sell for	1.50
3-Cakes Sulpho-Naphthol Toilet Soap	
Sells for	.75
Retails for	\$5.45
Costs Retailer	3.75
Retailer's Profit	
Over 45 per cent.	\$1.70

Sold ONLY in Bottles with Yellow Labels and Cartons
With this special assorted case we give you FREE 6-10c Bottles Sulpho-Naphthol, 12-Trial Size Cakes Sulpho-Naphthol Toilet Soap, and 75 Booklets.
GIVE AWAY the 6 Bottles and 12 Cakes Soap with the Booklets. IT WILL SELL ALL THE GOODS IN THE CASE.

SAWYER CRYSTAL BLUE CO., Selling Agents
88 Broad Street, Boston, Mass.

FOR SALE BY

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

FOSTER STEVENS & CO.

Jobbers of

Hardware

Grand Rapids, Michigan

We Sell Only the Best



The Wisest Dealer

IS THE one who realizes the importance of having high-class goods to offer to his trade and who knows how to make use of the reputation of the house whose product he buys.

He might be able to make a little more money for a time on cheap stuff, but in the end he wins by giving his trade what is really best adapted to their needs.

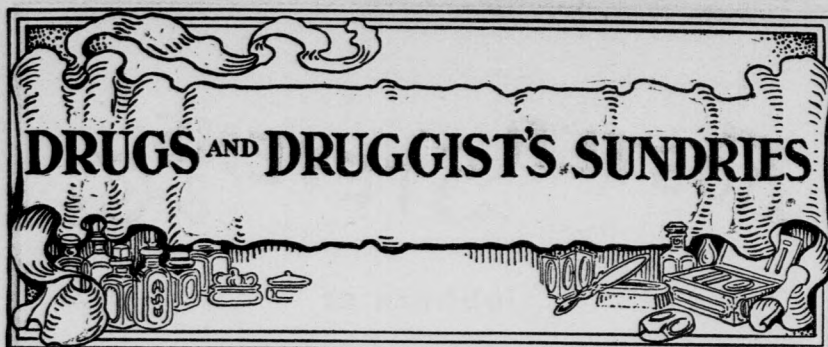
Most dealers have learned that it doesn't pay to bother with cheap goods. Good goods make satisfied customers and bring you trade from unexpected sources.

\$100 Free to Business Men \$100
A Week

READ WHAT OTHERS SAY

O. Bailey, Lansing: King's system is the best of the age.
Hawcroft & Son: We recommend King's Collection system to all merchants.
F. Compton, Carrollton: We sent 11 letters out and collected 10 accounts in 1 week.
C. Hunt, Eaton Rapids: King's system collected over \$200 first two weeks.
F. Forquer, Alma: King's system paid for itself over 20 times in 10 days.

Send No Money, just your name, and we will send you prepaid this same system. Examine it 10 days in your own office. If convinced that this is the most effective and greatest money getting system you ever saw, send your check for the cost of it, if not, write us and we will send you postage to pay return charges. Over 1600 have sent for second system. Don't send your accounts to collection agencies. You can collect them with this system free of charge. You become a part of this great office with its 2500 clients. Write us today for free examination. C. V. KING, ATTY., Williamston, Mich.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.

Michigan State Pharmaceutical Association.
 President—Edw. J. Rodgers, Port Huron.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—O. A. Fanckboner, Grand Rapids.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—Willis Leisenring, Pontiac.

February Window Trims For Druggists.

Into February's twenty-eight days are crowded a number of opportunities for devoting a little more than ordinary attention to the show window—with the chance of having a little more than ordinary cash on hand at the end of the month to show for the effort. The first special day of the month is Lincoln's Birthday, on the 12th. Yet it is scarcely advisable to devote the windows to a Lincoln trim for more than the one day, because during that week—but first let us consider a fitting display for that one day.

Lincoln's Birthday Display.

Lincoln was not one of our warrior statesmen, so avoid all show of relics of the war he regretted so much. If possible to obtain a dummy, make it up to resemble President Lincoln and pose it at a desk writing, presumably signing the Emancipation Proclamation; drape the window with flags. Each individual druggist can best decide whether the display of a few advertising placards would be advisable. A neatly written card giving the date of establishment of the store and a general statement of principles would not be out of place.

Another suitable trim would present a contrast of the stage coach and the dirigible balloon, the old mortar and the ointment mill, the alembic and the Soxhlet extractor, the log cabin and the sky-scraper, with a portrait of Lincoln and an appropriate legend.

Valentines.

During the other six days of the same week the window may profitably be devoted to a display of valentines. In the store which carries a line of the familiar tokens of affection a conventional fancy display will be timely. Nesting birds, tissue paper blossoms and a goodly array

of hearts or valentines arranged upon heart-shaped supports should be combined in an arrangement as elaborate as possible. The poets and the imagination may be consulted to the end that there may be sprinkled throughout the trim an abundance of legend-bearing cards lettered in gold upon white or light-tinted stock.

Even although St. Valentine's tin-seled mementoes be not a part of the stock, the good old soul should not be forgotten in the window. Perfumes and confectionery afford excellent material for a valentine display. Remembrances that appeal to the gustatory sense as well as to the eye are doubly acceptable and these sweets are always welcomed by sweethearts—and there is more profit in the sale of a pound of 80-cent candy than in that of a 50-cent creation of lithographs and paper lace.

Washington's Birthday Windows.

Washington's birthday calls for another special display. Perhaps an appropriate as well as profitable one would contrast the sufferings of the winter at Valley Forge with the protection from rough skin, chaps, etc., afforded by that "own" best toilet cream. Place a few small tents upon a bleak snowy field as a setting. Well worded placards can point the moral.

Hot-Water Bottles.

Thus is a portion of the month accounted for. The same people will in all probability pass the store upon the remaining days. There should be no let-up in the effort to attract their attention and their patronage. Try a hot-water bottle display; maybe this one will do:

At the front of the window and to one side place a large "thermometer" made with a piece of glass tubing, some colored water and a graduated board; decorate it with "icicles" and scatter "snow" about. Let the column of water indicate a temperature of about 10 degrees above zero. In the other side of the window place a similar "thermometer" with a hot-water bottle resting against the bulb, and the indicator showing a temperature of about 90 degrees. The rest of the window space may be filled with various styles of the bottles.

Get Acquainted.

Are you on friendly terms with your business neighbors? Some merchants, perhaps not druggists, seem to hibernate in their stores. They come out to go to meals and to vote and then crawl back in again to make money. That is poor policy and poor hygiene. The druggist for the sake of his health and for the sake of his

business can not afford to ignore his neighbors. Get out occasionally and go into the other stores on the block and shake hands with the proprietor and ask him how trade is. Remind him that you are there. It will make it easier for him to send people to your store when they ask for goods in your line.

A Tip For the Small Druggist.

If the city is too large and your store too small for you to do newspaper advertising, work all the harder at the other kinds until you grow up to the newspaper size.

The only noise some men ever make in the world comes from their exploded theories.



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

A Good Investment



PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

MAYER Special Merit

School Shoes Are Winners

Peoples Savings Bank

Capital and Surplus \$180,000 Grand Rapids, Mich. Assets More Than \$2,100,000
 There Is Nothing in Safe Banking We Cannot Perform

Condition at

Close of Business Jan. 31, 1910

RESOURCES

Loans and Discounts	\$ 607,819.31
Bonds, Mortgages and Securities	1,118,164.93
Banking House	35,000.00
Overdrafts	156.82
Items in Transit	34,131.47
Exch's for Cl'g House	\$ 7,479.33
Cash in Vault and Banks	298,699.91
	306,179.24

Other Cash Items	1,639.13
Total	\$2,103,090.90

LIABILITIES

Capital Stock	\$ 100,000.00
Surplus Fund	80,000.00
Undivided Profits	15,257.23
Dividends Unpaid	25.00
Commercial Deposits	\$282,306.49
Savings Deposits	674,457.00
Savings Certificates	845,758.36
Due to Banks and Bankers	104,839.40
Cashier's Checks	386.00
Certified Checks	61.42

Total Deposits	1,907,808.67
Total	\$2,103,090.90

In addition to Savings Accounts we solicit and are prepared to receive accounts of banks, bankers, corporations, and firms on favorable terms, and will be pleased to meet or correspond with those who contemplate opening new accounts.

Liberal conditions are offered for active and dormant accounts of conservatively managed banks, corporations, firms and individuals.

Our extensive facilities for and low cost of making collections are at the service of banks and individuals, and business of this character is solicited.

The Peoples Savings Bank, of Grand Rapids, offers all the advantages of a safe, strong, and conservative yet progressive institution. Its resources are sound to the core and its connections unquestionably the best.



"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.

1910

Hazeltine & Perkins Drug Co.

Importers and Jobbers
of

**Drugs, Chemicals
Pharmaceuticals
Patent Medicines
Staple and Fancy
Druggists' Sundries
Stationery
School Supplies
Blank Books
Sporting Goods
Hammocks**

Please reserve your orders for
our salesmen

We are agents for the celebrated

Walrus Soda Fountains

Please write us for particulars

We can show you Sample Fountain

Place your order now and get
early delivery

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

P. S.—Specials just now: Blue Vitriol, Sulphur,
Paris Green.

Bishop Furniture Co.'s Special Offer

We ship this big comfortable Rocker On Approval for **\$28.00**, **Prepay the freight** and allow you to return it after five days examination in your home if not perfectly satisfactory and all you expected, **or by special arrangement you can get it for half price.**



\$28.00

This splendid Easy Rocker, pleasing and dignified in appearance, strong in every detail of construction is a marvel of modern comfort.

The proper shaping of the runners to give perfect balance and "that easy swing," the form fitting back with its soft cushion and the restful padded spring seat made doubly comfortable by a loose reversible cushion, add the final touch of lounging luxury.

The Rocker is just as illustrated, but the appearance of the covering when you see it is misleading. Pliable and soft to the touch with a grain, color and finish exactly like the genuine, the imitation leather would be taken for A No. 1 genuine leather.

It is the best Imitation Leather made and looks better and wears better than genuine split leather. We allow you to examine it in your home before accepting it and we back it with our ten year guarantee.

We furnish Homes, Hotels, Hospitals, Club-Houses and all other public buildings, shipping safely to every part of the world, furniture of correct style and guaranteed quality.

Our business has been built up from a small beginning to the largest exclusive furniture store in the world shipping direct to the consumer.

We want new customers in your town.

We want you to send us the names of those who are likely to need new furniture. **Here is our offer.** Send us the names and full addresses of 15 persons recently married, about to be married or building new homes and **we will credit you with \$14.25** toward the purchase of this Rocker.

Send us with the names \$14.25 in cash and we will ship the Rocker to any point in Michigan, Ohio or Indiana, freight prepaid, with the following guarantee:

"This Rocker is guaranteed to be made first class throughout, with reasonable usage it is warranted to last for ten years; if not satisfactory when received it may be returned at our expense and the purchase price will be refunded. If at any time during the period of ten years it shows defects in construction or material, we will repair the Rocker without charge."

Bishop's Book of Correct Styles

For many years thousands of discriminating buyers have traveled far to our show rooms in Grand Rapids to save money and get home furnishing suggestions. For the benefit of those who cannot come we have issued our handsome and instructive **portfolio of 186 pages.** It illustrates and describes in detail over 1000 designs of dependable furniture, has color plates of artistically furnished rooms in "Period" and modern styles. It tells how you save one-third in buying Direct. While this book costs \$1.50 to publish we mail it to those interested in fine furniture on receipt of **25 cents in stamps** which may be deducted from your first purchase.

Bishop Furniture Co.

Ionian Street

Grand Rapids, Michigan

References any Grand Rapids Bank

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

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6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2 cloth 6 30 Lemon & Wheeler Co. White Star, 1/2 cloth 6 00 White Star, 1/2 cloth 5 90 White Star, 1/2 cloth 5 80 Grand Rapids Grain Milling Co. Brands Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 4 00 Rye 4 00 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 95 Golden Horn, bakers 5 85 Duuth Imperial 5 70 Wisconsin Rye 4 55 Judson Grocer Co.'s Brand Ceresota, 1/2 6 30 Ceresota, 1/2 6 20 Ceresota, 1/2 6 10 Lemon & Wheeler's Brand Wingold, 1/2 6 25 Wingold, 1/2 6 15 Wingold, 1/2 6 05 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/2 cloth 6 15 Laurel, 1/2 cloth 6 05 Laurel, 1/2 cloth 6 05 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flour 6 00 Voigt's Hygienic Graham 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/2 cloth 6 20 Sleepy Eye, 1/2 cloth 6 10 Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 1/2 paper 6 00 Sleepy Eye, 1/2 paper 6 00 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 25 50 No. 1 Corn and Oats 25 50 Corn, cracked 25 50 Corn Meal, coarse 25 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal 34 00 Gluten Feed 30 00 Brewers' Grains Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 43 Less than carlots 45 Corn Carlots 65 Less than carlots 68 Hay Carlots 14 Less than carlots 15 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per pail 55 30 lb. pails, per pail 98 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 1 00 @ 1 10 Bulk, 5 gal. kegs 95 @ 1 05 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 50 Half bbls., 600 count 3 75 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 22 00 Clear Back 24 50 Short Cut 31 50	Short Cut Clear 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 Dry Salt Meats P Hall's 16 Lard Pure in tierces 13 3/4 Compound Lard 9 80 lb. tubs 1/2 advance 1/2 50 lb. tubs 1/2 advance 1/2 50 lb. tins 1/2 advance 1/2 20 lb. pails 1/2 advance 1/2 10 lb. pails 1/2 advance 1/2 5 lb. pails 1/2 advance 1/2 Smoked Meats Hams, 12 lb. average 14 Hams, 14 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 15 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 17 1/2 Sausages Bologna 8 Liver 5 Frankfort 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls., 40 lbs. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls., 40 lbs. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 90 Corned beef, 1 lb. 1 65 Roast beef, 2 lb. 2 90 Roast beef, 1 lb. 1 65 Potted ham, 1/2 55 Potted ham, 1/2 55 Potted ham, 1/2 55 Deviled ham, 1/2 55 Deviled ham, 1/2 55 Potted tongue, 1/2 55 Potted tongue, 1/2 55 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box 3 00 Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 3/4 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 10 28 10 1/2 lb. sacks 2 05 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 1 00 Medium, fine 95 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 15 Chunks 18 Holland Herring Pollock @ 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 14 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50 Mess, 40 lbs. 6 60 Mess, 10 lbs. 1 75 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 14 00	No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 35 Big Master, 70 bars 2 85 German Mottled 3 00 German Mottled, 5 bxs 2 95 German Mottled, 10 bxs 2 95 German Mottled, 25 bxs 2 85 Marseilles, 10 cakes 0 00 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 No. 2 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirloline, 24 4lb. 3 80 Pearlina 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdorm 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 3/4 SPICES Whole Spices Allspice, Jamaica 8 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochinchina 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 12 Pepper, Cayenne 22 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Cassia, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Nutmegs, 105-110 20 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/4 Muzzy, 40 1lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 3/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb. packages 5 16 5lb. packages 4 7/8 12 6lb. packages 6 50lb. boxes 4 SYRUPS Corn Barrels 28 Half barrels 30 20lb. cans 1/2 dz. in cs. 1 75 10lb. cans 1/2 dz. in cs. 1 70 5lb. cans 2 dz. in cs. 1 80 1 1/2 lb. cans, 3 dz. in cs. 1 90	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kyo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heldick 69 Boot Jack 86 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 32 Mill 32 Great Navy 30 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. box. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 24 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 1 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 C. P. Bluing Doz. Small size, 1 doz. box 40 Large size, 1 doz. box 75 CIGARS Johnson Cigar Co.'s Brand SCW S. C. W., 1,000 lots 31 El Portana 33 Evening Press 32 Exemplar 32 COFFEE Roasted Dwinell-Wright Co.'s B'ds. WHITE HOUSE White House, 1lb. 15 White House, 2lb. 15 Excelsior, M & J, 1lb. 15 Excelsior, M & J, 2lb. 15 Tip Top, M & J, 1lb. 15 Royal Java 15 Royal Java and Mocha 15 Java and Mocha Blend 15 Boston Combination 15 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; Fleibach Co., Toledo. SOAP Beaver Soap Co.'s Brand GRAND PRAIRIE WONDER SOAP 100 cakes, large size 6 50 50 cakes, large size 3 25 100 cakes, small size 8 25 50 cakes, small size 4 15	

OUR complete sample displays, including all spring and summer lines, are fully ready for the inspection of market-buying merchants in each of these ELEVEN cities:

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Please accept this as our personal invitation to you to use our sample displays—this season and whenever you come to any of our eleven cities—for all the help they can be to you while you are in market.

Remember we show—not piles of goods scattered all over a large building—but samples only, in compact, well-lighted space used for no other purpose.

For bargains, for pointers on new goods and methods, for routine purchases—see for yourself that all business purposes of a trip to market are best accomplished on our sample floors. And see this very spring.

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Stock of general merchandise for sale. Dry goods, clothing, shoes, groceries. Clean stock. Staple goods. Good town. Good location. Double store, each 24x80, brick. Will sell at fair value. Will bear inspection. Satisfactory reason. Will lease stores at reasonable price. H. W. Hawkins, Opera Block, Reed City, Mich. 332

For Sale—Clean, up-to-date stock shoes, notions, dry goods and furnishings, in one of the best towns in Michigan. Store can be rented reasonably. Owner has been in business twenty-five years and wishes to retire. Will inventory about \$5,000. Would take good forty or eighty acre farm in exchange or stock of horses, cattle, or good city property. Address No. 383, care Michigan Tradesman. 383

For Sale Or Trade—Machinery in steam laundry. Farmington, Ill.; not running; price, \$600. W. S. Winget, Peoria, Ill. 382

For Sale—The New Alpena House, Alpena, Mich. Furniture, bar, fixtures, stock of liquors, cigars, etc. Large lively barn. Possession at once. For particulars write W. E. Rogers, Alpena, Mich. 381



To the Merchant Who Wants to Turn Merchandise Into Ready Cash

Now is the time to convert surplus merchandise and slow selling goods into ready money. "A dollar in the till is worth two on the shelf." My successful Sales Plan will through 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—First-class restaurant; best location; good trade; modern equipment; or a Baltimore lunch; either at great sacrifice for immediate sale. W. W. Barcus, Muskegon, Mich. 379

Bakery—Good paying business in city of 5,000. Address Ideal Bakery, Garrett, Ind. 380

For Sale—Expect to occupy our new quarters May 1st, 1910, when we will sell at a bargain our fixtures now in use. Quarter-sawn oak, marble trimmings, good as new. Pictures, dimensions and price sent on application. Wood County National Bank, Grand Rapids, Wisconsin. 378

For Sale—Cheap, small stock of dry goods, notions and shoes. Best location in town. Variety Store, Alma, Mich. 377

For Sale—Drug store, established 18 years. New fixtures, invoice \$5,000. Yearly business, \$10,000. Located in Central Michigan manufacturing city, population 60,000. Easy terms. Address Drug Store, care Michigan Tradesman. 374

For Sale—Manufacturing and jobbing business. Saddlery, wagon and hardware specialties. Good clean stock. Everything in first-class shape. Has always paid well. Value \$20,000. Chance of a lifetime for the right parties. Address No. 387, care Michigan Tradesman. 380

For Sale—Sixty acres timber, composed of walnut, oak, elm, maple, linden, sycamore and ash. Wish to clear land. Correspondence and inspection solicited. Address H. W. Swarts, R. F. D. No. 7, Princeton, Ill. 371

For Sale—Stock of drugs reduced to about \$900. On account of death of owner, will sell at big discount to close estate at once. A. M. N. Barnum, Sand Lake, Mich. 370

Patent for sale, advertising novelty that will prove a moneymaker. I have no manufacturing facilities, so will dispose of patent at reasonable price. P. S. Hay, 20 Commerce St., Montgomery, Ala. 373

For Sale—Dry goods stock, best town in Southern Michigan. Best paying staple dry goods stock. Invoices \$12,000. Annual sales \$25,000. Will sell cheap to anyone, close at once. Best reasons for selling. Buyer can come in and stay certain time to verify all claims. Address W. F., care Michigan Tradesman. 372

Drug Store—Finest in Central Michigan city of 3,500 and a hustler. Stock consists of drugs, wall paper, stationery, books, etc. Will invoice \$9,000. Will sell on easy terms or take real estate. Owner is not a druggist and has other business that takes his entire time. Address Y. Z., care Tradesman. 363

For Sale—Well-established shoe business cheap, in Northern Michigan town. Location alone or with stock. Good reasons for selling. Address No. 364, care Tradesman. 364

For Sale—Clean up-to-date drug stock, fixtures and soda fountain. Located in beautiful country town 1,000 population Central Michigan. Shoe factory and tannery. Address X. Y. Z., care Tradesman. 359

For Sale—Stock general merchandise. Good farming country. One and one-half miles from railroad. Invoices \$2,000. Address Binford & Thrasher, Stanford, Ind. 356

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—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—Furniture business in Northern Indiana. Good locality. Will sell stock or stock and building. S. S. Lauder, 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

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—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

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—Only meat market in good Iowa town of 500 population. Doing a fine business. Address H. E. Evans, Macedonia, Ia. 305

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

To Exchange—An improved farm in Benzie County, value \$5,000, for stock merchandise or store building and stock. Address No. 368, care Tradesman. 368

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

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

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

Petoskey, Michigan wants a canning factory. Free site and other inducements. Interested parties write John F. Quinlan, Sec'y, Improvement Association. 386

Mr. Merchant—If you want to get rid of all undesirable goods, turn them into cash, write W. D. Hamilton & Co., 1037 Main St., Galesburg, Ill. 385

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

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

Safes Opened—W. L. Slocum, safe expert and locksmith, 114 Monroe street, Grand Rapids, Mich. 104

Want to buy drug stock in Michigan, small or large. V. Roussin, 19 Peck St., Muskegon, Mich. 361

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

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—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

SITUATIONS WANTED.

Wanted—Position general store by man of experience. Shoe trade a specialty. References. G. E. McCloskey, Barryton, Mich. 375

Wanted—Position by an experienced middle-aged Christian man as clerk in a general store. Good recommends. John Graybill, Clarksburg, Ill. 308

HELP WANTED.

Splendid contract waiting No. 1 life insurance producing manager, Grand Rapids district. Address D. Scott Partidge, Supervisor, 160 Adams St., Grand Rapids, Mich. 365

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want Ads. continued on next page.

Boots

When men who know the difference want to buy rubber boots, they invariably ask for the



TRADE MARK
NAUGATUCK, CONN., U.S.A.

and there's a very good reason for it. They're different. "Glove" brand is a synonym for superior quality.

Win and retain the confidence of your trade by selling them "GLOVE" BRAND rubbers of all kinds. They fit, they wear, they satisfy to a higher degree than any other rubber made.



Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Mich.

A MEANS OF GRACE.

While the basement furnace has long been conceded to be a source of endless comfort there is a growing belief that it is much more than that. From the physical point of view the furnace is so near the moral that oftentimes a slight change of the viewpoint includes it in the realm having only to do with questions of right and wrong and so making it, as a means of grace, one of the most effective agents which humanity can depend on. In itself considered it is an endless comfort. Taken care of—mind that—it gives back more than it receives and, although hidden in the cellar, into the upper world, where it can never come, it forces its currents of comfort, making summer of winter and fair weather of foul; but try to make one of the family of it and treat it so and see what you get. In the whole kingdom of things supposed to be dumb and dead there is nothing uglier than a furnace even slightly misused. Put off its care for half an hour and it greets you with sullen silence. Open the drafts wide and wait, and after a while it may, and it may not, comfort with a thin flame of blue. Leave it and the fire goes out. Stand over it and at the end of an hour, if you are good, it acts as if it were saying: "There, I'll burn now; but you do that thing again and you'll not get off so easily;" but until ashes and clinkers have been properly and duly attended to, that furnace is on its dignity and refuses to be appeased. As a means of grace it teaches its lesson and wise is he who learns and remembers.

A clergyman a few doors away testifies to the same idea, only he goes farther: With hands grimy and chapped he announces his willingness to believe that a man, worsted in a tussel with his furnace to the point of linguistic explosion, will be forgiven even if it be attended with the liveliest and the brilliantest of scintillations. A sick janitor gave him the chance for experiment, which he improved and the furnace would simply have nothing to do with him. He did the poking of his life and the five after trying its best to burn him went out. It was Saturday afternoon and with his uncompleted sermon on his hands for the next day, he laid everything aside and reasoned with that furnace and at last, after he had reached the perilous edge of profanity and looked over, the furnace, like the prodigal son, came to itself just in time to give a roaring welcome to the janitor, who, suspecting trouble, came in to see how things were going.

The minister's comment was presented in this quotation from Longfellow:

"There are two angels that attend unseen
Each one of us and in great books record
Our good and evil deeds. He who writes down
The good ones after each action closes
The volume and ascends with it to God.

The other leaves his dreadful day-book open

'Til sunset that we may repent, doing which

The record of the action fades away
And leaves a line of white across the page."

And the reader is expected, as the writer was, to see how this illustrates at all the furnace as a means of grace.

BUSINESS CHANCES.

For Sale—Window fixtures, floor cases and tables. Fine condition. Reasonable offer accepted. Address N. A. C., care Tradesman. 390

Wanted—Position by young married man as clerk in general store. Good recommends. Address No. 392, care Tradesman. 392

For Sale—Bazaar stock and fixtures located in the best town in Michigan. Best location in Midland. One of the best paying businesses in State. Reasonable rent. Stock can be reduced to suit buyer. Reason for selling, poor health. Address Lock Box 16, Midland, Mich. 393

For Sale—Dry goods and shoes. John Doak, Mendon, Mich. 391

Exchange—Good farm for stock merchandise. Address Box 378, Mankato, Minn. 388

For Sale—Stock of groceries and fixtures. Apply to Dunn & Campbell, Cadillac, Mich. 389

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

My new store lighting system sells better than cash registers or scales ever sold. Territory managers, salesmen and local agents wanted. Full particulars upon request. Reference, First National Bank. Address M. O. Pitner, 179-181 Lake St., Chicago, Ill. 376

Barber—To buy out present tenant; \$150 for chair and other furniture; reasonable rent; no competition; nice, clean town; no saloons; only good, clean men need apply. F. G. Warren, Warrens, Wis. 360



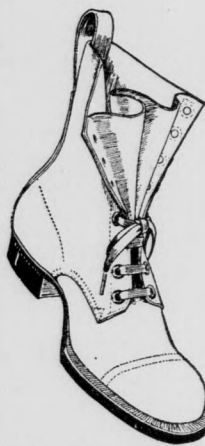
Stock the Profit Makers Now

H B Hard Pans and Elkskin Shoes

MEN'S BOYS' YOUTHS'

You cannot possibly make a false move in adding these factory lines to your present stock.

They represent what we believe to be the best efforts of our factory in our shoe making experience.



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

The uppers on these lines are made from plump, soft stock of our own special H B Hard Pan tannage-over weight soles and strictly solid throughout.

You will want a big lot of these lines before the season is ended. Better get your order out between now and the next mail.

Herold-Bertsch Shoe Co.

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

To Our Customers

TO make the Bissell sweeper move in the hands of the dealer and to increase his sales and profit are our constant effort, and for the year 1910 we promise you even greater co operation than we have ever given before in pushing the sale of our goods.

If your advertising man would like copies of our advertisements that have been signally successful in commanding attention and promoting the sale of the Bissell sweeper, please call on us for them and they will be sent promptly. These are advertisements that have been thoroughly tried out in magazines, where we paid as high as \$7.00 an agate line for the space, a big price to pay, unless you can get results.

Ask for proof sheet of some striking electrotypes, a request for which will bring you any of these Free. The use of an attractive cut will draw attention to your newspaper space, thus being of benefit to you outside of promoting the sale of our goods.

Please bear in mind that our new Ball Bearing line of sweepers constitutes three-fourths of our entire business, clearly demonstrating their superior selling qualities, and further that they pay the dealer the best profit.

Bissell Carpet Sweeper Co.

Grand Rapids, Mich.

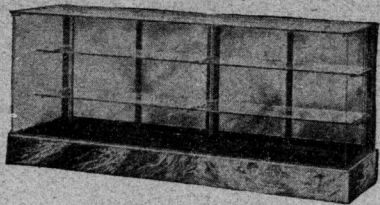
(Largest and Only Exclusive Carpet Sweeper Makers in the World.)

BRANCHES

New York [Eastern Office, Salesroom and Export Dept.] 25 Warren St.
Paris, France

Niagara Falls, Canada, Factory
London, England

The Crystal Show Case For 1910



We have improved nearly every detail of the construction of this show case in the last few months until it is unquestionably the best there is to be had in all plate glass show cases. Built with five different styles of base. Built in eight sizes. If you buy a

Wilmarth
THE CASE WITH A CONSCIENCE

You will get the following specifications: All doors fitted with dust proof strips and sliding on ball bearing rollers with turned steel axles. Spring steel stops take all jar off the case when the doors are slammed. The shelf brackets are the finest wrought steel, heavily nickel-plated, and are adjustable anywhere. The base and all wood work are hard wood throughout. The plate glass used is the finest glazing quality.

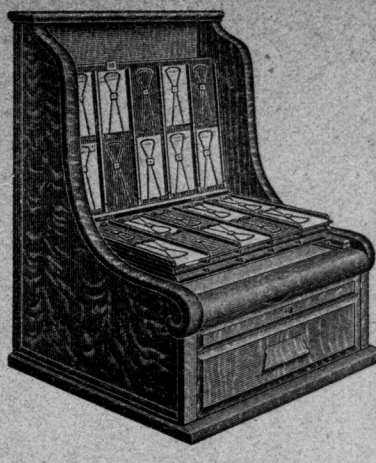
Write for our catalog showing our twenty different styles of show cases.

Wilmarth Show Case Co.

936 Jefferson Ave., Grand Rapids, Mich.

40 Broadway, Detroit, Mich.

134 South Baum St., Saginaw, Mich.



Book Keeping Without Books

The McCASKEY CREDIT REGISTER SYSTEM is acknowledged to be the most complete up-to-date method of handling accounts ever invented.

It is so good that many of the progressive commercial colleges and correspondence schools are teaching the McCASKEY SYSTEM.

It is so simple, easy and accurate.

It is such a time saver, labor saver and money maker that nearly sixty thousand merchants in all lines of business are using the McCASKEY today.

The McCASKEY REGISTER SYSTEM handles your accounts with only ONE WRITING. It gives you more information about your business than you can get from any other system.

THE McCASKEY REGISTER COMPANY are the originators and inventors of the one writing, total forwarding system. Don't waste your time and money with incomplete and unsatisfactory imitations. When you get a McCASKEY you get the best that brains, skill and money can produce.

Write for information. It's free for the asking.

THE McCASKEY REGISTER COMPANY

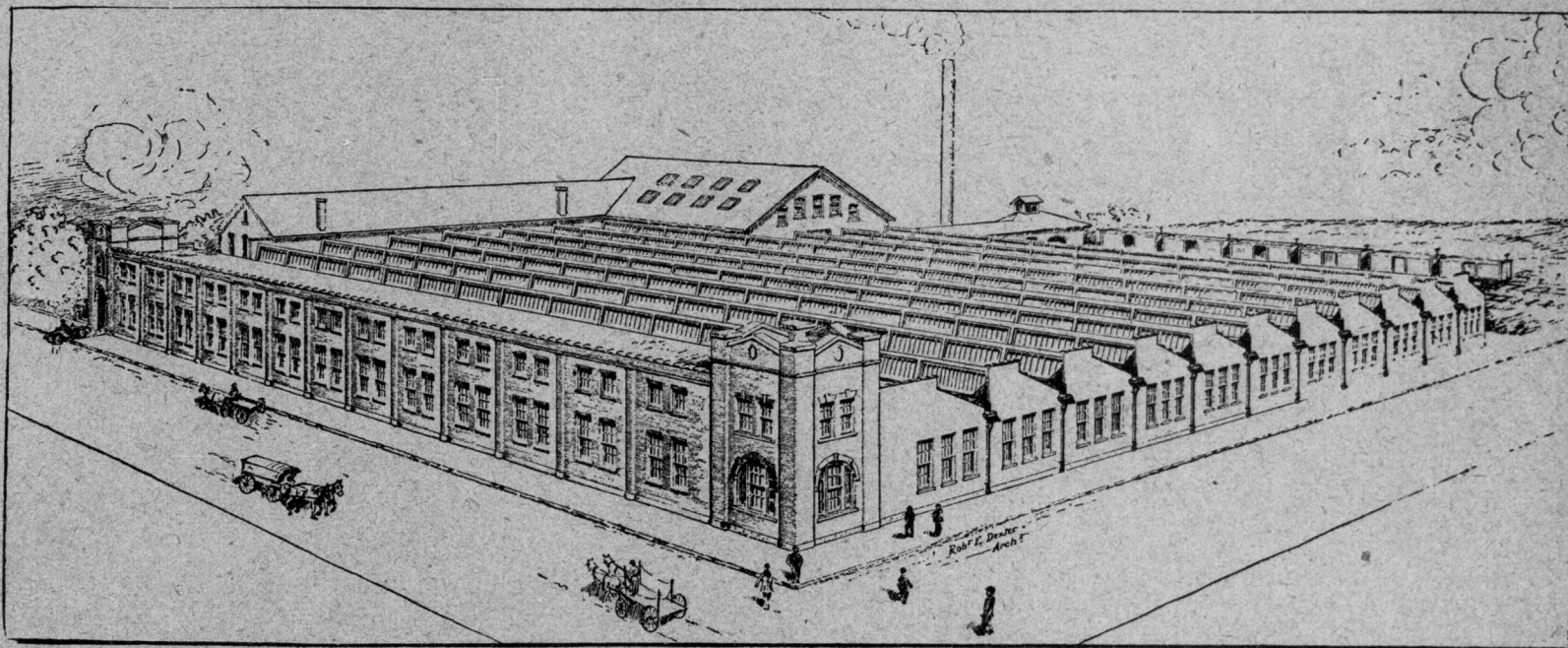
Alliance, Ohio

If you want duplicate or triplicate sales books or counter check books write us, as we have one of the best equipped pad printing houses in the U. S.

Detroit Office, 1014 Chamber of Commerce Bldg.

Phone Main 3565

Agencies in all Principal Cities



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

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.

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. * * * * *



If Somebody Else Made Ketchup

As Good as Blue Label We Would Make it Better—
But Neither Is Possible



Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pay you a good profit. These are the only things you need think about—pleasing your trade and making money.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.